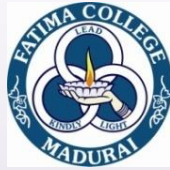


FATIMA COLLEGE
(AUTONOMOUS)

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - 4)
College with Potential for Excellence (2004 - 2019)
Approved by AICTE
Affiliated to Madurai Kamaraj University, Madurai
MARYLAND, MADURAI - 625018, 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

Name of the affiliating University - Madurai Kamaraj University, Madurai

GOVERNIN 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. Paula Banerjee Vice- Chancellor, The Sanskrit College and University, Bankim Chatterjee Street Kolkatta -700 073.	:	UGC Nominee
6.	Dr. Pon Muthuramalingam JDCE, Madurai Region, Madurai.	:	Government Nominee
7.	Dr. S. Nagarathinam Professor & Chairperson, School of Linguistics and Communication, Madurai Kamaraj University, Madurai.	:	University Nominee
8.	Rev. Dr. M. Arockiasamy Xavier, SJ Principal, St. Joseph's College, Trichy.	:	Educationist
9.	Mr. B. T. Bangera Managing Director Hi-Tech Arai Ltd., Madurai - 625 014.	:	Industrialist
10.	Dr. Sr. Bindu Antony Vice-Principal -I (Shift - I)	:	Member
11.	Dr. Sr. G. Jenita Rani Vice- Principal -I (Shift - II)	:	Member
12.	Dr. S. Vidya IQAC Co-ordinator	:	Member
13.	Dr. S. J. Kala Dean of Arts	:	Member
14.	Dr. N. Malathi Dean of Science	:	Member
15.	Ms. A. Mable Jasmine Shobha Dean of Self-Financing Programmes	:	Member

16.	Dr. B. Sahayarani Fernando Head, Research Centre of Commerce	:	Senior Staff
17.	Dr. Vasantha Esther Rani Head, Research Centre of Home Science & Dean of Research (Shift - I)	:	Senior Staff
18.	Dr. Sr. Biji Cyriac Coordinator, Fatima College Convent	:	Special invitee
19.	Dr. Sr. A. Jospin Nirmala Mary Controller of Examinations	:	Special invitee
20.	Mrs. Nigila Ragavan Controller of Examinations	:	Special invitee
21.	Dr. S. Raju MBA Director	:	Special invitee
22.	Dr. Sr. J. Arul Mary Chief Warden, Fatima College Hostel	:	Special invitee
23.	Sr. F. Arockia Mary Office Manager (Shift - I)	:	Special invitee
24.	Sr. B. Margaretmary Office Manager (Shift - II)	:	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. Germine Mary Vice-Principal -II (Shift - I)	:	Member
5.	Dr. Sr. G. Jenita Rani Vice-Principal -I (Shift - II)	:	Member
6.	Dr. S. L. Kumari 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	:	Member

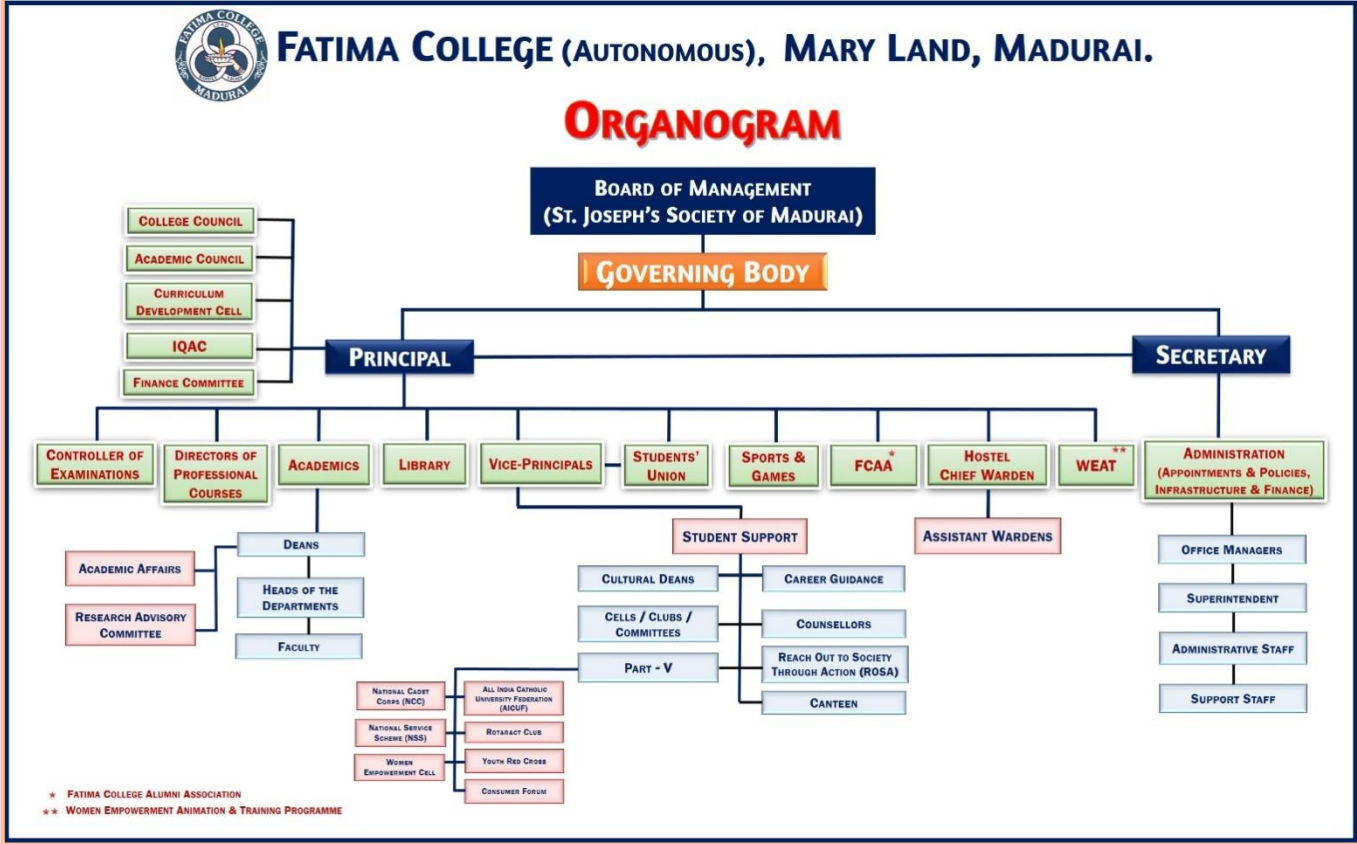
	Dean of Science		
10.	Ms. A. Mable Jasmine Shobha Dean of Self-Financing Programmes	:	Member
11.	Dr. Vasantha Esther Rani Dean of Research (Shift - I)	:	Member
12.	Dr. M. Arasammal Dean of Research (Shift - II)	:	Member
13.	Dr. Sr. A. Jospin Nirmala Mary Controller of Examinations	:	Member
14.	Mrs. Nigila Ragavan Controller of Examinations	:	Member
15.	Dr. T. Dharmaraj Chairperson, School of Performing Arts, Madurai Kamaraj University, Madurai - 625021.	:	University Nominee
16.	Dr. G. Kumaresan Chairperson, Prof. & Head, Dept. of Genetics, School of Biological Sciences, Madurai Kamaraj University, Madurai - 625021.	:	University Nominee
17.	Dr. M. Jayalakshmi Asst. Professor, Department of Immunology, School of Biological Sciences, Madurai Kamaraj University, Madurai - 625021	:	University Nominee
18.	Mr. Raja Rajeswaran Auditor, 167,1 st Floor, Opp.to Christian Mission Hospital , Madurai - 625001	:	External Member
19.	Mr. A. Velmurugaraj Head Personnel, TVS Srichakra Tires Ltd., Perumalpatti Road, Vellaripatti, Melur TK, Madurai - 625 122.	:	External Member
20.	Padmasri 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.	Dr. S. Raju, MBA Director	:	Member
23.	Heads of Departments	:	Member
24.	Dr. C. Sujatha Librarian	:	Member

BOARD OF STUDIES

1.	Directors / Head of the Departments.
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
6.	One Meritorious Alumna

ORGRANOGRAM



ANTI –RAGGING COMMITTEE

1.	Dr. Sr. G. Celine Sahaya Mary Principal	:	Chairperson
2.	Dr. R. Velankanni Matharasi Directress of Physical Education	:	Coordinator
3.	Dr. Sr. J. Arul Mary Chief Warden, Fatima College Hostel	:	Member
4.	Dr. N. Asha Assistant Professor Department of MBA	:	Member
5.	Mrs. R. Smeeta Mary Assistant Professor Department of MCA	:	Member
6.	Ms. M. Manisha II MBA	:	Member
7.	Ms. K.Madhubala II MCA	:	Member

STUDENTS' GRIEVANCE REDRESSAL COMMITTEE

1.	Dr. Sr. G. Celine Sahaya Mary Principal	:	Chairperson
2.	Dr. Sr. G. Jenita Rani Vice- Principal -I (Shift - II)	:	Member
3.	Dr. S. L. Kumari Vice-Principal - II (Shift - II)	:	Member
4.	Dr. Sr. A. Jospin Nirmala Mary Controller of Examinations	:	Member
5.	Dr. P. Shyamala Head & Associate Professor Department of MBA	:	Member
6.	Mrs. S. Mary Helan Felista Head & Assistant Professor, MCA	:	Member
7.	Sr. B. Margaretmary Office Manager (Shift - II)	:	Member

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

INTERNAL QUALITY ASSURANCE CELL (IQAC)

1.	Dr. Sr. G. Celine Sahaya Mary Principal	:	Chairperson
2.	Dr. Sr. M. Francisca Flora Secretary	:	Management Representative
3.	Dr. S. Vidya Associate Professor of Computer Science	:	Coordinator
4.	Dr. S. Saira Banu Associate Professor of English Head, Department of JMC	:	Asst. Coordinator
5.	Dr. Mary Magdalene Abraham Associate Professor of English	:	Asst. Coordinator
6.	Dr. Sr. Bindu Antony Vice-Principal -I (Shift - I)	:	Member
7.	Dr. G. Germine Mary Vice-Principal -II (Shift - I)	:	Member
8.	Dr. Sr. G. Jenita Rani Vice- Principal -I (Shift - II)	:	Member
9.	Dr. S. L. Kumari Vice-Principal - II (Shift - I)	:	Member
10.	Dr. S. J. Kala Dean of Arts	:	Member
11.	Dr. N. Malathi Dean of Science	:	Member
12.	Ms. A. Mable Jasmine Shobha Dean of Self-Financing Programmes	:	Member
13.	Dr. Vasantha Esther Rani Dean of Research	:	Member
14.	Dr. B. Sahayarani Fernando Associate Professor of Commerce	:	Member
15.	Dr. S. Arul Micheal Selvi Assistant Professor of Tamil	:	Member
16.	Mrs. Sumedha Head, Department of English (SF)	:	Member
17.	Dr. R. Saktheeswari Assistant Professor of English	:	Member

18.	Mrs. S. Selvarani Assistant Professor MCA & Head BCA	:	Member
19.	Dr. C. Sujatha Librarian	:	Member
20.	Mr. H. Vincent Placement Officer	:	Member
21.	Mr. J. Siva Kumar General Manager HR-IR, ATG Tires Pvt.Ltd. Gangaikondan, Tirunelveli.	:	Industrial Expert
22.	Dr. A. Rose Venis Dean of IQAC Associate Professor of Chemistry, St.Joseph's College (Autonomous) Tiruchirappalli - 620002	:	Academic Expert
23.	Ms. Jayantha Anand Director Finance Jeya Engineering & Infrastructure Pvt. Ltd., Tuticorin.	:	Alumna
24.	Sr. F. Arockia Mary Office Manager (Shift - I)	:	Member
25.	Sr. B. Margaretmary Office Manager (Shift - II)	:	Member
26.	Ms. J.Agnes Angeline III B.A English President-Students' Union (Shift-I)	:	Students' Representative
27.	Ms. G. Kalaiselvi III BBA, President-Students' Union (Shift-II)	:	Students' Representative

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. G. Jenita Rani Vice- Principal -I (Shift - II)	:	Member
4.	Dr. R. Velankanni Matharasi Directress of Physical Education	:	Coordinator
5.	Mrs. K. Radhamagesh M. A Sub Inspector of Police, Central Crime Branch, Madurai	:	External Member
6.	Sr. A. Amala Advocate, Madras High Court, Madurai Bench	:	External Member
7.	Dr. Vasantha Esther Rani Associate Prof. & Head of Home Science	:	Senior Staff
8.	Mrs. A. R. Jacintha	:	Steno Typist
9.	Ms. M. Manisha II MBA	:	Students' Representative
10	Ms. K.Madhubala II MCA	:	Students' Representative

- * 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

Re-Accredited with 'A++' (CGPA 3.61) Grade by NAAC (Cycle-4)



PROGRAMMES & COURSES

PROGRAMS

<p>Programme MCA MANAGEMENT</p>	<p>New / Existing Programme Existing Programme Existing Programme</p>
---	---

COURSE DETAILS

Programme MANAGEMENT

Sr. No	Course Name	Level	FT/PT	Affiliating body/ University	Intake approved 2019-20	Intake Approved 2020-21	Applied For	Applied intake 2021-22	Number of Required Faculty	Number of Faculty	NRI Approval Status	O C I / F N Approval Status	Status of NBA Accreditation
1	MBA	PG	FT	Madurai Kamaraj University, Madurai	60	90	EoA Only	90	9	9	Not interested	Not interested	Not Applicable

Programme MCA

Sr. No	Course Name	Level	FT/PT	Affiliating body/ University	Intake approved 2019-20	Intake Approved 2020-21	Applied For	Applied intake 2021-22	Number of Required Faculty	Number of Faculty	NRI Approval Status	O C I / F N Approval Status	Status of NBA Accreditation
1	MASTERS IN COMPUTER APPLICATIONS	PG	FT	Madurai Kamaraj University, Madurai	60	60	E o A Only	60	6	7	Not interested	Not interested	Not Applicable

FATIMA COLLEGE (AUTONOMOUS), MADURAI

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

Department of Management Studies

2020 -2021		
S.No	Companies	No. of Students Selected
1.	TCS	2
2.	AL Mannai Group, Oman	1
3.	AUDI	2
4.	Byju's	1
5.	Cognitive Value Tech	1
6.	Aparajitha Corporate Services, Madurai	3
7.	Solytics Partners	1
8.	KP SOLUTION	4
9.	Star Air Sea Logistics Pvt. Ltd.	1
10.	Osiz Technology	1
11.	Leshark Global LLP	1
12.	Azasoft - Web Design & Digital Marketing	1
13.	Times	1
14.	ARKAY GLENROCK pvt Ltd.	1
15.	Byte Compass	1
16.	Metro Labs Services Pvt. Ltd.	1
17.	Reliance Jio Mart	2
18.	AVP Naturals Pvt. Ltd.	1
19.	O2 Saver	4
20.	Indhra metals	1
21.	Mehandi Artist and Studio	1
22.	RVS College of Engineering and Technology	1
23.	Mangayarkarasi College of Arts and Science	1
24.	TMM College of Arts	1
Total		35
➤ Maximum Salary – 37.5K per Month		
➤ Minimum Salary – 10K per Month		

Placement Details 2021 - 2022

1. Number Of Companies Visited	-	3
2. Number Of Students Passed	-	60
3. Number Of Dropout Students	-	0
4. Number Of Eligible Students	-	60
5. Number Of Students Placed in IT	-	5
6. Number Of Students Placed in Non IT	-	30
7. Total Student Placed (IT+ Non IT)	-	35
7. Lowest Package(In Lakhs)	-	1,00,000
8. Highest Package(In Lakhs)	-	4,50,000

FATIMA COLLEGE (AUTONOMOUS), MADURAI
PG DEPARTMENT OF COMPUTER APPLICATIONS

PLACEMENT DETAILS

1. Is the course eligible for placement	-	Yes
2. Number of companies visited	-	7
3. Number of students passed	-	31
4. Number of Dropout students	-	1
5. Number of Eligible students	-	31
6. Number of students placed in IT	-	9
7. Number of students placed in Non IT	-	-
8. Total Students placed in (IT and Non IT)	-	9
9. Lowest Package(In Lakhs)	-	1.2 L per annum
10. Highest Package(In Lakhs)	-	2.3L per annum

FATIMA COLLEGE (AUTONOMOUS), MADURAI-18
PG DEPARTMENT OF COMPUTER APPLICATIONS

2021-2022 - Placement Details

S.No	Name of the concern	Date	Placed List
1.	Gaminatics	24.12.2020	-
2.	Hiya tech solutions	20.02.2021	-
3.	Zoho	06.03.2021	-
4.	Bricksteel	08.04.2021	1. Rekha T N - 2019MCA18L, 2. Sneha V - 2018MCA02, 3. Suvetha C - 2019MCA30L, 4. Kaviya M - 2019MVA09L, 5. Bavatharani. R - 2019MCA03L
5.	Suriyan FM	20.02.2020	-
6.	Corpworx	22.07.2020	-
7.	Absera Tech	30.03.2021	1. Rekha T N - 2019MCA18L, 2. Shenbagamena V - 2019MCA23L, 3. Reshma kaboor A - 2019MCA19L, 4. Santhiya Rani S - 2019MCA20L

% of placement = 8/32 = 25%

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

FACULTY RATIO

Permanent Faculties	No of Students
MBA - 9 MCA - 6	Students of MBA – 90 Students of MCA – 60
The Ratio is – 1:20	

FACULTY MEMBERS LIST*Details available as on AICTE Web Portal*

Sr. No.	Faculty ID	Programme	Course	Faculty Type	FT/PT	First Name	Surname	Exact Designation	Date of Joining the Institution	Appointment Type	Doctorate	Master's Degree	Bachelor 's Degree	Other Qualifications	Aadhar Card	PAN Card	Total Gross Salary for the Last Financial Year	Pay Scale
1	1-3562136888	MANAGEMENT	MBA(FINANCE MARKETING)		FT	SUGANYA	RAJAKKANNU	ASST PROFESSOR	14/06/2017	Regular	Yes	MBA	B.COM	M.COM, M.PHIL, PGDCM	521242909882	CCOPS9860G	0	Consolidated

Date of Signature(dd/mm/yyyy)

1-9320910628

Seal of Institution

Name & Signature of Director/Principal

Page 2 of 6

8	7	6	5	4	3	2
1-9495635998	1-7416416333	1-7416416237	1-7416416018	1-7416075120	1-7416074956	1-4717062258
MANAGEMENT	MCA	MANAGEMENT	MANAGEMENT	MCA	MCA	MANAGEMENT
MBA (HOSPITAL MANAGEMENT)	MASTER OF COMPUTER APPLICATIONS	MBA (MARKETING)	MBA (FINANCE)	MASTER OF COMPUTER APPLICATIONS	MASTER OF COMPUTER APPLICATIONS	MBA (MARKETING)
	FT	FT	FT	FT	FT	FT
MEENACHI	SELVAM	JAYANTHI	MUNISAMY	.	JEYA MALA	SEENI MUTHIAH
MARIAPPA	SELVARANI	BALRAJ	NAGARENITHA	NANCY VINCENTINA MARY	DHARMALINGAM	RAJU
ASST PROFESSOR	ASST PROFESSOR	ASST PROFESSOR	ASST PROFESSOR	ASST PROFESSOR	PRINCIPAL/DIRECTOR	PROFESSOR
25/08/2020	17/05/2013	14/06/2017	15/06/2011	15/06/2009	01/07/2019	01/09/2018
Regular	Regular	Regular	Regular	Regular	Regular	Regular
Yes	No	Yes	Yes	No	Yes	Yes
						MBA
						B.SC.
						603329408949
AFYPM8735M	FCSPS8528A	AJLPJ7897E	AGRPN8411H	ALXPN7641Q	AGMPD7880M	ADYPR2563C
						0
						Consolidated

Date of Signature(dd/mm/yyyy)

Seal of Institution

Name & Signature of Director/Principal

1-9320910628

page 3 of 6

15	14	13	12	11	10	9
1-493741451	1-493707687	1-493687495	1-493082320	1-493082316	1-493082068	1-493034680
MANAGEMENT	MANAGEMENT	MANAGEMENT	MCA	MCA	MCA	MCA
MBA (FINANCE)	MB A(FI NA NC E MA RKE TIN G)	MBA(FINA NCIAL MANAGE MENT)	MASTE RS OF COMP UTER APPLI CATIO NS	MASTER OF COMPUTER APPLICATIONS	MASTER OF COMPUTER APPLICATIONS	MASTER OF COMPUT ER APPLICA TIONS
PG	PG	PG	PG	PG	PG	PG
FT	FT	FT	FT	FT	FT	FT
LAKSHMI NARAYANAN	NAGARAJAN	SR. CELINE SAHAYAMARY	SELVARAJ	SELVARAJ	SMEETA	BALAKRIS HNAN
MEENA	ASHA	GERMEN	JEBAPRIYA	MARYHELANFELI STA	RICHARD	CHANDIRIK A
ASST PROFESSOR	ASST PROFESSOR	PRINCIPAL	ASST PROFESSOR	HOD	ASST PROFESSOR	HEAD OF DEPT
18/06/2009	15/06/2009	24/05/1998	16/06/2008	16/06/2008	16/06/2008	21/08/1997
Regular	Regular	Regular	Regular	Regular	Regular	Regular
Yes	Yes	Yes	No	No	No	No
MBA	MBA	MBA	MCA	MCA	MCA	MCA
BBA	BBA	B.COM	B.SC(CO MPUTER SCIENCE)	B.SC(PHYSICS)	B.SC(COM PUTER SCIENCE)	B.SC(PHYS ICS)
M.PHIL, PHD	M.CO M, M.PH IL, SLET ,NET(PH.D	B..TH., PH.D	M.PHIL(CS)	M.PHIL(CS)	M.PHIL(CS)	M.PHIL(CS)
216598586381	757633454537	730221857984	811452550589	712406029503	342159375576	7231120995 45
BAYPM3426M	BDQPA7546D	BIXPC0148M	AXVPJ8987B	BHKPM7108P	DAVPS4886N	AFUPC7355 P
376740	355108	861307	304764	345788	285024	604560
Consolidated	Consolidated	Consolidated	Consolidated	Consolidated	Consolidated	Consolidat ed

17	16
1-1455240375	1-1454806743
MCA	MANAGEMENT
MASTERS OF COMPUTER APPLICATIONS	MBA (MARKETING MANAGEMENT)
PG	PG
FT	FT
BHAKTHAVATSALAM	SHYAMALA
USHA	PALANI PANDY T
ASST PROFESSOR	ASSOCIATE PROFESSOR
15/06/2012	20/07/2005
Regular	Regular
No	Yes
M.TECH	MBA
B.SC.	BBA
M.SC., M.PHIL	M.PHIL.,PGDCA
587158243217	705350669693
AFFPU2587N	BTVPM0362C
24210	440640
Consolidated	Consolidated

NAME : G. CELINE SAHAYA MARY
POSITION : PRINCIPAL
FACULTY OF : DEPARTMENT OF MANAGEMENT STUDIES
PHONE/MOBILE : 0452-2667809
EMAIL ID : celine_sjl@rediffmail.com
DATE OF BIRTH : 25.12.1964



LANGUAGES PROFICIENCY

READ : TAMIL, ENGLISH & HINDI

WRITE : TAMIL, ENGLISH & HINDI

SPEAK : TAMIL, ENGLISH & HINDI

1. QUALIFICATION

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMMERCE	FATIMA COLLEGE (AUTONOMOUS), MADURAI	1985
2.		B.TH.	JNANA DEEPA VIDYAPEETH, PUNE	1995
3.	PG (MBA)	BUSINESS ADMINISTRATION	FATIMA COLLEGE (AUTONOMOUS), MADURAI	1998
4.	PH.D.	BUSINESS ADMINISTRATION	MADURAI KAMARAJ UNIVERSITY, MADURAI	2011

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO (PERIOD)
1.	FATIMA COLLEGE (AUTONOMOUS), MADURAI	1998 - TILL DATE

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	PRINCIPAL	2017 - TILL DATE
2.	ACADEMIC COUNCIL	2011 - 2017
3.	SELECTION COMMITTEE FIRST YEAR UG & PG ADMISSION FATIMA COLLEGE	2007 - 2010
4.	CHIEF WARDEN	2010 - 2011
5.	CHIEF WARDEN	2007 - 2008
6.	VICE PRINCIPAL (SELF-FINANCING)	2005 - 2011
7.	WARDEN	2001 - 2005

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE POSITION	NAME OF THE INSTITUTION	DURATION
1.	CONGREGATION OF SISTERS OF ST. JOSEPH'S OF LYONS	PROVINCIAL COUNCILOR IN CHARGE OF EDUCATION	2011 - 2017
2.	PRESIDENT, STAFF RECRUITMENT COMMITTEE	ST. JOSEPH GIRLS HIGHER SECONDARY SCHOOL, MADURAI	2011 - 2017
		ST. JOSEPH MATRICULATION HIGHER SECONDARY SCHOOL, MADURAI	
		HOLY FAMILY GIRLS HIGHER SECONDARY SCHOOL, MADURAI	
		ST. MARY'S GIRLS HIGHER SECONDARY SCHOOL, DEVAKOTTAI	
		ST. JOSEPH CONVENT SCHOOL, USILAMPATTI	
		FATIMA COLLEGE, MADURAI	
3.	ANIMATOR	SCHOOL OF EDUCATIONAL INSTITUTIONS, ST. JOSEPH SOCIETY, MADURAI	2011 - 2017
		FATIMA COLLEGE, ST. JOSEPH SOCIETY, MADURAI	2011 - 2017
4.	COMMUNICATION CONSULTANT	SISTERS OF ST. JOSEPH OF LYON	2011 - 2017
5.	LINK PERSON, FINANCE TEAM	SISTERS OF ST. JOSEPH OF LYON	2011 - 2017
6.	MEMBER, GOVERNING BODY	FATIMA COLLEGE, MADURAI	2011 - 2017
		ST. JOSEPH'S SOCIETY, MADURAI	2011 - 2017
		SATHANGAI ACADEMY	2011 - 2017
7.	MEMBER	TAMIL NADU CATHOLIC EDUCATIONAL ASSOCIATION (TANCEAN)	2011 - 2017
		AIACHE	2011 - 2017
		CONSORTIUM	2011 - 2017

5. AREAS OF SPECIALIZATION

❖ FINANCE

6. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMME	THEME	ORGANIZED BY	DATE
<i>INTERNATIONAL EXPERIENCE: INTERNATIONAL EXPERIENCE TO DEEPEN THE VISION & MISSION OF THE COLLEGE</i>				
1.	EXTENDED GENERAL CHAPTER AT BANGALORE	-	ST. JOSEPH'S LYON	Nov. 2015
2.	GENERAL CHAPTER AT LYON, FRANCE	-	ST. JOSEPH'S LYON	2011

3.	BLOOD DONATION CAMP	THE NEEDY AND DYING PATIENTS OF GOVERNMENT HOSPITAL	TAMIL NADU STATE AIDS CONTROL SOCIETY AND STATE BLOOD TRANSFUSION COUNCIL	OCT. 20, 2009
----	------------------------	---	--	---------------

4.	FACULTY DEVELOPMENT PROGRAMME	INTERNSHIP	HI-TECH ARAI LTD.	DEC. 01 - 05, 2008
5.	BEARERS OF THE TRADITION	-	SISTERS OF ST. JOSEPH'S, CONCORDIA, USA	JUNE - JULY 2003
6.	FDP	RECENT INNOVATION IN INDIAN FINANCIAL MARKETS	T.A. PAI MANAGEMENT INSTITUTE, MANIPAL, KARNATAKA	SEP. 24 - 28, 2001
7.	FDP IN MANAGEMENT	-	INDIAN INSTITUTE OF MANAGEMENT, AHMADABAD	JUNE 24 1999 - MAR. 23, 2000
8.	TRAINING COURSE	HUMAN RIGHTS EDUCATION -	ALL INDIA ASSOCIATION FOR CHRISTIAN HIGHER EDUCATION	MAY 26 - 30, 1999
9.	TRAINING PROGRAMME	LEGAL LITERACY	TAMIL NADU STATE COMMISSION FOR WOMEN	24.03.1999 – 26.03.1999

7. NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	INTERNATIONAL WORKSHOP ON "WOMEN TRANSCENDING GENDER BOUNDARIES: THE MALAYSIAN STORY"	FATIMA COLLEGE (AUTONOMOUS), MADURAI, INDIA AND BINARY UNIVERSITY OF MANAGEMENT & ENTREPRENEURSHIP, MALAYSIA VENUE: BU, MALAYSIA	SEP. 14, 2018	ORGANIZER	-
2.	INTERNATIONAL CONFERENCE ON "DIGITAL MARKETING – A GLOBAL PERSPECTIVE"	DEPT. OF MANAGEMENT STUDIES, FATIMA COLLEGE (AUTONOMOUS), MADURAI	AUG. 10, 2018	PRESENTED	E-RETAILING – THE SUCCESS MANTRA OF MARKETING
3.	NATIONAL SEMINAR ON "NEW TRENDS IN GOVERNANCE AND LEADERSHIP IN HIGHER EDUCATION IN INDIA" SPONSORED BY UNITED BOARD FOR CHRISTIAN HIGHER EDUCATION IN ASIA	AIACHE, ECUMENICAL CENTRE, NEW DELHI	NOV. 16 & 17, 2017	PARTICIPATED	-
4.	SYMPOSIUM ON "ROAD MAP TO A CULTURE OF SELF IMPROVEMENT"	DEPT. OF MANAGEMENT STUDIES, FATIMA COLLEGE (AUTONOMOUS), MADURAI	OCT. 09, 2017	PARTICIPATED	-
5.	SYMPOSIUM ON "GATEWAY TO BANKING CAREER"		OCT. 04, 2017	PARTICIPATED	-
6.	PLACEMENT WORKSHOP ON CORPORATE SKILLS		SEP. 08, 2017	PARTICIPATED	-
7.	NATIONAL CONFERENCE ON "CURRENT POLITICAL AND ECONOMIC SITUATION IN INDIA AND ITS IMPACT ON HIGHER EDUCATION"	XAVIER BOARD OF HIGHER EDUCATION IN INDIA, BANGALORE VENUE: DON BOSCO PROVINCIAL HOUSE, HYDERABAD	SEP. 09 & 10, 2017	PARTICIPATED	-
8.	MANAGEMENT DEVELOPMENT PROGRAMME ON "CAREER ADVANCEMENT & SKILL DEVELOPMENT"	CORPORATE	JAN. 23 & 28, 2016	PARTICIPATED	-

9.	NATIONAL CONFERENCE ON "INDIAN WORLD CLASS MANUFACTURING – THE ROAD A HEAD"	CORPORATE	OCT. 01, 2015	PARTICIPATED	-
10.	"EXPERIENCE AMERICA – PITCHFEST'14", BUSINESS PLAN CONTEST, ORGANIZED IN COLLABORATION WITH U.S. CONSULATE GENERAL, CHENNAI	U.S. CONSULATE GENERAL, CHENNAI	SEP. 09, 2014	PARTICIPATED	-
11.	NATIONAL CONFERENCE ON "CORPORATE SOCIAL RESPONSIBILITY: MYTHS AND REALITIES" JOINTLY ORGANIZED WITH DEPARTMENTS OF SOCIOLOGY WITH MSW AND VERGAL (ROOTS), THE EDUCATIONAL TRUST, MADURAI	CORPORATE	NOV. 22, 2014	PARTICIPATED	-
12.	INTERNATIONAL CONFERENCE ON "SOCIAL MEDIA FOR SERVICE SECTOR" JOINTLY ORGANIZED WITH THE DEPARTMENTS OF COMPUTER APPLICATIONS (MCA) AND PG IT	CORPORATE	AUG. 20 & 21, 2014	PARTICIPATED	-
13.	NATIONAL SEMINAR ON "BUSINESS INNOVATIONS"	CORPORATE	AUG. 12 - 17, 2013	PARTICIPATED	-
14.	NATIONAL CONFERENCE ON "GREEN BUSINESS – POWERING SUSTAINABLE DEVELOPMENT" JOINTLY ORGANIZED WITH THE DEPT. OF INFORMATION TECHNOLOGY	CORPORATE	SEP. 15, 2012	PARTICIPATED	-
15.	NATIONAL CONFERENCE ON "BUSINESS AND PROFESSIONAL ETHICS – A 21 ST CENTURY PERSPECTIVE"	HI-TECH. ARAI LTD., MADURAI	SEP. 17, 2011	PARTICIPATED	-
16.	NATIONAL SEMINAR IN "CHANGE LEADERSHIP"	DEPT. OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	FEB. 15, 2011	PRESENTED	TOOLS AND TECHNIQUES OF CHANGE MANAGEMENT
17.	INTERNATIONAL CONFERENCE ON "PARADIGM SHIFT IN CONTEMPORARY MANAGEMENT EDUCATION"	DEPT. OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	JAN. 11 & 12, 2010	PRESENTED	INSTITUTIONAL INVESTOR AND CORPORATE GOVERNANCE
18.					CORPORATE GOVERNANCE IN HIGHER EDUCATION
19.	NATIONAL CONFERENCE ON "180 DAYS/360° KNOWLEDGE MANAGEMENT IN HIGHER EDUCATION"	THE ETHIRAJ COLLEGE FOR WOMEN	FEB. 06 & 07, 2008	PRESENTED	KNOWLEDGE MANAGEMENT, CULTURE, SOCIETY AND ETHICAL ISSUES
20.	NATIONAL WORKSHOP ON "EXECUTIVE EXCELLENCES"	HI-TECH. ARAI LTD., MADURAI	OCT. 03, 2008	PARTICIPATED	-

21.	SOUTHERN REGIONAL SEMINAR ON "LEADERSHIP IN MANAGEMENT"	ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS	AUG. 08 & 09 2008	PARTICIPATED	-
22.	NATIONAL WORKSHOP ON "EMERGING TRENDS IN ADVERTISING" JOINTLY ORGANIZED WITH THE DEPT. OF ENGLISH	AIRTEL (PARTIAL FUNDING)	DEC. 10 & 11, 2007	PARTICIPATED	-
23.	NATIONAL SEMINAR ON "CHALLENGES AND OPPORTUNITIES IN SERVICE SECTOR"	HI-TECH. ARAI LTD., MADURAI	OCT. 27, 2007	PARTICIPATED	-
24.	NATIONAL SEMINAR ON "EMPLOYABILITY OF MANAGEMENT PROFESSION"	CORPORATE	FEB. 24, 2007	PARTICIPATED	-
25.	CONFERENCE ON "INTEGRATING HUMANISTIC VALUES AND SOCIAL CONCERNS WITH TECHNICAL EDUCATION"	PSG COLLEGE OF TECHNOLOGY, DEPT. OF HUMANITIES	FEB. 24 & 25, 2006	PARTICIPATED	-
26.	NATIONAL CONFERENCE ON "DISASTER MANAGEMENT"	V.O. CHIDAMBARAM COLLEGE OF EDUCATION	DEC. 17, 2005	PARTICIPATED	-
27.	NATIONAL SEMINAR ON "CORPORATE SOCIAL RESPONSIBILITY"	CORPORATE	SEP. 14, 2005	PARTICIPATED	-
28.	NATIONAL SEMINAR ON "KNOWLEDGE MANAGEMENT"	CORPORATE	OCT. 16, 2004	PARTICIPATED	-
29.	WORKSHOP ON "CASE STUDY METHOD OF TEACHING FOR MANAGEMENT & COMMERCE TEACHERS" SPONSORED BY AICTE	SRI RAMACHANDRA COLLEGE OF MANAGEMENT	MAY 30 & 31, 2004	PARTICIPATED	-
30.	SEMINAR ON "TOTAL QUALITY MANAGEMENT"	DEPT. OF MBA, KARPAGAM COLLEGE OF ENGINEERING, COIMBATORE	MAR. 08, 2003	PARTICIPATED	-
31.	NATIONAL SEMINAR ON "COMPETING THROUGH COST LEADERSHIP"	SCHOOL OF MANAGEMENT STUDIES, UNIVERSITY OF HYDERABAD	OCT. 03 & 04, 2002	PARTICIPATED	-
32.	SEMINAR ON "TOTAL QUALITY MANAGEMENT"	DEPT. OF MBA, KARPAGAM COLLEGE OF ENGINEERING, COIMBATORE	MAR. 08, 2003	PRESENTED	QUALITY CIRCLES

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.	GLOBAL TALENT MANAGEMENT IN DIGITAL ERA	A NEW PARADIGM IN TALENT MANAGEMENT AS AN INVESTMENT	SEP. 13, 2017	1	1	85	978-93-86537-95-9	SHANLAX PUBLICATIONS, MADURAI

2.	KAIZEN MAGAZINE	TOOLS AND TECHNIQUES OF CHANGE MANAGEMENT	MAR. 2011	1	1	1	-	DEPARTMENT OF MBA, FATIMA COLLEGE (AUTONOMOUS), MADURAI
3.	PARADIGM SHIFT IN CONTEMPORARY MANAGEMENT EDUCATION	CORPORATE GOVERNANCE IN HIGHER EDUCATION	JAN. 2010	1	1	98	-	DEPARTMENT OF MBA, FATIMA COLLEGE (AUTONOMOUS), MADURAI
4.	PARADIGM SHIFT IN CONTEMPORARY MANAGEMENT EDUCATION	INSTITUTIONAL INVESTOR & CORPORATE GOVERNANCE	JAN. 2010	1	1	97	-	DEPARTMENT OF MBA, FATIMA COLLEGE (AUTONOMOUS), MADURAI

9. BOOKS PUBLISHED

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN
1.	EDUCATIONAL POLICY (ST. JOSEPH OF LYONS SOCIETY) (REVISED EDITION)	2017	-	-
2.	EDUCATIONAL POLICY (ST. JOSEPH OF LYONS SOCIETY)	2011	-	-

10. EDITED JOURNALS

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN
1.	ST. JOSEPH OF LYON, INDIA	-	-	-

11. MAJOR ASSIGNMENTS

S. No.	MAJOR ASSIGNMENT	INSTITUTION	THEME/TITLE	DATE
1.	GRIEVANCE REDRESSAL PROGRAMME	FATIMA COLLEGE, MADURAI	-	2015 - 2016
2.	LECTURE	ST. JOSEPH'S LYON SOCIETY, MADURAI	INTERPERSONAL RELATIONSHIP TRAINEES (BATCH-II)	-
3.	LECTURE	ST. JOSEPH'S LYON SOCIETY, MADURAI	INTERPERSONAL RELATIONSHIP TRAINEES (BATCH-I)	-
4.	LECTURE	EDUCATIONAL INSTITUTION, ST. JOSEPH'S LYONS SOCIETY	EMOTIONAL INTELLIGENCE FOR THE TRAINEES	-
5.	LECTURE	EDUCATIONAL INSTITUTION, ST. JOSEPH'S LYONS SOCIETY	TIME & TEAM MANAGEMENT FOR STAFF,	-
6.	LECTURE	ST. JOSEPH'S LYON SOCIETY, MADURAI	MOTIVATION & INTERPERSONAL SKILLS FOR THE LEADERS OF THE EDUCATIONAL INSTITUTION	-
7.	INAUGURAL ADDRESS	FATIMA COLLEGE, MADURAI	PARENTS TEACHERS MEET	30.08.2013

8.	FELICITATION	FATIMA COLLEGE, MADURAI	INDUCTION PROGRAM	03.07.2013
9.	VALEDICTORY ADDRESS	DEPT. OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	NATIONAL CONFERENCE ON – “GREEN BUSINESS – POWERING SUSTAINABLE DEVELOPMENT”	15.09.2012
10.	FELICITATION	FATIMA COLLEGE, MADURAI	INDUCTION PROGRAM	04.07.2012
11.	CHIEF GUEST	HOLY FAMILY GIRLS HIGHER SECONDARY SCHOOL, MADURAI	ANNUAL DAY	2012
12.	FELICITATION	FATIMA COLLEGE, MADURAI	INDUCTION PROGRAM	27.07.2011
13.	FELICITATION IN VALEDICTION	DEPT. OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	PARADIGM SHIFT IN CONTEMPORARY MANAGEMENT EDUCATION	12.01.2010
14.	FELICITATION	FATIMA COLLEGE, MADURAI	NATIONAL STUDENT DEVELOPMENT WORKSHOP	03.10. 2008

12. AWARDS / ACHIEVEMENTS

S. No.	NAME OF THE AWARD	AWARDS RECEIVED FOR	SPONSORS / SOURCE	PLACE	DATE
1.	BEST EDUCATIONIST AWARD	OUTSTANDING ACHIEVEMENTS AND REMARKABLE ROLE IN THE FIELD OF EDUCATION	INTERNATIONAL INSTITUTE OF EDUCATION & MANAGEMENT	NEW DELHI	AUG. 30, 2019
2.	NATIONAL MAHILA RATAN GOLD MEDAL AWARD		INDIAN SOLIDARITY COUNCIL	NEW DELHI	AUG. 30, 2019
3.	WOMEN OF EXCELLENCE AWARD	COMMUNITY SERVICES	THE INTERNATIONAL ASSOCIATION OF LIONS CLUBS DISTRICT 324 - B3	KLN COLLEGE OF ENGINEERING, SIVAGANGAI	MAR. 08, 2018
4.	LIFETIME EDUCATION ACHIEVEMENT AWARD	OUTSTANDING ACHIEVEMENTS AND REMARKABLE ROLE IN THE FIELD OF EDUCATION	NATIONAL & INTERNATIONAL COMPENDIUM	NEW DELHI	NOV. 02, 2017
5.	DOCTOR OF LETTERS (D.LITT.)	RECOGNITION AND APPRECIATION OF HER COMMENDABLE CONTRIBUTION TO THE FIELD OF EDUCATION	EDUC EXCEL INTERNATIONAL (EEC), THE INTERNATIONAL ECONOMICS UNIVERSITY FOR SAARC COUNTRIES	FATIMA COLLEGE, MADURAI	OCT. 07, 2017

13. RESEARCH PROJECT OUTCOME

S. No.	TITLE OF PROJECT	DATE & YEAR
1.	CASE STUDIES – INSTITUTIONAL FINANCE MANAGEMENT, EDUCATIONAL INSTITUTION, ST. JOSEPH SOCIETY, MADURAI	2011 - 2017
2.	FINANCIAL GOALS PURSUED BY COMPANIES IN INDIA : A STUDY OF COMPANIES LISTED IN AHMADABAD STOCK EXCHANGE	1999 - 2000
3.	ROLE OF THE BRIDGE FOUNDATION (TFB) IN DEVELOPING RURAL MICRO ENTERPRISES DEVELOPMENT	1997 - 1998

14. FOREIGN COUNTRIES VISITED ON ACADEMIC ASSIGNMENTS/TRAINING/INVITED PROGRAMME

➤ MALAYSIA

- TO RECEIVE THE BEST GOVERNED INSTITUTION AWARD FOR EXCELLENCE IN GOVERNANCE CONFERRED BY THE UNIVERSITY OF MALAYA, KUALA LUMPUR, MALAYSIA ON SEPT. 07, 2019.
- TO SIGN MOA WITH BINARY UNIVERSITY & ORGANIZE THE INTERNATIONAL WORKSHOP ON “WOMEN TRANSCENDING GENDER BOUNDARIES: THE MALAYSIAN STORY” ON SEP. 14, 2018 AT BINARY UNIVERSITY, MALAYSIA.

➤ USA - ONE MONTH INTERNATIONAL SESSION ON BARRIERS AND TRADITIONS

➤ SPAIN - ATTENDED INTERNATIONAL SESSION – RELIGIOUS CHAPTER (PLANNING & ELECTION)

➤ FRANCE - VISITED ON RELIGIOUS ASSIGNMENT

➤ ROME - VISITED ON RELIGIOUS ASSIGNMENT – PILGRIMAGE

NAME : DR. S. RAJU
POSITION : DIRECTOR – PROFESSIONAL PROGRAMMES
FACULTY OF : PROFESSOR - Management Studies
PHONE/MOBILE : 9843999777
EMAIL ID : drsrajuasir@gmail.com
DATE OF BIRTH : 14.05.1969
PASSPORT NUMBER : P0912275



LANGUAGES PROFICIENCY

READ : TAMIL, ENGLISH
WRITE : TAMIL, ENGLISH
SPEAK : TAMIL, ENGLISH, MALAYALAM

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	M.SC. BOTANY	THE AMERICAN COLLEGE, MADURAI	2020
3.	PG	MBA	MADURAI KAMARAJ UNIVERSITY, MADURAI	2006
4.	M.PHIL.	-	-	-
5.	PH.D.	BUSINESS ADMINISTRATION	MADURAI KAMARAJ UNIVERSITY, MADURAI	2012

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. POSITION HELD IN FATIMA (VICE PRINCIPAL, HOD, DEAN, COORDINATOR, MEMBER ETC.)

S. No.	NAME OF THE POSITION	DURATION
1.	DIRECTOR – PROFESSIONAL PROGRAMMES	2018- TILL DATE
2.	PROFESSOR – MANAGEMENT STUDIES	2018- TILL DATE

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	SYSTOPIC PHARMACEUTICALS	MEDICAL REPRESENTATIVE	1991-1995
2.	DHL WORLD WIDE EXPRESS	SALES EXECUTIVE & STATION MANAGER	1995-1998
3.	HATSUN AGRO PRODUCTS	AREA MANAGER	1998-1999
4.	INABLERS TECHNOLOGIES (USA)	AREA MANAGER	1999-2001
5.	ASIR CONSULTANTS	MANAGING PARTNER	2002-2007
6.	MADURAI KAMARAJ UNIVERSITY	VISITING PROFESSOR	2007-2010
7.	MALIK DEENAR INSTITUTE OF MANAGEMENT, KERALA	PROFESSOR	2010-2011
8.	THE AMERICAN COLLEGE, MADURAI	DIRECTOR & RESEARCH HEAD-ASBA	2011-2018

5. AREAS OF SPECIALIZATION

- ❖ **MARKETING**
- ❖ **HUMAN RESOURCE**
- ❖ **ENTREPRENEURSHIP**

6. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMME	THEME	ORGANIZED BY	DATE
1.	FACULTY DEVELOPMENT PROGRAMME	STRATEGIC MANAGEMENT	MALIK DEENAR INSTITUTE OF MANAGEMENT STUDIES, KASARAGOD, KERALA	25 TH , 26 TH Nov 2010
2.	FACULTY DEVELOPMENT PROGRAMME	DIGITAL DESIGN AND RICH INTERNET APPLICATIONS	ADOBE SYSTEM INDIA MADURAI	28 TH APRIL 2011
3.	FACULTY DEVELOPMENT PROGRAMME	ENTREPRENEURSHIP	ENTREPRENEURSHIP DEVELOPMENT CELL OF ANNA UNIVERSITY, REGIONAL CENTRE MADURAI	DECEMBER 7 TH – 20 TH , 2011
4.	FACULTY DEVELOPMENT PROGRAMME	SPSS	DOMS OF ANNA UNIVERSITY OF TECHNOLOGY, MADURAI	7 TH – 12 TH MAY 2012
5.	FACULTY DEVELOPMENT PROGRAMME	ENTREPRENEURSHIP	ENTREPRENEURSHIP DEVELOPMENT CELL OF ANNA UNIVERSITY, REGIONAL CENTRE MADURAI	MARCH 18 TH -30 TH , 2013

6.	FACULTY DEVELOPMENT PROGRAMME	ENTREPRENEURSHIP	ENTREPRENEURSHIP DEVELOPMENT CELL OF ANNA UNIVERSITY, REGIONAL CENTRE MADURAI	JULY 10 TH - 23 RD , 2014
7.	FACULTY DEVELOPMENT PROGRAMME	AUTOMATED FACILITATION OF ACCREDITATION PROCESS AND OUTCOME BASED EDUCATION FOR TECHNICAL EDUCATION INSTITUTIONS	ANNA UNIVERSITY REGIONAL CAMPUS, MADURAI	JUL 2016
8.	FACULTY DEVELOPMENT PROGRAMME	APPLIED BUSINESS RESEARCH	ASBA, THE AMERICAN COLLEGE MADURAI	FEB 2017
9.	FACULTY DEVELOPMENT PROGRAMME	INSTRUCTIONAL PLANNING (MODULE-I) THROUGH ICT	EDUCATION AND EDUCATIONAL MANAGEMENT DEPARTMENT, ANNA UNIVERSITY REGIONAL CAMPUS, MADURAI	JUN 2017
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 "CONSUMER PROTECTION & WELFARE"	DOMS, KALASALINGAM UNIVERSITY, KRISHNANKOIL	DEC 2008	PRESENTED	CONSUMER PROTECTION & WELFARE
2.	NATIONAL CONFERENCE ON "MANAGEMENT MEET"	DOMS, KLN COLLEGE OF ENGINEERING, MADURAI	OCT 2008	PRESENTED	MANAGEMENT MEET
3.	NATIONAL CONFERENCE ON "EMERGING PARADIGMS IN MANAGEMENT"	DOMS, KALASALINGAM UNIVERSITY, KRISHNANKOIL	MAR 2008	PRESENTED	THE VALUE DIMENSION OF BRAND
4.	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
5.	NATIONAL CONFERENCE ON "INFORMATION TECHNOLOGY AND MANAGEMENT"	DOMS, PSNA COLLEGE OF ENGINEERING AND TECHNOLOGY, DINDIGUL	APR 2009	PRESENTED	KNOWLEDGE MANAGEMENT
6.	NATIONAL CONFERENCE ON "GLOBAL FINANCIAL CRISIS"	SCHOOL OF BUSINESS STUDIES, M.S. UNIVERSITY, TIRUNELVELI	MAR 2009	PRESENTED	GLOBAL FINANCIAL CRISIS
7.	NATIONAL CONFERENCE ON "ICT"	ATMES COLLEGE, NEDUMKANDAM	DEC 2011	PRESENTED	SOCIAL DEVELOPMENT EXPERIENCE OF INDIAN VILLAGES
8.	NATIONAL CONFERENCE ON "EMERGING NEW TRENDS IN MANAGERIAL EXCELLENCE"	DOMS, SATHYABAMA UNIVERSITY, CHENNAI	OCT 2011	PRESENTED	WORK – LIFE BALANCE
9.	NATIONAL CONFERENCE ON "EMERGING NEW TRENDS IN	DOMS, SATHYABAMA UNIVERSITY, CHENNAI	OCT 2011	PRESENTED	EMERGING TRENDS IN RETAILING

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
	MANAGERIAL EXCELLENCE”				
10.	NATIONAL CONFERENCE ON “ENTREPRENEURSHIP AND MANAGEMENT”	CED, ANNA UNIVERSITY OF TECHNOLOGY, MADURAI	MAR 2011	PRESENTED	WOMEN ENTREPRENEURSHIP AND GENDER ISSUES
11.	NATIONAL CONFERENCE ON “CONTEST FOR MANAGEMENT FACULTY”	MADURAI MANAGEMENT ASSOCIATION, MADURAI	FEB 2011	PRESENTED	RELEVANCE OF CASE STUDY METHOD IN MANAGEMENT EDUCATION
12.	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
13.	NATIONAL CONFERENCE ON “INDIA INC. AS A GLOBAL SUPER POWER”	PIMS, PERIYAR UNIVERSITY, SALEM	FEB 2012	PRESENTED	RETAILING IN INDIA
14.	NATIONAL CONFERENCE ON “EMERGING SOCIAL PERSPECTIVES & PARALLEL ISSUES OF BUSINESS MANAGEMENT	DOMS, SRM UNIVERSITY, CHENNAI	FEB 2012	PRESENTED	RURAL MARKETING
15.	NATIONAL CONFERENCE ON “WOMEN EMPOWERMENT – 2012”	ANNA UNIVERSITY REGIONAL CAMPUS, MADURAI	MAR 2012	PRESENTED	WOMEN ENTREPRENEURSHIP FOR RURAL DEVELOPMENT
16.	NATIONAL CONFERENCE ON “WOMEN EMPOWERMENT – 2012”	ANNA UNIVERSITY REGIONAL CAMPUS, MADURAI	MAR 2012	PRESENTED	CHALLENGES FACED BY WOMEN ENTREPRENEUR
17.	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
18.	NATIONAL CONFERENCE ON “ REACHING THE UNREACHED – A CHALLENGE TO TECHNICAL EDUCATION”	ANNA UNIVERSITY REGIONAL CAMPUS, MADURAI	SEP 2012	PRESENTED	MANAGEMENT EDUCATION – E3
19.	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
20.	NATIONAL CONFERENCE ON “ICT”	LADY DOAK COLLEGE, MADURAI		PRESENTED	EMERGING TECHNOLOGICAL APPLICATION FOR EFFECTIVE TEACHING LEARNING PROCESS
21.	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
22.	NATIONAL CONFERENCE ON “ EMPOWERING FACULTY AS LEADER”	ANNA UNIVERSITY REGIONAL CAMPUS, MADURAI	JUL 2013	PRESENTED	EMPOWERING FACULTY AS LEADER

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
23.	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
24.	NATIONAL CONFERENCE ON "DIGITIZATION OF LIBRARY"	THE AMERICAN COLLEGE, MADURAI	FEB 2016	PRESENTED	ENHANCING READING CULTURE
25.	WORKSHOP ON "AUTOMATED FACILITATION OF ACCREDITATION PROCESS AND OUTCOME BASED EDUCATION FOR TECHNICAL EDUCATION INSTITUTIONS"	ANNA UNIVERSITY REGIONAL CAMPUS, MADURAI	JUL 2016	PARTICIPATED	-
26.	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
27.	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	-
28.	INTERNATIONAL CONFERENCE ON "RECENT INNOVATIONS IN SCIENCE, ENGINEERING & MANAGEMENT (ICRISEM – 17)"	DHRUVA INSTITUTE OF ENGINEERING & TECHNOLOGY, TOOPRANPET, CHOUTUPPAL, NALGONDA	2017	PRESENTED	A STUDY ON OPINION OF CONSUMERS TOWARDS RECYCLABLE GREEN PRODUCTS – AN EMPIRICAL APPROACH
29.	INTERNATIONAL CONFERENCE ON "NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA – 2018"	DEPARTMENT OF MANAGEMENT STUDIES, MADURAI KAMARAJ UNIVERSITY	2018	PRESENTED	DRIVERS OF GREEN PURCHASE INTENTION AMONG CONSUMERS IN MADURAI DISTRICT
30.	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
31.	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
32.	INTERNATIONAL CONFERENCE ON "ENTREPRENEURSHIP AND MANAGEMENT: INNOVATIVE	DOMS, ANNA UNIVERSITY OF TECHNOLOGY, MADURAI	-	PRESENTED	MANAGING STRUCTURAL RAW MATERIALS BY

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
	CONSTRUCTION TECHNIQUES AND ECOLOGICAL DEVELOPMENT”				REPLACEMENT OF CONCRETE MATERIALS WITH FLY ASH, M-SAND, COCONUT SHELL & BAMBOO
33.	INTERNATIONAL CONFERENCE ON “ENTREPRENEURSHIP AND MANAGEMENT: INNOVATIVE CONSTRUCTION TECHNIQUES AND ECOLOGICAL DEVELOPMENT”	DOMS, ANNA UNIVERSITY OF TECHNOLOGY, MADURAI	-	PRESENTED	SAFETY MANAGEMENT
34.	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
35.	INTERNATIONAL CONFERENCE ON “ CONTEMPORARY EMERGING TRENDS IN MANAGEMENT”	DOMS, ANNA UNIVERSITY OF TECHNOLOGY, MADURAI	-	PRESENTED	SWITCHING BEHAVIOUR OF SUBSCRIBERS IN INDIAN TELECOM SECTOR
36.	INTERNATIONAL CONFERENCE ON “ CONTEMPORARY EMERGING TRENDS IN MANAGEMENT”	FATIMA MICHAEL COLLEGE OF ENGINEERING AND TECHNOLOGY	-	PRESENTED	SWITCHING BEHAVIOUR OF SUBSCRIBERS IN INDIAN TELECOM SECTOR
37.	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
38.	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
39.	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
40.	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

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
41.	INTERNATIONAL CONFERENCE ON “ CONTEMPORARY EMERGING TRENDS IN MANAGEMENT”	DOMS, ANNA UNIVERSITY OF TECHNOLOGY, MADURAI	-	PRESENTED	A STUDY ON BALANCING WORK AND LIFE
42.	INTERNATIONAL CONFERENCE ON “ CONTEMPORARY EMERGING TRENDS IN MANAGEMENT”	FATIMA MICHAEL COLLEGE OF ENGINEERING AND TECHNOLOGY	-	PRESENTED	A STUDY ON BALANCING WORK AND LIFE
43.	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
44.	INTERNATIONAL CONFERENCE ON “OVERSEAS EDUCATIONAL AVENUES”	ANNA UNIVERSITY OF TECHNOLOGY, MADURAI	-	PRESENTED	OVERSEAS EDUCATIONAL AVENUES
45.	INTERNATIONAL CONFERENCE ON “CHANGING ROLE OF BANKS – A GLOBAL PERSPECTIVE”	KARPAGAM ARTS AND SCIENCE COLLEGE, COIMBATORE	-	PRESENTED	CHANGING ROLE OF BANKS – A GLOBAL PERSPECTIVE
46.	INTERNATIONAL CONFERENCE ON “MANAGERIAL ISSUES IN THE GLOBALIZED ERA”	SREE AMMAN INSTITUTE OF MANAGEMENT AND RESEARCH, ERODE	-	PRESENTED	PROMISE OF HUMAN RESOURCE
47.	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
48.	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
49.	SYMPOSIUM ON “EXPLORING IMPORT AND EXPORT BUSINESS OPPORTUNITIES”	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	18.09.2018	PARTICIPATED	-
50.	Placement Workshop on “CORPORATE GROOMING”	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	08.10.2018	ORGANIZED	-
51.	NATIONAL CONFERENCE ON BUSINESS ANALYTICS – A ROADMAP TO ENTREPRENEURSHIP	MBA & MCA, FATIMA COLLEGE, MADURAI	06.09.2019	ORGANIZED	-

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
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.	NATIONAL SEMINAR ON “ INSPIRATIONAL LEADERSHIP FOR HIGHER EDUCATION INSTITUTION IN INDIA IN THE 21 ST CENTURY	XAVIER BOARD OF HIGHER EDUCATION IN INDIA- TAMIL NADU REGION & JOINTLY ORGANIZED BY FATIMA COLLEGE, MADURAI	25.02.2020	PARTICIPATED	-

8. RESEARCH GUIDES/GUIDANCE DETAILS

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	-	-

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	PART TIME	P4854	07.01.2017	MADURAI KAMARAJ UNIVERSITY	PURSUING	-

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)
		WORKING IN IT SECTOR WITH SPECIAL REFERENCE TO BANGALORE CITY						
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	SUBMITTED	-
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	SUBMITTED	-
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	SUBMITTED	-
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	CANCELLATION APPLIED	-

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)
8.	MR. M. G. GEORGE KENNEDY	AN ANALYSIS OF FACTORS NURTURING ENTREPRENEURIAL SKILLS AMONG HIGHER EDUCATION STUDENTS	PART TIME	P4988	08.03.2017	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 TURNOVER INTENTION IN AXIS BANK WITH SPECIAL REFERENCE TO URBAN BRANCHES OF CHENNAI	THE AMERICAN COLLEGE, MADURAI	S. SABITHA	2016
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

9. 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.	PSNA JOURNAL OF BUSINESS & SYSTEM	VALUE DIMENSIONS OF BRAND		1	1			
2.	ENTREPRENEURSHIP AND MANAGEMENT	WOMEN ENTREPRENEURSHIP AND GENDER ISSUES					978-81-920575-2-1	
3.	CONTEMPORARY EMERGING TRENDS IN MANAGEMENT – 2012	SWITCHING BEHAVIOUR OF SUBSCRIBERS IN INDIAN TELECOM INDUSTRIES					978-1-4675-1732-4	
4.	CONTEMPORARY EMERGING TRENDS IN MANAGEMENT – 2012	SCALE MODEL OF STORE LOYALTY					978-1-4675-1732-4	
5.	EMERGING NEW TRENDS IN MANAGERIAL EXCELLENCE	WORK LIFE BALANCE OF EMPLOYEES					978-81-909042-4-7	
6.	EMERGING NEW TRENDS IN MANAGERIAL EXCELLENCE	EMERGING TRENDS IN RETAILING					978-81-909042-4-7	
7.	WOMEN EMPOWERMENT	WOMEN ENTREPRENEURSHIP FOR RURAL DEVELOPMENT					978-1-4675-2133-8	
8.	WOMEN EMPOWERMENT	CHALLENGES FACED BY WOMEN ENTREPRENEURS					978-1-4675-2133-8	
9.	REACHING THE UNREACHED – A CHALLENGE TO TECHNICAL EDUCATION	CRITICAL ISSUES OF INDIAN MANAGEMENT EDUCATION					978-93-80657-71-4	
10.	REACHING THE UNREACHED – A CHALLENGE TO TECHNICAL EDUCATION	MANAGEMENT EDUCATION – E3					978-93-80657-71-4	
11.	RESEARCH PAPER IN MANAGEMENT MANTRAS JOURNAL	SCM PRACTICES ADOPTED BY OPEN END SPINNING MILLS OF TAMIL NADU					2249-5878	
12.	INTERNATIONAL JOURNAL FOR ENTREPRENEURSHIP & MANAGEMENT	WOMEN ENTREPRENEURSHIP AND GENDER ISSUES					2250-3730	
13.	ARTICLE IN INDIAN JOURNAL OF APPLIED RESEARCH	ETHICAL ACTIVITIES AMONG EMPLOYEES IN AUTOMOTIVE INDUSTRIES		1	2			
14.	ARTICLE IN APJMMR	A STUDY ON THE						

S. No.	JOURNAL/PROCEEDING/MAGAZINE/BOOK NAME	TITLE OF THE ARTICLE	MONTH/YEAR	VOL. No.	ISSUE No.	PAGE No.	ISSN/ ISBN	PUBLISHER
		EMOTIONAL INTELLIGENCE AND MEASURES TO MANAGE THE EMOTIONS AT WORKPLACE						
15.	ARTICLE IN GIIRJ	A STUDY ON THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND STRESS					2347-6915	
16.	ARTICLE IN IJSSIR	A STUDY ON EMPLOYEE MOTIVATION IN "THE AMERICAN COLLEGE"		3	7		2277-3630	
17.	ARTICLE IN IJMFSMR	A STUDY ON IMPLEMENTING SIX SIGMA IN MANAGEMENT EDUCATION IN MADURAI ZONE		3	7		2277-6788	
18.	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	
19.	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	
20.	ARTICLE IN ENGINEERING & TECHNOLOGY IN INDIA	MANAGING STRUCTURAL RAW MATERIALS BY REPLACEMENT OF CONCRETE MATERIALS WITH FLY ASH, M-SAND, COCONUT SHELL & BAMBOO	DEC 2016	1	5		2472-8640	
21.	ARTICLE IN ENGINEERING & TECHNOLOGY IN INDIA	SAFETY MANAGEMENT	DEC 2016	1	5		2472-8640	
22.	ARTICLE IN ENGINEERING & TECHNOLOGY IN INDIA	GREEN ENVIRONMENT – PAST, PRESENT AND FUTURE	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
23.	INTERNATIONAL JOURNAL OF SCIENCE TECHNOLOGY AND MANAGEMENT	A STUDY ON OPINION OF CONSUMERS TOWARDS RE-CYCLABLE GR	JUL 2017	6	7	-	2394-1529	IJOSTAM
24.	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		
25.	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
26.	EVOLUTION OF BUSINESS MANAGEMENT ETHOS IN INDIA	BRAND ANALYTICS – A STUDY ABOUT APPLE I PHONE	OCT 2019	-	-	26-32	978-81-942052-1-0	VIRUDHUNAGAR, HINDU NADAR SENTHIKUMAR NADAR COLLEGE, VIRUDHUNAGAR
27.	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
28.	INTERNATIONAL JOURNAL OF LAW MANAGEMENT & HUMANITIES	BRAND EQUITY AND CUSTOMER SATISFACTION – A STUDY OF REDMI MOBILE IN MADURAI DISTRICT	2019	2	4	-	2581-5369	
29.	UGC CARE APPROVED INTERNATIONAL INDEXED AND REFERRED JOURNAL IMPACT FACTOR 4.912	A STUDY ON FACTORS INFLUENCING GREEN PURCHASE BEHAVIOR AMONG CONSUMERS WITH SPECIAL REFERENCE TO MADURAI CITY	JAN 2020	68	1	-	0474-9030	OUR HERITAGE JOURNAL
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

10. EDITED BOOKS

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN
1.	ORGANIZATIONAL BEHAVIOUR	2012	ANNA UNIVERSITY OF TECHNOLOGY, MADURAI	-
2.	BUSINESS COMMUNICATION SKILLS	2012	ANNA UNIVERSITY OF TECHNOLOGY, MADURAI	-
3.	RETAIL ECONOMICS AND RETAIL FORMATS	2014	MADURAI KAMARAJ UNIVERSITY	-
4.	RETAIL BUYING AND MERCHANDISING	2014	MADURAI KAMARAJ UNIVERSITY	-
5.	RETAIL SELLING AND CUSTOMER SERVICE	2014	MADURAI KAMARAJ UNIVERSITY	-
6.	STORE LOCATION MANAGEMENT	2014	MADURAI KAMARAJ UNIVERSITY	-
7.	BUSINESS RESEARCH METHODS (TEXT & CASES)	2018	HIMALAYA PUBLICATIONS 2018	-

11. MEMBER IN EDITORIAL BOARD OF NATIONAL/INTERNATIONAL JOURNALS/BOARD OF CHAIRMAN

- ❖ 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.
- ❖ XAVIER INSTITUTE OF BUSINESS ADMINISTRATION (XIBA) - MEMBER, BOARD OF STUDIES - 2021 – TILL DATE.
- ❖ VEL TECH RANGARAJAN DR. SAGUNTHALA R & D INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI - CHAIRMAN, QUESTION PAPER SETTING BOARD (MBA & BBA) - NOV 2021 – DEC 2021.

12. 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.	RVS COLLEGE OF ENGINEERING & TECHNOLOGY, DINDIGUL	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	2013

3.	THE AMERICAN COLLEGE, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	28.01.2013
4.	VICKRAM COLLEGE OF ENGINEERING, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	31.01.2013
5.	VICKRAM COLLEGE OF ENGINEERING, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	09.02.2013
6.	ANNA UNIVERSITY, REGIONAL CENTRE, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	14.02.2013
7.	ST. MICHAEL GROUP OF INSTITUTIONS, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	19.02.2013
8.	VIJAY INSTITUTE OF MANAGEMENT, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	21.02.2013
9.	BHARAT NIKETAN ENGINEERING COLLEGE, THENI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	25.02.2013
10.	NADAR SARASWATHI COLLEGE OF ENGINEERING AND TECHNOLOGY, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	18.04.2013
11.	ANNA UNIVERSITY, REGIONAL CENTRE, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	29.04.2013
12.	ANNA UNIVERSITY, REGIONAL CENTRE, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	23.05.2013
13.	MICHAEL INSTITUTE OF MANAGEMENT, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	2014
14.	VICKRAM COLLEGE OF ENGINEERING, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	21.07.2014
15.	CSI COLLEGE OF ARTS & SCIENCE, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	15.07.2014
16.	KLN COLLEGE OF ENGINEERING, MADURAI	A SERIES OF ENTREPRENEURSHIP AWARENESS CAMPS	24.07.2014
17.	NIZHALALAGAM NGO, MADURAI	CAN INDIA BE DEVELOPED IN 2020?	26.01.2020

13. ENDOWMENT LECTURES DELIVERED

S. No.	INSTITUTION	NAME OF THE ENDOWMENT	THEME/TITLE	DATE
1.	ANNA UNIVERSITY OF TECHNOLOGY, MADURAI AND DST NEW DELHI	FDP	FACULTY DEVELOPMENT PROGRAM	MAR 2013
2.	MES COLLEGE, KERALA, NEDUNKANDAM	ICT	ICT FOR RURAL DEVELOPMENT	2013
3.	ANNA UNIVERSITY OF TECHNOLOGY, MADURAI AND DST NEW DELHI	FDP	FACULTY DEVELOPMENT PROGRAM	JUL 2014
4.	ECGC	-	TRAINING PROGRAM OF OFFICERS OF ECGC	DEC 2015
5.	XIBA, TIRUNELVELI	-	HR SUMMIT '16	JAN 2016
6.	ANNAI FATIMA INSTITUTE OF MANAGEMENT, MADURAI	FDP	FACULTY DEVELOPMENT PROGRAM	NOV 2017
7.	MANGAYARKARASI COLLEGE FOR WOMEN, MADURAI	-	CORPORATE SOCIAL RESPONSIBILITY	JULY 2017

S. No.	INSTITUTION	NAME OF THE ENDOWMENT	THEME/TITLE	DATE
8.	MANGAYARKARASI COLLEGE FOR WOMEN, MADURAI	-	CAREER OPPORTUNITIES FOR UNDER-GRADUATE STUDENTS	FEB 2018
9.	MADURAI KAMARAJ UNIVERSITY	REFRESHER PROGRAMME FOR FACULTIES	NEW FRONTIERS IN MANAGEMENT	DEC 2018
10.	MADURAI KAMARAJ UNIVERSITY	REFRESHER PROGRAMME FOR FACULTIES	ROLE OF ENTREPRENEURSHIP IN ECONOMIC CONDITIONS IN INDIA	JAN 2020

14. 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	5 TH SEP, 2013
2.	OUTSTANDING EDUCATOR AND SCHOLAR AWARD 2014-2015	NATIONAL FOUNDATION FOR ENTREPRENEURSHIP AND DEVELOPMENT	NATIONAL FOUNDATION FOR ENTREPRENEURSHIP DEVELOPMENT	5 TH SEP, 2014
3.	OUTSTANDING EDUCATOR AND SCHOLAR AWARD 2015-2016	NATIONAL FOUNDATION FOR ENTREPRENEURSHIP AND DEVELOPMENT	NATIONAL FOUNDATION FOR ENTREPRENEURSHIP DEVELOPMENT	5 TH SEP, 2015

15. PROJECT UNDERTAKEN

S. No.	TITLE OF PROJECT	POSITION	SPONSORED BY	DATE & YEAR	SANCTIONED AMOUNT
1.	DST NIMAT PROJECT 2014-15-EAC (2 PROGRAMMES)		DIRECTORATE OF SCIENCE AND TECHNOLOGY, NEW DELHI		
2.	DST NIMAT PROJECT 2015-16-EAC (2 PROGRAMMES)		DIRECTORATE OF SCIENCE AND TECHNOLOGY, NEW DELHI		
3.	DST NIMAT PROJECT 2014-15-EAC ADD ON (1 PROGRAMMES)		DIRECTORATE OF SCIENCE AND TECHNOLOGY, NEW DELHI		
4.	DST NIMAT PROJECT 2014-15-EAC (6 PROGRAMMES)		DIRECTORATE OF SCIENCE AND TECHNOLOGY, NEW DELHI		

16. 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
FACULTY OF : MANAGEMENT STUDIES
PHONE/MOBILE : 9944992904
EMAIL ID : drshyamala@yahoo.in
DATE OF BIRTH : 21.01.1976



LANGUAGES PROFICIENCY

READ : TAMIL, ENGLISH & HINDI

WRITE : TAMIL, ENGLISH & HINDI

SPEAK : TAMIL, ENGLISH & HINDI

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, KODAIKANAL	2010
5.	PG	WOMEN'S STUDIES	MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL	2013
6.	DIPLOMA	OFFICE AUTOMATION	MADURAI KAMARAJ UNIVERSITY, MADURAI	2011
		PGDCA		

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, MADURAI	2005 – TILL DATE

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	ASSISTANT PROFESSOR	2005 - 2017
2.	CIA	2009 - 2010
3.	STAFF SECRETARY	2011 - 2012
4.	HEAD OF THE DEPARTMENT, PG DEPT. OF INFORMATION TECHNOLOGY	2012 - 2017
5.	DEAN OF ACADEMIC AFFAIRS (S.F.)	2012 - 2015
6.	DIAMOND JUBILEE CELEBRATIONS CORE COMMITTEE – MEMBER	2013
7.	CO-ORDINATOR – ONLINE COURSE	2013 - TILL DATE

S. No.	NAME OF THE POSITION	DURATION
8.	MEMBER, UGC PROJECT INITIATION COMMITTEE	2015 - TILL DATE
9.	MEMBER, STUDENTS GRIEVANCE COMMITTEE- MEMBER	2015 - TILL DATE
10.	EXECUTIVE COMMITTEE MEMBER, FATIMA COLLEGE ALUMNAE ASSOCIATION (FCAA)	2015 - TILL DATE
11.	MEMBER, FOREIGN STUDENTS' WELFARE CELL	2015 - 2016
12.	ASSOCIATE PROFESSOR	JULY 2017 ONWARDS
13.	HEAD OF THE DEPARTMENT, DEPT. OF MANAGEMENT STUDIES	2017 ONWARDS
14.	ASSISTANT COORDINATOR, IQAC	2017 - 2018
15.	MEMBER, RESEARCH ADVISORY COMMITTEE	2016 - 2017 & 2018 - TILL DATE

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	ANNA UNIVERSITY, MADURAI	VISITING FACULTY	2010 - 2011
2.	SRI GVG VISALAKSHI COLLEGE, UDUMALPET	BOARD OF STUDIES, SUBJECT EXPERT	2011 - 2013
3.	SUBBALAKSHMI LAKSHMIPATHY COLLEGE	UNIVERSITY NOMINEE, BOARD OF STUDIES	2013 - 2015
4.	DEPT. OF BUSINESS ADMINISTRATION, ARULANANDAR COLLEGE, KARUMATHUR	ACADEMIC AUDIT EXPERT	06.01.2015
5.	NMSSVN COLLEGE, MADUAI	BOARD OF STUDIES, SUBJECT EXPERT	19.02.2016

5. AREAS OF SPECIALIZATION

➤ **MARKETING**

6. 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

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
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	03.12. 2018 - 08.12.2018
14.	OUTBOUND TRAINING PROGRAMME	HEALING THE INNER CHILD	ANUGRAHA ARTS AND SCIENCE COLLEGE, DINDIGUL	06.02.2019 - 07.02.2019
15.	Online Faculty Development programme	ACADEMIC EXCELLENCE IN DIGITAL TEACHING AND LEARNING	DEPARTMENT OF MANAGEMENT STUDIES, DIRECTORATE OF DISTANCE EDUCATION, MADURAI KAMARAJ UNIVERSITY	1.7.2020- 7.7.2020
16.	7 DAY INTERNATIONAL PROFESSIONAL DEVELOPMENT PROGRAMME	PDP ON SPSS	PG & RESEARCH DEPARTMENT OF COMMERCE, PARTICIAN COLLEGE OF ARTS & SCIENCE, CHENNAI	21.6.21- 27.6.21

7. NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	NATIONAL SEMINAR ON "EMERGING ISSUES AND CHALLENGES IN MANAGEMENT"	P.S.N.A., COLLEGE OF ENGINEERING AND TECHNOLOGY, DINDIGUL	17.02.2007	PRESENTED	STRESS MANAGEMENT AND 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, THIRUCENCODE	25.03.2009	PRESENTED	ECONOMIC RECESSION IN TRANSFORMING THE WORK LIFE BALANCE

12.	WORKSHOP ON "WORKSHOP ON UNDERSTANDING AND HANDLING STRESS"	TOPKIDS, MADURAI	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
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

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
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 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 CHALLENGES IN SERVICE SECTORS"	SNR SONS COLLEGE, COIMBATORE	17.3.2011	PRESENTED	MAJOR ISSUES AND 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.	WORKSHOP ON PRE-PLACEMENT PROGRAMME	INDIAN INSTITUTE OF TRAINING AND DEVELOPMENT	18.01.2013 & 19.01.2013	PARTICIPATED	-
37.	INTERNATIONAL CONFERENCE ON SOCIAL MEDIA FOR SERVICE SECTOR	PROFESSIONAL COURSES, FATIMA COLLEGE	20.08.2014 & 21.08.2014	PRESENTED	SOCIAL MEDIA MARKETING STRATEGY
38.	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
39.	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
40.	NATIONAL CONFERENCE ON "INTEGRATION OF TECHNOLOGY AND	PG DEPT. OF INFORMATION TECHNOLOGY, FATIMA	21.08.2015	PRESENTED	DEVELOPING A KNOWLEDGE MANAGEMENT STRATEGY
41.	NATIONAL CONFERENCE ON "INTEGRATION OF TECHNOLOGY AND	PG DEPT. OF INFORMATION TECHNOLOGY, FATIMA	21.08.2015	PRESENTED	BUSINESS INTELLIGENCE AND KNOWLEDGE MANAGEMENT- A REVIEW

42.	ORGANISATIONAL STRATEGIES”	COLLEGE, MADURAI			A STUDY ON SAFETY MANAGEMENT IN FIREWORKS INDUSTRY IN SIVAKASI
43.					DIGITAL MARKETING
44.					A STUDY ON QUALITY OF WORK LIFE OF MANAGEMENT SCHOOL TEACHERS WITH SPECIAL REFERENCE TO MADURAI DISTRICT
45.	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
46.					NEED FOR GREEN MARKETING IN THE PRESENT SCENARIO
47.	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
48.	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

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
49.	NATIONAL CONFERENCE ON ACADEMIC AUDIT AND QUALITY ENHANCEMENT IN HEIS	IQAC, ARUL ANANDAR COLLEGE, KARUMATHUR	22.03.2016 & 23.03.2016	PRESENTED	STATUS AND JOB SATISFACTION OF SELF FINANCING TEACHERS IN HIGHER EDUCATION
50.	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
51.	ONE DAY WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS	RESEARCH ADVISORY COMMITTEE, FATIMA COLLEGE AND CENTRE FOR INTELLECTUAL PROPERTY RIGHTS, CHENNAI	10.12.2016	PARTICIPATED	-

52.	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	-
53.	SYMPOSIUM ON "GATEWAY TO BANKING CAREER"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	04.10.2017	PARTICIPATED	-
54.	SYMPOSIUM ON "ROAD MAP TO A CULTURE OF SELF IMPROVEMENT"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	09.10.2017	PARTICIPATED	-
55.	SYMPOSIUM ON "ENHANCING RESEARCH SKILLS"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	12.12.2017	PARTICIPATED	-
56.	STATE LEVEL SEMINAR ON "QUALITY ASSURANCE AND ACCREDITATION"	IQAC, LOYOLA COLLEGE, CHENNAI	02.03.2018	PARTICIPATED	-
57.	INTERNATIONAL FORUM ON "WOMEN TRANSCENDING GENDER BOUNDARIES: THE MALAYSIAN STORY"	BINARY UNIVERSITY OF MANAGEMENT & ENTREPRENEURSHIP, MALAYSIA	14.09.2018	PARTICIPATED	-
58.	SYMPOSIUM ON "EXPLORING IMPORT AND EXPORT BUSINESS OPPORTUNITIES"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	18.09.2018	PARTICIPATED	-
59.	WEBINAR ON RESETTING MINDS IN UPSETTING TIMES	INTERNAL QUALITY ASSURANCE CELL, FATIMA COLLEGE	22.6.2020	PARTICIPATED	
60.	WEBINAR ON CELEBRATING WOMANHOOD IN CHALLENGING TIMES	INTERNAL QUALITY ASSURANCE CELL, FATIMA COLLEGE	26.6.2020	PARTICIPATED	
61.	DIGITAL TRENDS DRIVING INDUSTRY 4.0	GYNAMITE, GYANAM SERIES FOR GURUS SESSION	4.7.2020	PARTICIPATED	
62.	WEBINAR ON PLAGIARISM CHECK AND REFERENCING IN DISSERTATION AND THESIS	DE PAUL INSTITUTE OF SCIENCE & TECHNOLOGY, IQAC	7.7.2020	PARTICIPATED	
63.	FACULTY FOCUSED PROGRAM ON THE 7 MOST POWERFUL DIGITAL MARKETING STRATEGIES FOR ADMISSION OFFICERS IN COLLEGES	UNITIEUP	11.7.2020	PARTICIPATED	
64.	INTERNATIONAL WEBINAR ON SOCIAL ANXIETY "ONE BREATH AT A TIME"	DEPARTMENT OF PSYCHOLOGY, ST.JOSEPH'S COLLEGE, BANGALORE	18.7.2020	PARTICIPATED	
65.	WEBINAR ON "BE(a)WARE: DOMESTIC VIOLENCE-KNOW THE LEGAL REMEDIES"	GURU NANAK COLLEGE, CHENNAI	23.7.2020	PARTICIPATED	
66.	NATIONAL LEVEL WEBINAR ON CONTINUING PROFESSIONAL DEVELOPMENT OF ACADEMIA IN DIGITAL ERA	SAMSHODHANA-THE FACULTY RESEARCH CELL, SCHOOL OF COMMERCE, JAIN (DEEMED TO BE	24.7.2020	PARTICIPATED	

		UNIVERSITY) BENGALURU			
67.	FIVE DAY INTERNATIONAL SYMPOSIUM ON “ WOMEN’S RIGHTS DURING COVID’19PANDEMIC-MYTHS AND REALITIES	PG DEPARTMENT OF HISTORY AND DEPARTMENT OF SOCIOLOGY AND SOCIAL WORK, FATIMA COLLEGE	27 TH -31 ST JULY2020	PARTICIPATED	
68.	NATIONAL LEVEL WEBINAR ON DIGITAL THINKING AND MOBILE LEARNING	SAMSHODHANA-THE FACULTY RESEARCH CELL, SCHOOL OF COMMERCE, JAIN (DEEMED TO BE UNIVERSITY) BENGALURU	30.7.2020	PARTICIPATED	
69.	5-DAY INTERNATIONAL CONFERENCE ON GLOBAL SERVICE LEARNING-2020	FATIMA COLLEG, MADURAI	29.7.2020- 2.8.2020	PARTICIPATED	
70.	NATIONAL LEVEL WEBINAR ON ART OF WRIGIN ARTICLES AND PUBLISHING IN H-INDEXED JOURNALS	SAMSHODHANA-THE FACULTY RESEARCH CELL, SCHOOL OF COMMERCE, JAIN (DEEMED TO BE UNIVERSITY) BENGALURU	7.8.2020	PARTICIPATED	
71.	VIRTUAL NATIONAL LEVEL FDP SERIES I – RESEARCH METHODOLOGY IN COMMERCE AND MANAGEMENT	SCHOOL OF COMMERCE AND MANAGEMENT, ST.JOSEPH’S COLLEGE (AUTONOMOUS) BENGALURU	27.5.21-28.5.21	PARTICIPATED	

8. ORGANIZER / CONVENER

S. No.	PROGRAMMES	ORGANIZED BY	DATE
ORGANIZER			
1.	NATIONAL SEMINAR ON GREEN BUSINESS MANAGEMENT-POWERING SUSTAINABILITY	DEPT. OF MANAGEMENT STUDIES AND PG IT, FATIMA COLLEGE, MADURAI	15.09.2012
2.	NATIONAL CONFERENCE ON COMPUTATIONAL INTELLIGENCE	PG DEPT. OF COMPUTER APPLICATIONS, PG IT FATIMA COLLEGE, MADURAI	22.09.2012
3.	WORKSHOP ON ANDROID TECHNOLOGIES	PG DEPT. OF INFORMATION TECHNOLOGY, FATIMA COLLEGE, MADURAI	20.10.2012
4.	INTERNATIONAL SUMMIT ON BUSINESS INNOVATIONS	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	12.08.2013 - 17.08.2013

S. No.	PROGRAMMES	ORGANIZED BY	DATE
5.	NATIONAL CONFERENCE ON COMPUTING & CONVERGENCE TECHNOLOGIES	PG DEPT. OF COMPUTER APPLICATIONS, PG IT FATIMA COLLEGE, MADURAI	20.09.2013
6.	WORKSHOP ON “CORPORATE RESEARCH”	DEPT. OF MANAGEMENT STUDIES, PG IT FATIMA COLLEGE, MADURAI	25.10.2013
7.	WORKSHOP ON “PROJECT MANAGEMENT AND CORPORATE READINESS	PG DEPT. OF COMPUTER APPLICATIONS, PG IT FATIMA COLLEGE, MADURAI	26.10.2013
8.	TWO-DAY WORKSHOP ON LIFE SKILLS	PROFESSIONAL COURSES, FATIMA COLLEGE AND ANUGRAHA, DINDIGUL	05.02.2014 & 06.02.2014
9.	INTERNATIONAL CONFERENCE ON SOCIAL MEDIA FOR SERVICE SECTOR	PROFESSIONAL COURSES, FATIMA COLLEGE	20.08.2014 & 21.08.2014

10.	WORKSHOP ON CAREER OPPORTUNITIES IN IT INDUSTRY	PG DEPT. OF INFORMATION TECHNOLOGY	17.10.2014
11.	NATIONAL CONFERENCE ON "INTEGRATION OF TECHNOLOGY AND ORGANISATIONAL STRATEGIES"	PG DEPT. OF INFORMATION TECHNOLOGY, FATIMA COLLEGE	21.08.2015
12.	PLACEMENT WORKSHOP ON "TECHNOLOGY & BEHAVIORAL TRANSFORMATION – NEED FOR AN HOUR"	PG DEPT. OF INFORMATION TECHNOLOGY, FATIMA COLLEGE	29.09.2015
13.	INTERNATIONAL CONFERENCE ON MANAGING DISASTER – A STRATEGIC PERSPECTIVE	MBA & PG IT, FATIMA COLLEGE, MADURAI	29.09.2016 & 30.09.2016
14.	WORKSHOP ON CAREER GUIDANCE FOR SOFT SKILLS TRAINING PROGRAMME	PG IT, FATIMA COLLEGE, MADURAI	13.10.2016
15.	INTERCOLLEGIATE RESEARCH FEST ON "YOUTH: AGENTS OF EMANCIPATION & SOCIAL TRANSFORMATION"	RESEARCH ADVISORY COMMITTEE, FATIMA COLLEGE	14.03.2017
16.	INTERNATIONAL CONFERENCE ON GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA	FATIMA INSTITUTE OF MANAGEMENT- MBA, MCA & M.Sc. (IT&M)	13.09.2017
17.	PLACEMENT WORKSHOP ON CORPORATE SKILLS	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	08.09.2017
18.	BRILSZ 2K18 - INTERCOLLEGIATE MEET	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	24.01.2018
19.	INTERNATIONAL LEVEL CONFERENCE ON DIGITAL MARKETING – A GLOBAL PERSPECTIVE	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	10.08.2018
20.	BRILZ 2K18 - INTERCOLLEGIATE MEET	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	11.08.2018
21.	PLACEMENT WORKSHOP ON CORPORATE GROOMING	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	08.10.2018
22.	NATIONAL CONFERENCE ON BUSINESS ANALYTICS – A ROADMAP TO ENTREPRENEURSHIP	MBA & MCA, FATIMA COLLEGE, MADURAI	06.09.2019
23.	BRILZ 2K19 – INTER COLLEGIATE MEET	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	07.09.2019
24.	PLACEMENT WORKSHOP ON 360° CAREER DEVELOPMENT	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	18.09.2019
CONVENER			
25.	NATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY: MYTHS AND REALITIES	DEPT. OF SOCIOLOGY, MANAGEMENT STUDIES FATIMA COLLEGE, VERGAL (ROOTS)-EDUCATIONAL TRUST, MADURAI	22.11.2014
26.	ONLINE WORKSHOP ON HUMAN VALUES AND ETHICS IN SOCIAL MEDIA-A DIGITAL PERSPECTIVE	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA INSTITUTE OF MANAGEMENT	15.7.2020-21.7.2020

9. RESEARCH GUIDES/GUIDANCE DETAILS

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.	MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL	-	-	06.06.2013	-	1	-	1
2.	MADURAI KAMARAJ UNIVERSITY, MADURAI	-	1411	28.11.2014	-	3	-	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.	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	PHDMS2 014P297	26.06.2014	MOTHER TERESA WOMEN'S UNIVERSITY	AWARDED	27-11-2020
2.	P. SONIKA	SAFETY MANAGEMENT IN FIREWORKS INDUSTRY-A STUDY WITH SPECIAL REFERENCE IN VIRUDHUNAGAR DISTRICT	PART TIME	PHDMS1 5P368	19.02.2015	MOTHER TERESA WOMEN'S UNIVERSITY	PURSUING	-
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	AWARDED	23-9-2020

4.	K. MANGAYARKARASI	A STUDY ON FACTORS INFLUENCING GREEN MARKETING IN MADURAI DISTRICT	PART TIME	P4170	07.09.2015	MADURAI KAMARAJ UNIVERSITY	AWARDED	9-3-2021
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	PURSUIING	-

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)
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	AWARDED	22-10-2020
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	AWARDED	10-3-2021
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	PURSUIING	-
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	PURSUIING	-

10. 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 ICAFI UNIVERSITY PRESS, BANGALORE
3.	MBA REVIEW	PERSONAL AND PROFESSIONAL CONFLICTS	2009	III	6	46-49	0974-6838	THE ICAFI UNIVERSITY PRESS, BANGALORE
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

S. No.	JOURNAL / MAGAZINE NAME	ARTICLE TITLE	MONTH/ YEAR	VOL. No.	ISS. No.	PAGE No.	ISBN/ ISSN	PUBLISHER
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	22501819	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	22501940	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
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	23954396	IJARIE

S. No.	JOURNAL / MAGAZINE NAME	ARTICLE TITLE	MONTH/ YEAR	VOL. No.	ISS. No.	PAGE No.	ISBN/ ISSN	PUBLISHER
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	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 REFERENCE 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

11. 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

S. No.	BOOK NAME	ARTICLE TITLE	MONTH / YEAR	PAGE No.	ISBN/ ISSN	PUBLISHER
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.		CRISIS MANAGEMENT: EXPOSITORY HR STRATEGIES		169-172		
16.		ROLE OF PUBLIC RELATION IN CRISIS MANAGEMENT		382-387		
17.		ROLE OF FINANCING IN DISASTER RISK MANAGEMENT		465-479		
18.		THE WAYS AND NEED FOR CORPORATES TO GO GREEN		484-488		
19.		BRANDING FOR WOMEN		149-155		

20.	GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA	ESSENTIALS OF GLOBAL TALENT MANAGEMENT FOR THE PROFITABLE GROWTH OF ORGANISATION	SEP. 2017	66-68	978-93-86537-95-9	SHANLAX PUBLICATIONS
21.		TALENT MANAGEMENT IN HIGHER EDUCATION SECTOR		135-138		
22.		GREEN MARKETING THE LEADING EDGE AT THIS MOMENT		153-156		

S. No.	BOOK NAME	ARTICLE TITLE	MONTH / YEAR	PAGE No.	ISBN/ ISSN	PUBLISHER
23.		BEHAVIOURAL FINANCE: A PERCEPTION OF INVESTORS PSYCHOLOGY		161-164		
24.		BRAND BUILDING THROUGH DIGITALISATION IN THE GLOBALISATION ERA		207-210		
25.		TECHNOLOGY ADVANCEMENT IN ONLINE BANKING		241-244		
26.	THE INTERNATIONAL CONFERENCE ON DIGITAL MARKETING - A GLOBAL PERSPECTIVE	DIGITAL LEARNING MANAGEMENT SYSTEM	AUG. 2018	17-19	978-93-87871-67-0	SHANLAX PUBLICATIONS
27.		GREEN MARKETING STRATEGIES BY USING DIGITAL MARKETING		138-140		
28.		DIGITAL REVOLUTION IN THE BANKING SECTOR		141-144		
29.		ARTIFICIAL INTELLIGENCE (AI) IN MARKETING		157-160		
30.		ROLE OF ICT IN RURAL MARKETING OF INDIA		223-226		
31.		E-BANKING TRENDS IN INDIA: AN OVERVIEW		275-282		
32.		A STUDY ON MARKETING PROBLEMS ENCOUNTERED BY RURAL WOMEN ENTREPRENEURS		295-297		

12. 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

S. No.	ORGANIZATION	THEME/TITLE	DATE
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
14.	DEPARTMENT OF M.COM CA, FATIMA COLLEGE	TEAM BUILDING	6.12.2019
15.	RESEARCH DEPARTMENT OF ECONOMICS	BUSINESS SKILLS FOR WOMEN	28.9.2021

13. MEMBERSHIP IN PROFESSIONAL BODIES

- ❖ INDIAN ACADEMIC RESEARCHERS ASSOCIATION – LIFE TIME MEMBER

14. FOREIGN COUNTRIES VISITED ON ACADEMIC ASSIGNMENTS/TRAINING/INVITED PROGRAMME

- ❖ MALAYSIA - INTERNSHIP PROGRAMME AT REGUS CENTRES FROM 20.01.2012 - 27.01.2012
- ❖ MALAYSIA - PARTICIPATED IN THE INTERNATIONAL WORKSHOP ON “WOMEN TRANSCENDING GENDER BOUNDARIES: THE MALAYSIAN STORY” ON SEP. 14, 2018 AT BINARY UNIVERSITY, MALAYSIA ORGANIZED BY FATIMA COLLEGE, MADURAI IN COLLABORATION WITH CENTRE FOR WOMAN LEADERSHIP, BINARY UNIVERSITY, MALAYSIA.

15. 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

16. 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	QUIZ CLUB, FATIMA COLLEGE, MADURAI	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

S. No.	MAJOR ASSIGNMENTS	INSTITUTION	DATE/ PERIOD	TOPIC & POSITION
6.	RESOURCE PERSON	FATIMA COLLEGE, ORIENTATION FOR NEWLY APPOINTED STAFF	21.06.2017	TEAM BUILDING
7.	RESOURCE PERSON	PLACEMENT CELL, FATIMA COLLEGE, MADURAI	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, MADURAI	19.07.2018 & 26.07.2018	SEVEN STEPS FOR SUCCESSFUL LIFE
10.	RESOURCE PERSON	CAPACITY BUILDING PROGRAMME FOR NON-TEACHING STAFF, FATIMA COLLEGE, MADURAI	26.07.2018	SEVEN STEPS FOR SUCCESSFUL LIFE

NAME:DR.N.ASHA

POSITION :ASSISTANT PROFESSOR

FACULTY OF : MANAGEMENT STUDIES

PHONE/MOBILE :8122884019

EMAIL ID :ashavetrickarthick@gmail.com

DATE OF BIRTH :07.04.1985



LANGUAGES PROFICIENCY

READ : TAMIL, ENGLISH& HINDI

WRITE : TAMIL& ENGLISH

SPEAK : TAMIL& ENGLISH

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.	SET	MANAGEMENT	-	AUG. 2010
6.	NET	MANAGEMENT	-	JUNE 2012
7.	PH.D.	MANAGEMENT	MADURAI KAMARAJ UNIVERSITY, MADURAI	SEPTEMBER 2020
8.	CERTIFICATE IN BASIC COUNSELING AND PSYCHOTHERAPY SKILLS (CBCPS)	INDUSTRIAL PSYCHOLOGY AND COUNSELING	THE VALLIAMMAL INSTITUTION (TVI), MADURAI	MAR. 2015

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO (PERIOD)
1.	ASSISTANT PROFESSOR, FATIMA COLLEGE (AUTONOMOUS), MADURAI	2007 -TILL DATE

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	KALASALINGAM UNIVERSITY, 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
7.	EXTERNAL EXPERT	RESEARCH ADVISORY COMMITTEE (DOCTORAL COMMITTEE), MADURAI KAMARAJ UNIVERSITY, MADURAI	JUNE 27, 2021

5. AREAS OF SPECIALIZATION

➤ **FINANCE AND MARKETING**

6. 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 PSYCHOTHERAPY SKILLS	IGINP AND CESC, 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.	FACULTY DEVELOPMENT PROGRAMME	ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION INSTITUTE	MADURAI KAMARAJ UNIVERSITY, MADURAI	NOV. 21 TO 23, 2019

8.	ONLINE FACULTY DEVELOPMENT PROGRAMME	-	IQAC, FATIMA COLLEGE, MADURAI	MAY 11 – 12, 2020
9.	FACULTY DEVELOPMENT PROGRAMME	INSTITUTIONS & ENTREPRENEURIAL ECOSYSTEM	AYYANADARJANAKIAMMAL COLLEGE, SIVAKASI	SEPT. 22 TO 24, 2021
10.	5 DAYS ONLINE FACULTY DEVELOPMENT PROGRAMME	INCULCATING UNIVERSAL HUMAN VALUES IN TECHNICAL EDUCATION	ALL INDIA COUNCIL FOR TECHNICAL EDUCATION(AICTE), NEWDELHI	DEC. 6 TO 10, 2021

7. 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"	NADAR SARASWATHY 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	FATIMA COLLEGE,	AUG. 20 &	PRESENTED	ROLE OF ERP IN SOCIAL MEDIA

	"SOCIAL MEDIA FOR SERVICE SECTOR	MADURAI	21, 2014		
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.OFMANAGEMENT STUDIESFATIMA COLLEGE, MADURAI	SEP. 06, 2019	PRESENTED	GREEN BUSINESS IN ENTREPRENEURSHIP
25.	WORKSHOP ON "360 DEGREE CAREER DEVELOPMENT"	DEPT.OFMANAGEMENT STUDIESFATIMA COLLEGE, MADURAI	SEP. 18, 2019	PARTICIPATED	-
26.	NATIONAL LEVEL ONLINE WORKSHOP ON "HUMAN VALUES AND ETHICS IN SOCIAL MEDIA - A DIGITAL PERSPECTIVE"	DEPT.OFMANAGEMENT STUDIESFATIMA COLLEGE, MADURAI	JUL. 17, 2020 – JUL. 21, 2020	PARTICIPATED	-

27.	NATIONAL WEBINAR ON "FORGIVENESS IN POLITICS"	CENTRE FOR GANDHIAN STUDIES, UNIVERSITY OF KERALA, THIRUVANANTHAPURAM	JUNE 18, 2021	PARTICIPATED	-
28.	INTERNATIONAL WEBINAR ON "MANAGEMENT OF FOREX"	DEPARTMENT OF ECONOMICS, ROSARY COLLEGE OF COMMERCE AND ARTS, GOA	SEPT 28, 2021	PARTICIPATED	-
29.	ONE DAY NATIONAL LEVEL WEBINAR ON "MULTICULTURALISM IN LITERATURES"	ORGANIZED BY "DEPARTMENT OF ENGLISH AND IQAC, YEWAS NATIONAL SENIOR COLLEGE NASHIK	OCT 14, 2021	PARTICIPATED	-
30.	ONE DAY NATIONAL WEBINAR ON "CYBER SECURITY & DATA PROTECTION"	ORGANISED BY DEPARTMENT OF ECONOMICS OF F. A. AHMED COLLEGE, GAROIMARI, ASSAM	OCT 15, 2021	PARTICIPATED	-
31.	NATIONAL WEBINAR ON "DIGITAL SAKTHI 3.0"	ORGANISED BY NATIONAL COMMISSION FOR WOMEN, FACEBOOK, CYBERPEACE FOUNDATION AND AUTOBOTINFOSEC.JHARKHAND	OCT 25, 2021	PARTICIPATED	-
32.	TWO DAYS ONLINE WORKSHOP ON "EMPOWERING RURAL CONSUMERS"	PG & RESEARCH DEPARTMENT OF COMMERCE, PERIYAR E.V.R. COLLEGE, TIRUCHIRAPPALLI	Nov 19 – 20, 2021	PARTICIPATED	-
33.	WEBINAR ON "AN OVERVIEW OF INTELLECTUAL PROPERTY RIGHTS"	ORGANISED BY THE SCHOOL OF MANAGEMENT AND IQAC NEHRU ARTS AND SCIENCE COLLEGE, COIMBATORE	Nov 26, 2021	PARTICIPATED	-
34.	NATIONAL WEBINAR ON "GANDHI, YOUTH AND SOCIAL SERVICE"	ORGANISED BY FACULTY OF GANDHIAN STUDIES, GUJARAT VIDYAPITH, AHMEDABAD	Nov 28, 2021	PARTICIPATED	-
35.	NATIONAL WEBINAR ON "GST IN INDIA"	ORGANISED BY SHRIVAISHNAV COLLEGE OF COMMERCE, INDORE	JAN 4, 2022	PARTICIPATED	-

8. RESEARCH GUIDANCE:(M.PHIL. GUIDED: 1)

S. No.	TITLE OF DISSERTATION	ORGANIZATION	STUDENT NAME	YEAR
1.	CONSUMER PREFERENCE TOWARDS READY TO EAT PRODUCTS	MANIMEGALAI	ANNAMALAI UNIVERSITY, CHIDAMBARAM	2010 2011

9. ARTICLES PUBLISHED IN JOURNALS/MAGAZINES

S. No.	JOURNAL NAME	TITLE OF THE ARTICLE	MONT H/YEA R	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 MANAGEMENT	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.	TSM BUSINESS 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, UTTAR PRADESH	-
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	-
10.	PARISHODH JOURNAL	A STUDY ON EMPLOYEE'S ATTITUDE TOWARDS WORK LIFE BALANCE WITH SPECIAL REFERENCE TO MICROENTERPRISES, MADURAI	FEB 2020	IX	II	2003- 2007	2347- 6648	PUNJAB UNIVERSITY	6.3

11.	INTERNATIONAL JOURNAL OF ALL RESEARCH EDUCATION AND SCIENTIFIC METHODS (IJARESM)	A STUDY ON THE IMPACT OF COVID-19 PANDEMIC IN THE BUYING BEHAVIOUR OF CUSTOMERS IN AYARPADI SILK PALACE	MARCH 2021	9	3	192 - 195	2455-6211	MAHARASHTRA COLLEGE OF ARTS, COMMERCE & SCIENCE, MUMBAI	7.429
-----	--	---	------------	---	---	-----------	-----------	---	-------

10. CHAPTERS PUBLISHED IN BOOKS

S. No.	BOOK NAME	TITLE OF THE CHAPTER	YEAR	PAGE No.	ISBN	PUBLISHER
1.	CONTEMPORARY TRENDS 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

11. 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

12. 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 –	2015	WORLD LITERATURE BOOKS AND PUBLISHERS	978-81-93023-488

	THE ROAD AHEAD		PRIVATE LIMITED, MADURAI	
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

13. 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

14. LECTURES DELIVERED

S. No.	PROGRAMME	THEME	ORGANIZED BY	DATE
1.	ONE-DAY SPECIAL LECTURE	SUPPLY CHAIN MANAGEMENT – GREEN INITIATIVES	DEPARTMENT OF COMMERCE, MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE, POOVANTHI	FEB.02, 2016
2.	GUEST LECTURE	ENHANCING ENTREPRENEURIAL SKILLS	DEPARTMENT OF COMMERCE, MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE, POOVANTHI	DEC. 20, 2017
3.	GUEST LECTURE	INNOVATIVE TECHNIQUES IN GREEN ADVERTISING	DEPARTMENT OF BUSINESS ADMINISTRATION, MANGAYARKARASI COLLEGE OF ARTS AND SCIENCE COLLEGE FOR WOMEN, MADURAI	JUNE 28, 2018
4.	GUEST LECTURE	GREEN MARKETING INITIATIVES AND TECHNIQUES	DEPARTMENT OF BUSINESS ADMINISTRATION, MEENAKSHI COLLEGE FOR WOMEN, MADURAI	FEB. 29, 2020

15. 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 INTERNSHIP)	NEW FUND FORMATION & CLIENT MANAGEMENT	BIRLA SUN LIFE FINANCIAL SERVICES LTD.	DEC.05 - 11, 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	IMPACT OF DEMONETIZATION ON FINANCIAL INFORMATION SYSTEM	ADVANCED ERP SOLUTIONS, MADURAI	NOV. 28 - DEC. 03, 2016

	INTERNSHIP)			
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
11.	CONSULTANCY (FACULTY INTERNSHIP)	IMPACT OF COVID 19 IN PAPER INDUSTRY	J.B.PAPER PRODUCTS PVT LTD, MADURAI	DEC. 21 TO 26, 2020

16. AWARDS/ACHIEVEMENTS/HONOURS

S. No.	NAME OF THE AWARD	AWARD RECEIVED FOR	SPONSORS / SOURCE	DATE
1.	UNIVERSITY 2 ND 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

NAME : DR. L. MEENA
POSITION : ASSISTANT PROFESSOR
FACULTY OF : MANAGEMENT STUDIES
PHONE/MOBILE : 9944992904
EMAIL ID : meenamba04@gmail.com
DATE OF BIRTH : 04.05.1981



LANGUAGES PROFICIENCY

READ : TAMIL, ENGLISH & HINDI
WRITE : TAMIL, ENGLISH & HINDI
SPEAK : TAMIL, ENGLISH, TELUGU & HINDI

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, MADURAI	2005
3.	M.PHIL.	MANAGEMENT	PRIST UNIVERSITY, THANJAVUR	2010
4.	SET	MANAGEMENT	BHARATHIAR UNIVERSITY, COIMBATORE	2011
5.	NET	MANAGEMENT	UGC	2012
6.	PH.D.	MANAGEMENT	MADURAI KAMARAJ UNIVERSITY, MADURAI	MAY 2017

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

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	QUALITY CIRCLE FACILITATOR	2009 - 2010
2.	FACULTY INCHARGE FOR DRIVING	2011 - 2012
3.	RESEARCH GUIDE (UNDER RESEARCH CELL)	2015 – 2021
4.	IQAC MEMBER	2018 - 2020
5.	COORDINATOR – YUVA	2018 – TILL DATE

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE POSITION	NAME OF THE INSTITUTION	DURATION
1.	EXECUTIVE MEMBER	TCA ALUMNI ASSOCIATION, THIAGARAJAR COLLEGE, MADURAI	2015 - TILL DATE
2.	ALUMNI COORDINATOR	TCA BBA ALUMNI CELL, BBA DEPARTMENT, THIAGARAJAR COLLEGE, 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 MEMBER	SFR COLLEGE, SIVAKASI	2017 - TILL DATE
9.	SUBJECT EXPERT, BOARD OF STUDIES	THIGARAJAR COLLEGE (AUTONOMOUS), MADURAI	2018 - 2019

5. AREAS OF SPECIALIZATION

- **FINANCE – INVESTMENT MANAGEMENT**

6. 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.04 - 07, 2013
7.	FACULTY DEVELOPMENT PROGRAMME	STATISTICAL TRAINING PROGRAMME (ADVANCED LEVEL)	IQAC, FATIMA COLLEGE (AUTONOMOUS), MADURAI	JAN.20 - 22, 2014

8.	OUT-BOUND TRAINING PROGRAMME	PSYCHO SPIRITUAL INTEGRATION	FATIMA COLLEGE (AUTONOMOUS), MADURAI	MAR. 10 & 11, 2015
9.	FACULTY DEVELOPMENT PROGRAMME	ULLATHUSIRATHAL	SANGAM 4 & MADITSSIA, MADURAI	AUG. 18, 2016

7. 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 21 ST 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 HR 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	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE	SEP. 15, 2012	PRESENTED	GREEN PROJECT MANAGEMENT –

	SUSTAINABLE DEVELOPMENT”	(AUTONOMOUS), MADURAI			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 COLLABORATION 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 PROGRAM ME – WITH SPECIAL REFERENCE TO AMMA UNAVAGAMIN 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 PGIT, 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	JAN. 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)	FEB. 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	MAR. 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)	SEP. 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)	OCT. 04, 2017	ORGANIZED	-
30.	SYMPOSIUM ON “ROADMAP TO A CULTURE OF SELF IMPROVEMENT”	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE (AUTONOMOUS)	OCT. 09, 2017	PARTICIPATED	-
31.	SYMPOSIUM ON “ENHANCING RESEARCH SKILLS”	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE (AUTONOMOUS)	DEC. 12, 2017	PARTICIPATED	-
32.	UGC SPONSORED INTERNATIONAL CONFERENCE ON “MANAGEMENT – THE PARADIGM SHIFT IN TURBULENCES”	DEPARTMENT OF BUSINESS ADMINISTRATION, AYYANADAR 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)	AUG. 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)	SEP. 18, 2018	PARTICIPATED	-
35.	WORKSHOP ON “CORPORATE GROOMING”	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA INSTITUTE OF MANAGEMENT, FATIMA COLLEGE (AUTONOMOUS)	OCT.08, 2018	PARTICIPATED	-
36.	INTERNATIONAL CONFERENCE ON “MANAGEMENT IN DIGITAL ERA”	SCHOOL OF MANAGEMENT, SRI KRISHNA COLLEGE OF ENGINEERING AND TECHNOLOGY	DEC. 20, 2018	PRESENTED	DIGITAL RENOVATION IN ASSET MANAGEMENT INDUSTRY – LEVERAGING THE SUPREMACY OF SOCIAL MEDIA
37.	ONE-DAY FACULTY DEVELOPMENT WORKSHOP ON “ENHANCING EMOTIONAL INTELLIGENCE”	IQAC, FATIMA COLLEGE (AUTONOMOUS), MADURAI	FEB. 07, 2019	PARTICIPATED	-
38.	INTERNATIONAL CONFERENCE ON “CONTEMPORARY ISSUES & FUTURISTIC TRENDS IN MANAGEMENT”	VIJAY INSTITUTE OF MANAGEMENT	FEB. 19, 2019	PRESENTED	DIGITAL NATIVE RETAIL INVESTORS’ OUTLOOK TOWARDS BESPOKE DIGITAL TRANSFORMATION IN MUTUAL FUND INDUSTRY
39.	ONE-DAY WORKSHOP ON “GLOBAL RANKING OF UNIVERSITIES; PRESENT SCENARIO”	IQAC, MADURAI KAMARAJ UNIVERSITY, MADURAI	MAR. 22, 2019	PARTICIPATED	-
40.	INTERNATIONAL CONFERENCE ON “MANAGEMENT – THE PARADIGM SHIFT IN TURBULENCES”	DEPARTMENT OF BUSINESS ADMINISTRATION, ANJA COLLEGE, SIVAKASI	JUNE 25, 2019	PRESENTED	BESPOKE PORTFOLIO MANAGEMENT – A STRATEGIC PERSPECTIVE
41.	NAAC SPONSORED NATIONAL SEMINAR ON “DISRUPTIVE INNOVATION IN HIGHER EDUCATION CURRICULUM – QUALITY ENHANCEMENT OF DIGITAL NATIVES AND PROMOTING SOCIAL EQUITY”	IQAC, FATIMA COLLEGE (AUTONOMOUS), MADURAI	AUG. 30, 2019	ORGANISED & PRESENTED	STUDENT-CENTRED TECHNOLOGY-DRIVEN LEARNING ENVIRONMENT IN HIGHER EDUCATIONAL INSTITUTIONS
42.	NATIONAL CONFERENCE ON “BUSINESS ANALYTICS – A ROADMAP TO INNOVATIVE ENTREPRENEURSHIP”	DEPARTMENTS OF MBA & MCA, FATIMA INSTITUTE OF MANAGEMENT, FATIMA COLLEGE (AUTONOMOUS), MADURAI	SEP.06, 2019	PRESENTED	

8. ARTICLES PUBLISHED IN JOURNALS/MAGAZINES/BOOKS

S. No.	JOURNAL/PROCEEDING/MAGAZINE/BOOK NAME	TITLE OF THE ARTICLE	MONT H/ YEAR	VOL . No.	ISS. No.	PAGE No.	ISSN / ISBN	PUBLISHER	IMPACT FACTOR
1.	ZENITH – INTERNATIONAL JOURNAL OF BUSINESS ECONOMICS & MANAGEMENT RESEARCH	A STUDY ON ANALYSIS OF HUMAN CAPITAL VALUATION IN CASH MANAGEMENT SERVICE INDUSTRY	JUNE 2012	2	6	149 – 159	2249-8826	ZIRAF	-
2.	TSM BUSINESS REVIEW	STORE AND ONLINE	JUNE	3	1	54 –	2348 -	SHANLAX	-

	(TBR)	GROCERY SHOPPING: A CUSTOMER VALUE PERSPECTIVE	2015			68	3784	PRESS	
3.	INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT	RURUAL INVESTORS' PERCEPTION TOWARDS MUTUAL FUND DISTRIBUTION	DEC. 2015	5	12	48 – 51	2231 - 5756	IJRCM	-
4.	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	-
5.	DINAMALAR NATIONAL DAILY NEWSPAPER	ILLATHARAMUYARTHUMILLA THARASIGAL	Nov. 2016	-	-	10	-	DINAMALAR	-
6.	INTERNATIONAL JOURNAL FOR SCIENTIFIC RESEARCH & DEVELOPMENT	A STUDY ON INVESTORS' PERCEPTION TOWARDS MUTUAL FUND MARKETING STRATEGIES IN MADURAI	JAN. 2017	4	11	31 - 32	2321-0631	IJSRD	2.39
7.	INTERNATIONAL JOURNAL OF ECONOMIC RESEARCH (SCOPUS INDEXED) (UGC SERIAL NO: 795)	PUBLIC AWARENESS TOWARDS "INDIA INNOVATION LAB FOR GREEN FINANCE"	Nov. 2017	14	6	391 - 400	0972-9380	SERIALS PUBLICATIONS PVT. LTD.	-
8.	GASCIAN JOURNAL OF SOCIAL SCIENCE – GJSS	RELATIVE INVESTMENT PREFERENCE – AN INCOME-CENTRIC OUTLOOK	JULY - DEC. 2017	5	2	12 - 12	2348-0432	RESEARCH & DEVELOPMENT CENTRE, GOBI ARTS & SCIENCE COLLEGE (AUTONOMOUS), GOBICHETTIPALAYAM	-
9.	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	-

9. ARTICLES PUBLISHED IN BOOKS

S. No.	BOOK NAME	TITLE OF THE CHAPTER	YEAR	PAGE No.	ISBN	PUBLISHER
1.	EDITED BOOK VOLUME ON GLOBAL BUSINESS	GLOBAL PRACTICES IN INDIAN BANKING INDUSTRY	SEP. 2011	160 - 163	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	FEB. 2012	150 - 154	86058-073-1998	ANNA UNIVERSITY OF TECHNOLOGY, MADURAI
3.	EDITED BOOK VOLUME ON "SOCIAL MEDIA FOR SERVICE SECTOR"	SOCIAL MEDIA ANALYTICS – ENHANCING INVESTOR AWARENESS TOWARDS MUTUAL FUNDS	AUG. 2014	49 - 51	978-1-63315-205-2	WORLD LITERATURE BOOKS AND PUBLISHERS PRIVATE LIMITED, MADURAI
4.	EDITED BOOK VOLUME ON "NEW DIMENSIONS OF	A STUDY ON INVESTORS' AWARENESS TOWARDS MUTUAL	JAN. 2015	72 - 75	978-93-80657-40-0	SHANLAX PUBLICATIONS

	MANAGEMENT IN THE GLOBALIZED ERA”	FUNDS IN MADURAI CITY				
5.	EDITED BOOK VOLUME ON “DIGITAL MARKETING” – ICDM – 2015	STORE AND ONLINE GROCERY SHOPPING – A CUSTOMER VALUE PERSPECTIVE	FEB. 2015	14 - 24	978-93-84743-33-8	BONFRING
6.	EDITED BOOK VOLUME ON “INDIAN WORLD-CLASS MANUFACTURING – THE ROAD AHEAD”	MUTUAL FUND INVESTMENTS IN INDIAN MANUFACTURING INDUSTRIES	OCT. 2015	267 - 268	978-81-93023-488	WORLD LITERATURE BOOKS CENTRE AND PUBLISHER PVT. LTD.
7.	EDITED BOOK VOLUME ON “MANAGING DISASTER – A STRATEGIC PERSPECTIVE”	FINANCING NATURAL DISASTERS – INNOVATIVE DISASTER-LINKED FINANCIAL INSTRUMENTS	SEP. 2016	219 - 222	978-8-1930-234-26	WORLD LITERATURE BOOKS CENTRE AND PUBLISHER PVT. LTD.
8.	EDITED BOOK VOLUME ON “GOODS AND SERVICES TAX: CONCEPTS & CHALLENGES”	IMPACT OF GST IMPLEMENTATION ON MUTUAL FUNDS	JAN. 2017	118 - 120	978-93-81723-61-6	VHNSN COLLEGE
9.	EDITED BOOK VOLUME ON “TOTAL QUALITY MANAGEMENT IN HIGHER EDUCATION”	ROLE OF FACULTY TOWARDS TQM AND QUALITY ENHANCEMENT	FEB. 2017	131- 135	978-81-933316-8-2	SHANLAX PUBLICATIONS
10.	EDITED BOOK VOLUME ON “GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA”	ASSET MANAGEMENT LEADERSHIP FACTORY – GLOBAL GAME CHANGING SCENARIO	SEP. 2017	75 - 77	978-93-86537-95-9	SHANLAX PUBLICATIONS
11.	EDITED BOOK VOLUME ON “DIGITAL MARKETING – A GLOBAL PERSPECTIVE”	DIGITAL TRANSFORMATION IN MUTUAL FUND INDUSTRY – LEVERAGING THE POWER OF SOCIAL MEDIA	AUG. 2018	24 - 26	978-93-87871-67-0	SHANLAX PUBLICATIONS
12.	EDITED BOOK VOLUME ON “MANAGEMENT IN DIGITAL ERA”	DIGITAL RENOVATION IN ASSET MANAGEMENT INDUSTRY – LEVERAGING THE SUPREMACY OF SOCIAL MEDIA	DEC. 2018	210 - 213	978-93-86782-60-1	LORDINE NUOVO PUBLICATION
13.	EDITED BOOK VOLUME ON “MANAGEMENT – THE PARADIGM SHIFT IN TURBULENCES”	BESPOKE PORTFOLIO MANAGEMENT – A STRATEGIC PERSPECTIVE	2018	49 - 51	978-93-83191-29-1	CURRICULUM DEVELOPMENT CELL, AYYANADAR JANAKI AMMAL COLLEGE, SIVAKASI

10. 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”	DEC. 19, 2016

11. 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”	FEB. 10, 2018

2.	RESOURCE PERSON	DEPARTMENT OF BUSINESS ADMINISTRATION, THIAGARAJAR COLLEGE, MADURAI	ONE-DAY WORKSHOP ON "PROSPERITY THROUGH POSITIVITY"	MAR.06, 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)	JAN.09, 2019

12. 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	0975-3893

13. 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	DEC. 2009
2.	CONSULTANCY (FACULTY INTERNSHIP)	BUSINESS EXPANSION & DEMAT ACCOUNT MAINTENANCE	ADITHYA TRADING SOLUTIONS	MADURAI	DEC. 2010
3.	CONSULTANCY (FACULTY INTERNSHIP)	MANPOWER PLANNING, RECRUITMENT AND TRAINING	BLISS MANAGEMENT SERVICES PVT. LTD.	MADURAI	DEC. 2011
4.	CONSULTANCY (FACULTY INTERNSHIP)	NEW FUND FORMATION & CLIENT MANAGEMENT	BIRLA SUN LIFE BANKING & FINANCIAL SERVICES	MADURAI	DEC. 2013
5.	CONSULTANCY (FACULTY INTERNSHIP)	IMPACT OF NEW CANVAS ON TEXTILE INDUSTRY	SRENI TEXTILES	MADURAI	DEC. 2014
6.	CONSULTANCY (FACULTY INTERNSHIP)	FOREIGN CURRENCY TRADING	KARVY CONSULTANTS PVT. LTD.	MADURAI	DEC. 2015
7.	CONSULTANCY (FACULTY INTERNSHIP)	IMPACT OF DEMONETIZATION ON FINANCIAL INFORMATION SYSTEM	ADVANCED ERP SOLUTIONS	MADURAI	NOV. - DEC. 2016
8.	CONSULTANCY (FACULTY INTERNSHIP)	EMPLOYEE MANAGEMENT AND INVENTORY MANAGEMENT	AKASH CONSTRUCTION COMPANY	MADURAI	NOV. - DEC. 2017

9.	CONSULTANCY (FACULTY INTERNSHIP)	FINANCIAL CONSULTANCY	ALLCONNECT BUSINESS CONSULTANCY SERVICES	COIMBATORE	DEC. 2018
10.	CONSULTANCY (FACULTY INTERNSHIP)	HIRING STRATEGIES FOR LEADERSHIP POSITION	TRUECONNECT STRATEGIC SERVICES PRIVATE LIMITED	ERODE	DEC. 2019

14. ANY OTHER

- INTERVIEW PUBLISHED IN DINAMALAR DAILY ON APRIL 11, 2016
- INTERVIEW PUBLISHED IN DINAMALAR DAILY ON FEBRUARY 20, 2017.
- CONDUCTED (EXTERNAL EXAMINER) SUMMATIVE WORKSHOP ON MANAGERIAL SKILL (VIVA), APRIL 12, 2019.

NAME : M. NAGARENITHA
POSITION : ASSISTANT PROFESSOR
FACULTY OF : MANAGEMENT STUDIES
PHONE/MOBILE : 9994477713
EMAIL ID : nagarenitha@gmail.com
DOB : 10.06.1978



LANGUAGES PROFICIENCY

READ : TAMIL & ENGLISH
WRITE : TAMIL & ENGLISH
SPEAK : TAMIL, ENGLISH & TELUGU

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

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

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. AREAS OF SPECIALIZATION

➤ **FINANCE**

5. 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	13.06.2019 & 14.06.2019

6. 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),	22.01.2010	PRESENTED	GLOBAL RECESSION AND ITS IMPACT ON

		MADURAI			ENVIRONMENT
10.	NATIONAL CONFERENCE ON “ BUSINESS AND PROFESSIONAL ETHICS A 21 ST 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	
36.	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	
37.	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
38.	PLACEMENT WORKSHOP ON “360 DEGREE CAREER DEVELOPMENT”	MBA DEPARTMENT, FATIMA COLLEGE, MADURAI	18.9. 2019	PARTICIPATED	-
39.	7 DAY INTERNATIONAL PROFESSIONAL DEVELOPMENT PROGRAMME ON SPSS	PG & RESEARCH DEPARTMENT OF COMMERCE (SHIFT – I) PATRICIAN COLLEGE OF ARTS AND SCIENCE	21.06.2021 TO 27.06.2021	PARTICIPATED	
40.	VIRTUAL NATIONAL LEVEL FDP SERIES I – ‘RESEARCH METHODOLOGY IN COMMERCE AND MANAGEMENT’	SCHOOL OF COMMERCE MANAGEMENT, ST.JOSEPH’S COLLEGE(AUTONOMOUS), BENGALURU	27 & 28 MAY 2021	PARTICIPATED	
41.	HUMAN VALUES AND ETHICS IN SOCIAL	DEPARTMENT OF	15.07.2020	PARTICIPATED	

	MEDIA – A DIGITAL PERSPECTIVE	MANAGEMENT STUDIES, FATIMA INSTITUTE OF MANAGEMENT, FATIMA COLLEGE, MADURAI	TO 21.07.2020		
42.	ONE WEEK ONLINE FACULTY DEVELOPMENT PROGRAMME ON (FDP) ON “ACADEMIC EXCELLENCE IN DIGITAL TEACHING AND LEARNING	DEPARTMENT MANAGEMENT STUDIES, DIRECTORATE OF DISTANCE EDUCATION, MADURAI KAMARAJ UNIVERSITY	01.07.2020 TO 07.07.2020	PARTICIPATED	

7. 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	CAREER MATURITY	DEC.	2	12	56-	E-ISSN:	INTERNATIONAL	-

	EDUCATION AND RESEARCH JOURNAL	AND CAREER DECISION – MAKING – A-REVIEW	2016			57	2454-9916	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	

8. 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

9. MAJOR ASSIGNMENTS

S. No.	MAJOR ASSIGNMENTS	INSTITUTION	THEME/TITLE	DATE & YEAR
1.	ORGANIZER	FATIMA COLLEGE (AUTONOMOUS), MADURAI	WORKSHOP ON MARKETING RESEARCH	24.08.2016

10. 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
----	--------------------	----------------------	---------------------	-----------	-----------

11. 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.

NAME : DR. B.JAYANTHI
POSITION : ASSISTANT PROFESSOR
FACULTY OF : MASTER OF BUSINESS ADMINISTRATION
PHONE/MOBILE : 9843614777
EMAIL ID : JAYAB.MBA@GMAIL.COM
DATE OF BIRTH : 06.04.1975



LANGUAGES PROFICIENCY

READ : ENGLISH& TAMIL
WRITE : ENGLISH& TAMIL
SPEAK : ENGLISH& TAMIL

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

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

3. POSITION HELD IN FATIMA (VICE PRINCIPAL, HoD, DEAN, COORDINATOR, MEMBER ETC.)

S. No.	NAME OF THE POSITION	DURATION
	-	

4. 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

5. AREAS OF SPECIALIZATION : MARKETING

6. 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	20TH MARCH, 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	RESETTING MIND IN	IQAC , FATIMA COLLEGE	22.06.20

	PROGRAMME	UPSETTING TIMES	, MADURAI	
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
15	VIRTUAL NATIONAL LEVEL FDP	RESEARCH METHODOLOGY IN COMMERCE MANAGEMENT	DEPARTMENT OF COMMERCE AND MANAGEMENT , ST. JOSEPH'S COLLEGE, BENGALURU	27.05.2021-28.05.2021

7. 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	29TH FEBRUARY 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	1ST MARCH, 2008	PRESENTED	MEETING THE FOOD SECURITY CHALLENGE THROUGH ORGANIC AGRICULTURE
8	NATIONAL CONFERENCE ON	DEPARTMENT OF BUSINESS	7TH & 8TH MARCH, 2008	PRESENTED	BEST PRACTICES FOR POVERTY

	SERVICE SECTOR	ADMINISTRATION, KALASALINGAM UNIVERSITY, KRISHNANKOVIL			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	20TH MARCH, 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	15TH MAY, 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, 2013	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) IN INDIAN SCENARIO	DEPT OF COMMERCE AMERICAN COLLEGE	16TH FEB,2018	Presented	ENTERPRENEURIAL DEVELOPMENT SCHEMES 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	FOUR DAYS WEBINAR ON , AN EFFECTIVE RESEARCH PAPER WRITING SKILLS	BAHWAN MAHAVIR UNIVERSITY	APR 13- 16,2020	PARTICIPATED	-
41	WEBINAR ON THE “IMPACT OF RESEARCH	SKYLINE UNIVERSITY COLLEGE	21-04-2020	PARTICIPATED	-

	DATA AND METRICS”				
42	WEBINAR ON “HOW TO TEACH “	IQAC , FATIMA COLLEGE , MADURAI	27.05.20	PARTICIPATED	-
43	NATIONAL LEVEL WEBINAR ON – N-LIST E RESOURCES	REV.JACOB MEMORIAL COLLEGE, AMBILIKIA	30-06-2020	PARTICIPATED	-
44	WEBINAR ON “ DIGITAL TRENDS DRIVING INDUSTRY 4.0”	GYANAMITE	04.07.20	PARTICIPATED	-
45	WEBINAR ON “ A PRACTICAL APPROACHES OF EXPLORATORYFACTOR ANALYSIS TO CONFIRMATORY ANALYSIS”	DEPARTMENT OF COMMERCE, SRIKRISHNASWAMY ARTS & SCIENCE COLLEGE, SATTUR	23.07.202	PARTICIPATED	-
46	E INTERNATIONAL CONFERENCE ON GLOBAL SERVICE LEARNING-2020	FATIMA COLLEGE , MADURAI	JULY29- AUGUST 02, 2020	PARTICIPATED	-
47	E-NATIONAL CONFERENCE	ARTIFICAL INTELLIGENCE IN MARKETING	23.12.20	PRESENTED	A STUDY ON EFFECT OF E-COMMERCE ON CUSTOMER SATISFACTION
48	E-NATIONAL CONFERENCE	ARTIFICAL INTELLIGENCE IN MARKETING	23.12.20	PRESENTED	AI IN DIGITAL MARKETING- A PLACEWHERE BRANDS AND CUSTOMERS MEET THROUGH DATA
49	NATIONAL WEBINAR ON WOMEN IN ACADEMIC LEADERSHIP- CHALLENGES & OPPORTUNITIES	DEPARTMENT OF JOURNALISIM AND SCIENCE COMMUNICATION, MADURAI KAMRAJ UNIVERSITY	9.04.2021	PARTICIPATED	-
50	ONE DAY INTERNATIONAL SEMINAR ON DIGITAL TRANSFORMATION- ISSUES AND CHALLENGES	SREE NARAYANAGURU COLLEGE, MUMBAI	17.04.2021	PARTICIPATED	-

8. RESEARCH GUIDANCE

NO. OF M.PHIL. GUIDED :

NO. OF PH.D. GUIDED :

NO. OF RESEARCH ONGOING :

M.PHIL. GUIDANCE COMPLETED/ONGOING

S. No.	TITLE OF DISSERTATION	ORGANIZATION	STUDENT NAME	YEAR
-	-	-	-	-

PH.D. GUIDANCE COMPLETED/ONGOING

S. No.	TITLE OF THESIS	ORGANIZATION	STUDENT NAME	YEAR	AWARDED / ONGOING
-	-	-	-	-	-

9. 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	PUBLISHER	IMPACT FACTOR
1	INTERNATIONAL JOURNAL OF MANAGEMENT REVIEW	FACULTY INVENTIVENE SS AND WORKLIFE BALANCE OF SELECTED INSTITUTION S IN MADURAI DISTRICT	APRIL 2014	1	1	25	2348-4373	HALL MARK B SCHOOL	
2	PRIMAX INTERNATIONAL JOURNAL OF COMMERCE & MANAGEMENT,	THE RAPPOT BETWEEN THE FIVE SENSES AND BUILDING BRAND IDENTITY AND AWARENESS - A SPECULATIVE STUDY"	JAN-MAR 2014	1	4	45	2321-3604	PRIMAX INTERNATIONAL JOURNAL OF COMMERCE & MANAGEMENT,	
3	PROCEEDINGS OF INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN MANAGEMENT	FACULTY PERCEPTION OF WORK-LIFE IMBALANCE AND COPING STRATEGIES IN EDUCATIONA L 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 STUDIES	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	A STUDY ON THE IMPACT OF E-	FEBRUARY	4	8	331 - 336	24548499-(LISTED JOURNAL NO	IRJMS	1.3599

	STUDEIES	COMMERCE ON CUSTOMER SATISFACTION WITH REFERENCE TO FOUR WHEELER PURCHASE	2018				45141)		
15	MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN INDIAN SCENARIO	ENTERPRENEURIAL 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	VOLUME 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

10. CHAPTERS PUBLISHED IN BOOKS

S. No.	BOOK NAME	TITLE OF THE CHAPTER	YEAR	PAGE No.	ISBN	PUBLISHER
-	-	-	-	-	-	-

11. BOOKS PUBLISHED

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN
1	<u>A PERSPECTIVE OF HUMAN RESOURCE MANAGEMENT</u>	2018	<u>BONFRING PUBLISHING HOUSE</u>	

12. EDITED BOOKS

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN
-	-	-	-	-

13. REVIEW ON BOOKS/JOURNALS

S. No.	JOURNAL/BOOK NAME	AUTHOR	PUBLISHER	YEAR / ISSUE NO.	PAGE NO. / CHAPTER
-	-	-	-	-	-

14. MEMBER IN EDITORIAL BOARD OF NATIONAL/INTERNATIONAL JOURNALS

15. 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

16. MAJOR ASSIGNMENTS

S. No.	MAJOR ASSIGNMENT	INSTITUTION	THEME/TITLE	DATE
-	-	--	--	-

17. 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

18. PROJECT UNDERTAKEN

S. No.	TITLE OF PROJECT	POSITION	SPONSORED BY	DATE & YEAR	SANCTIONED AMOUNT
-	-	-	-	-	-

19. MEMBERSHIP IN PROFESSIONAL BODIES

20. 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

21. PATENTS/COPYRIGHT IF ANY

22. FOREIGN COUNTRIES VISITED ON ACADEMIC ASSIGNMENTS/TRAINING/INVITED PROGRAMME

23. FELLOWSHIP RECEIVED

24. ANY OTHER

NAME : DR. R. SUGANYA
POSITION : ASSISTANT PROFESSOR
FACULTY OF : MBA
PHONE/MOBILE : 9894870460
EMAIL ID : suganyar10@gmail.com
DATE OF BIRTH : 10.05.1984



LANGUAGES PROFICIENCY

READ : TAMIL & ENGLISH
WRITE : TAMIL & ENGLISH
SPEAK : TAMIL & ENGLISH

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
6.	PG DIPLOMA	COOPERATIVE MANAGEMENT	ANNAMALAI UNIVERSITY (DDE), CHIDAMBARAM	2016
7.	NET	BUSINESS ADMINISTRATION	UGC	2012
8.	CERTIFICATE	DIPLOMA IN COMPUTER APPLICATION	EVERONN SYSTEMS INDIA LTD , MADURAI	2002
9.	CERTIFICATE	DIPLOMA IN COMPUTERIZED BUSINESS APPLICATION	EVERONN SYSTEMS INDIA LTD , MADURAI	2003
10	CERTIFICATE (ONLINE COURSE)	BLOCKCHAIN AND BITCOIN FUNDAMENTALS	UDEMY	2020
11	CERTIFICATE (ONLINE COURSE)	LEARN IKIGAI	UDEMY	2020
12	CERTIFICATE (ONLINE COURSE)	E-COMMERCE	E MARKETING INSTITUTE	2020

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

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. AREAS OF SPECIALIZATION

➤ **FINANCE AND MARKETING**

5. 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	15	S.A COLLEGE OF ARTS AND SCIENCE , CHENNAI	26.04.20 TO 09.05.20
14	ONLINE TRAINING 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 ARTIFICIAL 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 , KARAİKUDI	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 HACKING AND CYBER SECURITY	HINDUSTHAN INSTITUTE OF TECHNOLOGY , COIMBATORE	06.07.20 TO 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

6. 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	GNAMAMANI EDUCATIONAL INSTITUTIONS, NAMAKKAL	OCT. 30, 2009	PRESENTED	THE GLOBAL FINANCIAL CRISIS EFFECT ON INDIAN

	FINANCIAL CRISIS (ICIGFC2009)				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	SARAH TUCKER COLLEGE, TIRUNELVELI	DEC. 20, 2016	PRESENTED	A STUDY ON CUSTOMER AWARENESS OF E-

	PROSPECTS AND CHALLENGES				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	ORGANIZED BY IQAC ,	07.02.2019	PARTICIPATED	-

	EMOTIONAL INTELLIGENCE”	FATIMA COLLEGE, MADURAI			
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	PADMAVANI ARTS AND SCIENCE COLLEGE FOR	30.05.20	PARTICIPATED	-

	SCIENCE RESEARCH”	WOMEN			
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	ARTIFICIAL 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	-

7. 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 /ISB N	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 APPLIED RESEARCH	EFFECT OF BRAND EQUITY ON CONSUMER PURCHASING BEHAVIOR ON CAR : EVIDENCE FROM CAR OWNERS IN MADURAI DISTRICT	DEC. 2011	1	4	166-68	2249-555X	INDIAN JOURNALS.COM	0.348
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	TESTING THE RANDOM WALK THEORY : AN INDIAN	OCT. - DEC.	1	4	54-61	2277-6788	ZIRAF	0.468

	MARKETING, FINANCIAL SERVICES & MANAGEMENT RESEARCH	PERSPECTIVE	2012						
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.20 18	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.20 18	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	<u>6</u>	<u>1</u>	<u>90-96</u>	<u>2321-4643</u>	SHANLAX PUBLICATIONS	-
14	PARISHODH JOURNAL	GST FOR REAL ESTATE SECTOR –BOON OR BANE	FEBRUARY, 2020	<u>IX</u>	<u>11</u>	<u>2270-</u>	<u>2347-6648</u>	PARISHODH PUBLICATIONS	-
15	EDUINDEX JOURNAL	A STUDY ON EMOTIONAL INTELLIGENCE OF EMPLOYEES WITH SPECIAL REFERENCE TO SECURITY SERVICE	FEBRUARY, 2020	<u>40</u>	<u>18</u>	<u>492-498</u>	<u>2394-3114</u>	STUDIES IN INDIAN PLACE NAMES	6.1(PER REVIEWED 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 PUBLICATION S	ISBN
----	--	--	---------------	---	---	----	-------------------	-------------------------	------

8. 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

9. 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 .

10. 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

11. 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	8 TH & 9 TH SEP 2011

12. MEMBERSHIP IN PROFESSIONAL BODIES

- MADURAI MANAGEMENT ASSOCIATION FROM 2014 TO TILL DATE**

13. 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

NAME : S. MARY HELAN FELISTA
POSITION : ASSISTANT PROFESSOR
FACULTY OF : COMPUTER APPLICATIONS (MCA)
PHONE/MOBILE : 9003773588
EMAIL ID : felista.mca@fcmdu.edu.in
DATE OF BIRTH : 08.04.1979



LANGUAGES PROFICIENCY

READ : TAMIL, ENGLISH & HINDI

WRITE : TAMIL, ENGLISH & HINDI

SPEAK : TAMIL & ENGLISH

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
4.	CERTIFICATE	. NET FRAMEWORK	NIIT, MADURAI	2009
		ORACLE (VB)	APTECH, VALLIYUR	2002
5.	SLET	COMPUTER SCIENCE	MOTHER TERESA WOMENS UNIVERSITY, KODAIKANAL	2016
6.	NET	COMPUTER SCIENCE		2018
7.	CERTIFICATE	CERTIFICATION ON "INTERMEDIATE SKILLS IN SOFTWARE TESTING WITH VISUAL STUDIO 2013"	MICROSOFT	2015
8.	CERTIFICATE	"PROGRAMMING IN JAVA"	MICROSOFT	2018

9. TEACHING EXPERIENCE

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

10. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	UNION MEMBER	2012 - 2013

2.	SPOKEN TUTORIAL COORDINATOR	2015- 2017
3.	HOD IN-CHARGE	2016 - 2018
4.	STAFF SECRETARY	2016 - 2017
5.	IQAC MEMBER	2016 - 2018
6.	WEB COMMITTEE MEMBER	2018 - 2020
7.	WEB COMMITTEE- COORDINATOR	2020 – TILL DATE
8.	CYBER SECURITY CELL - COORDINATOR	2019- TILL DATE
9.	HOD	2020 – TILL DATE

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE POSITION	NAME OF THE INSTITUTION	DURATION
1.	EXTERNAL EXAMINER & QUESTION PAPER SETTER	MADURA COLLEGE, MADURAI	2014 – TILL DATE
2.	EXTERNAL EXAMINER	MADURAI KAMARAJ UNIVERSITY	2014 – TILL DATE
3.	QUESTION PAPER SETTER	ARULANANDAR COLLEGE, KARUMATHUR	2015 – 2016
4.	EXTERNAL EXAMINER	YADAVA COLLEGE, MADURAI	2015 – 2016
5.	QUESTION PAPER SETTER	THASSIM BEEVI COLLEGE FOR WOMEN, KILAKKARAI	2016 – TILL DATE
6.	QUESTION PAPER SETTER	JAMAL MOHAMMED COLLEGE, TRICHY	2016 – 2017
7.	QUESTION PAPER SETTER	SANKARA COLLEGE, KANCHEEPURAM	2017-2019
8.	QUESTION PAPER SETTER	THE AMERICAN COLLEGE, MADURAI	2019- TILL DATE
9.	EXTERNAL EXAMINER	VVV COLLEGE, VIRUTHUNAGAR	2021 – 2022

5. AREAS OF SPECIALIZATION

- SOFTWARE ENGINEERING
- WEB ENGINEERING

6. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
2.	FDP	BUSINESS INTELLIGENCE	HEXAWARE TECHNOLOGIES, CHENNAI	10.09.2009
3.	FDP	ANDROID APPLICATIONS	PG DEPARTMENT OF COMPUTER APPLICATIONS, FATIMA COLLEGE	23.11.2013

1.	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 – 05.05.2020
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 TECHNOLOGY	22.05.2020 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 SCIENCE	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	&
41	FDP	RECENT RESEARCH ISSUES ON DIGITAL IMAGE PROCESSING	SRI RAMAKRISHNA INSTITUTE OF TECHNOLOGY	24.05.2021 - 28.05.2021	-
42	FDP	RESEARCH AVENUES IN MACHINE LEARNING	IQAC, AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI	21.09.2021 23.09.2021	-
43	FDP	TECHNOLOGIES FOR EFFECTIVE TEACHING, LEARNING AND EVALUATION	IQAC, AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI	23.09.2021 25.09.2021	-

7. 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 DISTRIBUTED SYSTEMS"	DEPT OF COMPUTER SCIENCE, PERIYAR UNIVERSITY COLLEGE OF ARTS AND SCIENCE, PENNAGARAM	12.09. 2014	PRESENTED	A COMPARATIVE STUDY ON SOFTWARE ENGINEERING AND WEB ENGINEERING
9.	STATE LEVEL WORKSHOP ON MATLAB	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 INFO TECH, 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 COMPARISON METHOD TO THE WATER JUGS PROBLEM
18.	INTERNATIONAL MULTIDISCIPLINARY CONFERENCE ON "INFORMATION SCIENCE, MANAGEMENT RESEARCH AND	ALPHA ARTS AND SCIENCE COLLEGE, PORUR, CHENNAI	24.02.2017	PRESENTED	TROUNCE KNOWLEDGE MANAGEMENT BARRIERS

	SOCIAL SCIENCES				
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 MATHEMATICS AND COMPUTING	LADY DOAK COLLEGE, MADURAI	18.02.2019 & 19.02.2019	PRESENTED	AN APPRAISAL ON IMAGE BLURRING AND DENOISING 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	-
44.	INTERNATIONAL WEBINAR ON " RECENT ADVANCEMENTS IN MACHINE LEARNING"	ARUL ANANDAR COLLEGE, KARUMATHUR, MADURAI	18.03.2021 & 19.03.2021	PARTICIPATED	
45.	NATIONAL SEMINAR ON RESEARCH ISSUES IN DIGITAL IMAGE PROCESSING AND VIDEO ANALYTICS	MEPCO SCHLENK ENGINEERING COLLEGE, SIVAKASI	19.03.2021 & 20.03.2021	PARTICIPATED	-
46.	INTERNATIONAL CONFERENCE ON CONTEMPORARY ENGINEERING AND TECHNOLOGY 2021	OSIET, CHENNAI	10.04.2021 & 11.04.2021	PRESENTED	"A NOVEL APPROACH TO THE WEB DEVELOPMENT PROCESS MODEL"
47.	FIVE DAY INTERDISCIPLINARY ONLINE WORKSHOP ON "ADVANCE TEACHING. LEARNING, RESEARCH METHODOLOGY AND INNOVATIONS"	ST. FRANCIS DE SALES COLLEGE, NAGPUR, MAHARASHTRA	01.06.2021-05.06.2021	PARTICIPATED	-
48.	ONLINE INTERNATIONAL WORKSHOP ON "ADVANCE TEACHING. LEARNING, RESEARCH METHODOLOGY AND INNOVATIONS"	UNIVERSAL TEACHERS ACADEMY, PUDUCHERRY	14.06.2021-18.06.2021	PARTICIPATED	-
49.	INTERNATIONAL CONFERENCE ON "EMERGING TRENDS IN SCIENCE, TECHNOLOGY AND MATHEMATICS"	PARVATHY'S ARTS AND SCIENCE COLLEGE, DINDIGUL	15.09.2021 & 16.09.2021	PRESENTED	ANALYSIS AND CLASSIFICATION OF PROSPECTIVE LEARNING MANAGEMENT SYSTEMS
50.	ONE WEEK NATIONAL ONLINE WORKSHOP ON "IOT AND CLOUD COMPUTING TOOLS"	MEPCO SCHLENK ENGINEERING COLLEGE	20.09.2021 – 24.09.2021	PARTICIPATED	-

	NATIONAL WEBINAR ON " ADVANCED JAVASCRIPT CONCEPT"	K.R. COLLEGE OF ARTS & SCIENCE, KOVILPATTI	12.10,2021	PARTICIPATED	
	INTERNATIONAL CONFERENCE ON "POWERING SUPPLY CHAIN NETWORKS BEYOND THE COVID'19 PANDEMIC: LESSONS AND WAY FORWARDED(ICPRS2021)"	BINARY UNIVERSITY, MALAYSIA	14.10.2021 & 15.10.2021	PRESENTED	SUPPLY CHAIN MANAGEMENT (SCM) AND LOGISTICS EMPOWERED AND RESHAPED BY ARTIFICIAL INTELLIGENCE AND CYBER SECURITY

8. 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

NAME : R. SMEETA MARY
POSITION : ASSISTANT PROFESSOR
FACULTY OF : COMPUTER APPLICATIONS (MCA)
PHONE/MOBILE : 978844524
EMAIL ID : smeetamaryr@gmail.com
DATE OF BIRTH : 24.05.1983



LANGUAGES PROFICIENCY

READ : TAMIL & ENGLISH
WRITE : TAMIL & ENGLISH
SPEAK : TAMIL & ENGLISH

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.	CERTIFICATE	CERTIFICATION ON "INTERMEDIATE SKILLS IN SOFTWARE TESTING WITH VISUAL STUDIO 2013"	MICROSOFT	2015
25.	CERTIFICATE	"PROGRAMMING IN JAVA"	MICROSOFT	2018
6.	PHD	COMPUTER SCIENCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2018

2. TEACHING EXPERIENCE

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

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	STAFF SECRETARY, STAFF CLUB	2015 – 2016
2,	FONDE - MEMBER	2016 - TILL DATE

4. AREAS OF SPECIALIZATION

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

5. 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	GNAMAMANI 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
31.	FDP	DIGITAL TEACHING METHODS IN HIGHER EDUCATION	HINDUSTAN COLLEGE OF ARTS AND SCIENCE, COIMBATORE	23.08.2021 – 28.08.2021
32.	WEBINAR	GIVE YOUR STRESS WINGS AND LET IT FLY AWAY	ST. FRANIS DE SALES COLLEGE, NAGPUR	11.09.2021
33.	WEBINAR	IPR PATENT DESIGN	ST. FRANIS DE SALES COLLEGE, NAGPUR	14.09.2021
34.	WEBINAR	RECENT DEVELOPMENT IN AI AND THEIR IMPACT ON RELIGION AND SOCIETY	ST. FRANIS DE SALES COLLEGE, NAGPUR	18.09.2021
35.	WORKSHOP	ROBOTIC PROCESS AUTOMATION DESIGN & DEVELOPMENT	ST. FRANIS DE SALES COLLEGE, NAGPUR	20.09.2021 – 24.09.2021
36.	WORKSHOP	IOT AND CLOUD COMPUTING TOOLS	DEPT. OF COMPUTER APPLICATIONS, MEPCO SCHELN ENGINEERING COLLEGE	20.09. 2021 – 24.09. 2021
37.	FDP	RESEARCH AVENUES IN ML	AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI	21.09.2021 – 23.09.2021

6. 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 COMPARISON 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,	UNIVERSAL TEACHERS	21.04.2020 -	PARTICIPATED	–

	ANIMATED E-CONTENT, STOP MOTION ANIMATION, EDITING E-CONTENT, CREATING INTERACTIVE E-CONTENT AND UPLOADING THE E-CONTENT ON THE WEB	ACADEMY, PUDUCHERRY	30.04.2020		
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	CHENNAI INSTITUTE OF	13.05. 2020	PARTICIPATED	_

	QUALITY MEASURES	TECHNOLOGY, CHENNAI			
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.	2 ND INTERNATIONAL CONFERENCE ON INNOVATIVE TRENDS IN SCIENCE AND TECHNOLOGY	SARABHAI INSTITUTE OF SCIENCE AND TECHNOLOGY, KEREALA	15.04.2020	PRESENTED	MFIPA: FAST ALGORITHM FOR MINING ASSOCIATION RULES IN LARGE DATABASES
58.	INTERNATIONAL CONFERENCE ON INNOVATIVE TECHNICAL ADVANCES IN DISASTER MANAGEMENT	ADI SHANKARA INSTITUTE OF ENGINEERING AND TECHNOLOGY, TECHOWN RESEARCH & PUBLICATION	15.07.2020 & 16.07.2020	PRESENTED	AN EFFICIENT ALGORITHM FOR MINING MAXIMAL FREQUENT ITEMSETS
59.	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
60.	CELEBRATING WOMANHOOD IN CHALLENGING TIMES	FATIMA COLLEGE, MADURAI	26.06.2020	PARTICIPATED	—
61.	2ND INTERNATIONAL CONFERENCE ON INNOVATIVE TRENDS IN SCIENCE AND TECHNOLOGY	SARABHAI INSTITUTE OF SCIENCE AND TECHNOLOGY, KERALA	15.04.2020	PARTICIPATED	—
62.	INTERNATIONAL CONFERENCE ON CONTEMPORARY ENGINEERING AND TECHNOLOGY 2021	OSIET, CHENNAI	10.04.2021 & 11.04.2021	PRESENTED	ANALYSIS ON THE INTERVENTION OF BIGDATA IN IOT
63.	INTERNATIONAL WEBINAR ON RECENT ADVANCEMENTS IN MACHINE LEARNING	ARUL ANANDAR COLLEGE(AUTONOMOUS), KARUMATHUR, MADURAI.	18.03.2021 & 19.03.2021	PARTICIPATED	-
64.	NATIONAL SEMINAR ON RESEARCH ISSUES IN DIGITAL IMAGE PROCESSING AND VIDEO ANALYTICS	MEPCO SCHLENK ENGINEERING COLLEGE, SIVAKASI	19.03.2021 & 20.03.2021	PARTICIPATED	-
65.	4TH INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN SCIENCE, TECHNOLOGY AND MATHEMATICS	PARVATHY'S ARTS AND SCIENCE COLLEGE, DINDIGUL	15.09.2021 & 16.09.2021	PRESENTED	EXPLORING THE APPLICATION OF SMART IOT DEVICES SPECIFIC TO SENIOR CITIZEN CARE

66.	INTERNATIONAL CONFERENCE ON AN ANALYSIS ON THE CONVERGENCE OF ARTIFICIAL INTELLIGENCE TECHNIQUES IN DIABETIC MANAGEMENT AND CARE	BINARY UNIVERSITY, MALAYSIA	OCT. 14, 2021 & OCT. 15, 2021	PRESENTED	AN ANALYSIS ON THE CONVERGENCE OF ARTIFICIAL INTELLIGENCE TECHNIQUES IN DIABETIC MANAGEMENT AND CARE
-----	--	-----------------------------	-------------------------------	-----------	--

7. 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
4.	PHOTO EDITING USING GIMP	IMMACULATE COLLEGE FOR WOMEN - VIRIYUR	16.06.2021

7. 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 EXPLORE R 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	IJETCS
4.	ASIAN JOURNAL OF COMPUTER SCIENCE AND TECHNOLOGY	AN ENHANCED APPROACH TO MINE MAXIMAL FREQUENT ITEMSET USING MAXIMAL FREQUENT ITEMSET	MARCH 2019	8	2	9 - 12	ISSN: 2249-0701	The Research Publication

		PRIMA ALGORITHM (MFIPA)						
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
6.	JOURNAL OF THEORETICAL AND APPLIED INFORMATION TECHNOLOGY	DISCOVERY OF MAXIMAL FREQUENT ITEMSET USING PRIME ALGORITHM	January 2021	9 9	2		ISSN: 1992-8645 E-ISSN: 1817-3195	JTAIT
7.	DESIGN ENGINEERING	VERY FAST MAXIMAL FREQUENT ITEMSET ALGORITHM: EFFICIENT MINING ALGORITHM FOR MAXIMAL ITEMSETS	June 2021	7	7	43 12- 43 28	ISSN: 0011-9342	DESIGN ENGINEERING

NAME : S. JEBAPRIYA
POSITION : ASSISTANT PROFESSOR
FACULTY OF : COMPUTER APPLICATIONS (MCA)
PHONE/MOBILE : 9942673375
EMAIL ID : atjebapriya7@yahoo.co.in
DATE OF BIRTH : 25.08.1982



LANGUAGES PROFICIENCY

READ : ENGLISH, HINDI & TAMIL

WRITE : ENGLISH, HINDI & TAMIL

SPEAK : ENGLISH, HINDI & TAMIL

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, MADURAI	2008 - 2009
4.	SLET	COMPUTER SCIENCE	MOTHER TERESA WOMENS UNIVERSITY, KODAIKANAL	2016
5.	CERTIFICATE	"INTERMEDIATE SKILLS IN SOFTWARE TESTING WITH VISUAL STUDIO 2013"	MICROSOFT CERTIFICATION	2015
6.	CERTIFICATE	"PROGRAMMING IN JAVA"	MICROSOFT CERTIFICATION	2018

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

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	GREEN CLUB	2008– 2010
2.	PLACEMENT CELL CO-ORDINATOR	2012 - 2014
3.	E-CONTENT DEVELOPMENT CELL	2016 - 2019
4.	ERP DEVELOPMENT	SINCE 2019

5. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	MADURA COLLEGE, MADURAI	QUESTION SETTER	2014 - 2016
2.	MADURAI KAMARAJ UNIVERSITY	EXTERNAL EXAMINER	2014 – 2016
3.	SANKARA COLLEGE, KANCHIPURAM	QUESTION SETTER	2017-2018
4.	AMERICAN COLLEGE, MADURAI	QUESTION SETTER & EXTERNAL EXAMINER	2017 - 2018

5. AREAS OF SPECIALIZATION

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

6. 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	PANTECHPROED 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"	JAYARAJANNAPACKIAM COLLEGE FOR WOMEN, PERIYAKULAM	27.04.2020 – 02.05.2020
11.	FACULTY DEVELOPMENT PROGRAMME	PYTHON 3.4.3	DEPARTMENT 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 ADICHUNCHANAGIRI 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.	ONE WEEK ONLINE FACULTY DEVELOPMENT PROGRAMME	ONLINE FACULTY DEVELOPMENT PROGRAM ON SCILAB"	DEPARTMENT OF CIVIL ENGINEERING, J D COLLEGE OF ENGINEERING & MANAGEMENT	08-06-2020 – 13-06-2020

19.	FACULTY DEVELOPMENT PROGRAMME	TECHNIQUES IN ENHANCING TEACHING & LEARNING SKILLS	IQAC, IDHAYA COLLEGE FOR WOMEN, KUMBAKONAM	15.06.2020 – 19.06.2020
20.	FACULTY DEVELOPMENT PROGRAMME	NEW DIRECTIONS AND DIMENSIONS IN HIGHER EDUCATION	IQAC, ARULMIGUPALANIANDAVAR ARTS COLLEGE FOR WOMEN, DINDUGUL	09.06.2020 – 15-06-2020
21.	FACULTY DEVELOPMENT PROGRAMME	ARTIFICIAL INTELLIGENCE	DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING, LENDI INSTITUTE OF ENGINEERING & TECHNOLOGY, KAKINADA	22-05-2020 – 26-05-2020
22.	ONLINE LIVE FDP	INTRODUCTION TO PYTHON PROGRAMMING	ICT ACADEMY, SKYCAMPUS	29-03-2021 – 03-04-2021
23.	ONLINE LIVE FDP	ICT TOOLS FOR FACULTY	ICT ACADEMY, SKYCAMPUS	17-05-2021 – 21-05-2021

7. 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 & APPLICATIONS"	MEPCOSCHLENK ENGINEERING COLLEGE, SIVAKASI	05.03.2014	PRESENTED	PALM PRINTS RECOGNITION & 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 SIVAKASINADAR 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 SIVAKASINADARS PIONEER MEENAKSHI WOMEN'S COLLEGE, POOVANTHI	23.12.2015	PRESENTED	IMAGE PROCESSING AND REMOTE INTELLIGENCE
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” – ICNPMC 2019	LADY DOAK COLLEGE, MADURAI	18.02.2019 & 19.02.2019	PRESENTED	AN IMPROVED 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 FUTURE”	ICT ACADEMY, SKYCAMPUS	08.04.2020, 10.04.2020, 11.04.2020, 13.04.2020 – 17.04.2020	PARTICIPATED	-
31.	FOUR DAYS WEBINAR ON “AN EFFECTIVE RESEARCH PAPER WRITING SKILLS”	BHAGAWAN MAHAVIR UNIVERSITY, GUJARAT	13.04.2020 – 16.04.2020	PARTICIPATED	-
32.	4 DAYS COURSE ON “USE OF STATISTICAL TOOLS & TECHNIQUES FOR SOCIAL SCIENCE RESEARCH”	DEVANGERE UNIVERSITY, DAVANGERE.	20.04.2020 - 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	29.04.2020	PARTICIPATED	-
36.	INTERNATIONAL WEBINAR ON “HOW ARE WORDS ADDED TO THE DICTIONARY?”	P PSAVANI UNIVERSITY, SURAT	01.05. 2020	PARTICIPATED	-
37.	INTERNATIONAL WEBINAR ON “IELTS MADE EASY”	P PSAVANI 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 PROPHYLAXIS 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 OUTCOME BASED EDUCATION”	G.T.N. ARTS COLLEGE (AUTONOMOUS), DINDIGUL	11.05.2020	PARTICIPATED	-
46.	WEBINAR SERIES ON “ TEACHING LEARNING TOOLS FOR THE DIGITAL ERA”	SRI RAMAKRISHNA COLLEGE OF ARTS & SCIENCE 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	15.05.2020& 16.05.2020	PARTICIPATED	-
52.	WEBINAR ON “INTRODUCTION TO DIGITAL TRANSFORMATION”	S.A. ENGINEERING COLLEGE, CHENNAI	23.05.2020	PARTICIPATED	-
53.	NATIONAL LEVEL WEBINAR ON :IOT AND IT’S APPLICATION”	DEPARTMENT OF COMPUTER SCIENCE, SLS. MAVMM AYIRAVAISYAR COLLEGE, MADURAI	27.05.2020	PARTICIPATED	-
54.	INTERNATIONAL WEBINAR ON “ MOBILE LEARNING”	IEMS B-SCHOOL, HUBILI	30.05.2020	PARTICIPATED	-
55.	ONE DAY NATIONAL LEVEL WORKSHOP ON “WHAT IS API? HOW TO DEPLOY IT”	AYYANADAR JANAKI AMMAL COLLEGE, SIVAKASI	30.05.2020	PARTICIPATED	-

56.	5 DAY FREE ONLINE WORKSHOP FOR TEACHERS	UTA-KALLAKURUCHI&CHINNASALEM	02.06.2020 – 06.06.2020	PARTICIPATED	-
57.	INTERNATIONAL WEBINAR ON “TRENDING IN TECH”	DEPARTMENT OF COMPUTER SCIENCE, THASSIMBEEVI ABDUL KADER COLLEGE FOR WOMEN, KILAKARAI	11.-06.2020	PARTICIPATED	-
58.	INTERNATIONAL WEBINAR ON “ EXPLORING PYTHON LIBRARIES FOR EXPLORATORY DATA ANALYSIS AND DATA PROCESSING”	THASSIMBEEVI ABDUL KADER COLLEGE FOR WOMEN, KILAKARAI	27.06.2020	PARTICIPATED	-
59.	INTERNATIONAL WEBINAR ON “ RECENT ADVANCEMENTS IN MACHINE LEARNING”	ARULANANDAR COLLEGE, KARUMATUR	18.03.2021 & 19.03.2021	PARTICIPATED	-
60.	NATIONAL SEMINAR ON “RESEARCH ISSUES IN DIGITAL IMAGE PROCESSING AND VIDEO ANALYTICS”	MEPCOSCHELENK ENGINEERING COLLEGE, SIVAKASI	19.03.2021 & 20.03,2021	PARTICIPATED	-
61.	9 TH INTERNATIONAL CONFERENCE ON CONTEMPORARY ENGINEERING AND TECHNOLOGY 2021	OSIET, CHENNAI	10.04.2021 & 11.04.2021	PRESENTED	A NOVEL APPROACH TO THE WEB DEVELOPMENT PROCESS MODEL
62.	ONE WEEK NATIONAL ONLINE WORKSHOP ON “ ROBOTICS PROCESS AUTOMATION DESIGN & DEVELOPMENT”	ST. FRANCIS DE SALES COLLEGE, NAGPUR	20.09.2021 – 24.09.2021	PARTICIPATED	-
63.	POPULAR LECTURE SERIES, LECTURE 2 ON “MACHINE LEARNING IN BIOINFORMATICS”	SPONSORED BY DEPARTMENT OF BIOTECHNOLOGY (DBT), MINISTRY OF SCIENCE AND TECHNOLOGY, GOVERNMENT OF INDIA, NEW DELHI. ORGANIZED BY VVV COLLEGE, VIRUDHUNAGAR.	26.02.2022	PARTICIPATED	-
64.	VIRTUAL INTERNATIONAL FACULTY DEVELOPMENT PROGRAMME "AUTO ML"	LADY DOAK COLLEGE MADURAI	04.03.2022	PARTICIPATED	-

NAME : B. USHA
POSITION : ASSISTANT PROFESSOR
FACULTY OF : COMPUTER APPLICATIONS (MCA)
PHONE/MOBILE : 8883185108
EMAIL ID : ushabhaktha@gmail.com
DATE OF BIRTH : 29.03.1974



LANGUAGES PROFICIENCY

READ : TAMIL, ENGLISH & HINDI
WRITE : TAMIL, ENGLISH & HINDI
SPEAK : TAMIL, ENGLISH, TELUGU & HINDI

1. QUALIFICATION

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMPUTER SCIENCE	SARADHA COLLEGE, TIRUNELVELI	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
5.	SLET	COMPUTER SCIENCE	MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL	2016
6.	CERTIFICATE	"INTERMEDIATE SKILLS IN SOFTWARE TESTING WITH VISUAL STUDIO 2013"	MICROSOFT CERTIFICATION	2015
7.	CERTIFICATE	"PROGRAMMING IN JAVA"	MICROSOFT CERTIFICATION	2018

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

3. POSITION HELD IN FATIMA COLLEGE

S. No.	NAME OF THE POSITION	DURATION
1.	UGC INTERACTION COMMITTEE	2017 - 2018
2.	MEMBER, FONDE	2018-2020
3.	ASST. COORDINATOR, FONDE	SINCE 2020
4.	MEMBER, ERP TEAM	SINCE 2021

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
	THASSIM BEEVI COLLEGE FOR WOMEN, KILAKKARAI	QUESTION PAPER SETTER	2014 – TILL DATE
1.	LADY DOAK COLLEGE, MADURAI	QUESTION PAPER SETTER	2015 - 2016
2.	MADURA COLLEGE, MADURAI	EXTERNAL EXAMINER	2015 - 2016
3.	JAMAL MOHAMMED COLLEGE, TRICHY	QUESTION PAPER SETTER	2016 - TILL DATE
4.	ARUL ANANDAR COLLEGE, KARUMATHUR	QUESTION PAPER SETTER	2016-2017 – TILL DATE
5.	SANKARA COLLEGE, KANCHEEPURAM	QUESTION PAPER SETTER	2017-2018
6.	THIAGARAJA COLLEGE OF ARTS & SCIENCE, MADURAI	EXTERNAL EXAMINER	2019 – TILL DATE

5. AREAS OF SPECIALIZATION

- DATA COMMUNICATION & NETWORKING
- JAVA PROGRAMMING
- MOBILE COMMUNICATION
- MOBILE APPLICATION DEVELOPMENT

6. 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	10.12.2018 – 12.12.2018
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
17.	FDP	STATE LEVEL FACULTY DEVELOPMENT PROGRAM	GURU NANAK COLLEGE, CHENNAI	MAR. 08,2021 – MAR. 11, 2021
18.	FDP – ONE WEEK	MULTI TECHNOLOGY	BVRIT HYDERABAD COLLEGE OF ENGINEERING FOR WOMEN	JUNE.28,202 1 – JULY.03,202 1
19.	SHORT TERM COURSE - ONLINE	SOFTWARE TESTING TOOLS	NATIONAL INSTITUTE OF TECHNOLOGY, WARANGAL	JULY. 19, 2021 – JULY. 23, 2021
20.	FDP	DIGITL TEACHING METHODS IN HIGHER EDUCATION	HINDUSTHAN COLLEGE OF ARTS & SCIENCE	AUG. 23 – AUG.28, 2021
21.	FDP	RESEARCH AVENUES IN MACHINE LEARNING	IQAC, AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI	SEP.21,2021

				– SEP.232021
22.	FDP	INCUICATING HUMAN VALUES IN TECHNICAL EDUCATION	AICTE	DEC.06,2021 – DEC.10,2021

7. 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"	KLN COLLEGE OF INFORMATION TECHNOLOGY, MADURAI.	13.08.2015 & 14.08.2015	PARTICIPATED	-

	USING AMAZON CLOUD AND HADOOP BIG DATA TECHNOLOGY”				
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	CHENNAI INSTITUTE OF TECHNOLOGY	MAY.9 & MAY. 16, 2020	PARTICIPATED	-

	CHOICE”				
27	NATIONAL WEBINAR ON “RESETTING MINDS IN UPSETTING TIMES”	FATIMA COLLEGE	JUNE.22,2020	PARTICIPATED	-
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	JUNE. 10, 2020 – JUNE 12, 2020	PARTICIPATED	-
32	INTERNATIONAL WEBINAR ON “RECENT ADVANCEMENTS IN MACHINE LEARNING”	ARUL ANANDAR COLLEGE	MAR. 18, 2021 & MAR. 19, 2021	PARTICIPATED	-
33	14 TH NATIONAL SEMINAR ON RESEARCH ISSUES IN DIGITAL IMAGE PROCESSING & VIDEO ANALYTICS	MEPCO SCHLENK ENGINEERING COLLEGE, SIVAKASI	MAR.19, 2021 & MAR. 20, 2021	PARTICIPATED	-
34	9 TH INTERNATIONAL CONFERENCE ON CONTEMPORARY ENGINEERING AND TECHNOLOGY 2021 ORGANIZATION OF SCIENCE	ORGANIZATION OF CIENCE AND INNOVATIVE ENGINEERING AND TECHNOLOGY	APR.10,2021 & APR. 11, 2021	PRESENTED	ANALYSIS ON THE INTERVENTION OF BIG DATA IN IOT
35	NATIONAL WEBINAR ON “ CLOUD STORAGE AND ITS APPLICATIONS”	AYYA NADAR JANAKI AMMAL COLLEGE	JUNE. 03, 2021	PARTICIPATED	-
36	INTERNATIONAL WORKSHOP HANDS ON SESSION ON “MONGO DB”	PATRICIAN COLLEGE OF ARTS AND SCIENCE, CHENNAI	JULY.15, 2021– JULY.17,2021	PARTICIPATED	-
37	NATIONAL WEBINAR ON “GIVE YOUR STRESS WINGS AND LET IT FLY AWAY”	ST. FRANCIS DE SALES COLLEGE, NAGPUR	SEP.11,2021	PARTICIPATED	-
38	INTERNATIONAL CONFERENCE ON “EMERGING TRENDS IN SCIENCE, TECHNOLOGY AND MATHEMATICS”	PARVATHY’S ARTS AND SCIENCE COLLEGE, DINDIGUL	SEP.15, 2021&SEP. 16,2021	PRESENTED	EXPLORING THE APPLICATION OF SMART IOT DEVICES SPECIFIC TO SENIOR CITIZEN CARE
39	ONE WEEK NATIONAL ONLINE WORKSHOP ON “ ROBOTIC PROCESS AUTOMATION DESIGN & DEVELOPMENT”	ST. FRANCIS DE SALES COLLEGE, NAGPUR	SEP. 20, 2021 – SEP.24, 2021	PARTICIPATED	-

40	NATIONAL WORKSHOP ON “IOT AND CLOUD COMPUTING TOOLS”	MEPCO SCHELNK ENGINEERING COLLEGE	SEP.20,2021 – SEP.24,2021	PARTICIPATED	-
41	NATIONAL WEBINAR ON “ADVANCED JAVASCRIPT CONCEPT”	K.R. COLLEGE OF ARTS & SCIENCE, KOVILPATTI	OCT.12,2021	PARTICIPATED	-
42	INTERNATIONAL CONFERENCE ON “POWERING SUPPLY CHAIN NETWORKS BEYOND THE COVID’19 PANDEMIC: LESSONS AND WAY FORWARDED(ICPRS2021)”	BINARY UNIVERSITY, MALAYSIA	OCT.14,2021 & OCT.15,2021	PRESENTED	AN ANALYSIS ON THE CONVERGENCE OF ARTIFICIAL INTELLIGENCE TECHNIQUES IN DIABETIC MANAGEMENT AND CARE

7. 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

NAME : P. NANCY VINCENTINA MARY
POSITION : ASSISTANT PROFESSOR
FACULTY OF : PG DEPARTMENT OF COMPUTER APPLICATIONS
PHONE/MOBILE : 9942068235
EMAIL ID : nancy.vincentina.mary@gmail.com
DATE OF BIRTH : 22.07.1984
LANGUAGES PROFICIENCY
READ : TAMIL & ENGLISH
WRITE : TAMIL & ENGLISH
SPEAK : TAMIL & ENGLISH



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

2. TEACHING EXPERIENCE

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

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	HOD	2016-2019
2.	GREEN CLUB INCHARGE	2012 - 2013
3.	JUNIOR JAYCEE COORDINATOR	2013 - 2016
4.	AICUF COORDINATOR	2016 -2017
5.	CERTIFICATE COURSE COORDINATOR	2016 –TILL DATE
6.	E-CONTENT DEVELOPMENT CELL MEMBER	2018
7.	WEB COMMITTEE MEMBER	2017-TILL DATE

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE POSITION	NAME OF THE INSTITUTION	DURATION
1.	QUESTION PAPER SETTER	ARU ANANDAR COLLEGE, KARUMATHUR	2011 ONWARDS

2.	QUESTION PAPER SETTER	LADY DOAK COLLEGE, MADURAI	2011 ONWARDS
3.	QUESTION PAPER SETTER	ST. JOSEPH'S COLLEGE, TRICHY	2012 ONWARDS
4.	EXTERNAL EXAMINER	LADY DOAK COLLEGE, MADURAI	2011 ONWARDS
5.	EXTERNAL EXAMINER	SUBBALAKSHMI LAKSHMIPATHY COLLEGE	2016 ONWARDS
6.	EXTERNAL EXAMINER	SOURASTRA COLLEGE, MADURAI	2016 ONWARDS
7.	EXTERNAL EXAMINER	AMERICAN COLLEGE, MADURAI	2018 ONWARDS

5. AREAS OF SPECIALIZATION

- JAVA
- DATA MINING
- AI

6. 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 DEVELOPMENT 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
7.	FDP	DIGITAL TEACHING METHODS IN HIGHER EDUCATION	HINDUSTHAN COLLEGE OF ARTS & SCIENCE, COIMBATORE	23.08.2021 TO 28.08.2021
8.	FDP	STATE LEVEL FACULTY DEVELOPMENT PROGRAM	GURU NANAK COLLEGE, CHENNAI	08.03.2021 – 11.03.2021
9.	SHORT TERM COURSE - ONLINE	SOFTWARE TESTING TOOLS	NATIONAL INSTITUTE OF TECHNOLOGY, WARANGAL	19.07. 2021 – 23.07. 2021
10.	FDP	DIGITAL TEACHING METHODS IN HIGHER	HINDUSTHAN COLLEGE OF ARTS AND	23.08.2021

		EDUCATION	SCIENCE, COIMBATORE	- 28.08.2021
10.	THREE DAYS FACULTY DEVELOPMENT PROGRAMME	"RESEARCH AVENUES IN MACHINE LEARNING"	AYYA NADAR JANAKI AMMAL COLLEGE	21.09.2021 TO 23.09.2021

7. 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 INSTITUTE OF SCIENCE AND TECHNOLOGY,CHENNAI	JAN 08, 2021	PRESENTED	SURVEY ON IoT IN MEDICAL AND HEALTH CARE
22.	INTERNATIONAL WEBINAR ON "RECENT ADVANCEMENTS IN MACHINE LEARNING"	ARUL ANANDAR COLLEGE	MAR. 18, 2021 & MAR. 19, 2021	PARTICIPATED	
23.	14 TH NATIONAL SEMINAR ON RESEARCH ISSUES IN DIGITAL IMAGE PROCESSING & VIDEO ANALYTICS	MEPCO SCHLENK ENGINEERING COLLEGE, SIVAKASI	MAR.19, 2021 & MAR. 20, 2021	PARTICIPATED	
24.	9 TH INTERNATIONAL CONFERENCE ON CONTEMPORARY ENGINEERING AND TECHNOLOGY 2021 ORGANIZATION OF SCIENCE	ORGANIZATION OF SCIENCE AND INNOVATIVE ENGINEERING AND TECHNOLOGY	APR.10,2021 & APR. 11, 2021	PRESENTED	ANALYSIS ON THE INTERVENTION OF BIG DATA IN IOT
25.	INTERNATIONAL WEBINAR ON "CLOUD COMPUTING WITH MICROSOFT AZURE"	MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE,POOVANTHI	APR.12, 2021	PARTICIPATED	
26.	DATA SCIENCE CONCEPTS & BIG DATA ANALYTICS	DEPARTMENT OF COMPUTER APPLICATIONS, AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI	JUN.02,2021	PARTICIPATED	-

27.	PREPARATION STRATEGIES FOR UGC NET & TN SET	CSIR/UGC NET COUNSELING CELL, THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN, SIVAKASI	JUN.11,2021	PARTICIPATED	
28.	ONE DAY NATIONAL WEBINAR ON "GIVE YOUR STRESS WINGS AND LET IT FLY AWAY"	ST. FRANCIS DE SALES COLLEGE, NAGPUR	SEP. 11 2021	PARTICIPATED	-
29.	EMERGING TRENDS IN SCIENCE, TECHNOLOGY AND MATHEMATICS	PARVATHY'S ARTS AND SCIENCE COLLEGE, DINDIGUL	SEP.15,2021 & SEP.16,2021	PRESENTED	EXPLORING THE APPLICATION OF SMART IOT DEVICES SPECIFIC TO SENIOR CITIZEN CARE
30.	RECENT DEVELOPMENTS IN ARTIFICIALZ INTELLIGENCE AND THEIR IMPACT ON RELIGION AND SOCIETY	DEPT OF MCA, SAINT FRANCIS DE SALES COLLEGE, NAGPUR	SEP.18,021	PARTICIPATED	-
31.	ONE WEEK NATIONAL ONLINE WORKSHOP ON "ROBOTIC PROCESS AUTOMATION DESIGN & DEVELOPMENT"	ST. FRANCIS DE SALES COLLEGE, NAGPUR	SEP. 20, 2021 – SEP.24, 2021	PARTICIPATED	-
32.	INTERNATIONAL WORKSHOP HANDS ON SESSION ON "MONGO DB"	PATRICIAN COLLEGE OF ARTS AND SCIENCE, CHENNAI	JULY.15, 2021– JULY.17, 2021	PARTICIPATED	-
33.	POWERING SUPPLY CHAIN NETWORKS BEYOND THE COVID'19 PANDEMIC: LESSONS AND WAY FORWARDED(ICPRS2021)	BINARY UNIVERSITY, MALAYSIA	OCT.14,2021 & OCT.15,2021	PRESENTED	AN ANALYSIS ON THE CONVERGENCE OF ARTIFICIAL INTELLIGENCE TECHNIQUES IN DIABETIC MANAGEMENT AND CARE

NAME : S. SELVARANI
POSITION : ASSISTANT PROFESSOR
FACULTY OF : COMPUTER APPLICATIONS (MCA)
PHONE/MOBILE : 8754765449
EMAIL ID : rani.s.selva@gmail.com
DATE OF BIRTH : 25.06.1983
LANGUAGES PROFICIENCY
READ : ENGLISH, HINDI & TAMIL
WRITE : ENGLISH & TAMIL
SPEAK : ENGLISH & TAMIL



1. QUALIFICATION

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMPUTER SCIENCE (SPECIAL)	LADY DOAK COLLEGE, MADURAI	2000 - 2003
2.	PG	MCA	FATIMA COLLEGE, MADURAI	2003 - 2006
3.	M.PHIL.	COMPUTER SCIENCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2006 - 2007
4.	CERTIFICATE	WEB-BASED CLIENT DEVELOPMENT & APPLICATION DEVELOPMENT FOUNDATION	MICROSOFT CERTIFICATION	2010
		INTERMEDIATE SKILLS IN SOFTWARE TESTING WITH VISUAL STUDIO 2013	MICROSOFT CERTIFICATION	2015
5.	CERTIFICATE	"PROGRAMMING IN JAVA"	MICROSOFT CERTIFICATION	2018

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO
1.	SACSS COMPUTER EDUCATION, MADURAI	2011 - 2012
2.	ASSISTANT PROFESSOR, FATIMA COLLEGE, MADURAI	2006 - 2008
3.	ASSISTANT PROFESSOR, FATIMA COLLEGE, MADURAI	2013 - TILL DATE

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	ASST. CO-ORDINATOR, RESEARCH CELL	2015 – 2016 & 2017 – 2018
2.	MEMBER, RESEARCH CELL	2016 – 2017
3.	ASST. DEAN, RESEARCH CELL	2018 – TILL DATE
4.	ADMISSION	2019 – TILL DATE

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION / ORGANIZATION	NAME OF THE POSITION	DURATION
1.	AEM HOLDINGS LTD, SINGAPORE	TEMPORARY SOFTWARE TRAINEE	2010 - 2011
2.	AEM EVER TECHNOLOGIES PTE LTD, SINGAPORE	.NET DEVELOPER	2012 - 2013
3.	AMERICAN COLLEGE, MADURAI	QUESTION SETTER & EXTERNAL EXAMINER	2017 – TILL DATE

5. AREAS OF SPECIALIZATION

- IMAGE PROCESSING
- DATA MINING
- SOFTWARE TESTING
- PYTHON

6. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	OUT-BOUND TRAINING PROGRAMME	PSYCHO SPIRITUAL INTEGRATION	ANUGRAHA, DINDIGUL	05.02.2014 – 06.02.2014
2.	FDP	ANDROID APPLICATIONS	PG DEPARTMENT OF COMPUTER APPLICATIONS	23.11.2013
3.	FDP	DIGITAL IMAGE PROCESSING – IMAGE J	UG DEPARTMENT OF COMPUTER APPLICATIONS & IT	07.03.2014
4.	INTERNSHIP	SOFTWARE TESTING TOOLS	EMINENT TECHNOLOGIES, MADURAI	06.01.2015 – 10.01.2015
5.	INTERNSHIP	SOFTWARE ENGINEERING AND QUALITY ASSURANCE	TANDEM INFOTECH, MADURAI	01.12.2015 – 04.12.2015
6.	INTERNSHIP	SDLC, SOFTWARE TESTING	TANDEM INFOTECH, MADURAI	18.12.2017 21.12.2017
7.	INTERNSHIP	IOT USING RASPBERRY PI	PANTECHPROED PVT. LTD., MADURAI	17-12-2018 – 19-12-2018

ONLINE ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	FDP	TEACHING TAMIL LANGUAGE THROUGH USER FRIENDLY ONLINE TOOLS	DEPT.OF TAMIL VELLALAR COLLEGE FOR WOMEN(AUTONOMOUS), ERODE IN COLLABORATION WITH NANDHA ARTS AND SCIENCE COLLEGE, ERODE	22.04.2020
2.	FDP	INAIYAM VAZHI KATRAL KARPITHAL	DEPT OF TAMIL, PSGR KRISHNAMMAL COLLEGE FOR WOMEN	26.04.2020
3.	NATIONAL LEVEL FDP	EFFECTIVE USAGE OF ICT TOOLS FOR E-CONTENT PREPARATION	JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN, PERIYAKULAM, THENI	27.04.2020 – 02.05.2020
4.	FDP	R- PROGRAMMING	DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING, SKN SINHGAD COLLEGE OF ENGINEERING, PANTHARPUR, MAHARASHTRA IN ASSOCIATION WITH SPOKEN TUTORIAL, IIT, MUMBAI	30.04.2020 – 05.05.2020
5.	FDP	PYTHON 3.4.3	DEPARTMENT OF COMPUTER APPLICATIONS, SRI GVG VISALAKSHI COLLEGE FOR WOMEN, UDUMALPET IN ASSOCIATION WITH SPOKEN TUTORIAL, IIT, MUMBAI	01.05.2020 – 05.05.2020
6.	INTERACTIVE WEBINAR – FDP	IMPORTANCE OF PATENTS AND COPY RIGHTS IN HIGHER EDUCATIONAL INSTITUTIONS (HEIs)	IPR CELL & IQAC, RATHINAVEL SUBAMANIAM COLLEGE OF ARTS AND SCIENCE, SULUR, COIMBATORE	02.05.2020
7.	TRAINING PROGRAM	MOODLE LEARNING MANAGEMENT SYSTEM	SPOKEN TUTORIAL IIT, MUMBAI, ANNAMALAI UNIVERSITY	04.05.2020
8.	FDP	HOW TO DEVELOP E-CONTENT AND AUTO GENERATE E-CERTIFICATE USING GOOGLE FORMS	DEPT OF TAMIL, NANDHA ARTS AND SCIENCE COLLEGE, ERODE	07.05.2020
9.	SHORT TERM TRAINING PROGRAM	R TRAINING	DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING, SKN SINHGAD COLLEGE OF ENGINEERING, PANTHARPUR, MAHARASHTRA IN ASSOCIATION WITH SPOKEN TUTORIAL, IIT, MUMBAI	08.05.2020
10.	FDP	MOTIVATIONAL SPEECH	DEPT OF TAMIL, PSGR KRISHNAMMAL COLLEGE FOR WOMEN, COIMBATORE	08.05.2020 – 09.05.2020
11.	NATIONAL LEVEL WEBINAR FDP	FDP - MULTI DISCIPLINARY	BHARATHIAR UNIVERSITY ARTS AND SCIENCE COLLEGE, THONDAMUTHUR, COIMBATORE	11.05.2020 – 17.05.2020
12.	FDP	EFFECTIVE RESEARCH AND PROPOSAL WRITING	DEPT OF COMPUTER SCIENCE AND INFORMATION TECHNOLOGY, SRI ADI CHUNCHANAGIRI WOMEM'S COLLEGE, KUMBAM	13.05.2020
13.	FDP	SOFTWARE PROJECT MANAGEMENT USING ARTIFICIAL INTELLIGENCE	DEPT OF COMPUTER SCIENCE, AMERICAN COLLEGE, MADURAI	14.05.2020 – 15.05.2020
14.	FDP	E-LEARNING TOOLS	DEPT OF COMPUTER SCIENCE, AMERICAN COLLEGE, MADURAI	16.05.2020 – 17.05.2020
15.	FDP	ARTIFICIAL INTELLIGENCE	DEPT OF COMPUTER SCIENCE AND ENGINEERING, NYCI & BRAINO VISION SOLUTIONS, INDIA PVT LTD.	22.05.2020 – 26.05.2020

16.	FDP	RESEARCH METHODOLOGY	RAMANUJAM CLUB OF MATHEMATICS IN ASSOCIATION WITH IQAC, JEPPIAAR INSTITUTE OF TECHNOLOGY, SRI PERUNBUTHUR	01.06.2020 – 02.06.2020
17.	INTERNATIONAL FDP	THE ROLE OF EDUTECH IN CLASSROOM TEACHING AND LEARNING	FACULTY OF INDIAN LANGUAGES, CENTRE OF ADVANCED STUDY IN LINGUISTICS, ANNAMALAI UNIVERSITY	05.06.2020 – 11.06.2020
18.	FDP	SCILAB	DEPT OF CIVIL ENGINEERING, JD COLLEGE OF ENGINEERING AND MANAGEMENT IN ASSOCIATION WITH SPOKEN TUTORIAL, IIT, MUMBAI	08.06.2020 – 13.06.2020
19.	FDP	NEW DIRECTIONS AND DIMENSIONS IN HIGHER EDUCATION	IQAC, ARULMIGU PALANIAANDAVAR ARTS COLLEGE FOR WOMEN DINDUGUL	09.06.2020 – 15.06.2020
20.	NATIONAL LEVEL FDP	TECHNIQUES IN ENHANCING TEACHING AND LEARNING SKILLS	IQAC, IDHAYA COLLEGE FOR WOMEN, KUMBAKONAM	15.06.2020 – 19.06.2020
21.	FDP	DESIGNING E-CONTENT FOR CURRICULUM, PLANNING AND EVALUATION USING ANIMATION	DEPT OF CURRICULUM, PLANNING AND EVALUATION, TAMILNADU TEACHERS EDUCATION UNIVERSITY, CHENNAI IN ASSOCIATION WITH CAREMAX FOUNDATION	21.06.2020 – 25.06.2020
22.	INTERNATIONAL FDP	RESEARCH INDICATORS, RESOURCES, PLAGIARISM AND ACADEMIC INTEGRITY	KNOWLEDGE RESOURCE CENTRE OF PATRICIAN OF ARTS AND SCIENCE, CHENNAI	22.06.2020 – 26.06.2020
23.	SHORT TERM TRAINING PROGRAM	COMPUTER NETWORKS	DEPT OF COMPUTER SCIENCE AND ENGINEERING, ARASU ENGINEERING COLLEGE, KUMBAKONAM	06.07.2020 – 11.07.2020
24.	INTERNATIONAL FDP	TWENTY FIRST CENTURY TEACHING SKILLS	ANNAI HAJEERA WOMENS COLLEGE, THIRUNELVELI	08.07.2020 – 10.07.2020
25.	A COMPREHENSIVE ONLINE COURSE	PERSONNEL AND STRESS MANAGEMENT	ERODE ARTS AND SCIENCE COLLEGE, ERODE	13.05.2020 – 14.05.2020
26.	FIVE DAYS ONLINE FDP	RECENT RESEARCH ISSUES ON DIGITAL IMAGE PROCESSING	SRI RAMAKRISHNA INSTITUTE OF TECHNOLOGY, COIMBATORE	24.05.2021 – 28.05.2021
27.	THREE DAYS ONLINE FDP	NAAC: A WAY FORWARD	SRI VASAVI COLLEGE, ERODE	08.06.2021 – 10.06.2021
28.	THREE DAYS ONLINE FDP	TECHNOLOGIES FOR EFFECTIVE TEACHING, LEARNING AND EVALUATION	IQAC, AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI	23.09.2021 – 25.09.2021

7. NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
1.	CONFERENCE ON “BRIDGING THE GAP BETWEEN INDUSTRY AND INSTITUTION”	INDUSTRY INSTITUTION INTERFACE CELL, FATIMA COLLEGE, MADURAI	02.04.2007 – 03.04.2007	PARTICIPATED	-
2.	TECHNICAL TALK ON “IBM DATABASE RESEARCH TRENDS & DIRECTIONS”	THIYAGARAJAR COLLEGE, MADURAI	06.09.2007	PARTICIPATED	-
3.	NATIONAL SEMINAR ON “RESEARCH AND DEVELOPMENT IN INFORMATION TECHNOLOGY”	SOURASHTRA COLLEGE, MADURAI	28.02.2008	PARTICIPATED & PRESENTED	MULTIPLE WATERMARK METHOD FOR PRIVACY CONTROL & TAMPER DETECTION

4.	NATIONAL SEMINAR ON “RESEARCH ISSUES IN DIGITAL IMAGE PROCESSING”	MEPCO SCHLENK ENGINEERING COLLEGE, SIVAKASI	21.03.2008	PARTICIPATED	-
5.	NATIONAL CONFERENCE ON “RECENT TRENDS IN INFORMATION TECHNOLOGY”	KAMARAJ COLLEGE OF ENG. & TECH, VIRUDUNAGAR	04.04.2008	PARTICIPATED & PRESENTED	DENIAL OF SERVICE INTRUSION FINDING USING TIME
6.	NATIONAL CONFERENCE ON “COMPUTER SCIENCE & APPLICATIONS”	MEPCO SCHLENK ENGINEERING COLLEGE, SIVAKASI	12.03.2008	PRESENTED	COMPARISON OF SOBEL & SUSAN EDGE DETECTOR IN MAMMOGRAM IMAGES
7.	INTERNATIONAL CONFERENCE ON “INTELLIGENT COMPUTING APPLICATIONS”	BHARATHIAR UNIVERSITY, COIMBATORE	06.03.2014 – 07.03.2014	PRESENTED	AUTOMATIC IDENTIFICATION AND DETECTION OF ALTERED FINGERPRINTS
8.	NATIONAL HANDS-ON WORKSHOP ON “MATLAB”(HOWOM ‘14)	SRI VIDYA COLLEGE OF ENGINEERING & TECHNOLOGY, VIRUDHUNAGAR	31.01.2014 – 01.02.2014	PARTICIPATED	-
9.	OUT-BOUND TRAINING PROGRAMME ON “PSYCHO SPIRITUAL INTEGRATION”	ANUGRAHA, DINDIGUL	05.02.2014 – 06.02.2014	PARTICIPATED	-
10.	NATIONAL CONFERENCE ON “COMPUTER SCIENCE & APPLICATIONS”	MEPCO SCHLENK ENGINEERING COLLEGE, SIVAKASI	05.03.2014	PRESENTED	PALM PRINTS RECOGNITION & DEPLOYMENT
11.	NATIONAL CONFERENCE ON “COMPUTING & COMMUNICATION ENGINEERING”	AGNI COLLEGE OF TECHNOLOGY, CHENNAI	28.03.2014	PRESENTED	IMPROVED METHOD FOR BRAIN TUMOR DETECTION USING SEGMENTATION
12.	NATIONAL CONFERENCE ON “COMPUTING & COMMUNICATION ENGINEERING”	AGNI COLLEGE OF TECHNOLOGY, CHENNAI	28.03.2014	PRESENTED	SECURED WAY TO PRESERVE IMAGE QUALITY USING WATERMARKING
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	COMPARATIVE CRAM ON A FUSION OF EDGE DETECTION TECHNIQUES
14.	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	RANKING OF LANDMARK IMAGES
15.	STATE LEVEL WORKSHOP ON "MATLAB"	DEPT OF MATHS, FATIMA COLLEGE	21.01.2015	PARTICIPATED	-
16.	NATIONAL SEMINAR ON “RECENT TRENDS IN WEB TECHNOLOGIES”	MADURAI SIVAKASI NADAR PIONEER MEENAKSHI WOMEN’S COLLEGE, POOVANTHI	20.02.2015	PRESENTED	FEATURE BASED IMAGE MOSAICING
17.	INTERNATIONAL CONFERENCE ON “APPLICATION FABRICS”	DEPT. OF INFORMATION TECHNOLOGY, MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN’S COLLEGE, POOVANTHI	23.12.2015	PRESENTED	FUSION OF EDGE REVEALING TECHNIQUES FOR IMAGES
18.	WORKSHOP ON “ALL ABOUT CLOUD COMPUTING”	TANDEM INFO TECH, ANNA NAGAR, MADURAI	20.09.2015	PARTICIPATED	-

19.	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
20.	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
21.	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
22.	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
23.	NATIONAL CONFERENCE ON "INNOVATIVE COMPUTING TECHNOLOGIES"	ARULANANDAR COLLEGE, KARUMATUR	22.02.2018	PRESENTED	A MULTI BIOMETRIC STRUCTURE – FINGER, IRIS, FUZZY FUSION
24.	INTERNATIONAL CONFERENCE ON "NEW HORIZON IN IT"	SENTHAMARAI COLLEGE OF ARTS & SCIENCE	24.02.2018	PRESENTED	RECOUP & RECLAIM E-WASTE: AN INNOVATIVE INCISION

ONLINE NATIONAL/INTERNATIONAL WEBINAR, WORKSHOP, CONFERENCE & SYMPOSIUM

S. No.	PROGRAMMES	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER	ISBN / ISSN
1.	INTERNATIONAL CONFERENCE ON 'NEW FRONTIERS IN MATHEMATICS AND COMPUTING - ICNFCM 2019	ASPIRE SPECIAL ISSUE – IN HOUSE JOURNAL, LADY DOAK COLLEGE, MADURAI 18.02.2019 & 19.02.2019	PRESENTED & PUBLISHED	AN APPRAISAL ON IMAGE BLURRING AND DENOISING TECHNIQUES	ISSN 2229 - 4953
2.	INTERNATIONAL JOURNAL OF ADVANCED RESEARCH, IDEAS IN INNOVATIONS IN TECHNOLOGY	MARCH – APRIL 2020 VOL 6, ISSUE 2	PRESENTED & PUBLISHED	ANALYSIS ON THE EXPECTATIONS OF FUTURE MULTIMODAL BIOMETRICS FUSION	ISSN 2454 – 132X IMPACT FACTOR- 4.295
S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
1.	WORKSHOP FOR TEACHERS	UNIVERSAL TEACHERS ACADEMY, PUDUCHERRY	21.04.2020 – 30.04.2020	PARTICIPATED	CREATION OF BASIC E-CONTENT, ANIMATED E-CONTENT, STOP MOTION ANIMATION, EDITING E-CONTENT CREATING AND UPLOADING INTERACTIVE E-CONTENT

2.	WORKSHOP	REST SOCIETY FOR RESEARCH INTERNATIONAL, KRISHNAGIRI	28.04.2020 – 30.04.2020	PARTICIPATED	BASIC ONLINE RESEARCH METHODOLOGY
3.	SEVEN DAY INTERNATIONAL WORKSHOP	PSG COLLEGE OF ARTS AND SCIENCE, TAMIL UNLIMITED USA AND WORLD TAMIL SOFTWARE OPEN COMMUNITY, USA	29.04.2020 – 05.05.2020	PARTICIPATED	“TEACHING TAMIL THROUGH COMPUTERIZED TECHNOLOGY”
4.	THREE DAYS FDP	NALLAMUTHU GOUNDER MAHALINGAM COLLEGE, POLLACHI	13.05.2020 – 15.05.2020	PARTICIPATED	CLOUD APPLICATIONS – AN INTRODUCTION
5.	WORKSHOP FOR TEACHERS	UNIVERSAL TEACHERS ACADEMY, PUDUCHERRY	14.05.2020 – 18.05.2020	PARTICIPATED	WORKSHOP FOR TEACHERS
6.	WORKSHOP	DEPT OF COMPUTER SCIENCE, LADY DOAK COLLEGE, MADURAI	15.05.2020 – 16.05.2020	PARTICIPATED	“DATA VISUALIZATION USING R”
7.	WORKSHOP FOR TEACHERS	UNIVERSAL TEACHERS ACADEMY, PUDUCHERRY	02.06.2020 – 06.06.2020	PARTICIPATED	WORKSHOP FOR TEACHERS
8.	10 HOURS ONLINE WORKSHOP	NEXGENETICS IT SERVICES PVT LTD	27.06.2020	PARTICIPATED	MACHINE LEARNING
9.	NATIONAL WORKSHOP ON SOFT SKILLS	DEPT OF EDUCATIONAL PSYCHOLOGY, TAMILNADU TEACHERS EDUCATION UNIVERSITY	01.07.2020	PARTICIPATED	SOFT SKILLS
10.	WORKSHOP	JAYARAJ ANNAPACKIAM CSI POLYTECHNIC COLLEGE, NASARETH	10.07.2020	PARTICIPATED	GOOGLE CLASSROOM
11.	TWO DAY NATIONAL WORKSHOP	UNIVERSAL TEACHERS ACADEMY, PUDUCHERRY	03.05.2021 – 04.05.2021	PARTICIPATED	CREATING INTERACTIVE E-CONTENT
12.	FIVE DAY INTERNATIONAL WORKSHOP	ST. FRANCIS DE SALES COLLEGE, NAGPUR, MAHARASHTRA	01.06.2021 – 05.06.2021	PARTICIPATED	ADVANCE TEACHING, LEARNING, RESEARCH METHODOLOGY AND INNOVATIONS
13.	FIVE DAY ONLINE INTERNATIONAL WORKSHOP	UNIVERSAL TEACHERS ACADEMY, PUDUCHERRY	14.06.2021 – 18.06.2021	PARTICIPATED	CREATING INTERACTIVE E-ASSESSMENT TOOLS
14.	INTERNATIONAL CONFERENCE ON “EMERGING TRENDS IN SCIENCE, TECHNOLOGY AND MATHEMATICS”	PARVATHY’S ARTS AND SCIENCE COLLEGE, DINDIGUL	15.09.2021 & 16.09.2021	PRESENTED	ANALYSIS AND CLASSIFICATION OF PROSPECTIVE LEARNING MANAGEMENT SYSTEMS
15.	ONE WEEK NATIONAL ONLINE WORKSHOP ON “IOT AND CLOUD COMPUTING TOOLS”	MEPCO SCHELN ENGINEERING COLLEGE	20.09.2021 – 24.09.2021	PARTICIPATED	-
16.	NATIONAL WEBINAR ON “ADVANCED JAVASCRIPT CONCEPT”	K.R. COLLEGE OF ARTS & SCIENCE, KOVILPATTI	12.10.2021	PARTICIPATED	

17.	INTERNATIONAL CONFERENCE ON "POWERING SUPPLY CHAIN NETWORKS BEYOND THE COVID'19 PANDEMIC: LESSONS AND WAY FORWARDED(ICPRS 2021)"	BINARY UNIVERSITY, MALAYSIA	14.10.2021 & 15.10.2021	PRESENTED	SUPPLY CHAIN MANAGEMENT (SCM) AND LOGISTICS EMPOWERED AND RESHAPED BY ARTIFICIAL INTELLIGENCE AND CYBER SECURITY
	POPULAR LECTURE SERIES, LECTURE 2 ON "MACHINE LEARNING IN BIOINFORMATICS"	SPONSORED BY DEPARTMENT OF BIOTECHNOLOGY (DBT), MINISTRY OF SCIENCE AND TECHNOLOGY, GOVERNMENT OF INDIA, NEW DELHI. ORGANIZED BY VVV COLLEGE, VIRUDHUNAGAR.	26.02.2022	PARTICIPATED	-
	VIRTUAL INTERNATIONAL FACULTY DEVELOPMENT PROGRAMME "AUTO ML"	LADY DOAK COLLEGE MADURAI	04.03.2022	PARTICIPATED	-

SKY CAMPUS EXPERT SESSIONS:

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	WEEKLY EXPERT SESSION	SKY CAMPUS, ICT ACADEMY	10.04.2020 – 18.04.2020	PARTICIPATED	TECHNOLOGY FOR FUTURE
2.	WEEKLY EXPERT SESSION	SKY CAMPUS, ICT ACADEMY	20.04.2020 – 24.04.2020	PARTICIPATED	LEADING IN A VUCA WORLD
3.	WEEKLY EXPERT SESSION	SKY CAMPUS, ICT ACADEMY	27.04.2020 – 30.04.2020	PARTICIPATED	THE FUTURE IS HERE NOW
4.	WEEKLY EXPERT SESSION	SKY CAMPUS, ICT ACADEMY	04.05.2020 – 08.05.2020	PARTICIPATED	THE FUTURE OF EDUCATION, EMPLOYMENT, ENTREPRENEURSHIP
5.	WEEKLY EXPERT SESSION	SKY CAMPUS, ICT ACADEMY	11.05.2020 – 15.05.2020	PARTICIPATED	"THE FUTURE OF SKILLS – EDUCATION, EMPLOYMENT, ENTREPRENEURSHIP"
6.	WEEKLY EXPERT SESSION	SKY CAMPUS, ICT ACADEMY	18.05.2020 – 22.05.2020	PARTICIPATED	FUTURE TECH 2020
7.	WEBINAR SERIES	DEPT OF BUSINESS ADMINISTRATION, SRI RAMAKRISHNA COLLEGE OF ARTS & SCIENCE FOR WOMEN	11.05.2020 – 16.05.2020	PARTICIPATED	"TEACHING LEARNING TOOLS FOR THE DIGITAL ERA"

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	WEBINAR	RESEARCH CENTRE FOR LANGUAGE AND LITERATURE, VISHWANATHBITE.COM	10.04.2020	PARTICIPATED	E-CONTENT DEVELOPMENT
2.	WEBINAR	BHAGWAN MAHAVEER COLLEGE OF COMMERCE AND MANAGEMENT STUDEIS, BHAGWAN MAHAVEER UNIVERSITY, GUJARAT	13.04.2020 – 16.04.2020	PARTICIPATED	AN EFFECTIVE RESEARCH PAPER WRITING SKILLS
3.	WEBINAR	PROQUEST	17.04.2020	PARTICIPATED	HOW TO USE PROQUEST DURING LOCKDOWN PERIOD?
4.	WEBINAR	BALAJI INSTITUTE OF TECHNOLOGY AND SCIENCE, NEW DELHI	20.04.2020	PARTICIPATED	CONSENT AND DATA
5.	WEBINAR	LIBRARY DEPT, SKYLINE UNIVERSITY COLLEGE	21.04.2020	PARTICIPATED	THE IMPACT OF RESEARCH DATA AND METRICS
6.	WEBINAR	DEPT OF COMPUTER SCIENCE AND ENGINEERING, DR.MGR EDUCATIONAL AND RESEARCH INSTITUTE, DEEMED TO BE UNIVERSITY, CHENNAI IN ASSOCIATION WITH FOURSTEPS TRAINING SOLUTIONS	26.04.2020	PARTICIPATED	ARTIFICIAL INTELLIGENCE
7.	EXPIRE WEBINAR SERIES 2019 - 2020	VET INSTITUTE OF ARTS & SCIENCE, ERODE	27.04.2020	PARTICIPATED	MANAGING STRESS AND EMOTIONAL & MENTAL WELLBEING DURING COVID 19 CRISIS FOR EDUCATORS
8.	WEBINAR	CHENNAI INSTITUTE OF TECHNOLOGY, CHENNAI	29.04.2020	PARTICIPATED	THE ART OF WRITING RESEARCH PAPERS
9.	INTERNATIONAL WEBINAR	CENTRE FOR HUMANITIES, SCHOOL OF LIBERAL ARTS AND MANGEMENT STUDIES, P P SAVANI UNIVERSITY	01.05.2020	PARTICIPATED	"HOW ARE WORDS ADDED TO THE DICTIONARY?"
10.	INTERNATIONAL WEBINAR	CENTRE FOR HUMANITIES, SCHOOL OF LIBERAL ARTS AND MANGEMENT STUDIES, P P SAVANI UNIVERSITY	02.05.2020	PARTICIPATED	"COMPLEXITY , CHAOS AND COPING IN REAL LIFE"
11.	INTERNATIONAL WEBINAR	CENTRE FOR HUMANITIES, SCHOOL OF LIBERAL ARTS AND MANGEMENT STUDIES, P P SAVANI UNIVERSITY	03.05.2020	PARTICIPATED	"IELTS MADE EASY"
12.	WEBINAR	DEPT OF IT AND CT, VLB JANAKIAMMAL COLLEGE OF ARTS AND SCIENCE	04.05.2020	PARTICIPATED	BLOCK CHAIN TECHNOLOGY IN GOOGLE HANGOUTS
13.	WEBINAR	SKY CAMPUS, ICT ACADEMY	04.05.2020	PARTICIPATED	THE POWER OF A TEACHER
14.	WEBINAR	DEPT OF COMPUTERSCIENCE AND MATHEMATICS, ARASU COLLEGE OF ARTS & SCIENCE FOR WOMEN, KARUR	04.05.2020	PARTICIPATED	DOCUMENTATION USING LATEX
15.	WEBINAR	CHENNAI INSTITUTE OF TECHNOLOGY, CHENNAI	05.05.2020	PARTICIPATED	HANGOUT WITH SUCCESSFUL STARTUPS
16.	WEBINAR	CHENNAI INSTITUTE OF TECHNOLOGY, CHENNAI	06.05.2020	PARTICIPATED	RESEARCH CHALLENGES IN DATA MINING
17.	WEBINAR	DEPARTMENT OF COMPUTER APPLICATIONS, SRI GVG VISALAKSHI COLLEGE FOR WOMEN, UDUMALPET	07.05.2020	PARTICIPATED	MENTAL HEALTH AND PSYCHOSOCIAL ASPECTS OF COVID OUTBREAK

18.	WEBINAR	DEPT OF ELECTRICAL AND ELECTRONICS ENGINEERING AND SRI ESHWAR COLLEGE OF ENGINEERING, COIMBATORE	08.05.2020	PARTICIPATED	EFFECTIVE CONDUCT OF ONLINE CLASSES
19.	WEBINAR	ARASU COLLEGE OF ARTS AND SCIENCE FOR WOMEN, ARASU COLLEGE OF EDUCATION FOR WOMEN, PON KALIAMMAN COLLEGE OF EDUCATION, KARUR	08.05.2020	PARTICIPATED	CLASSROOM ENGLISH
20.	WEBINAR	DEPT OF CIVIL ENGINEERING, MAHENDRA COLLEGE OF ENGINEERING SALEM	09.05.2020	PARTICIPATED	SOLID WASTE MANAGEMENT
21.	WEBINAR	ARASU COLLEGE OF ARTS AND SCIENCE FOR WOMEN, ARASU COLLEGE OF EDUCATION FOR WOMEN, PON KALIAMMAN COLLEGE OF EDUCATION, KARUR	10.05.2020	PARTICIPATED	VAZHAMAANA NAADU ATHIL UNGAL PANGALIPPU
22.	WEBINAR	TAMIZH INAYA KAZHAGAM (VIRTUAL ACADEMY), TAMIZH PANBALAI INAIYA VAANOLI	04.05.2020 – 17.05.2020	PARTICIPATED	TAMIL KANINI
23.	WEBINAR	OFFICE OF CONTROLLER OF EXAMINATION, GTN ARTS COLLEGE, DINDIGUL	11.05.2020	PARTICIPATED	“ASSESSMENT AND EVALUATION IN OUTCOME BASED EDUCATION”
24.	NATIONAL WEBINAR	DEPT OF BAF, BMS AND MCOM, ST.ANDREWS COLLEGE OF ARTS, SCIENCE & COMMERCE IN ASSOCIATION WITH LEAPUP EDUTECH PVT LTD.,	13.05.2020	PARTICIPATED	VALUE INVESTING – KEY TO CREATE LONG TERM WEALTH
25.	PANEL DISCUSSION	PANDIT DEENDAYAL PETROLEUM UNIVERSITY IN ASSOCIATION WITH PDPU INNOVATION AND INCUBATION CENTRE	15.05.2020	PARTICIPATED	RESEARCH, INNOVATION AND ENTREPRENEURSHIP OPPORTUNITIES IN COVID 19 SCENARIO
26.	WEBINAR	ARASU COLLEGE OF ARTS AND SCIENCE FOR WOMEN, ARASU COLLEGE OF EDUCATION FOR WOMEN, PON KALIAMMAN COLLEGE OF EDUCATION, KARUR	21.05.2020	PARTICIPATED	ENHANCING IMMUNITY NATURALLY
27.	WEBINAR	DEPT OF COMPUTER SCIENCE, ST.XAVIERS COLLEGE, JARKAND	23.05.2020	PARTICIPATED	INTRODUCTION TO MACHINE LEARNING
28.	EXPERT SESSION BY BHARATHI BASKAR	SKY CAMPUS, ICT ACADEMY	25.05.2020	PARTICIPATED	CHANGE IS THE ESSENCE OF LIFE
29.	INTERNATIONAL WEBINAR	BISHOP AMBROSE COLLEGE, COIMBATORE	26.05.2020	PARTICIPATED	SQL SERVER – DATABASE DESIGN AND IMPLEMENTATION
30.	NATIONAL WEBINAR	DEPT OF COMPUTER SCIENCE, SLS.MAVMM.AYIRA VAISHYA COLLEGE, MADURAI	27.05.2020	PARTICIPATED	IOT AND ITS APPLIACATION
31.	WEBINAR	CHENNAI INSTITUTE OF TECHNOLOGY, CHENNAI	29.05.2020	PARTICIPATED	COMMUNICATION SKILLS FOR CORPORATE SUCCESS
32.	LIVE TELECAST – EPISODE 7	FINE MIND PLACEMENT ACADEMY PVT LTD.,	29.05.2020	PARTICIPATED	KANAVU MEIPADA

33.	WEBINAR	CHENNAI INSTITUTE OF TECHNOLOGY, CHENNAI	30.05.2020	PARTICIPATED	SUBSTRAIGHT IN MOBILIZED TIO ₂ PHOTO CATALYSTS FOR ENVIRONMENTAL APPLICATIONS IN THE PERSPECTIVE OF CORONA VIRUS PANDEMIC
34.	INTERNATIONAL WEBINAR	IEMS B-SCHOOL HOUGLI	30.05.2020	PARTICIPATED	MOBILE LEARNING
35.	NATIONAL WEBINAR	IQAC, VELLALAR COLLEGE OF EDUCATION FOR WOMEN, ERODE	01.06.2020 – 02.06.2020	PARTICIPATED	"MENTAL HEALTH PRACTICES"
36.	INTERNATIONAL WEBINAR	RESEARCH CENTRE OF COMMERCE, FATIMA COLLEGE, MADURAI	03.06.2020	HOSTED & PARTICIPATED	IMPACT OF CHANGES AND CHALLENGES TOWARDS GLOBAL MARKETING IN POST COVID 19
37.	WEBINAR	CHENNAI INSTITUTE OF TECHNOLOGY, CHENNAI	03.06.2020	PARTICIPATED	INSPIRING STORIES ABOUT PROGRAMMING IN SOFTWARE COMPANIES
38.	INTERNATIONAL WEBINAR	DEPT OF COMPUTER SCIENCE, THASEEM BEEVI ABDUL KAATHAR COLLEGE FOR WOMEN, RAMANATHAPURAM	11.06.2020	PARTICIPATED	"TRENDING IN TECH"
39.	WEBINAR	CHENNAI INSTITUTE OF TECHNOLOGY, CHENNAI	16.06.2020	PARTICIPATED	THE ART OF STORY TELLING
40.	STATE LEVEL WEBINAR	YOGA & MEDITATION CLUB OF KAMATHENU ARTS AND SCIENCE COLLEGE, ERODE	21.06.2020	PARTICIPATED	MEDITATION A PROGRESSIVE RELAXATION
41.	WEBINAR	CHENNAI INSTITUTE OF TECHNOLOGY, CHENNAI	27.06.2020	PARTICIPATED	OVERVIEW OF INTELLECTUAL PROPERTY RIGHTS
42.	INTERNATIONAL WEBINAR	RESEARCH CENTRE OF PHYSICS, FATIMA COLLEGE, MADURAI	13.07.2020 – 15.07.2020	PARTICIPATED	ADVANCED MATERIALS FOR ENERGY STORAGE APPLICATIONS
43.	FIVE DAYS WEBINAR	FATIMA COLLEGE, MADURAI	27.07.2020 – 31.07.2020	PARTICIPATED	REANIMATING SKILLS TO THE NEW NORMAL
44.	INTERNATIONAL CONFERENCE ON	FATIMA COLLEGE, MADURAI	29.07.2020– 02.08.2020	PARTICIPATED	"GLOBAL SERVICE LEARNING - 2020"
45.	INTERNATIONAL WEBINAR	MADURAI SIVAKASI NADAR PIONEER MEENAKSHI WOMEN'S COLLEGE, POOVANTHI	12.04.2021	PARTICIPATED	CLOUD COMPUTING WITH MICROSOFT AZURE
46.	NATIONAL WEBINAR	ST. FRANCIS DE SALES COLLEGE, NAGPUR, MAHARASHTRA	05.09.2021	PARTICIPATED	INTERNATIONAL DAY OF CHARITY
47.	NATIONAL WEBINAR	ST. FRANCIS DE SALES COLLEGE, NAGPUR, MAHARASHTRA	18.09.2021	PARTICIPATED	RECENT DEVELOPMENTS IN ARTIFICIAL INTELLIGENCE AND THEIR IMPACT ON RELIGION AND SOCIETY

ONLINE COURSES

S. No.	NAME OF THE COURSE	COURSE DURATION	OFFERED BY
1.	TWO WEEK MOOC WORKSHOP FOR COLLEGE TEACHERS MANAGEMENT OF ENVIRONMENT AND ITS RESOURCES (MOOCMER201282)	28.04.2020 – 11.05.2020	DEPT OF CHEMISTRY AND RESEARCH, NESAMONI MEMORIAL CHRISTIAN COLLEGE, MARTHANDAM AND DEPT OF CHEMISTRY AND RESEARCH ST.XAVIERS COLLEGE, PALAYAMKOTTAI

8. GUEST LECTURE DELIVERED

S. No.	TITLE	ORGANIZATION	DATE
1.	APTITUDE TRAINING	DEPT. OF COMPUTER APPLICATIONS (BCA), FATIMA COLLEGE, MADURAI	09.10.2014
2.	TWO DAY FDP ON NEW PEDAGOGICAL TOOLS FOR ONLINE TEACHING	IQAC, FATIMA COLLEGE(AUTONOMOUS), MADURAI	11.05.2020 – 12.05.2020
3.	WEBINAR ON CYBER SECURITY & ANIMATION TOOLS	IQAC, FATIMA COLLEGE(AUTONOMOUS), MADURAI	21.05.2020
4.	TOOLS TO CREATE E-LEARNING INTERACTIONS AND ASSESSMENTS	PG AND RESEARCH DEPARTMENT OF ECONOMICS, GOVT ARTS COLLEGE, MELUR, MADURAI	06.06.2020
5.	FDP ON INTERACTIVE CONTENT PREPARATION USING H5P ON NEW DIRECTIONS AND DIMENSIONS IN HIGHER EDUCATION	IQAC, ARULMIGU PALANIAANDAVAR ARTS COLLEGE FOR WOMEN DINDUGUL	09.06.2020 – 15.06.2020

9. ANY OTHER

S. No.	NAME OF THE SURVEY	OFFERED BY
1.	QUARANTINE BLUES : WOMEN IN EMOTIONAL AND ECONOMIC ENTANGLEMENT	SRI AYYAPPA COLLEGE FOR WOMEN, NAGERKOIL

FEE STRUCTURE

MBA FEE DETAILS 2022 - 2023

Particulars	Semester 1	*Semester 2
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.
(Last year fees amount)

FEE STRUCTURE

MCA FEE DETAILS 2022 - 2023

Particulars	Semester 1	*Semester 2
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	1,500.00	1,500.00
Case Study Materials	250.00	250.00
Parents Meeting	----	50.00
Identity Card & File	100.00	
Catholic Student - Retreat		
Alumnae Association		1,000.00
Parent Alert	100.00	100.00
Total	35,600.00	36,100.00

*Semester II - Subject to change in fee structure.
(Last year fees amount)

- 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 2021-2022
1.	MASTERS IN BUSINESS ADMINISTRATION	90
2.	MASTERS IN COMPUTER APPLICATIONS	60

ADMISSION OF MBA

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

S.No	2021-2022			
	Sanction Strength	Admitted	Gov. Quota	Mang. Quota
1.	90	88	1	87

Year	2021-2022	
Quota	Govt. Quota	Mang. Quota
SC	-	3
ST	-	-
MBC	-	10
DNC	-	3
BC	-	59
BCM	-	3
OC (OPEN)	1	9
TOTAL	1	87
	88	

- Number of application received during last two years for admission

S.No	2021-2022				
	Sanction Strength	Received Applications	Admitted	Gov. Quota	Mang. Quota
1.	90	170	88	1	87

ADMISSION OF MCA

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

S.No	2021-2022			
	Sanction Strength	Admitted	Gov. Quota	Mang. Quota
1.	60	52	10	42

Year	2021-2022	
Quota	Govt. Quota	Mang. Quota
SC	-	1
ST	-	-
MBC	1	3
DNC	1	2
BC	8	34
BCM	-	-
OC (OPEN)	-	2
TOTAL		
	52	

* Number of application received during last year for admission

S.No	2021-2022				
	Sanction Strength	Received Applications	Admitted	Gov. Quota	Mang. Quota
1.	60	84	52	10	42

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 Admission 2021-2022

S.NO	GD Details	Roll No	STUDENTS NAME	Govt./ Mang. Quota	UG%	Entrance Exam	Entrance %	Religion	Com muni ty
1	GD 1	2021MBA01	AAKILA BANU S	Mang. Quota	85%	MAT	456.5	Muslim	BCM
2	GD 1	2021MBA02	ABINAYA J	Mang. Quota	72%	MAT	498.5	Hindu	BC
3	GD 1	2021MBA03	AFRAH I	Mang. Quota	85%	MAT	466.5	Muslim	BCM
4	GD 3	2021MBA04	AKSHARA M	Mang. Quota	61	NO	NIL	Hindu	DNC
5	GD 2	2021MBA05	ANISHKA V	Mang. Quota	69	TANCET	50	Hindu	BC
6	GD 1	2021MBA06	AROCKIA JEYA RANJANI I	Mang. Quota	74	MAT	478.5	Christian	BC
7	GD 3	2021MBA07	CHELCIYA K	Mang. Quota	77	MAT	404.5	Christian	BC
8	GD 1	2021MBA08	DHARINI M	Mang. Quota	80	MAT	364.5	Hindu	BC
9	GD 1	2021MBA09	DHARSHANA S	Mang. Quota	80	MAT	314.5	Hindu	MBC
10	GD 1	2021MBA10	DIVYA S	Mang. Quota	85	TANCET	17.3	Hindu	BC
11	GD 5	2021MBA11	GAYATHRI S	Mang. Quota	73%	NO	NIL	Hindu	BC
12	GD 1	2021MBA12	HAMSAVARTHINI R	Mang. Quota	85%	TANCET	29	Hindu	MBC

13	GD 1	2021MBA13	HARINI S	Mang. Quota	78%	TANCET	78.14	Hindu	BC
14	TANCE T	2021MBA14	JANANI A	Govt. Quota	66%	TANCET	68.7	Hindu	BC
15	GD 3	2021MBA15	JANANI R	Mang. Quota	68	MAT	552.5	Hindu	BC
16	GD 3	2021MBA16	JASMINE BARAKATH I	Mang. Quota	85%	MAT	455.5	Muslim	BCM
17	GD4	2021MBA17	JEGADEESWARI S	Mang. Quota	65%	NIL	NIL	Hindu	BC
18	GD 3	2021MBA18	JEYA MANI MEGALAI S	Mang. Quota	68%	Consortiu m	28	Hindu	MBC
19	GD 1	2021MBA19	JOHANNA D	Mang. Quota	70%	MAT	591.5	Christian	BC
20	GD 7	2021MBA20	JOTHIKA R	Mang. Quota	70%	Consortiu m	31	Hindu	SC
21	GD 1	2021MBA21	KARTHIKAMEENAKSHI M	Mang. Quota	87	TANCET	32.2	Hindu	BC
22	GD 2	2021MBA22	KEERTHANA PRIYA A	Mang. Quota	62	MAT	334.5	Hindu	OC
23	GD 4	2021MBA23	KEERTHANA R	Mang. Quota	81%	TANCET	30	Hindu	BC
24	GD 4	2021MBA24	KEERTHANA V	Mang. Quota	80	TANCET	39	Christian	BC
25	GD 1	2021MBA25	KIRUTHIKA P	Mang. Quota	93%	MAT	525.5	Hindu	BC
26	GD 3	2021MBA26	KOWSALYA A	Mang. Quota	67	TANCET	47.3	Hindu	BC
27	GD 7	2021MBA27	KRISHNA KUWAR H	Mang. Quota	53%	NO	NIL	Hindu	OC
28	GD 1	2021MBA28	LAVANYA R	Mang. Quota	75%	TANCET	39.5	Hindu	BC
29	GD 1	2021MBA29	LEELAVATHI K	Mang. Quota	85%	MAT	381.5	Hindu	MBC
30	GD 3	2021MBA30	MADHU RETHA A	Mang. Quota	76	MAT	388.5	Hindu	BC
31	GD 3	2021MBA31	MADHUMITHA M	Mang. Quota	71	MAT	458.5	Hindu	BC
32	GD 1	2021MBA32	MALAVIKA R	Mang. Quota	76%	Consortiu m	32	Hindu	BC

33	GD 6	2021MBA33	MANIBALA.M	Mang. Quota	52%	TANCET	45.4	Hindu	MBC
34	GD 1	2021MBA34	MANJULA M	Mang. Quota	86	TANCET	22.6	Hindu	BC
35	GD 3	2021MBA35	MANO RANJITHAM A	Mang. Quota	82	TANCET	18.8	Hindu	MBC
36	GD 1	2021MBA36	MEENAKSHI R	Mang. Quota	82	MAT	436.5	Hindu	BC
37	GD 1	2021MBA37	MEENALOSHINI M	Mang. Quota	65	TANCET	2.8	Hindu	BC
38	GD 4	2021MBA38	MEENATCHI N	Mang. Quota	62.6	Consortium	34	Hindu	BC
39	GD 2	2021MBA39	MOHANAVALI M	Mang. Quota	67%	MAT	294.5	Hindu	BC
40	GD 5	2021MBA40	MUTHU YEGAMMAI C	Mang. Quota	89%	Consortium	19	Hindu	OC
41	GD 1	2021MBA41	NAGANANDHINI M	Mang. Quota	84%	TANCET	26.8	Hindu	DNC
42	GD 3	2021MBA42	NANDHINI N K	Mang. Quota	77	TANCET	36.3	Hindu	BC
43	GD 2	2021MBA43	NANDHINIMAI K R	Mang. Quota	72%	TANCET	69.5	Hindu	BC
44	GD 1	2021MBA44	NATHIYA M	Mang. Quota	80.3	TANCET	10	Hindu	SC
45	GD 1	2021MBA45	NILA G	Mang. Quota	87	MAT	498.5	Hindu	BC
46	GD 3	2021MBA46	NITHYA SHREE S	Mang. Quota	90%	MAT	546.5	Hindu	BC
47	GD 3	2021MBA47	NITHYAKALYANI V	Mang. Quota	79%	MAT	531.5	Hindu	BC
48	GD 4	2021MBA48	PARKAVI P	Mang. Quota	77%	Consortium	26	Hindu	BC
49	GD 4	2021MBA49	PAVITHRASHREE R	Mang. Quota	70%	Consortium	38	Hindu	FC
50	GD 4	2021MBA50	PENARASI K	Mang. Quota	61%	Consortium	28	Hindu	DNC
51	GD 3	2021MBA51	PRABHA S	Mang. Quota	87%	MAT	459.5	Hindu	BC
52	GD 3	2021MBA52	PREETHI J	Mang. Quota	84%	TANCET	70	Hindu	BC

53	GD 3	2021MBA53	PREETHIMA N K	Mang. Quota	70%	MAT	297.5	Hindu	BC
54	GD 3	2021MBA54	PRISHIKA J	Mang. Quota	84%	TANCET	52	Hindu	BC
55	GD 1	2021MBA55	PRIYADHARSHINI A	Mang. Quota	70%	MAT	619.5	Hindu	BC
56	GD 1	2021MBA56	PRIYADHARSHINI C	Mang. Quota	81%	TANCET	32	Hindu	BC
57	GD 1	2021MBA57	PRIYADHARSHINI G	Mang. Quota	87%	MAT	439.5	Hindu	BC
58	GD 2	2021MBA58	PRIYADHARSHINI K	Mang. Quota	75%	TANCET	59.7	Hindu	BC
59	GD 1	2021MBA59	PRIYADHARSHINI N	Mang. Quota	68%	TANCET	5	Hindu	MBC
60	GD 5	2021MBA60	RAJA LAKSHMI G	Mang. Quota	68%	NO	NIL	Hindu	OC
61	GD 4	2021MBA61	RAJA PRIYA S	Mang. Quota	82.8 %	TANCET	17	Hindu	BC
62	GD 5	2021MBA62	RAJASHRUTHI S K	Mang. Quota	74%	Consortium	38	Hindu	BC
63	GD 2	2021MBA63	RAMALAKSHMI S	Mang. Quota	82%	MAT	484.5	Hindu	BC
64	GD 1	2021MBA64	RAMYA R M	Mang. Quota	73%	MAT	475.5	Hindu	FC
65	GD 7	2021MBA65	RAMYA S	Mang. Quota	62%	Consortium	21	Hindu	SC
66	GD 1	2021MBA66	RUBINI K	Mang. Quota	85%	MAT	362.5	Hindu	BC
67	GD 3	2021MBA67	SAADHANA K	Mang. Quota	65%	MAT	321.5	Hindu	MBC
68	GD 1	2021MBA68	SANTHOSHINI N	Mang. Quota	75%	MAT	280.5	Hindu	BC
69	GD 2	2021MBA69	SHANDHIYA J	Mang. Quota	70%	MAT	405.5	Hindu	BC
70	GD 3	2021MBA70	SHARMILA A N	Mang. Quota	71%	Consortium	33	Hindu	MBC
71	GD 3	2021MBA71	SHELLSHIYA S	Mang. Quota	65%	MAT	504.5	Hindu	BC
72	GD 5	2021MBA72	SHRI RASHMI C	Mang. Quota	76%	MAT	547.5	Hindu	BC

73	GD 3	2021MBA73	SNEHA P	Mang. Quota	74%	TANCET	51.368	Hindu	BC
74	GD 1	2021MBA74	SOBANA R	Mang. Quota	82%	TANCET	89.5	Hindu	FC
75	GD 1	2021MBA75	SRI ABIRAMI S	Mang. Quota	54%	TANCET	21	Hindu	BC
76	GD 6	2021MBA76	STEFFY RACHELJEBA.S	Mang. Quota	74%	CAT	25	Christian	BC
77	GD 3	2021MBA77	STELLA ANTONIYAL C	Mang. Quota	69%	MAT	417.5	Christian	BC
78	GD 3	2021MBA78	SUBHIKSHA R M	Mang. Quota	75%	MAT	382.5	Hindu	BC
79	GD 1	2021MBA79	SUJITHA K	Mang. Quota	65%	TANCET	37.4	Hindu	BC
80	GD 2	2021MBA80	SUNDHARA LAKSHMI M	Mang. Quota	53%	MAT	379.5	Hindu	BC
81	GD 3	2021MBA81	SWATHY C	Mang. Quota	67%	TANCET	32	Hindu	BC
82	GD 1	2021MBA82	SWETHAA P	Mang. Quota	84%	MAT	465.5	Hindu	BC
83	GD 3	2021MBA83	TAFFIYA S A	Mang. Quota	70%	TANCET	37.4	Hindu	BC
84	GD 3	2021MBA84	VAISHNAVI S	Mang. Quota	53%	MAT	288.5	Hindu	MBC
85	GD 3	2021MBA85	VELANGANNI SARANYA S	Mang. Quota	78.5	Consortium	26	Christian	BC
86	GD 3	2021MBA86	VIDHI SHAHJI J	Mang. Quota	70%	MAT	587.5	Jain	OC
87	GD 5	2021MBA87	VIJAYALAKSHMI R	Mang. Quota	75%	NO	NIL	Hindu	BC
88	GD 3	2021MBA88	VIJAYALEKSHMI S	Mang. Quota	61%	TANCET	39.4	Hindu	OC

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 Admission 2021-2022

S NO	Roll No	STUDENTS NAME	Govt./ Mang. Quota	UG%	Entrance Exam	Entrance %	Religion	Comm unity
1.	2021MCA01	ABINAYA R	Mang. Quota	75	TANCET	36.670	Hindu	BC
2.	2021MCA02	AISHWARYA M	GOVT.	85	TANCET	58.989	Hindu	BC
3.	2021MCA03	ALAGHU SUNMATHI.K	Mang. Quota	67	TANCET	41.497	Hindu	BC
4.	2021MCA04	AYISHA M	GOVT.	93	TANCET	68.141	MUSLIM	BC
5.	2021MCA05	BAKKIASRI.P	Mang. Quota	70.47	Consortium	43	Hindu	BC
6.	2021MCA06	BHAVANI.G	Mang. Quota	75.15	TANCET	28.086	Hindu	BC
7.	2021MCA07	DEEPIKA S	Mang. Quota	74	TANCET	20.586	Hindu	BC
8.	2021MCA08	DHANA LAKSHMI A	Mang. Quota	75	TANCET	41.497	Hindu	DNC
9.	2021MCA09	DHARANI DEVI.V	Mang. Quota	79	TANCET	63.443	Hindu	BC
10	2021MCA10	DURGA DEVI VB	Mang. Quota	90	Consortium	35	Hindu	BC
11	2021MCA11	FARIJA J	GOVT.	73	TANCET	47.214	MUSLIM	BC

12	2021MCA12	GAYATHRI.S	Mang. Quota	85	TANCET	86.751	Hindu	OC
13	2021MCA13	GOWRI.V	Mang. Quota	85	Consortium	34	Hindu	BC
14	2021MCA14	ISHWARYA S	Mang. Quota	58.4	TANCET	65.167	Hindu	BC
15	2021MCA15	JEBA JELCIYA SUDHANCY A J S	Mang. Quota	77.55 4	TANCET	54.227	Christian	BC
16	2021MCA16	JENIFER.D	Mang. Quota	89	TANCET	68.141	Christian	BC
17	2021MCA17	JONE SHAYINI EVANGELIN.	Mang. Quota	65	Consortium	44	Christian	BC
18	2021MCA18	JOSHI CHRISTINA.S	Mang. Quota		TANCET	81.422	Christian	BC
19	2021MCA19	KANNAMAI.K	Mang. Quota	65	Consortium	31	Hindu	BC
20	2021MCA20	KARUNAI ANANDHI.S	Mang. Quota	74	TANCET	79.009	Christian	BC
21	2021MCA21	KEERTHANA.S	Mang. Quota	87	TANCET	57.224	Hindu	BC
22	2021MCA22	KEERTHIGA M	GOVT.	68.8	TANCET	46.161	Hindu	BC
23	2021MCA23	KOKILAPUSHPAM.V	Mang. Quota	65	Consortium	33	Hindu	MBC
24	2021MCA24	KRITI SHRIKHA.A	Mang. Quota	69	TANCET	69.566	Hindu	BC
25	2021MCA25	LAKSHMI.V	Mang. Quota	84	TANCET	12.958	Hindu	BC
26	2021MCA26	MADHUMITHA.R.S	Mang. Quota	77	Consortium	40	Hindu	BC
27	2021MCA27	MAHESWARI.E	Mang. Quota	73.26	TANCET	52.381	Hindu	BC
28	2021MCA28	MALATHI.M	Mang. Quota	70	Consortium	31	Hindu	BC
29	2021MCA29	MARIA GRAYCITA.B	Mang. Quota	83	Consortium	43	Christian	FC
30	2021MCA30	MARIAMMAL.M	Mang. Quota	74.35	Consortium	40	Hindu	BC
31	2021MCA31	MOHANAPRIYA.A	Mang. Quota	74	Consortium	33	Hindu	BC
32	2021MCA32	POOJA T	GOVT.	72	TANCET	43.458	Hindu	BC

33	2021MCA33	POORNIMA.B	Mang. Quota	7	Consortium	33	Hindu	BC
34	2021MCA34	SARANYA.K	Mang. Quota	85	Consortium	30	Hindu	MBC
35	2021MCA35	SHAKTHI.M	Mang. Quota	76	Consortium	30	Hindu	BC
36	2021MCA36	SHALINI.G	Mang. Quota	81	Consortium	35	Hindu	BC
37	2021MCA37	SHALINI.M	GOVT.	80	TANCET	42.517	Hindu	MBC
38	2021MCA38	SHANMUGA PRIYA.V	Mang. Quota	81	TANCET	20.520	Hindu	BC
39	2021MCA39	SHIPRA P	Mang. Quota	66	Consortium	56	Hindu	BC
40	2021MCA40	SOUNDARYA MAI R B	Mang. Quota	78.3	TANCET	29.608	Hindu	BC
41	2021MCA41	SREENI MALAR V	GOVT.	79	TANCET	73.340	Hindu	BC
42	2021MCA42	SRI NARMATHA.J	Mang. Quota	80.2	Consortium	39	Hindu	BC
43	2021MCA43	SUBHAA S	Mang. Quota	69.87	Consortium	26	Hindu	BC
44	2021MCA44	SUJITHA J	Mang. Quota	7.7	TANCET	85.834	Hindu	BC
45	2021MCA45	SWETHA.S	Mang. Quota	86.43	TANCET	57.224	Hindu	MBC
46	2021MCA46	THANGAPONNU.G	Mang. Quota	82	TANCET	08.341	Hindu	SC
47	2021MCA47	UMA MAHESWARI.S	Mang. Quota	86	Consortium	28	Hindu	BC
48	2021MCA48	VAISHNAVI C	GOVT.	7.4	TANCET	58.196	Hindu	DNC
49	2021MCA49	VIDHYA.V	Mang. Quota	84.19	Consortium	39	Hindu	BC
50	2021MCA50	VINNODHINI R	GOVT.		TANCET	75.624	Hindu	BC
51	2021MCA51	YAMINI N K	GOVT.	77.51	TANCET	75.624	Hindu	BC
52	2021MCA52	YOKESHWARI.M	Mang. Quota	70	Consortium	23	Hindu	DNC

**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.

❖ List of candidate who have been offered admission:

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2021 – 2022
INTERVIEW DATE: 15.04.2021 GD - 1

S. No	App.	Name	UG	UG % (n)	Religi n	Caste	Eligibil n	Score	GD (s)	GD marks)	Perso v (10	Total s)
1	2021-MBA-34	ANITHA PRINCY BUEALAH.B	BBA	88	Christian (CSI)	BC	TANCET	76	18	19	10	47
2	2021-MBA-17	HARINIS	B.Sc MATHS	78	Hindu	BC	TANCET	77.14	19	18	9	46
3	2021-MBA-2	KIRUTHIKA.P	B.COM CA	90	Hindu	BC	MAT	87.5	18	19	9	46
4	2021-MBA-41	SOBANAR	B.COM	82	Hindu	FC	TANCET	89.75	18	19	9	46
5	2021-MBA-43	NIVETHA RM.	B.COM	65	Hindu	OC	TANCET	80.2	18	19	9	46
6	2021-MBA-28	LOGESHWARIM	B.Sc CS	88	Hindu	BC	TANCET	61	18	18	9	45
7	2021-MBA-35	LAVANYA.R	B.A ENGLISH	70	Hindu	BC	TANCET	39.5	17	19	9	45
8	2021-MBA-57	AFRAHI	BBA	75	Muslim	BC	MAT	77.6	17	19	9	45
9	2021-MBA-65	PRIYADHARSHINI.A	B.Sc IT & M	70	Hindu	BC	MAT	61.9	18	19	8	45

10	2021-MBA-15	M.NA GANA NDHI NI.	BBA	84	Hindu	DNC	TANC ET	27	17	18	9	44
11	2021-MBA-27	DHAR INI.M	B.CO M CA	80	Hindu	BC	MAT	awaiting	17	18	9	44
12	2021-MBA-3	ABIN AYA.J	BCA	71	Hindu	BC	MAT	awaiting	16	18	10	44
13	2021-MBA-45	REYA NA.J	BBA	80	Muslim	BC	TANC ET	63.9	18	17	9	44
14	2021-MBA-66	JOHA NNA. D	B.Sc IT & M	70	Christian	BC	MAT	98.5	18	18	8	44
15	2021-MBA-77	SUJIT HA.K	B.Sc IT & M	85	Hindu	BC	TANC ET	38.42	17	19	8	44
16	2021-MBA-1	PRIYA DHAR SHINI. G	B.CO M CA	89.5	Hindu	BC	MAT	20.8	16	18	9	43
17	2021-MBA-11	DHAR SHAN A.S	B.CO M	80	Hindu	MBC	MAT	awaiting	17	17	9	43
18	2021-MBA-12	SANT HOSH INI.N	B.CO M	75	Hindu	BC	MAT	awaiting	17	17	9	43
19	2021-MBA-13	HAMS AVAR THINI .R	B.CO M CA	85	Hindu	MBC	TANC ET	29	17	17	9	43

20	2021-MBA-26	SWETHA.P	BBA	80	Hindu	BC	MAT	75.8	16	19	8	43
21	2021-MBA-37	MANJULA.M	BBA	84	Hindu	BC	TANCET	32	17	17	9	43
22	2021-MBA-4	SANDHYASR	B.Sc PHYSICS	57	Hindu	BC	TANCET	39.4	17	18	8	43
23	2021-MBA-62	V.VINOTHINI.	B.Sc MATHS	81	Hindu	DNC	TANCET	49	17	17	9	43
24	2021-MBA-68	PRIYADHARSHINI.C	B.COM CA	86	Hindu	BC	TANCET	32	17	18	8	43
25	2021-MBA-73	RAMY A.R.M.	B.COM	75	Hindu	FC	MAT	79.1	17	19	7	43
26	2021-MBA-78	SRI ABIRAMIS	B.Sc IT & M	67	Hindu	BC	TANCET	23	17	18	8	43
27	2021-MBA-18	PRIYADHARSHINI.N	B.COM	64	Hindu	MBC	TANCET	5	17	17	8	42
28	2021-MBA-38	KARTHIKAMEENAKSHI.M	BBA	87	Hindu	BC	TANCET	35	16	18	8	42
29	2021-MBA-5	SHAKTHI.M	B.Sc MATHS	76	Hindu	BC	TANCET	21	16	18	8	42

30	2021-MBA-56	AAKIL A BANU.S	BBA	78	Muslim	BC	MAT	76	17	17	8	42
31	2021-MBA-58	LEELAVATHI.K	B.A JMC	60	Hindu	MBC	MAT	63.5	17	17	8	42
32	2021-MBA-72	R.MEENAKSHI.	B.COM CA	82	Hindu	BC	MAT	72.8	17	17	8	42
33	2021-MBA-83	JANANI P	BBA	83	Hindu	SC	TANCET	10	17	17	8	42
34	2021-MBA-16	AMIRTHALAKSHMI.K M	B.COM	73	Hindu	DNC	MAT	18	16	17	8	41
35	2021-MBA-25	NATHIYA.M	BBA	87	Hindu	SC	TANCET	10	16	17	8	41
36	2021-MBA-55	DIVYA.S	BBA	85	Hindu	BC	TANCET	17	17	17	7	41
37	2021-MBA-19	MEENALOSHINI.M	BBA	65	Hindu	BC	TANCET	5	16	17	7	40

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2021 – 2022
INTERVIEW DATE: 15.04.2021 GD - 1

S. No	App. No	Name	UG	UG % (till V sem)	Religion	Cast e	Eligibili ty Exam	GD (20 marks)	GD Inter view (20 marks)	Perso nal Interv iew (10 Marks)	Total (50 marks)
1	2021-MBA-76	RUBINI.K	B.Sc MATH S	85	Hindu	BC	Consort ium	18	18	9	45
2	2021-MBA-48	AKSHITHA.R	B.Sc CS	87	Hindu	BC	Consort ium	16	19	9	44
3	2021-MBA-60	AROCKIA JEYA RANJANI.I	B.COM CA	80	Christ ian (RC)	BC	Consort ium	18	18	8	44
4	2021-MBA-10	NILA.G	B.COM CA	85	Hindu	BC	Consort ium	17	17	8	42
5	2021-MBA-70	MALAVIKA.R	B.COM	76	Hindu	BC	Consort ium	16	17	7	40
6	2021-MBA-71	GAYATHRI.M	B.COM	58	Hindu	BC	Consort ium	16	15	7	38

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2021 – 2022
INTERVIEW DATE: 26.04.2021 GD - 2

S. No	App. No	Name	UG	UG % (till V sem)	Religion	Caste	Eligibility Exam	Score	GD (20 marks)	GD Interview (20 marks)	Personal Interview (10 Marks)	Total (50 marks)
1	2021-MBA-22	MOHANAVAL L.I.M	BBA	76%	Hindu	BC	MAT	49.16	18	19	9	46
2	2021-MBA-39	SOPHIYAS	BBA	65%	Hindu	BC	TAN CET	25	19	18	9	46
3	2021-MBA-88	NANDHINIMA I.K R	BBA	72%	Hindu	BC	TAN CET	70	18	19	9	46
4	2021-MBA-49	ANISHKA.V	BBA	67%	Hindu	BC	TAN CET	50	17	18	9	44
5	2021-MBA-90	PRIYADHARS HINI.K.	B.Com CA	73%	Hindu	BC	TAN CET	60	16	17	9	42
6	2021-MBA-32	VIJAYALAKSH MI.B	B.Com	70%	Hindu	BC	MAT	waiting for the result	15	16	9	40

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2021 – 2022
INTERVIEW DATE: 14.06.2021 GD - 3

S. No	App. No	Name	UG	UG % (till V sem)	Religion	Cast e	Eligibili ty Exam	Peso nal Inte rvie w - 1 (40 Mar ks)	Peso nal Inte rvie w (10 Mar ks)	Total (50 mark s)
1	2021-MBA-104	JEYA MANI MEGALAIS	B.COM	80%	Hindu	MBC	Consort ium	35	8	43
2	2021-MBA-143	JANANI.R	BA(Socio .CA)	68%	Hindu	BC	Consort ium	35	8	43
3	2021-MBA-512	KEERTHANA.M	B.COM CA	84%	Hindu	BC	Consort ium	34	8	42
4	2021-MBA-106	DHIVYA.M	B.COM CA	57%	Hindu	DNC	Consort ium	34	6	40
5	2021-MBA-153	VARSHINI.A	B.COM CA	68%	Hindu	BC	Consort ium	32	7	39
6	2021-MBA-155	M.R.DHARSHIN I.	B.COM	81%	Hindu	DNC	Consort ium	32	7	39
7	2021-MBA-649	SHARMILA.A N	BA ENGLISH	73%	Hindu	MBC	Consort ium	31	8	39
8	2021-MBA-635	SIVAGAMI.R	B.COM	66%	Hindu	BC	Consort ium	31	7	38
9	2021-MBA-150	ASWINI SWATHIKA.C	BBA	75%	Hindu	BC	Consort ium	29	6	35

Department Of Management Studies

ADMISSION - 2021 – 2022

INTERVIEW DATE: 14.06.2021 GD - 3

S. No	App. No	Name	UG	UG % (till V sem)	Religion	Caste	Eligibility Exam	Score	Personal Interview - 1 (40 Marks)	Personal Interview - 2 (10 Marks)	Total (50 marks)
1	2021-MBA-117	KIRUTHIKA.K	B.Sc MAT HS	91%	Hindu	MBC	MAT	waiting for the result	37	9	46
2	2021-MBA-128	PREETHIMA.NK	BBA	70%	Hindu	BC	MAT	waiting for the result	37	9	46
3	2021-MBA-92	PRABHAS	B.COM CA	87%	Hindu	BC	MAT	waiting for the result	36	9	45
4	2021-MBA-94	STELLA ANTONIYAL.C	B.COM	70%	Christian (RC)	BC	MAT	waiting for the result	36	9	45
5	2021-MBA-96	NITHYA SHREES	B.COM	89%	Hindu	BC	MAT	waiting for the result	36	9	45
6	2021-MBA-108	VIDHI SHAHJI.J	BBA	83%	Others	OC	MAT	waiting for the result	36	9	45
7	2021-MBA-109	MADHU RETHA.A	B.Sc FASHION	76%	Hindu	BC	MAT	waiting for the result	36	9	45
8	2021-MBA-112	PREETHI.J	B.Sc MAT HS	84%	Hindu	BC	TANCE T	70.8	36	9	45
9	2021-MBA-152	P MEENAMBIGAI.	B.Sc CS	74%	Hindu	MBC	TANCE T	75.6	36	9	45
10	2021-MBA-50	JASMINE BARAKATH.I	B.COM CA	85%	Muslim	BC	MAT	waiting for the result	36	8	44
11	2021-MBA-99	TAFFIYA.S A	BA ENGLISH	73%	Hindu	BC	TANCE T	38	36	8	44
12	2021-MBA-103	JANASHRI.D	B.Sc MAT	90%	Hindu	BC	TANCE T	81	36	8	44

13	2021-MBA-107	VISALAKSHI.A	BBA	66%	Hindu	BC	MAT	waiti ng for the result	36	8	44
14	2021-MBA-130	MADHUMITHA.M	BA ENGL ISH	72%	Hindu	BC	MAT	waiti ng for the result	35	9	44
15	2021-MBA-417	NANDHINI.N.K	BBA	75%	Hindu	BC	TANCE T	36	36	8	44
16	2021-MBA-86	NITHYAKALYAN I.V	B.CO M	79%	Hindu	BC	MAT	waiti ng for the result	34	9	43
17	2021-MBA-89	EVANJALIN CHRISTINA.M	BBA	73%	Christi an (RC)	BC	TANCE T	64	36	7	43
18	2021-MBA-111	PRISHIKA.J	B.SC BOT	84%	Hindu	BC	TANCE T	52	34	9	43
19	2021-MBA-120	SUBHIKSHA.R M	B.CO M CA	78%	Hindu	BC	MAT	waiti ng for the result	35	8	43
20	2021-MBA-121	SAADHANA.K	B.CO M CA	85%	Hindu	MBC	MAT	48	34	9	43
21	2021-MBA-129	DHARSHINI PRIYA.V M	B.CO M	65%	Hindu	DNC	TANCE T	64.8	35	8	43
22	2021-MBA-540	VIJAYALEKSHMI. S	BA ENGL ISH	61%	Hindu	BC	TANCE T	39.4	35	8	43
23	2021-MBA-91	VAISHNAVI.S.	BBA	63%	Hindu	BC	MAT	waiti ng for the result	34	8	42
24	2021-MBA-102	SWATHY.C	BBA	70%	Hindu	BC	TANCE T	32	35	7	42
25	2021-MBA-147	RUKMANI.RM	B.CO M	77%	Hindu	OC	MAT	waiti ng for the result	35	7	42
26	2021-MBA-154	HEPSIBA.A	BBA	81%	Christi an (RC)	BC	MAT	35.3	34	8	42
27	2021-MBA-619	SNEHA.P	BA SOCIO	74%	Hindu	BC	TANCE T	52	34	8	42
28	2021-MBA-133	CHELCIYA.K	B.CO M CA	66%	Christi an (CSI)	BC	MAT	waiti ng for the result	34	7	41
29	2021-MBA-134	SHELLSHIYA.S	B.CO M CS	67%	Hindu	BC	MAT	waiti ng for the result	32	9	41
30	2021-MBA-140	MANORANJITHA M.A	B.Sc IT	83%	Hindu	MBC	TANCE T	18	32	9	41

31	2021-MBA-138	AKSHARA.M	BBA	74%	Hindu	DNC	MAT	waiti ng for the result	32	8	40
32	2021-MBA-144	KOWSALYA.A	BBA	67%	Hindu	BC	TANCE T	47	32	8	40
33	2021-MBA-149	JAYASHREE.S	BBA	70%	Hindu	BC	TANCE T	34.5	32	7	39
34	2021-MBA-286	ROSHIKA.TR	B.CO M	60%	Hindu	BC	MAT	waiti ng for the result	30	8	38
35	2021-MBA-146	SARUMATHI.K	BBA	68%	Hindu	BC	MAT	waiti ng for the result	30	7	37
36	2021-MBA-145	VELANGANNI SARANYA.S.	BCA	75%	Christi an (RC)	BC	MAT	waiti ng for the result	28	6	34

Department Of Management Studies

ADMISSION - 2021 – 2022

INTERVIEW DATE: 30.06.2021 GD - 4

S. No	App. No	Name	UG	UG % (till V sem)	Religio n	Caste	Eligibil ity Exam	Scor e	Peso nal Inter view - 1 (40 Mark s)	Peso nal Inter view -2 (10 Mark s)	Total (50 mark s)
1	2021-MBA-822	NISHA NANDHINI.B	B.A ENGLI SH	70%	Hindu	BC	TANCE T	18	35	9	44
2	2021-MBA-809	DEVADHARSH INI.K	B.Sc MATH S	85%	Hindu	BC	TANCE T	34	35	8	43
3	2021-MBA-769	L. N. S. PRIYADHARS HINI.	B.COM	66%	Hindu	BC	TANCE T	40	33	8	41
4	2021-MBA-978	KEERTHANA. R	B.Sc CS	76%	Hindu	BC	TANCE T	30	33	8	41
5	2021-MBA-953	KEERTHANA. V	B.Sc CS	75%	Christi an	BC	TANCE T	39	31	8	39
6	2021-MBA-961	RAJA PRIYA.S	B.COM CA	79%	Hindu	BC	TANCE T	17.6	29	8	37

Department Of Management Studies**ADMISSION - 2021 – 2022****INTERVIEW DATE: 30.06.2021 GD - 4**

S. No	App. No	Name	UG	UG % (till V sem)	Religion	Cast e	Eligibility Exam	Peso nal Inter view - 1 (40 Marks)	Peso nal Inter view (10 Marks)	Total (50 marks)
1.	2021-MBA-801	PAVITHRASHRE E.R	B.Sc MATHS	70%	Hindu	FC	CONSORT IUM	36	8	44
2.	2021-MBA-778	MEENATCHI.N	B.COM (PA)	62%	Hindu	BC	CONSORT IUM	32	8	40
3.	2021-MBA-964	PENARASI. K	B.COM	60%	Hindu	DNC	CONSORT IUM	31	7	38
4.	2021-MBA-893	PARKAVI.P	B.COM CA	77%	Hindu	BC	CONSORT IUM	28	8	36
5.	2021-MBA-910	JEGADEESWARI.S	BBA	65%	Hindu	BC	CONSORT IUM	30	6	36
6.	2021-MBA-866	KAVIYA.S	B.COM (B&I)	55%	Hindu	BC	CONSORT IUM	30	8	38
7.	2021-MBA-833	KOUSALYA.K	B.A ENGLISH	54%	Hindu	BC	CONSORT IUM	34	7	41
8.	2021-MBA-837	NANDHINI.V	BBA	52%	Hindu	BC	CONSORT IUM	30	6	36

Department Of Management Studies
ADMISSION - 2021 – 2022
INTERVIEW DATE: 12.07.2021 GD - 5

S. No	App. No	Name	UG	UG % (till V sem)	Religion	Caste	Eligibility Exam	Pesonal Interview - 1 (40 Marks)	Pesonal Interview (10 Marks)	Total (50 marks)
1.	2021-MBA-1040	MANI BHARATHI.D	B.Sc MATHS	90%	Hindu	DNC	Consortium	Nil	36	9
2.	2021-MBA-1083	SHRI RASHMI.C	BBA	75%	Hindu	BC	MAT	52.5	36	9
3.	2021-MBA-1112	RAJASHRUTHI.S K	B.TECH IT	75%	Hindu	BC	Consortium	Nil	36	9
4.	2021-MBA-1026	RAJALAKSHMI.G	B.COM B&I	65%	Hindu	OC	Consortium	Nil	36	8
5.	2021-MBA-1058	MUTHU YEGAMMAL.C	B.COM	89%	Hindu	OC	Consortium	Nil	36	8
6.	2021-MBA-1022	VIJAYALAKSHMI.R	B.E. ECE	78%	Hindu	BC	MAT	waiting for the result	34	8
7.	2021-MBA-1084	ANITHA MARY.S	B.COM	50%	Christian RC	BC	Consortium	Nil	30	7

Department Of Management Studies
ADMISSION - 2021 – 2022
INTERVIEW DATE: 12.07.2021 GD - 5

S. No	App. No	Name	UG	UG % (till V sem)	Religion	Cast e	Eligibility Exam	Pes onal Inte rvie w - 1 (40 Mar ks)	Pes onal Inte rvie w (10 Mar ks)	Total (50 mark s)
1.	2021-MBA-1056	GAYATHRIS	B.COM	74%	Hindu	BC	Consortium	Nil	34	8
2.	2021-MBA-156	POOJA.B	B.COM	71%	Hindu	BC	Consortium	Nil	34	8
3.	2021-MBA-1111	RAJALAXMIS	B.COM	70%	Hindu	BC	MAT	waiting for the result	33	8
4.	2021-MBA-1014	ABIRAMIS	B.Sc MATHS	80%	Hindu	DNC	Consortium	Nil	34	7
5.	2021-MBA-1043	SNEHA.P	B.Sc CS	75%	Hindu	MBC	Consortium	Nil	34	7
6.	2021-MBA-1018	AARTHIN	M.A. HISTORY	74%	Hindu	DNC	Consortium	Nil	30	7

Department Of Management Studies
ADMISSION - 2021 – 2022
INTERVIEW DATE: 06.08.2021 GD - 6

S. No	App. No	Name	UG	UG % (till V sem)	Religion	Caste	Eligibility Exam	Pesonal Interview - 1 (40 Marks)	Pesonal Interview (10 Marks)	Total (50 marks)
1	2021-MBA-1159	STEFFY RACHELJEBAS	B.A. ECONOMICS	73%	Christian	BC	CONSORTIUM	NIL	36	9

Department Of Management Studies
ADMISSION - 2021 – 2022
INTERVIEW DATE: 06.08.2021 GD - 6

S. No	App. No	Name	UG	UG % (till V sem)	Religion	Caste	Eligibility Exam	Pesonal Interview - 1 (40 Marks)	Pesonal Interview (10 Marks)	Total (50 marks)
1	2021-MBA-1115	MANIBALAM	BBA	53%	Hindu	MBC	TANCE T	45	32	8
2	2021-MBA-1140	PRIYAADHARSINI.AD	B.Sc. MATHS	75%	Hindu	BC	TANCE T	27	32	8
3	2021-MBA-1155	DHARANI.M	BBA	65%	Hindu	BC	CONSO RTIUM	NIL	32	8
4	2021-MBA-1157	HEMA VARSHINI.R.	B.Sc FOOD	82%	Hindu	BC	CONSO RTIUM	NIL	32	8
5	2021-MBA-1119	THANASHRI.K.I	B.A. ENGLISH	77%	Hindu	BC	CONSO RTIUM	NIL	30	7
6	2021-MBA-1149	BHARATHI D.	B.Sc. CS	72%	Hindu	BC	CONSO RTIUM	NIL	30	7

Department Of Management Studies

ADMISSION - 2021 – 2022

INTERVIEW DATE: 07.10.2021 GD - 7

S. No	App. No	Name	UG	UG % (till V sem)	Religion	Caste	Eligibility Exam	Pesonal Interview - 1 (40 Marks)	Pesonal Interview (10 Marks)	Total (50 marks)
1	Krishna Kumar H	B.A Economics	68%	Hindu	OC	NIL	NIL	36	9	45
2	Mashiha Lathifa B	B.Sc (IT & M)	73%	Muslim	BCM	MAT	527	35	9	44
3	Ramya S	B.Sc Maths	63%	Hindu	SC	Consortium	NIL	31	8	39
4	Jothika R	BBA	60%	Hindu	SC	Consortium	NIL	30	8	38

Department Of Management Studies
ADMISSION - 2021 – 2022
INTERVIEW DATE: 21.10.2021 GD - 7

S. No	App. No	Name	UG	UG % (till V sem)	Religion	Caste	Eligibility Exam	Pesonal Interview - 1 (40 Marks)	Pesonal Interview (10 Marks)	Total (50 marks)
1	2021-MBA-1115	MANIBALA.M	BBA	53%	Hindu	MBC	TANCET	45	32	8
2	2021-MBA-1140	PRIYAADHAR SINIAD	B.Sc. MATHS	75%	Hindu	BC	TANCET	27	32	8
3	2021-MBA-1155	DHARANI.M	BBA	65%	Hindu	BC	CONSORTIUM	NIL	32	8
4	2021-MBA-1157	HEMA VARSHINI.R.	B.Sc FOOD	82%	Hindu	BC	CONSORTIUM	NIL	32	8
5	2021-MBA-1119	THANASHRI.K JI	B.A. ENGLISH	77%	Hindu	BC	CONSORTIUM	NIL	30	7
6	2021-MBA-1149	BHARATHI D.	B.Sc. CS	72%	Hindu	BC	CONSORTIUM	NIL	30	7

Falima College (Autonomous)
Department of Management Studies
ADMISSION - 2021 - 2022
Score Sheet - MAT & TANCET

GD-1

Date: 15.04.2021

S. No	App. No	Name	UG	UG % (fill V seen)	Religion	Caste	Eligibility Exam	Score	GD (50 marks)	GD Interview (20 marks)	Personal Interview (10 Marks)	Total (80 marks)
29	2021-MBA-5	SHAANTHM	B.Sc MATHE	76	Hindu	BC	TANCET	21	16	18	8	42
30	2021-MBA-56	AAKILA BANU.S	BBA	78	Muslim	BC	MAT	76	17	17	8	42
31	2021-MBA-58	LEELAVATHI.K	B.A JMC	60	Hindu	MEBC	MAT	63.3	17	17	8	42
32	2021-MBA-72	R.MEENAKSHI	B.COM CA	82	Hindu	BC	MAT	72.8	17	17	8	42
33	2021-MBA-83	JANANI P	BBA	83	Hindu	BC	TANCET	19	17	17	8	42
34	2021-MBA-16	AMIRTHALAKSHMI.K.M	B.COM	73	Hindu	DNC	MAT	18	16	17	8	41
35	2021-MBA-25	NATHIYA.M	BBA	87	Hindu	BC	TANCET	19	16	17	8	41
36	2021-MBA-25	DIVYA.S	BBA	85	Hindu	BC	TANCET	17	17	17	7	41
37	2021-MBA-19	MEENALOSHINI.M	BBA	65	Hindu	BC	TANCET	5	16	17	7	40

Principal

* Last date for paying fees on or before 3rd May (Monday) 2021.

Falima College (Autonomous)
Department of Management Studies
ADMISSION - 2021 - 2022
Score Sheet - MAT & TANCET

GD-1

Date: 15.04.2021

S. No	App. No	Name	UG	UG % (fill V seen)	Religion	Caste	Eligibility Exam	Score	GD (50 marks)	GD Interview (20 marks)	Personal Interview (10 Marks)	Total (80 marks)
15	2021-MBA-77	SUJITHA.K	B.Sc IT & M	85	Hindu	BC	TANCET	38.42	17	19	8	44
16	2021-MBA-11	PRIVADHARSHINI.G	B.COM CA	89.5	Hindu	BC	MAT	20.8	16	18	9	43
17	2021-MBA-11	DHARSHANA.S	B.COM	80	Hindu	MEBC	MAT	swarna	17	17	9	43
18	2021-MBA-12	SANTHOSHINI.N	B.COM	75	Hindu	BC	MAT	swarna	17	17	9	43
19	2021-MBA-13	HANMATHARSHINI.R	B.COM CA	85	Hindu	MEBC	TANCET	29	17	17	9	43
20	2021-MBA-26	SWETHA.P	BBA	80	Hindu	BC	MAT	75.8	16	19	8	43
21	2021-MBA-37	MANJULA.M	BBA	84	Hindu	BC	TANCET	32	17	17	9	43
22	2021-MBA-4	SANDHYA.S.R	B.Sc PHYSICS	57	Hindu	UC	TANCET	39.4	17	18	8	43
23	2021-MBA-62	V.VINODHINI.	B.Sc MATHE	81	Hindu	DNC	TANCET	49	17	17	9	43
24	2021-MBA-68	PRIVADHARSHINI.C	B.COM CA	86	Hindu	BC	TANCET	32	17	18	8	43
25	2021-MBA-73	RAMYA.R.M.	B.COM	75	Hindu	PC	MAT	79.1	17	19	7	43
26	2021-MBA-78	SRI ABIRAMI.S	B.Sc IT & M	87	Hindu	BC	TANCET	23	17	18	8	43
27	2021-MBA-18	PRIVADHARSHINI.N	B.COM	64	Hindu	MEBC	TANCET	5	17	17	8	42
28	2021-MBA-38	KARTHUKAMEENAKSHI.M	BBA	87	Hindu	BC	TANCET	35	16	18	8	42

Principal

* Last date for paying fees on or before 3rd May 2021 (Monday)

Falima College (Autonomous)
Department of Management Studies
ADMISSION - 2021 - 2022
Score Sheet - MAT & TANCET

GD-1

Date: 15.04.2021

S. No	App. No	Name	UG	UG % (fill V seen)	Religion	Caste	Eligibility Exam	Score	GD (50 marks)	GD Interview (20 marks)	Personal Interview (10 Marks)	Total (80 marks)
1	2021-MBA-34	ANITHA PRINCY BUELAHALI.B	BBA	88	Christian (CSI)	BC	TANCET	76	18	19	10	47
2	2021-MBA-17	HARINI.S	B.Sc MATHE	78	Hindu	BC	TANCET	77.14	19	18	9	46
3	2021-MBA-2	KIRUTHIKA.P	B.COM CA	90	Hindu	BC	MAT	87.5	18	19	9	46
4	2021-MBA-41	SORANAR.R	B.COM	82	Hindu	PC	TANCET	89.75	18	19	9	46
5	2021-MBA-43	NIVETHA.RM.	B.COM	65	Hindu	UC	TANCET	80.3	18	19	9	46
6	2021-MBA-28	LOGESHWARH.M	B.Sc CS	88	Hindu	BC	TANCET	61	18	18	9	45
7	2021-MBA-35	LAVANYA.R	B.A ENGLISH	70	Hindu	BC	TANCET	39.5	17	19	9	45
8	2021-MBA-57	AFRAH.I	BBA	75	Muslim	BC	MAT	77.6	17	19	9	45
9	2021-MBA-65	PRIVADHARSHINI.A	B.Sc IT & M	70	Hindu	BC	MAT	61.9	18	19	8	45
10	2021-MBA-15	M.NAGANANDHINI.	BBA	84	Hindu	DNC	TANCET	27	17	18	9	44
11	2021-MBA-27	DHARINI.M	B.COM CA	80	Hindu	BC	MAT	swarna	17	18	9	44
12	2021-MBA-3	ABINAYA.J	BBA	71	Hindu	BC	MAT	swarna	16	18	10	44
13	2021-MBA-45	REYANA.J	BBA	80	Muslim	BC	TANCET	63.9	18	17	9	44
14	2021-MBA-66	JOHANNAL.D	B.Sc IT & M	70	Christian	BC	MAT	48.5	18	18	8	44

Principal

Last date to pay the fees - 07.05.2021

Falima College (Autonomous)
Department of Management Studies
ADMISSION - 2021 - 2022
Score Sheet

GD-1

Date: 15.04.2021

S. No	App. No	Name	UG	UG % (fill V seen)	Religion	Caste	Eligibility Exam	Score	GD (50 marks)	GD Interview (20 marks)	Personal Interview (10 Marks)	Total (80 marks)
1	2021-MBA-76	REBINI.K	B.Sc MATHE	85	Hindu	BC	Consentium	18	18	9	45	
2	2021-MBA-48	AKSHITHA.R	B.Sc CS	87	Hindu	BC	Consentium	16	19	9	44	
3	2021-MBA-60	AAROCKIA JEVA RAJANI.J	B.COM CA	80	Christian (CSI)	BC	Consentium	18	18	8	44	
4	2021-MBA-10	NILGA	B.COM CA	85	Hindu	BC	Consentium	17	17	8	42	
5	2021-MBA-70	MALAVIKA.R	B.COM	76	Hindu	BC	Consentium	16	17	7	40	
6	2021-MBA-71	GAYATHRI.M	B.COM	58	Hindu	BC	Consentium	16	15	7	38	

Principal

* Last date for paying fees on or before 3rd May 2021 (Monday)

Falima College (Autonomous)
Department of Management Studies
ADMISSION - 2021 - 2022
Score Sheet

GD-2

Date: 26.04.2021

S. No	App. No	Name	UG	UG % (fill V seen)	Religion	Caste	Eligibility Exam	Score	GD (50 marks)	GD Interview (20 marks)	Personal Interview (10 Marks)	Total (80 marks)
1	2021-MBA-82	RAMALAKSHMI.S	B.Com CA	78.80%	Hindu	BC	Consentium	18	17	9	44	
2	2021-MBA-20	SRI SOWMIYA.S	B.Com	75%	Hindu	OC	Consentium	16	18	9	43	
3	2021-MBA-98	SHANDHYA.J	B.Com	67%	Hindu	BC	Consentium	17	17	8	42	
4	2021-MBA-42	KSEERTHANAPRIYA.A	B.Com	82%	Hindu	OC	Consentium	15	16	8	39	

Principal

Last date to pay the fees - 07.05.2021

Falima College (Autonomous)
Department of Management Studies
ADMISSION - 2021 - 2022
Score Sheet - MAT & TANCET

GD-2

Date: 26.04.2021

S. No	App. No	Name	UG	UG % (fill V seen)	Religion	Caste	Eligibility Exam	Score	GD (50 marks)	GD Interview (20 marks)	Personal Interview (10 Marks)	Total (80 marks)
1	2021-MBA-22	MOHANAYALU.M	BBA	70%	Hindu	BC	MAT	49.16	18	19	9	46
2	2021-MBA-39	SOPHIA.S	BBA	85%	Hindu	BC	TANCET	28	19	18	9	46
3	2021-MBA-68	SANDHENDAL.K.E	BBA	72%	Hindu	BC	TANCET	70	18	19	9	46
4	2021-MBA-49	ANISHKA.V	BBA	67%	Hindu	BC	TANCET	50	17	18	9	44
5	2021-MBA-90	PRIVADHARSHINI.K	B.Com CA	73%	Hindu	BC	TANCET	60	16	17	9	42
6	2021-MBA-32	VIJAYALAKSHMI.B	B.Com	70%	Hindu	BC	MAT	swarna	15	16	9	40
7	2021-MBA-33	SUNDHARALAKSHMI.M	B.Com	67%	Hindu	BC	MAT	swarna	15	16	8	39

Principal

Last date to pay the fees - 07.05.2021

Falima College (Autonomous)
Department of Management Studies
ADMISSION - 2021 - 2022
Score Sheet - MAT & TANCET

GD-3

Date: 14.06.2021

S. No	App. No	Name	UG	UG % (IB V sem)	Religion	Caste	Eligibility Exam	Score	Personal Interview 1 (40 Marks)	Personal Interview 2 (10 Marks)	Total (50 marks)
1	2021-MBA-92	PRABHAS	B.COM CA	87%	Hindu	BC	MAT	waiting for the result	36	9	45
2	2021-MBA-94	STELLA ANTONYAL.C	B.COM	70%	Christian (BC)	BC	MAT	waiting for the result	36	9	45
3	2021-MBA-96	NIITHYA SHREE.S	B.COM	89%	Hindu	BC	MAT	waiting for the result	36	9	45
4	2021-MBA-50	JASMINI BARATHI	B.COM CA	85%	Malian	BC	MAT	waiting for the result	36	8	44
5	2021-MBA-99	TAFFYA.S.A	BA ENGLISH	73%	Hindu	BC	TANCET	38	36	8	44
6	2021-MBA-103	JANASHRI.D	B.Sc MATHS	90%	Hindu	BC	TANCET	81	36	8	44
7	2021-MBA-86	NIITHYAKALYANI.V	B.COM	79%	Hindu	BC	MAT	waiting for the result	34	9	43
8	2021-MBA-89	EVANJALIN CHRISTINA.M	BBA	73%	Christian (BC)	BC	TANCET	64	36	7	43
9	2021-MBA-91	VAISHNAVI.S	BBA	63%	Hindu	BC	MAT	waiting for the result	34	8	42
10	2021-MBA-102	SWATHY.C	BBA	70%	Hindu	BC	TANCET	32	35	7	42
11	2021-MBA-149	JAYASHREE.S	BBA	70%	Hindu	BC	TANCET	34.5	32	7	39

Principal

Last date to pay the fees - 26.06.2021

Falima College (Autonomous)
Department of Management Studies
ADMISSION - 2021 - 2022
Score Sheet

GD-3

Date: 14.06.2021

S. No	App. No	Name	UG	UG % (IB V sem)	Religion	Caste	Eligibility Exam	Score	Personal Interview 1 (40 Marks)	Personal Interview 2 (10 Marks)	Total (50 marks)
1	2021-MBA-117	KIRUTHIKA.K	B.Sc MATHS	91%	Hindu	MBC	Consortium	37	9	9	46
2	2021-MBA-124	PREETHMA.SK	BBA	70%	Hindu	BC	Consortium	37	9	9	46
3	2021-MBA-108	VIJAY SHANKAR.J	BBA	83%	Others	OC	Consortium	36	9	9	45
4	2021-MBA-109	HADHU RETHA.A	B.Sc FASHION	76%	Hindu	BC	Consortium	36	9	9	45
5	2021-MBA-112	PREETHI.J	B.Sc MATHS	84%	Hindu	BC	Consortium	36	9	9	45
6	2021-MBA-152	P.MEENAMBIGAI	B.Sc CS	74%	Hindu	MBC	Consortium	36	9	9	45
7	2021-MBA-107	YSALAKSHA.A	BBA	66%	Hindu	BC	Consortium	36	8	44	
8	2021-MBA-130	HADHUMITHA.M	BA ENGLISH	72%	Hindu	BC	Consortium	35	9	44	
9	2021-MBA-417	NANDHINI.R.K	BBA	75%	Hindu	BC	Consortium	36	8	44	
10	2021-MBA-104	JETA MANI MEDALAI.S	B.COM	80%	Hindu	MBC	Consortium	35	8	43	
11	2021-MBA-111	PRISHIKA.J	B.Sc BOT	84%	Hindu	BC	Consortium	34	9	43	
12	2021-MBA-120	SUBHISHA.R.M	B.COM CA	76%	Hindu	BC	Consortium	35	8	43	
13	2021-MBA-121	RADHANAA.K	B.COM CA	85%	Hindu	MBC	Consortium	34	9	43	

Principal

Last date to pay the fees - 26.06.2021

Falima College (Autonomous)
Department of Management Studies
ADMISSION - 2021 - 2022
Score Sheet

GD-3

Date: 14.06.2021

S. No	App. No	Name	UG	UG % (IB V sem)	Religion	Caste	Eligibility Exam	Score	Personal Interview 1 (40 Marks)	Personal Interview 2 (10 Marks)	Total (50 marks)
14	2021-MBA-129	DHARSHINI PRIYA.V.M	B.COM	60%	Hindu	DNC	Consortium	35	8	43	
15	2021-MBA-143	JANANI.R	BA/B.Sc CA	68%	Hindu	BC	Consortium	35	8	43	
16	2021-MBA-540	VLAYALEKSHMI.S	BA ENGLISH	61%	Hindu	BC	Consortium	35	8	43	
17	2021-MBA-147	RUKMANI.RM	B.COM	77%	Hindu	OC	Consortium	35	7	42	
18	2021-MBA-154	HEPSELA.A	BBA	81%	Christian (BC)	BC	Consortium	34	8	42	
19	2021-MBA-512	KEERTHANA.M	B.COM CA	84%	Hindu	BC	Consortium	34	8	42	
20	2021-MBA-619	SNEHA.P	BA SOCIO	74%	Hindu	BC	Consortium	34	8	42	
21	2021-MBA-133	CHELICYA.K	B.COM CA	66%	Christian (BC)	BC	Consortium	34	7	41	
22	2021-MBA-134	SHELLESHYA.S	B.COM CS	67%	Hindu	BC	Consortium	32	9	41	
23	2021-MBA-140	MASORANJITHAM.A	B.Sc IT	83%	Hindu	MBC	Consortium	32	9	41	
24	2021-MBA-106	DEEPIYA.M	B.COM CA	57%	Hindu	DNC	Consortium	34	6	40	
25	2021-MBA-138	AKSHARA.M	BBA	74%	Hindu	DNC	Consortium	32	8	40	
26	2021-MBA-144	KOUSALYA.A	BBA	67%	Hindu	BC	Consortium	32	8	40	

Principal

Last date to pay the fees - 26.06.2021

Falima College (Autonomous)
Department of Management Studies
ADMISSION - 2021 - 2022
Score Sheet

GD-3

Date: 14.06.2021

S. No	App. No	Name	UG	UG % (IB V sem)	Religion	Caste	Eligibility Exam	Score	Personal Interview 1 (40 Marks)	Personal Interview 2 (10 Marks)	Total (50 marks)
27	2021-MBA-153	VARSHINI.A	B.COM CA	68%	Hindu	BC	Consortium	32	7	39	
28	2021-MBA-185	M.R DHARSHINI	B.COM	81%	Hindu	DNC	Consortium	32	7	39	
29	2021-MBA-449	SHARMIKA.A.S	BA ENGLISH	73%	Hindu	MBC	Consortium	31	8	39	
30	2021-MBA-286	ROSHIKA.TR	B.COM	60%	Hindu	BC	Consortium	30	8	38	
31	2021-MBA-635	NIYAGAMI.R	B.COM	66%	Hindu	BC	Consortium	31	7	38	
32	2021-MBA-146	HARIMATHI.K	BBA	68%	Hindu	BC	Consortium	30	7	37	
33	2021-MBA-150	ARWIN SWATHIKA.C	BBA	75%	Hindu	BC	Consortium	29	6	35	
34	2021-MBA-145	VELANGANNI SARANYA.S	B.A	75%	Christian (BC)	BC	Consortium	28	6	34	

Principal

Last date to pay the fees - 26.06.2021

Falima College (Autonomous)
Department of Management Studies
ADMISSION - 2021 - 2022
Score Sheet - MAT & TANCET

GD-4

Date: 30.06.2021

S. No	App. No	Name	UG	UG % (IB V sem)	Religion	Caste	Eligibility Exam	Score	Personal Interview 1 (40 Marks)	Personal Interview 2 (10 Marks)	Total (50 marks)
1	2021-MBA-822	NIJMA NANDHINI.B	BA ENGLISH	70%	Hindu	BC	TANCET	18	35	9	44
2	2021-MBA-809	DEVIADHARSHINI.K	B.Sc MATHS	89%	Hindu	BC	TANCET	34	35	8	43
3	2021-MBA-769	N.S. PRIYADHARSHINI	B.COM	66%	Hindu	BC	TANCET	40	33	8	41
4	2021-MBA-978	KEERTHANA.R	B.Sc CS	76%	Hindu	BC	TANCET	30	33	8	41
5	2021-MBA-953	KEERTHANA.V	B.Sc CS	75%	Christian	BC	TANCET	39	31	8	39
6	2021-MBA-961	KAJA PRIYA.S	B.COM CA	79%	Hindu	BC	TANCET	17.6	29	8	37

Principal

Last date to pay the fees - 07.07.2021

6+8=11

Falima College (Autonomous)
Department of Management Studies
ADMISSION - 2021 - 2022
Score Sheet

GD-4

Date: 30.06.2021

S. No	App. No	Name	UG	UG % (IB V sem)	Religion	Caste	Eligibility Exam	Score	Personal Interview 1 (40 Marks)	Personal Interview 2 (10 Marks)	Total (50 marks)
1	2021-MBA-801	PAVITHRASHREE.R	B.Sc MATHS	70%	Hindu	FC	Consortium	36	8	44	
2	2021-MBA-778	MEENATCHEN	B.COM (PA)	62%	Hindu	BC	Consortium	32	8	40	
3	2021-MBA-964	PENNAKASI.K	B.COM	60%	Hindu	DNC	Consortium	31	7	38	
4	2021-MBA-893	PARKAVI.P	B.COM CA	77%	Hindu	BC	Consortium	28	8	36	
5	2021-MBA-910	JEGADEESWARAR	BBA	65%	Hindu	BC	Consortium	30	6	36	
6	2021-MBA-866	KAVIYA.S	B.COM (BBA)	55%	Hindu	BC	Consortium	30	8	38	
7	2021-MBA-833	KOUSALYA.K	BA ENGLISH	54%	Hindu	BC	Consortium	34	7	41	
8	2021-MBA-837	RANDHINI.V	BBA	52%	Hindu	BC	Consortium	30	6	36	

Principal

Last date to pay the fees - 07.07.2021

15

NOT Eligible

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2021 - 2022
Score Sheet - MAT & Consortium

GD-5

Date: 12.07.2021

S.No	App.No	Name	UG	UG % (III V sem)	Religion	Caste	Eligibility Exam	Score	Personal Interview 1 (40 Marks)	Personal Interview 2 (10 Marks)	Total (50 marks)
1	2021-MBA-1040	MANI BHARATHI D	B.Sc. MATHS	90%	Hindu	DNC	Consortium	NIL	36	9	45
2	2021-MBA-1083	SHRI RASHMI C	BBA	75%	Hindu	BC	MAT	52.5	35	9	45
3	2021-MBA-1112	RAJASHRUTHI S K	B.TECH IT	75%	Hindu	BC	Consortium	NIL	35	9	45
4	2021-MBA-1026	RAJALAKSHMI G	B.COM BAI	65%	Hindu	OC	Consortium	NIL	36	8	44
5	2021-MBA-1058	MUTHU VEGAMMAL C	B.COM	89%	Hindu	OC	Consortium	NIL	36	8	44
6	2021-MBA-1022	VJAYALAKSHMI R	B.E. ECE	78%	Hindu	BC	MAT	waiting for the result	34	8	42
7	2021-MBA-1084	ANITHA MARY S	B.COM	50%	Christian RC	BC	Consortium	NIL	30	7	37

Last date to pay the fees - 19.07.2021

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2021 - 2022
Waiting List

GD-5

Date: 12.07.2021

S.No	App.No	Name	UG	UG % (III V sem)	Religion	Caste	Eligibility Exam	Score	Personal Interview 1 (40 Marks)	Personal Interview 2 (10 Marks)	Total (50 marks)
1	2021-MBA-1056	LAYATHRE S	B.COM	74%	Hindu	BC	Consortium	NIL	34	8	42
2	2021-MBA-156	POOJA B	B.COM	71%	Hindu	BC	Consortium	NIL	34	8	42
3	2021-MBA-1111	RAJALAKSHMI S	B.COM	70%	Hindu	BC	MAT	waiting for the result	33	8	41
4	2021-MBA-1014	ABIRAMI S	B.Sc. MATHS	80%	Hindu	DNC	Consortium	NIL	34	7	41
5	2021-MBA-1043	SNEHA P	B.Sc. CS	75%	Hindu	MIC	Consortium	NIL	34	7	41
6	2021-MBA-1018	AARTHIN S	M.A. HISTORY	74%	Hindu	DNC	Consortium	NIL	30	7	37

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2021 - 2022
Score Sheet

GD-6

Date: 06.08.2021

S.No	App.No	Name	UG	UG % (III V sem)	Religion	Caste	Eligibility Exam	Score	Personal Interview 1 (40 Marks)	Personal Interview 2 (10 Marks)	Total (50 marks)
1	2021-MBA-1159	STEFFY RACHELIERA S	B.A. ECONOMICS	73%	Christian	BC	CONSORTIUM	NIL	35	9	45

Last date to pay the fees - 10.08.2021

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2021 - 2022
Waiting List

GD-6

Date: 06.08.2021

S.No	App.No	Name	UG	UG % (III V sem)	Religion	Caste	Eligibility Exam	Score	Personal Interview 1 (40 Marks)	Personal Interview 2 (10 Marks)	Total (50 marks)
1	2021-MBA-1115	MANIBALA M	BBA	53%	Hindu	MBC	TANCET	45	32	8	40
2	2021-MBA-1140	PRITHVIAACHARASINLAD	B.Sc. MATHS	75%	Hindu	BC	TANCET	27	32	8	40
3	2021-MBA-1155	DHARAN M	BBA	65%	Hindu	BC	CONSORTIUM	NIL	32	8	40
4	2021-MBA-1157	HEMA VARGHSE R	B.Sc. FOOD	82%	Hindu	BC	CONSORTIUM	NIL	32	8	40
5	2021-MBA-1119	THANASIRE K J	B.A. ENGLISH	77%	Hindu	BC	CONSORTIUM	NIL	30	7	37
6	2021-MBA-1149	BHARATH D	B.Sc. CS	72%	Hindu	BC	CONSORTIUM	NIL	30	7	37

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2021 - 2022
Score Sheet

GD-7

Date: 21.10.2021

S.No	Name	UG	UG % (III V sem)	Religion	Caste	Eligibility Exam	Score	Personal Interview - 1 (40 Marks)	Personal Interview 2 (10 Marks)	Total (50 marks)
1	Krishna Kumar H	B.A. Economics	68%	Hindu	OC	NIL	NIL	36	9	45
2	Manisha Lathia R	B.Sc. (IT & M)	73%	Muslim	BCM	MAT	52.7	35	9	44
3	Ranya S	B.Sc. Maths	63%	Hindu	SC	Consortium	NIL	31	8	39
4	Sobika R	BBA	60%	Hindu	SC	Consortium	NIL	30	8	38

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	29-04-2021	2021MBA01	AAKILA BANU S
2	20-04-2021	2021MBA02	ABINAYA J
3	29-04-2021	2021MBA03	AFRAH I
4	14-07-2021	2021MBA04	AKSHARA M
5	03-05-2021	2021MBA05	ANISHKA V
6	28-04-2021	2021MBA06	AROCKIA JEYA RANJANI I
7	26-06-2021	2021MBA07	CHELCIYA K
8	03-05-2021	2021MBA08	DHARINI M
9	03-05-2021	2021MBA09	DHARSHANA S
10	03-05-2021	2021MBA10	DIVYA S
11	06-08-2021	2021MBA11	GAYATHRI S
12	29-04-2021	2021MBA12	HAMSAVARTHINI R
13	22-04-2021	2021MBA13	HARINI S
14	25-10-2021	2021MBA14	JANANI A
15	23-06-2021	2021MBA15	JANANI R
16	28-06-2021	2021MBA16	JASMINE BARAKATH I
17	27-08-2021	2021MBA17	JEGADEESWARI S
18	25-06-2021	2021MBA18	JEYA MANI MEGALAI S
19	25-06-2021	2021MBA19	JOHANNA D
20	22-10-2021	2021MBA20	JOTHIKA R
21	03-05-2021	2021MBA21	KARTHIKAMEENAKSHI M

S.NO	DATE OF ADMISSION	Roll No	STUDENTS NAME
22	07-07-2021	2021MBA22	KEERTHANA PRIYA A
23	07-07-2021	2021MBA23	KEERTHANA R
24	27-05-2021	2021MBA24	KEERTHANA V
25	02-05-2021	2021MBA25	KIRUTHIKA P
26	19-06-2021	2021MBA26	KOWSALYA A
27	22-10-2021	2021MBA27	KRISHNA KUWAR H
28	03-05-2021	2021MBA28	LAVANYA R
29	29-04-2021	2021MBA29	LEELAVATHI K
30	19-06-2021	2021MBA30	MADHU RETHA A
31	25-06-2021	2021MBA31	MADHUMITHA M
32	02-07-2021	2021MBA32	MALAVIKA R
33	09-08-2021	2021MBA33	MANIBALA.M
34	03-05-2021	2021MBA34	MANJULA M
35	30-06-2021	2021MBA35	MANO RANJITHAM A
36	02-05-2021	2021MBA36	MEENAKSHI R
37	04-05-2021	2021MBA37	MEENALOSHINI M
38	05-07-2021	2021MBA38	MEENATCHI N
39	29-04-2021	2021MBA39	MOHANAVALLI M
40	15-07-2021	2021MBA40	MUTHU YEGAMMAI C
41	03-05-2021	2021MBA41	NAGANANDHINI M
42	25-06-2021	2021MBA42	NANDHINI N K
43	06-05-2021	2021MBA43	NANDHINIMAI K R
44	12-05-2021	2021MBA44	NATHIYA M

S.NO	DATE OF ADMISSION	Roll No	STUDENTS NAME
45	29-04-2021	2021MBA45	NILA G
46	30-06-2021	2021MBA46	NITHYA SHREE S
47	16-06-2021	2021MBA47	NITHYAKALYANI V
48	17-07-2021	2021MBA48	PARKAVI P
49	12-07-2021	2021MBA49	PAVITHRASHREE R
50	08-07-2021	2021MBA50	PENNARASI K
51	24-06-2021	2021MBA51	PRABHA S
52	17-06-2021	2021MBA52	PREETHI J
53	21-06-2021	2021MBA53	PREETHIMA N K
54	18-06-2021	2021MBA54	PRISHIKA J
55	03-05-2021	2021MBA55	PRIYADHARSHINI A
56	28-04-2021	2021MBA56	PRIYADHARSHINI C
57	01-05-2021	2021MBA57	PRIYADHARSHINI G
58	05-05-2021	2021MBA58	PRIYADHARSHINI K
59	03-05-2021	2021MBA59	PRIYADHARSHINI N
60	17-07-2021	2021MBA60	RAJA LAKSHMI G
61	02-07-2021	2021MBA61	RAJA PRIYA S
62	14-07-2021	2021MBA62	RAJASHRUTHI S K
63	05-05-2021	2021MBA63	RAMALAKSHMI S
64	22-04-2021	2021MBA64	RAMYA R M
65	25-10-2021	2021MBA65	RAMYA S
66	19-04-2021	2021MBA66	RUBINI K
67	18-06-2021	2021MBA67	SAADHANA K

S.NO	DATE OF ADMISSION	Roll No	STUDENTS NAME
68	30-04-2021	2021MBA68	SANTHOSHINI N
69	04-05-2021	2021MBA69	SHANDHIYA J
70	28-06-2021	2021MBA70	SHARMILA A N
71	19-06-2021	2021MBA71	SHELLSHIYA S
72	16-07-2021	2021MBA72	SHRI RASHMI C
73	24-06-2021	2021MBA73	SNEHA P
74	03-05-2021	2021MBA74	SOBANA R
75	29-04-2021	2021MBA75	SRI ABIRAMI S
76	09-08-2021	2021MBA76	STEFFY RACHELJEBA.S
77	19-06-2021	2021MBA77	STELLA ANTONIYAL C
78	18-06-2021	2021MBA78	SUBHIKSHA R M
79	03-05-2021	2021MBA79	SUJITHA K
80	06-05-2021	2021MBA80	SUNDHARA LAKSHMI M
81	20-06-2021	2021MBA81	SWATHY C
82	03-05-2021	2021MBA82	SWETHAA P
83	22-06-2021	2021MBA83	TAFFIYA S A
84	04-07-2021	2021MBA84	VAISHNAVI S
85	21-06-2021	2021MBA85	VELANGANNI SARANYA S
86	16-06-2021	2021MBA86	VIDHI SHAHJI J
87	23-07-2021	2021MBA87	VIJAYALAKSHMI R
88	23-09-2021	2021MBA88	VIJAYALEKSHMI S

❖ List of candidate who have been offered admission:

Fatima College (Autonomous)
PG DEPARTMENT Of COMPUTER APPLICATIONS
ADMISSION - 2021 – 2022
INTERVIEW – 17.05 .2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibility (Maths)	TAN CET/ CON SOR TIU M	Com	Religi on	Hoste l/ Day schol ar	TANCE T (Score)	Interview Mark (50)
1.	2021-MCA-127	JEBA JELCIYA SUDHA NCY.A J S	BCA	81	Y	T	BC	CHRIS TIAN	H	54.8	48
2.	2021-MCA-115	VENNIL A.K	CS	83	Y	C	MBC	HIND U	H	-	47
3.	2021-MCA-139	JOSHI CHRISTI NA.S	BCA	77	Y	T	BC	CHRIS TIAN	D	81	47
4.	2021-MCA-124	MADHU MITHA. R.S	MAT HS	77	Y	C	BC	HIND U	D	-	45
5.	2021-MCA-118	JEYASRI. N	CS	75	Y	C	BC	HIND U	H	-	43
6.	2021-MCA-137	SARANY A.K	CS	85	Y	C	MBC	HIND U	D	-	43
7.	2021-MCA-116	MAHES WARI.E	BCA	73	Y	T	BC	HIND U	D	52.38	42
8.	2021-MCA-126	SRI NARMA THA.J	IT & M	80	Y	C	BC	HIND U	D	-	42
9.	2021-MCA-119	VISHALI. V	MAT HS	61	Y	C	DNC	HIND U	D	-	41
10.	2021-MCA-132	KANNA MAI.K	CS	65	Y	C	BC	HIND U	D	-	41

Fatima College (Autonomous)
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION - 2021 – 2022
INTERVIEW – 16.06 .2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sm)	Eligibility Maths	TANCE T/ CONSO RTIUM	Com	Religion	Hostel/ Day scholar	TANC ET Score	Inter view Mark (50)
1.	2021-MCA-159	GAYATHRI.S	CS	83	Y	T	OC	HINDU	H	32	43
2.	2021-MCA-160	SHALINI.G	CS	81	Y	C	BC	HINDU	D	-	41
3.	2021-MCA-592	YOKESHWARI.M	PHYSICS	70	Y	C	DN C	HINDU	D	-	40
4.	2021-MCA-632	CELINA DAISY.J	BCA	78	Y	C	BC	CHRISTIAN	D	-	46

Fatima College (Autonomous)
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION - 2021 – 2022
INTERVIEW – 24.06 .2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibility (Maths)	TANCE T/ CONSORTIUM	Com	Religion	Hostel / Day scholar	TANC ET Score	Interview Mark (50)
1.	2021-MCA-713	MOHANAPRIYA.A	BCA	74	Y	C	BC	HINDU	H	-	43
2.	2021-MCA-775	ABINAYA.R	BCA	75	Y	T	BC	HINDU	H	36	43
3.	2021-MCA-777	VAISHNAVI.K.R	CS	76	Y	T	BC	HINDU	D	90	42
4.	2021-MCA-794	SUBHAA S.S	CS	CS	Y	T	BC	HINDU	D	27	41
5.	2021-MCA-865	SATHIYA PRIYA.S	IT	68	Y	C	DNC	HINDU	H	-	42
6.	2021-MCA-886	ISHWARYA.S	CS	65	Y	T	BC	HINDU	H	25	40
7.	2021-MCA-890	GUNASHREE.R	CS	83	Y	T	MBC	HINDU	H	40	46
8.	2021-MCA-907	MARIAMMA L.M	BCA	74	Y	C	BC	HINDU	H	-	41

Fatima College (Autonomous)
PG DEPARTMENT Of COMPUTER APPLICATIONS
ADMISSION - 2021 – 2022
INTERVIEW – 15.07 .2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibility (Maths)	TANCET/ CONSORTIUM	Comm	Religion	Hostel/ Day scholar	TANCET Score	Interview Mark (50)
1.	2021-MCA-918	R.Jone Shayini Evangelin	B.Com CA	65 %	Yes	Consortium	BC	Christian	Day Scholar	-	42
2.	2021-MCA-1020	V. Kokilapushpam	B.Sc Computer Science	65 %	Yes	Consortium	MBC	Hindu	Hostel	-	44
3.	2021-MCA-1104	M. Malathi	B.Sc Statistics	70 %	Yes	Consortium	BC	Hindu	Day Scholar	-	41

Fatima College (Autonomous)
PG DEPARTMENT Of COMPUTER APPLICATIONS
ADMISSION - 2021 – 2022
INTERVIEW – 26.07 .2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibility (Maths)	TANCET / CONSORTIUM	Comm	Religion	Hostel/ Day scholar	TANCET Score	Interview Mark (50)
1.	2021-MCA-918	R.JoneShayiniEvangelin	B.Com CA	65%	Yes	Consortium	BC	Christian	Day Scholar	-	42
2.	2021-MCA-1020	V. Kokilapushpam	B.Sc Computer Science	65%	Yes	Consortium	MB C	Hindu	Hostel	-	44
3.	2021-MCA-1104	M. Malathi	B.Sc Statistics	70%	Yes	Consortium	BC	Hindu	Day Scholar	-	41
4.	2021-MCA-1158	GOPIKA.K	Maths with CS	70%	Yes	Consortium	BC	Hindu	Day Scholar	-	40
5.	2021-MCA-1160	IESWARYA.A.R	IT	85%	Yes	Consortium	BC	Hindu	Hostel	-	42
6.	2021-MCA-1167	DEEPIKA.S	BCA	74%	Yes	Tancet	BC	Hindu	Hostel	20.5	41

Fatima College (Autonomous)
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION - 2021 – 2022
INTERVIEW – 31.07 .2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligib ility (Mat hs)	TANCE T/ CONSO RTIUM	Comm unity	Religio n	Hoste l/ Day schol ar	TANCE T (Score)	Intervie w Mark (50)
1.	2021-MCA- 1170	SENTAMI LSELVI. M	B.COM(C A)	77	Y	C	BC	HIND U	D	-	42
2.	2021-MCA- 1174	SANTHIY A.S	BCA	58	Y	C	MBC	HIND U	H	-	46

FATIMA COLLEGE (AUTONOMOUS)

MADURAI – 625 018

PG DEPARTMENT OF COMPUTER APPLICATIONS

ADMISSION – 2021 -2022

INTERVIEW – 08.04.2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibilit y (Maths)	TANCET/ CONSORTI UM	Community	Religion	Hostel/ Day scholar	TANCET (Score)	Interview Mark (50)
1.	2021-MCA-30	KEERTHANA S	BCA	84	Y	T	BC	HINDU	D	57	48
2.	2021-MCA-36	KARUNAI ANANDHIS	IT	80	Y	T	BC	CHRISTIAN	D	80	47
3.	2021-MCA-61	JENIFER.D	BCA	89	Y	T	BC	CHRISTIAN	D	68	46
4.	2021-MCA-67	POORNIMA B	MATHS	72	Y	C	BC	HINDU	D	-	46
5.	2021-MCA-46	SELVABAKKIAM.D	MATHS	82	Y	C	DNC	HINDU	D	-	45
6.	2021-MCA-51	ELAKKIYA DHARSHINI.K	IT	76	Y	T	BC	HINDU	D	48	45
7.	2021-MCA-7	PRIYADHARSHINI.G	BCOM CA	87	Y	C	BC	HINDU	D	-	45
8.	2021-MCA-59	SUBASREES	MATHS	90	Y	T	BC	HINDU	D	32	45
9.	2021-MCA-52	SWETHA S	BCA	87	Y	T	MBC	HINDU	D	57	44
10.	2021-MCA-40	SUMAIYAH BANU.A	BSC CS	78	Y	T	BCM	MUSLIM	D	68	43
11.	2021-MCA-24	MARIA GRAYCITA.B	BSC CS	83	Y	C	OC	CHRISTIAN	H	-	43
12.	2021-MCA-6	SHAKTHIM	MATHS	76	TY	C	BC	HINDU	D	-	43

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibilit y (Maths)	TANCET/ CONSORTI UM	Community	Religion	Hostel/ Day scholar	TANCET (Score)	Interview Mark (50)
13.	2021-MCA-9	LAKSHMLV	BCA	87	Y	T	BC	HINDU	D	34	43
14.	2021-MCA-29	GOWRLV	MATHS	84	Y	C	BC	HINDU	D	-	41
15.	2021-MCA-14	ALAGHU SUNMATHI.K	BCA	85	Y	T	BC	HINDU	H	41	41
16.	2021-MCA-23	SOBITHA.D	IT	88	Y	C	MBC	HINDU	H	-	41
17.	2021-MCA-31	UMA MAHESWARI.S	BSC CS	78	Y	C	BC	HINDU	D	-	40
18.	2021-MCA-8	THANGAPONNU.G	BCA	82	Y	T	SC	HINDU	H	25	40
19.	2021-MCA-44	PRIYADHARSHINI.S	MATHS	77	Y	C	BC	HINDU	D	-	40

S. Ramesh
for Principal

FATIMA COLLEGE (AUTONOMOUS)

MADURAI – 625 018

PG DEPARTMENT OF COMPUTER APPLICATIONS

ADMISSION – 2021 -2022

INTERVIEW - 04.05.2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibility (Maths)	TANCET / CONSOR TIUM	Community	Religion	Hostel/ Day scholar	TANC ET (Score)	Interview Mark (50)
1.	2021-MCA-63	DHANA LAKSHMLA	BCA	78	Y	T	DNC	HINDU	D	41	42
2.	2021-MCA-69	ISWARYA M	BCA	70	Y	T	BC	HINDU	H	51	44
3.	2021-MCA-74	DHARANI DEVLV	IT	79	Y	T	BC	HINDU	D	63	47
4.	2021-MCA-79	RITHULA	BCA	70	Y	T	BC	CHRISTIAN	D	48	42
5.	2021-MCA-80	SHANMUGA PRIYA.V	BCA	70	Y	T	BC	HINDU	D	20	42
6.	2021-MCA-81	VIDHYA.V	MATHS	84	Y	C	BC	HINDU	H	-	44
7.	2021-MCA-84	BHAVANLG	BCA	75	Y	T	BC	HINDU	D	29	46
8.	2021-MCA-101	BAKKIASRLP	MATHS	70	Y	C	BC	HINDU	D	-	45
9.	2021-MCA-105	DHANUM	BCA	75	Y	T	BC	CHRISTIAN	D	37	40
10.	2021-MCA-110	KRITI SHRIKHA.A	IT	68	Y	T	BC	HINDU	D	69	47
11.	2021-MCA-113	DEEPIK.A.M	CS	73	Y	C	BC	HINDU	D	-	42

PRINCIPAL

FATIMA COLLEGE (AUTONOMOUS)

MADURAI – 625 018

PG DEPARTMENT OF COMPUTER APPLICATIONS

ADMISSION – 2021 -2022

INTERVIEW – 17.05.2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibility (Maths)	TANCET / CONSO RTIUM	Community	Religion	Hostel/ Day scholar	TANC ET (Score)	Interview Mark (50)
1.	2021-MCA-127	JEBA JELCIYA SUDHANCY.A.J.S	BCA	81	Y	T	BC	CHRISTIAN	H	54.8	48
2.	2021-MCA-115	VENNILA.K	CS	83	Y	C	MBC	HINDU	H	-	47
3.	2021-MCA-139	JOSHI CHRISTINA.S	BCA	77	Y	T	BC	CHRISTIAN	D	81	47
4.	2021-MCA-124	MADHUMITHA.R.S	MATHS	77	Y	C	BC	HINDU	D	-	45
5.	2021-MCA-118	JEYASRLN	CS	75	Y	C	BC	HINDU	H	-	43
6.	2021-MCA-137	SARANYA.K	CS	85	Y	C	MBC	HINDU	D	-	43
7.	2021-MCA-137	SARANYA.K	CS	85	Y	C	MBC	HINDU	D	52.38	42
7.	2021-MCA-116	MAHESWARLE	BCA	73	Y	T	BC	HINDU	D	-	42
8.	2021-MCA-126	SRI NARMATHA.J	IT & M	80	Y	C	BC	HINDU	D	-	42
8.	2021-MCA-126	SRI NARMATHA.J	IT & M	80	Y	C	BC	HINDU	D	-	41
9.	2021-MCA-119	VISHAL.V	MATHS	61	Y	C	DNC	HINDU	D	-	41
9.	2021-MCA-119	VISHAL.V	MATHS	61	Y	C	DNC	HINDU	D	-	41
10.	2021-MCA-132	KANNAMALK	CS	65	Y	C	BC	HINDU	D	-	41

19/05/2021
PRINCIPAL

FATIMA COLLEGE (AUTONOMOUS)
MADURAI – 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION – 2021 -2022
INTERVIEW – 14.06.2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibility (Maths)	TANCET/ CONSORTIUM	Community	Religion	Hostel/ Day scholar	TANCET (Score)	Interview Mark (50)
1.	2021-MCA-159	GAYATHRLS	CS	83	Y	T	OC	HINDU	H	32	43
2.	2021-MCA-160	SHALINLG	CS	81	Y	C	BC	HINDU	D	-	41
3.	2021-MCA-592	YOKESHWARI.M	PHYSICS	70	Y	C	DNC	HINDU	D	-	40
4.	2021-MCA-632	CELINA DAISYJ	BCA	78	Y	C	BC	CHRISTIAN	D	-	46

Fees to be paid on or before 26/06/2021

[Signature]
PRINCIPAL

FATIMA COLLEGE (AUTONOMOUS)
MADURAI – 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION – 2021 -2022
INTERVIEW – 24.06.2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibility (Maths)	TANCET / CONSO RTIUM	Community	Religion	Hostel/ Day scholar	TANCET (Score)	Interview Mark (50)
1.	2021-MCA-713	MOHANAPRIYA.A	BCA	74	Y	C	BC	HINDU	H	-	43
2.	2021-MCA-775	ABINAYA.R	BCA	75	Y	T	BC	HINDU	H	36	43
3.	2021-MCA-777	VAISHNAV.K.R	CS	76	Y	T	BC	HINDU	D	90	42
4.	2021-MCA-794	SUBHAA S.S	CS	CS	Y	T	BC	HINDU	D	27	41
5.	2021-MCA-865	SATHIYA PRIYA.S	IT	68	Y	C	DNC	HINDU	H	-	42
6.	2021-MCA-886	ISHWARYA.S	CS	65	Y	T	BC	HINDU	H	25	40
7.	2021-MCA-890	GUNASHREE.R	CS	83	Y	T	MBC	HINDU	H	40	46
8.	2021-MCA-907	MARIAMMAL.M	BCA	74	Y	C	BC	HINDU	H	-	41

[Signature]
PRINCIPAL

FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION - 2021 -2022
INTERVIEW - 26.07.2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibility (Maths)	TANCET/ CONSORTIUM	Community	Religion	Hostel/ Day scholar	TANCET (Score)	Interview Mark (50)
1.	2021-MCA-918	R.Jone Shayini Evangelin	B.Com CA	65%	Yes	Consortium	BC	Christian	Day Scholar	-	42
2.	2021-MCA-1020	V. Kokilapushpam	B.Sc Computer Science	65%	Yes	Consortium	MBC	Hindu	Hostel	-	44
3.	2021-MCA-1104	M. Malathi	B.Sc Statistics	70%	Yes	Consortium	BC	Hindu	Day Scholar	-	41
4.	2021-MCA-1158	GOPIKA.K	Maths with CS	70%	Yes	Consortium	BC	Hindu	Day Scholar	-	40
5.	2021-MCA-1160	IESWARYA.A.R	IT	85%	Yes	Consortium	BC	Hindu	Hostel	-	42
6.	2021-MCA-1167	DEEPIKA.S	BCA	74%	Yes	TANCET	BC	Hindu	Hostel	20.5	41

*Fees to be paid on
or before 16th Aug. 2021*

26/7/2021
PRINCIPAL

FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION - 2021 -2022
INTERVIEW - 14.08.2021

S.NO	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibility (Maths)	TANCET/ CONSORTIUM	Community	Religion	Hostel/ Day scholar	TANC ET (Score)	Interview Mark (40)
1.	2021-MCA-1224	SIRPRAP	IT	66	Y	C	BC	HINDU	D	-	44
2.	2021-MCA-1225	NIVEEDAM	CS	58	Y	C	BC	HINDU	D	-	53

H. G. Selva Mary
PRINCIPAL

FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION - 2021 -2022
INTERVIEW - 03.09.2021

S. NO.	APP.NO	NAME	UG	UG % (Till 5 th Sem)	Eligibility (Maths)	TANCET/ CONSORTIUM	Community	Religion	Hostel/ Day scholar	TANCET (Score)	Interview Mark (50)
1.	2021-MCA-1262	SUBHASINI.R	B.Sc MATHS	70	YES	NO	OC	HINDU	D	-	42
2.	2021-MCA-1267	JOTIELAKSHMI.K	B.Sc Computer Science	65	YES	NO	BC	HINDU	II	-	40

H.
PRINCIPAL

MCA ADMITTED STUDENTS LIST 2021 -2022

	Appication no	Student Name	Father Name	DOB	Religion	Comm unity
1.	2021-MCA-775	ABINAYA R	RAMAMOORTHY.M	13-11-2000	Hindu	BC
2.	2021-MCA-1303	AISHWARYA M	MARI MUTHU G	02.09.2000	Hindu	BC
3.	2021-MCA-14	ALAGHU SUNMATHI.K	KATHIRAVAN.P	14-05-2001	Hindu	BC
4.	2021-MCA-1300	AYISHA M	MOHAMED IDREES A	10/10/2000	MUSLIM	BC
5.	2021-MCA-101	BAKKIASRI.P	PANDIGOPAL.R	30-06-2001	Hindu	BC
6.	2021-MCA-84	BHAVANI.G	GANESH MOORTHY R	27-03-2000	Hindu	BC
7.	2021-MCA-1167	DEEPIKA S	SANGILIMUTHU.C	7/11/2000	Hindu	BC
8.	2021-MCA-63	DHANA LAKSHMI A	ALAGAR SAMY S	29-06-2001	Hindu	DNC
9.	2021-MCA-74	DHARANI DEVI.V	VEL MURUGAN.M.I	23-01-2001	Hindu	BC
10.	2021-MCA-1215	DURGA DEVI VB	BASKARAN V R	27-11-2000	Hindu	BC
11.	2021-MCA-1314	FARIJA J	JAHIR HUSSAIN N M	16-10-2000	MUSLIM	BC
12.	2021-MCA-159	GAYATHRI.S	SARAVANAN.S	12-09-2000	Hindu	OC
13.	2021-MCA-29	GOWRI.V	VEERAMUTHU.P	28-10-2000	Hindu	BC
14.	2021-MCA-886	ISHWARYA S	SAKTHIVEL.V	07-04-2000	Hindu	BC
15.	2021-MCA-127	JEBA JELCIYA SUDHANCY A J S	ANTONY JEYA SANKAR.A	10-03-2000	Christian	BC
16.	2021-MCA-61	JENIFER.D	DANIELRAJ.S	19-08-2001	Christian	BC
17.	2021-MCA-918	JONE SHAYINI EVANGELIN.	RAJASEKAR T	05-11-1995	Christian	BC
18.	2021-MCA-139	JOSHI CHRISTINA.S	STEPHEN WILLIAM.V	22-10-1999	Christian	BC
19.	2021-MCA-132	KANNAMAI.K	KALAYAPPAN.G	15-10-1999	Hindu	BC
20.	2021-MCA-36	KARUNAI ANANDHI.S	SUNDAR.M	05-05-2000	Christian	BC
21.	2021-MCA-30	KEERTHANA.S	SURYANARAYANAN.G	02-11-2000	Hindu	BC

22.	2021-MCA-1304	KEERTHIGA M	MANIVANNAN K	11/6/2001	Hindu	BC
23.	2021-MCA-1020	KOKILAPUSHPAM.V	VINAYAGAMOORTHI.V	30-12-2000	Hindu	MBC
24.	2021-MCA-110	KRITI SHRIKHA.A	ANBUNATHAVEL.E	21-03-2001	Hindu	BC
25.	2021-MCA-9	LAKSHMI.V	VEERAMANI.S	20-04-2001	Hindu	BC
26.	2021-MCA-124	MADHUMITHA.R.S	R SRINIVASAN.	08-03-2001	Hindu	BC
27.	2021-MCA-116	MAHESWARI.E	ELANGO VAN.K	13-05-2001	Hindu	BC
28.	2021-MCA-1104	MALATHI.M	MOORTHI.M	17-04-2000	Hindu	BC
29.	2021-MCA-24	MARIA GRAYCITA.B	BRITTO.J	02-01-2001	Christian	FC
30.	2021-MCA-907	MARIAMMAL.M	MARIKKANI A	24-07-2001	Hindu	BC
31.	2021-MCA-713	MOHANAPRIYA.A	ARIVUTHURAI.R	01-05-2001	Hindu	BC
32.	2021-MCA-1316	POOJA T	THIRUPATHI RAJAN T	22-11-1999	Hindu	BC
33.	2021-MCA-67	POORNIMA.B	BOSE R	24-04-2000	Hindu	BC
34.	2021-MCA-137	SARANYA.K	KUMARESAN.M	14-09-2001	Hindu	MBC
35.	2021-MCA-6	SHAKTHI.M	MARICHAMY.A	23-01-2001	Hindu	BC
36.	2021-MCA-160	SHALINI.G	GOPINATH.S	04-10-2000	Hindu	BC
37.	2021-MCA-1301	SHALINI.M	MURUGAN S	25-10-2000	Hindu	MBC
38.	2021-MCA-80	SHANMUGA PRIYA.V	VEERABATHIRAN.A	10-12-2000	Hindu	BC
39.	2021-MCA-1224	SHIPRA P		28-05-2001	Hindu	BC
40.	2021-MCA-1306	SOUNDARYA MAI R B	BHARATHI R R	10/9/2000	Hindu	BC
41.	2021-MCA-1313	SREENI MALAR V	VEL PANDI M	03.01.2001	Hindu	BC
42.	2021-MCA-126	SRI NARMATHA.J	JAYAKUMAR.D	06-06-2001	Hindu	BC
43.	2021-MCA-794	SUBHAA S	SEENIVASAN S	3/6/2001	Hindu	BC
44.	2021-MCA-1299	SUJITHA J	JEGANATHANN N	27-09-2000	Hindu	BC
45.	2021-MCA-52	SWETHA.S	SHANMUGA SUNDARAM.S	17-04-2001	Hindu	MBC
46.	2021-MCA-8	THANGAPONNU.G	GURUSURAJ.G	18-02-2001	Hindu	SC

47.	2021-MCA-31	UMA MAHESWARIS	SURESH.P	09-12-1999	Hindu	BC
48.	2021-MCA-1302	VAISHNAVI C	CHANDRA BOSE P	5-4-2001	Hindu	DNC
49.	2021-MCA-81	VIDHYA.V	VEERACHAMY.T	16-10-2000	Hindu	BC
50.	2021-MCA-1312	VINNODHINI R	RAJAVEL P	14-11-2000	Hindu	BC
51.	2021-MCA-1315	YAMINI N K(TANCET STU)	KRISHNA KUMAR N S	28-02-2000	Hindu	BC
52.	2021-MCA-592	YOKESHWARI.M	MANICKAM.P	04-07-2001	Hindu	DNC

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 of Dept	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
TO TAL		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
TO TAL		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
TO TA L		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 Room Area (Sqm)	Deficiency
1.	Classroom	PG	485	198	No
2.	Tutorial Room	PG	144	33	No
3.	Seminar Hall	UG/PG	233	132	No
TO TA L			862.0	363.0	

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 Environment	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 Redressal 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 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 NO6/2021

FEE RS.55,000/-

REGISTRATION NO: K.Dis.C3/93/2021

Licence is hereby granted to **The Secretary, Fatima College(Autonomous), Maryland, Madurai-625 018, Madurai North Taluk, Madurai District**, for the purpose and in respect of the building specified in the statement below and subject to the conditions and for the period mentioned hereunder. The period of validity of the licence shall be from **28.01.2021 to 27.01.2024(3 years)**.

Dated: 19.01.2021



[Handwritten Signature]
**Tahsildar,
Madurai North Taluk
SIGNATURE OF
THE COMPETENT
AUTHORITY**

[Handwritten Signature]
**SECRETARY
FATIMA COLLEGE (AUTONOMOUS)
MADURAI-18**

[Handwritten Signature]
**PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018**

P.T.O.

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 of Main Block	Education	2500	
Marina Block	Education	750	
Rose Mystica Library	Library	350	
Benedicta Block	Education	500	
Jubilee Hall	Auditorium	1300	
Counselling Centre	Eduction	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 I Bit Village, The Secretary, Fatima College (Autonomous), Maryland, Madurai- 625 018, Madurai North Taulk, Madurai District.	Education, Library, Canteen and Auditorium	8515 (Eight Thousand Five Hundred and Fifteen Only)	From 28.01.2021 to 27.01.2024 (3 Years)

Dated: 19.01.2021

[Signature]
19/1/21
Tahsildar,

**Madurai North Taluk
SIGNATURE OF
THE COMPETENT
AUTHORITY**

[Signature]

SECRETARY
FATIMA COLLEGE (AUTONOMOUS)
MADURAI-18

[Signature]
19/1/2021

[Signature]
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. 608 / 2021

Date : 27.08.2021

L.Dis.No: 8670 /D/2021

Licence is hereby granted under Section 13 of the Tamilnadu Fire & Rescue Service Act 1985, for selling / storing / pressing / other items FATHIMA COLLEGE (Autonomous) (G+2 Floor Only) (mention whichever is applicable) within jurisdiction of Madurai Municipality / Panchayat / Corporation at the Premises S.NO:129/2,129/3,130/3,131/3,132/1,132/3,131/1,130/1,131/3,132/1,132/3, Street / Road Mary Land, Vilangudi , Taluk / Town MADURAI District MADURAI subject to the conditions noted thereon and such conditions as may be prescribed.

Inspected by : STATION OFFICER, TALLAKULAM 16.08.2021

Valid upto : 26.08.2022

Conditions : The Fire Fighting Equipments installed in the premises should be maintained in working condition.



OFFICE SEAL WITH DATE:

To : Thiru. Secretary,
Fathima College (Autonomous),
Mary Land,
Vilangudi,
Madurai - 625018.

Sr. Francisca flm
SECRETARY
FATHIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018

DR. 20/08/21
27/8/21
DISTRICT OFFICER,
FIRE & RESCUE SERVICES,
MADURAI DISTRICT,
MADURAI

Dr. G. Uthirai Selvam Mary
PRINCIPAL
FATHIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018.

LIBRARY FACILITIES

Library Books

Programme	Number of Titles	Number of Volumes	Number of Journals Published in India	Number of Journals Published at Abroad	Number of e-Book Titles - PG	Number of e-Book Volumes - PG	Number of e-Book Titles - UG	Number of e-Book Volumes - UG	Number of e-Book Titles - Diploma	Number of e-Book Volumes - Diploma
MCA	9,384	14,427	24	19	5,129	5,607	0	0	0	0
MANAGEMENT	11,493	18,213	26	16	5,227	5,250	0	0	0	0

Library Facilities

Working Hours From To	Name of E Journal Subscription	Current Annual Budget Rs.	Total Library area in sqm	Library Networking	Reprographic Facility	No. of Multimedia PCs	Reading Room Seating Capacity	Bar Code or RF Tab book handling?	Library Management Software?
8.30 am to 5.30 pm	J GATE, NLIST, EBSCO Database	4,48,365	148	Y	Y	50	75	Yes	Yes



Informatics Publishing Limited

No. 194, R.V. Road, Basavanagudi,
Bangalore - 560 004, India

Tel : +91-80-40387777 | Fax : +91-80-40387600

CIN : U72200KA2006PLC040165 / GSTIN : 29AACCT4896Q1Z8

MSME-UAN : KR03E0010619 / PAN : AACCT4896Q

www.informaticsglobal.com

BILL OF SUPPLY

Invoice No : IPL-BS21-22-0869	Invoice Date : 30-03-2022
PO No : Letter	PO Date : 16-03-2022
SO No : IPL-SO-2022-01919	SO Date : 18-03-2022
Place of Supply : 33-Tamil Nadu	Payment Terms: Received
Customer Name : Fatima College - Department of Management Studies Billing Address : Mary Land New Vilangudi Madurai Tamil Nadu, State Code: 33 PIN: 625018 India Phone: 8652577266 Email: fatima_mba_dept@yahoo.co.in GSTIN: URD	Customer Name : Fatima College - Department of Management Studies Shipping Address : Mary Land New Vilangudi Madurai Tamil Nadu, State Code: 33 PIN: 625018 India Phone: 8652577266 Email: fatima_mba_dept@yahoo.co.in GSTIN: URD

Sr	Item	Description	HSN	Quantity	Rate	Amount
1	JSSH J-Gate Social Science and Humanities	J-Gate Social Science and Humanities 7/3/2022 to 6/3/2023	998431	Nos 1.0	₹ 57,222.00	₹ 57,222.00
	Total			1.0		57,222.00

Total ₹ 57,222.00

Grand Total ₹ 57,222.00

In Words : INR Fifty Seven Thousand, Two Hundred And Twenty Two only.

Bank Details:

A/c Name: Informatics Publishing Ltd, Bank & Branch: Canara Bank, South End Road Branch, Bangalore, A/c Number:1173257000988, IFSC Code: CNRB0001173.

GST exemption:

Subscription to the J-Gate by educational institution is eligible for GST exemption under sub-item (v) of item (b) of Serial No. 66 of Notification No. 12/2017-Central Tax (Rate), dated 28-6-2017 as amended by Notification No. 2/2018-Central Tax (Rate), dated 25-1-2018

Payment Details:

NEFT Cr-IDIBH22087182579-IDIB000B027-FATIMA COLLEGE-/URGENT/, on 28-03-2022 for Rs. 57,222/-



Declaration
We declare that this invoice shows the actual price of the goods described and that all particulars are true and correct.

Informatics Publishing Limited


Authorized Signatory

INFORMATICS PUBLISHING LIMITED

No.194, R.V.Road, Basavanagudi,

P.B.No.400, Bangalore - 560 004

WEBSITE : www.informaticsglobal.com

RECEIPT No.: 2423

DATE: 28-Mar-2022

Fatima College(Autonomous), Madurai
Department of Management Studies,
Mary Land,
New Viliangudi,
Madurai,
Tamil Nadu
Pincode - 625 018

We acknowledge with thanks the receipt of your payment towards

NEFT Cr-IDIBH22087182579-IDIB000B027-FATIMA COLLEGE-/URGENT/.

For INFORMATICS PUBLISHING LIMITED

Revenue Stamps Not Affixed

Due to Non Availability

Authorized Signatory



(Rupees Fifty Seven Thousand Two Hundred Twenty Two Only.)

(Cheques are subject to Realisation)

A PASSAGE TO KNOWLEDGE

Note: This is computer generated Receipt. No Signature is required.



Informatics Publishing Limited

No. 194, R.V. Road, P.B. No. 400
Basavanagudi, Bangalore-560 004, India
Tel : +91-80-40387777 | Fax : +91-80-40387600
Email : info@informaticsglobal.com
CIN : U72200KA2006PLC040165 / GSTIN : 29AACCT4896Q1Z8
MSME-UAN : KR03E0010619 / PAN : AACCT4896Q
www.informaticsglobal.com

Proforma Invoice

IPL-QTN-2021-22-03614

Customer Name : Fatima College - Department of Management Studies	Date : 22-03-2022
Customer Address : Mary Land New Vilangudi Madurai Tamil Nadu, State Code: 33 PIN: 625018 India Phone: 8652577266 Email: fatima_mba_dept@yahoo.co.in GSTIN: URD	Kind Attention : Dr Sujatha

Sr	Item	Description	HSN	Quantity	Rate	Amount
1	JSSH	J-Gate Social Science and Humanities	998431	Nos 1.0	₹ 57,222.00	₹ 57,222.00
	Total			1.0		57,222.00

Total ₹ 57,222.00

In Words : INR Fifty Seven Thousand, Two Hundred And Twenty Two only.

Ref: Your PO, Dt. 16-03-22.

Terms & Conditions:

- **Period of subscription:** 07-Mar-22 to 06-March-23.
- **Period of Content Coverage:** January 2001 – Current.
- **Updates:** Daily
- **Access/Delivery:** Internet - User ID password access or IP enabled access. If you have an internet server in your organization, please let us know its IP address to enable your server for access by all your users. This will eliminate the need for a separate password.
- **Payment/Order Registration:** Required in advance for activating the service. Order will be registered and processed for access within one week from the date of receiving order and payment.
- **Cancellation:** Order once registered cannot be cancelled. In the event of mid-term cancellation of order for any extraneous reasons whatsoever, the proportionate refund shall be limited to the prorated amount for the unserved period, exclusive of taxes.
- **GST exemption:** Subscription to the J-Gate by educational institution is eligible for GST exemption under sub-item (v) of item (b) of Serial No. 66 of Notification No. 12/2017-Central Tax (Rate), dated 28-6-2017 as amended by Notification No. 2/2018-Central Tax (Rate), dated 25-1- 2018.
- **Copyright Consent:** J-Gate products and services are the copyright of Informatics (India) Limited, Bangalore. By subscribing to J-Gate products / services listed in this offer, the subscriber agrees to abide the copyright laws applicable to published information products and software in electronic media as per the Indian Copyright Act.
- **Payment:** Please make the payment through a demand draft/cheque drawn in favour of **INFORMATICS PUBLISHING LIMITED**, or through Bank Transfer Beneficiary: **INFORMATICS PUBLISHING LIMITED**, Bank & Branch: **CANARA BANK**, #96, South End Road, Basavanagudi, Bangalore - 560 004, Account no: **1173257000988**, Account Type: **Current Account**, IFSC/RTGS Code: **CNRB0001173**

This is computer generated document. No signature is required.

PROFORMA INVOICE



ORIGINAL FOR RECIPIENT

Details of Supplier	
GSTIN	9917USA29012OSE
Name	EBSCO INTERNATIONAL INC.
Address	5724, Highway 280 East, Birmingham
State	Alabama
Country	United States of America
Zip Code	35242
S.no. of Invoice	E/21-22/PI-2124
Date of Invoice	February 3, 2022
PAN Number	AACCE-3535-D

Details of Receiver (Billed to)	
Name	The Principal, Fatima College
Address	Mary Land, Madurai
State	Tamil Nadu
State code	625 018
PAN	NA
GSTIN (Unique ID)	NA
Place of supply	Tamil Nadu
PO No. / Reference	NA
PO Date / Reference Date	NA

Sr. No.	Description of Goods/Services	Subscription Period	HSN/Service Accounting code	Qty	GST Rate	Currency Exchange Rate	Total (USD \$)	Total (INR)
1	Ebook academic collection	April 2022 - March 2023	998315	1	5%	78.10	\$ 3,388	₹ 264,603
SUB TOTAL							\$3,388	₹ 264,603

	USD Value	INR Value(R/o)
Discount Rate	\$0.00	₹ 0
Taxable Value	\$3,388.00	₹ 264,603
Add: IGST @ 18% (Refer Point No. 9 of Terms & Conditions)	\$0.00	₹ 0
Add: IGST @ 5% (Refer Point No. 9 of Terms & Conditions)	\$169.40	₹ 13,230.14
TOTAL INVOICE VALUE (In figure)	\$3,557.40	₹ 277,833
Total Invoice Value (In Words)	Rupees Two Lakh Seventy Seven Thousand Eight Hundred Thirty Three Only	

Applicable to Reverse Charge: NO

	USD	INR
Total Tax Payable under Reverse Charge (To be Paid by the Institution directly to GOI)	NIL	NIL

	USD	INR
Total Payable Invoice Value (To be Paid by the Institution to EBSCO)	\$ 3,557.40	₹ 277,833.00

TERMS & CONDITIONS

1	In case any of the customer desires to deduct tax at source, the same must be deducted under section 195 of the Income-tax Act in the name of EBSCO International Incorporated PAN-AACCE-3535-D.
2	PURCHASE ORDER (PO) MUST BE IN THE NAME OF EBSCO INTERNATIONAL INCORPORATED (IF APPLICABLE)
3	Please pay amount in advance and there should be no partial payments.
4	Bank Exchange rate:- GOC (Good Office Committee) exchange rate applicable
5	Terms: Net due upon receipt of invoice EBSCO guarantees payment to all publishers.
6	This Price is valid for 21 days from the date of Proforma Invoice
7	Shipment is made directly from overseas supplier.
8	EBSCO Information Services India Private Ltd is an independent entity and its role is limited to marketing and coordination for the distribution and delivery of the worldwide publications offered by EBSCO International Inc. in India.
9	We have been made to understand that, your entity qualify as 'non-taxable online recipient' under Section 2(16) of IGST Act. Accordingly, GST under forward charge will be payable by us i.e. EBSCO International Inc. However, please note that you being a 'non-taxable online recipient' would not be able to claim ITC (tax credit) of such GST collected from you and paid to government. Further, in case, at a later stage, we are informed that ,your entity does not qualify as 'non-taxable online recipient', the GST paid by us to the government under forward charge would not be refunded.

Signature

BANK DETAILS

INDIAN RUPEE WIRE TRANSFERS CAN BE SENT TO	US DOLLARS TRANSFERS CAN BE SENT TO
Account Name : EBSCO International Inc.	Account Name : EBSCO International Inc.
BANK NAME : Deutsche Bank	5724, Highway 280 East, Birmingham, Alabama,
IFS CODE : DEUT0796DEL	United States of America -35242
ACCOUNT NO.: 1566934000	SWIFT CODE : WFBUS6S
BANK ADDRESS : Deutsche Bank AG, Filiale New Delhi Global Business Services, 18-20, 14th Floor HT House K G Marg, 110 001, New Delhi	ABA: 121000248
	ACCOUNT NO.: 2000027338795
	Bank Name & Address : Wells Fargo Bank, San Francisco, CA USA,

Customers can also deliver cheques in favour of EBSCO International Inc. at below address:
301,303, Ansal Chambers- II, 6, Bhikaji Cama Place, New Delhi -110066



Club Registration Details

Club Registration Number : INTNNC4EVA3SPO9

Institute details Club images

Institution Name

Fatima College (Autonomous), Vilangudi, Madurai

Description

Fatima College, Mary Land, Madurai is a Catholic minority Institution, established and run by the Sisters of St. Joseph's Society of Lyons.

Address

Fatima College (Autonomous)
Mary Land
Vilangudi
Madurai

State

Tamil Nadu

Country

India

Institution Code

others

City

Madurai

Specialisation

Arts and Science Institution

Pin Code

625018

InstituteType

Engineering College

Website

https://fatimacollegemdu.org/

Authority Details

Passkey

Passkey Name	Is Expired	Details
ba9765f1-c429-4c1e-9546-d055861f3bd5	false	Show Details



Passkey is :
 ba9765f1-c429-4c1e-9546-d055861f3bd5
 Passkey validity start date is : 28 Jul 2021
 Passkey validity end date is : 28 Jul 2022

View account

Sign out

Welcome! Celine Sahaya

Club Patron

View account

Sign out

Welcome! Celine Sahaya

Club Patron

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,li,lii	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 Administratio n
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 – 300 - II – Model P170B.	:	4 Dot Matrix Printers – Epson LX
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

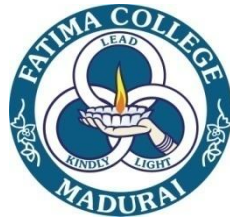
COUNSELLING SESSION

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18

PG DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE – 3

THREE TIER ARCHITECTURE



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

THREE TIER ARCHITECTURE

By

C.SUVETHA

BSETEC PHP DEVELOPER-MADURAI,
CORPWORX UI DEVELOPER-NEW JERSEY

Date:24.08.2021

Time:1.30pm-3.30 pm

Venue:Google Meet

Link:<https://meet.google.com/ipo-esjt-xmh>

NAME: C.SUVETHA	DESIGNATION: BSETEC PHP DEVELOPER-MADURAI, CORPWORX UI DEVELOPER-NEW JERSEY
TOPIC: THREE TIER ARCHITECTURE	DATE : 24.08.2021
TIME: 1.30pm-3.30 pm	VENUE: GOOGLE MEET LINK: https://meet.google.com/ipo-esjt-xmh

PG Department of Computer Applications organized a Guest Lecture on the Topic “THREE TIER ARCHITECTURE” on 24.08.2021 at Google Meet. The resource persons was C.SUVETHA BSETEC PHP DEVELOPER-MADURAI,CORPWORX UI DEVELOPER-NEW JERSEY delivered a guest lecture. II and III year students of MCA attended the guest lecture. The program was started at 1.30 pm and winded at 3.00 pm.

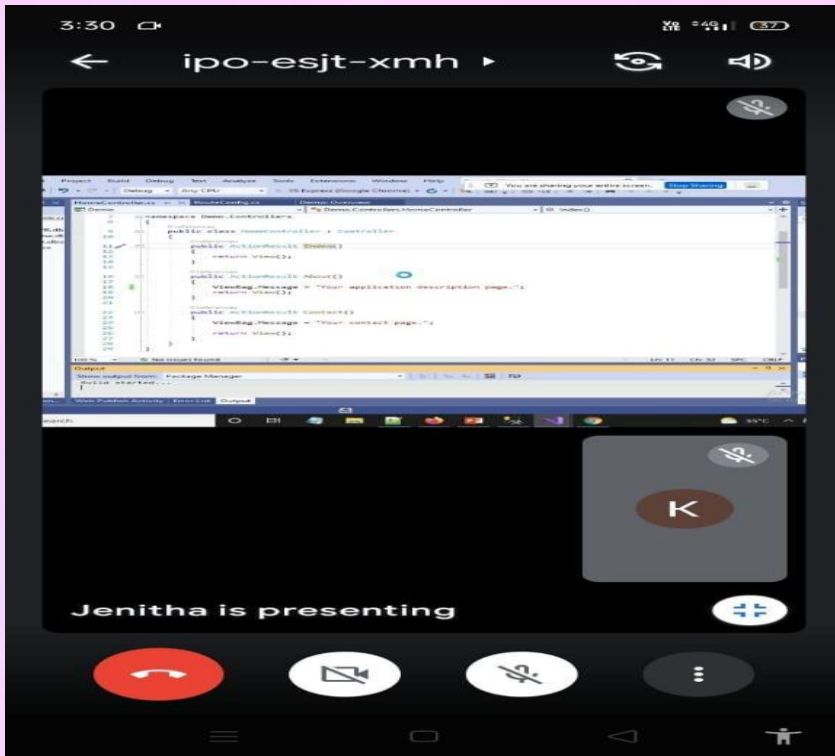
Three-tier architecture is a well-established software application architecture that organizes applications into three logical and physical computing tiers: the presentation tier, or user interface; the application tier, where data is processed; and the data tier, where the data associated with the application is stored and managed.

KEY POINTS HIGHLIGHTED:-

- Need for three tier
- About Presentation, logic and user tier
- How to create in Dot net

OUTCOMES:-

- From this lecture session, we learnt three tiers in application.
- Got an idea about the creation of Three tier Application in Dot Net.
- As the session was so interesting, the lecture became more and more interactive.



DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE-3

MVC APPLICATION IN DOT NET

PARTICIPANTS LIST:II 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.	2020MCA11	LAKSHMIPRIYA R.K
9.	2020MCA12	MADHUBALA .K
10.	2020MCA14	MEJALA.N
11.	2020MCA15	MURUGESWARI.V
12.	2020MCA16	NIRANJANA.P
13.	2020MCA17	PRIYADHARSHINI.M
14.	2020MCA18	PRIYANKA.V
15.	2020MCA19	RAMYA.G
16.	2020MCA20	RATHINA SUWETHA.E
17.	2020MCA21	REVATHI.N
18.	2020MCA23	SARUBHIYAA.M
19.	2020MCA24	SAVITHA.S
20.	2020MCA25	SHALINI.C
21.	2020MCA26	SHARULAKSHMI.A
22.	2020MCA27	SHERLIN HELINA.R
23.	2020MCA28	SILVIYA SAHAY.L
24.	2020MCA29	SIVASRI.S.S
25.	2020MCA30	YUVASRI ISHWARYA.S

III MCA

S.NO	REG. NO	NAME
1.	2019MCA01	KAYAL VIZHI.C
2.	2019MCA02	MICHAEL VINCY .A

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18

PG DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE – 5

THE SCOPE OF SEO AND SEM



Fatima college

Re-Accredited with 'A' Grade by NAAC(3rd cycle)
with potential for excellence
74th Rank in India Ranking 2021 (NIRF) by MHRD
Maryland, Madurai-18.

**Guest lecture
On
Scope of SEO and SEM**

**S.Vikaram
Digital Marketing Technical Head in
synergy Madurai.**

27th August 2021

Timing: 11:00 am to 12:00 am

<https://meet.google.com/ipo-esjt-xmh>

**@Greetings
ISLAND**

NAME : Mr.S. Vikaram	DATE :27-08-2021
DESIGNATION: Digital marketing technical head in synergy, Madurai.	TIME :11. 00A.M to 12. 00P.M
TOPIC: The Scope of SEO and SEM	VENUE: webinar link: https://meet.google.com/ipo-esjt-xmh

PG Department of Computer Applications organized a Guest Lecture on the Topic “**THE SCOPE OF SEO AND SEM**” on 27.08.2021 at Google Meet. The resource persons is Mr.S. Vikaram, Digital marketing technical head in synergy, Madurai. delivered a guest lecture. I, II and III year students of MCA attended the guest lecture. The program was started at 11.00 AM and wined at 12.00 PM.

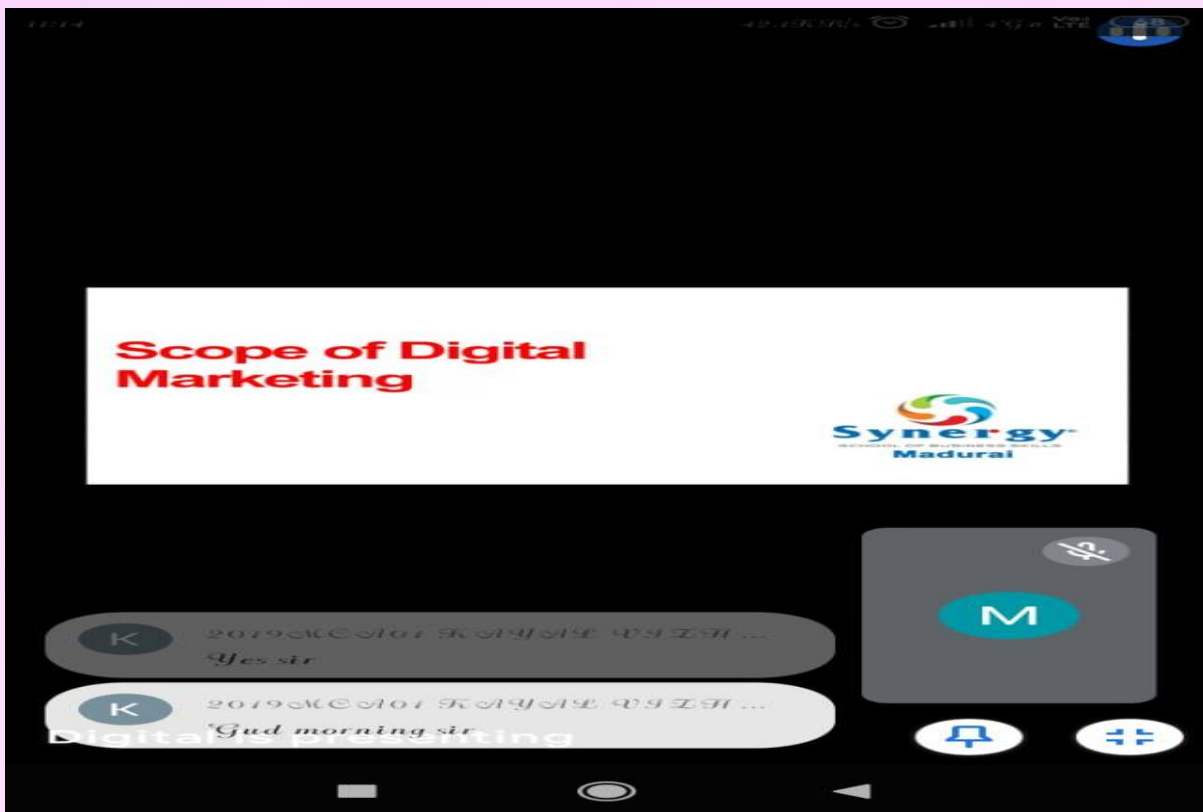
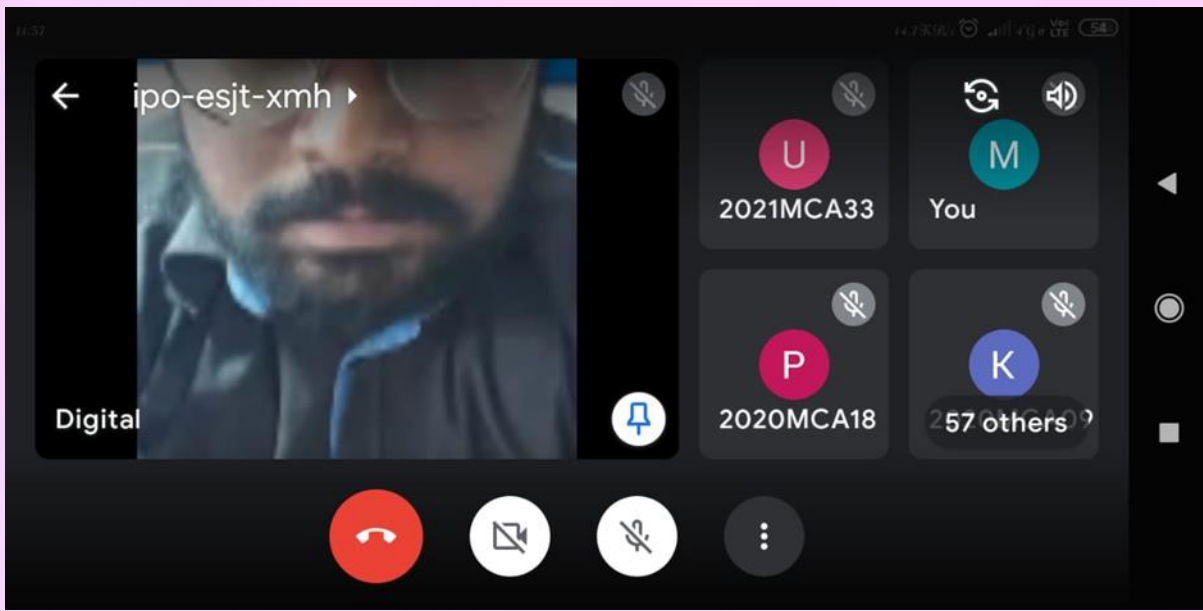
KEY POINTS HIGHLIGHTED:-

- ⇒ The Scope of SEO,
- ⇒ About SEO MODEL,
- ⇒ About SEM MODEL,
- ⇒ The various kinds of SEO and SEM,
- ⇒ Various Fields in these topics.

OUTCOMES:-

- From this lecture session, we learned so many things of social marketing such as google, yahoo, Bing, twitter.
- And we known about digital marketing and search engine and types of SEM AND SEO.

- As the session was so interesting, the lecture became more and more interactive.



THE SCOPE OF SEO AND SEM, AUG. 27, 2021, MRS. VIKRAM, DIGITAL MARKETING TECHNICAL HEAD IN SYNERGY, MADURAI.

Two types of search marketing



2021/06/30 7:41 AM 'GAPON' N'G left

BENEFITS OF DIGITAL MARKETING

- Time and Effort Saving
- Flexibility
- Instant Feedback
- Real time Analysis
- Impactful
- Economical

Digital is presenting

DIGITAL MARKETING

Digital Marketing is a term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.



Digital is presenting

DIGITAL MARKETING CONSIST OF



Digital is presenting

YouTube Ad



Digital is presenting

OBJECTIVE

- Reach the right audience
- Engage with your audience
- Motivate your audience to take your action

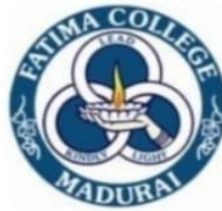


Digital is presenting

PG DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE-8

FATIMA COLLEGE
Re-Accredited with 'A' Grade by NAAC (3rd Cycle)
College with Potential for Excellence
Mary Land, Madurai - 18.



PG Department Of Computer Applications
Guest Lecture
On
SOFTWARE DESIGN
By
K.Sankareswari
Assistant Professor,
Department of Computer Science (satellite campus)
The American College,
Madurai.

Date: 01.10.2021
Time: 1.00 PM to 3.00 PM
Venue: <https://meet.google.com/ipo-esjt-xmh>



NAME:MRS.K.SANKARESWARI

DESIGNATION: ASSISTANT PROFESSOR,
DEPARTMENT OF COMPUTER SCIENCE,
THE AMERICAN COLLEGE, MADURAI.

TOPIC: SOFTWARE DESIGN

DATE : 01.10.2021

TIME: 1.00P.M TO 3.00P.M

VENUE: GOOGLE MEET
LINK:<https://meet.google.com/ipo-esjt-xmh>

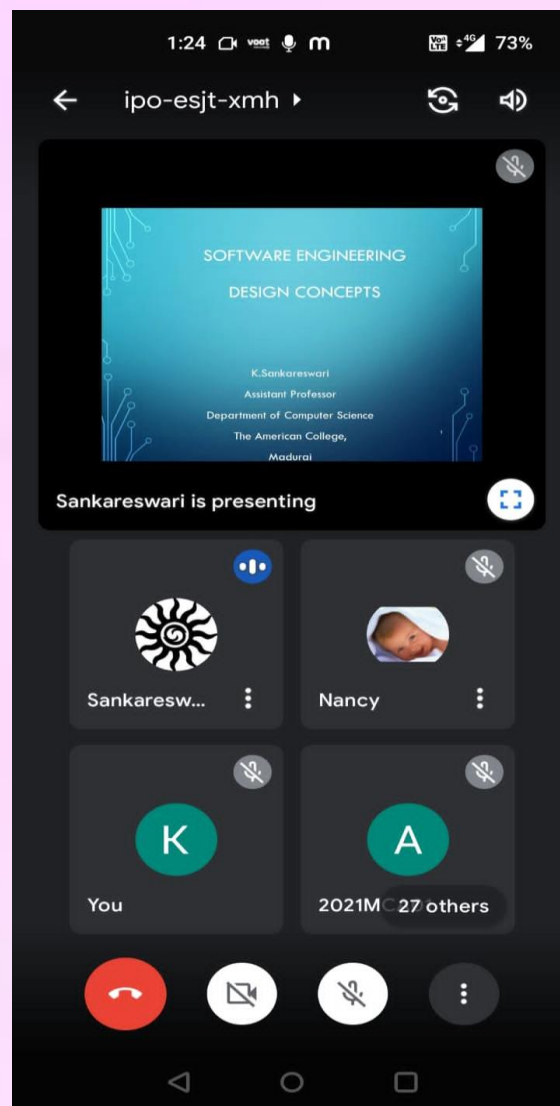
Department of Computer Applications organized a Guest Lecture on the Topic **“SOFTWARE DESIGN”** on 01.10.2021 at Google Meet. The resource persons was Mrs.K.Sankareswari, AssistantProfessor Department of Computer Science ,The American College , Madurai delivered a guest lecture. I year students of MCA attended the guest lecture. The program was started at 1.00 PM and winded at 3.00 PM.

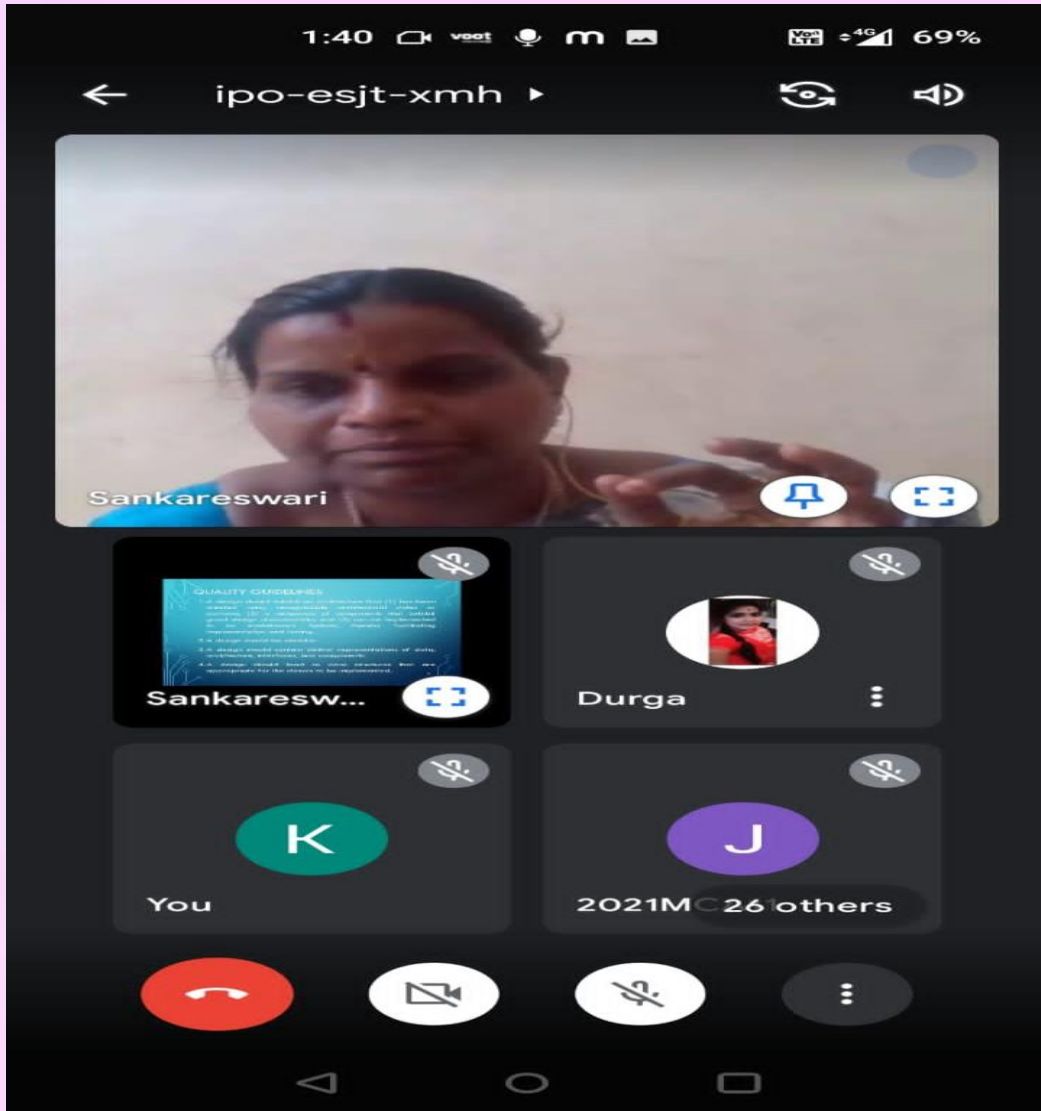
KEY POINTS HIGHLIGHTED:-

- ⇒ Good Software Design,
- ⇒ About Data Dictionary ,
- ⇒ Design Quality ,
- ⇒ Quality Guide lines ,
- ⇒ Fundamental Design Concept.

OUTCOMES:-

- From this session, we learnt about fundamental design concepts.
- The Professor gave ideas to the students about Design and Quality guide lines of software.
- The Professor thought us how to make a good software design.
- As the session was so interesting, the lecture became more and more informative.





MRS.K.SANKARESWARI
ASSISTANT PROFESSOR,
DEPARTMENT OF COMPUTER SCIENCE,
THE AMERICAN COLLEGE,MADURAI.

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18

PG DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE-8

SOFTWARE DESIGN

PARTICIPANTS LIST: I MCA

SNO.	ROLL NO.	STUDENT NAME
1	2021MCA01	ABINAYA R
2	2021MCA02	ALAGHU SUNMATHI K
3	2021MCA04	BHAVANI G
4	-	DEEPIKA S
5	-	DHANALAKSHMI A
6	2021MCA05	DHARANI DEVI V
7	-	DURGA DEVI V B
8	2021MCA07	GAYATHRI S
9	2021MCA08	GOWRI V
10	-	IESHWARYA A R
11	2021MCA09	ISHWARYA S
12	2021MCA10	JEBA JELCIYA SUDHANCY A J S
13	2021MCA11	JENIFER D
14	2021MCA13	JOSHI CHRISTINA S
15	-	KANNAMAI K
16	2021MCA15	KARUNAI ANANDHI S
17	2021MCA16	KEERTHANA S
18	2021MCA17	KOKILAPUSHPAM V

19	2021MCA19	LAKSHMI V
20	2021MCA20	MADHUMITHA R S
21	2021MCA21	MAHESWARI E
22	-	MALATHI M
23	2021MCA22	MARIA GRAYCITA B
24	2021MCA23	MARIAMMAL M
25	2021MCA24	MOHANAPRIYA A
26	2021MCA25	POORNIMA B
27	2021MCA27	SARANYA K
28	2021MCA28	SHAKTHI M
29	2021MCA29	SHALINI G
30	2021MCA30	SHANMUGA PRIYA V
31	2021MCA31	SRI NARMATHA J
32	-	SHIPRA P
33	2021MCA36	SWETHA S
34	2021MCA32	THANGAPONNU G
35	2021MCA34	VIDHYA V
36	2021MCA35	YOKESHWARI M

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18

PG DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE – 5

THE SCOPE OF SEO AND SEM

PARTICIPANTS LIST:

II AND III MCA:

DATE:27.08.2021

S.NO	REG.NO:	NAME
1	2020MCA01	B.AKSHAYA
2	2020MCA02	C. ANTONY ZITA
3	2020MCA04	S.FAZILA
4	2020MCA06	S.JANANI
5	2020MCA08	R.KARPAGASELVI
6	2020MCA09	S.KARTHIGA
7	2020MCA10	R.KAUSALYAA
8	2020MCA11	R.K.LAKSHMI PRIYA
9	2020MCA12	K.MADHUBALA
10	2020MCA13	C.MADHUMITHA
11	2020MCA14	N.MEJALA
12	2020MCA15	V.MURUGESWARI
13	2020MCA16	M.NILA
14	2020MCA17	P.NIRANJANA
15	2020MCA18	M.PRIYADHERSHINI
16	2020MCA19	V.PRIYANKA
17	2020MCA20	G.RAMYA
18	2020MCA21	E.RATHINA SUWETHA
19	2020MCA23	J.RUTHRA
20	2020MCA24	M.SARUBHIYAA

21	2020MCA25	S.SAVITHA
22	2020MCA26	C. SHALIN
23	2020MCA27	A.SHARU LAKSHMI
24	2020MCA28	R.SHERLIN HELINA
25	2020MCA29	L.SILVIYA SAHAY
26	2020MCA30	S.S SIVA SRI
27	2020MCA31	S.YUVASRI ISHWARYA
III MCA		
1	2019 MCA01	C. KAYAL VIZHI
2	2019 MCA02	A. MICHAEL VINCY

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18

PG DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE – 2

PIE CHART IN ASP.NET



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

PIE CHART IN ASP.NET

By

A.RAVEENA SHREE and SNEKA C

Team Leader, Radical Info Systems, Madurai

Date: 04.08.2021

Time: 2.00

P.M. - 3.00 P.M.

Venue: googlemeet:<https://meet.google.com/ipo-esjt-xmh>

Name : A.RAVEENA SHREE and SNEKA C	Designation: Team Leader, Radical Info Systems, Madurai
TOPIC : PIE CHART IN ASP.NET	DATE : 04.08.2021
TIME: 2.00 P.M. - 3.00 P.M.	VENUE : googlemeet:https://meet.google.com/ipo-esjt-xmh

PG Department of Computer Applications Conducted Guest Lecture on 04.08.2021 by the resource person A.RAVEENA SHREE and SNEKA C, Team Leader, Radical Info Systems, Madurai.

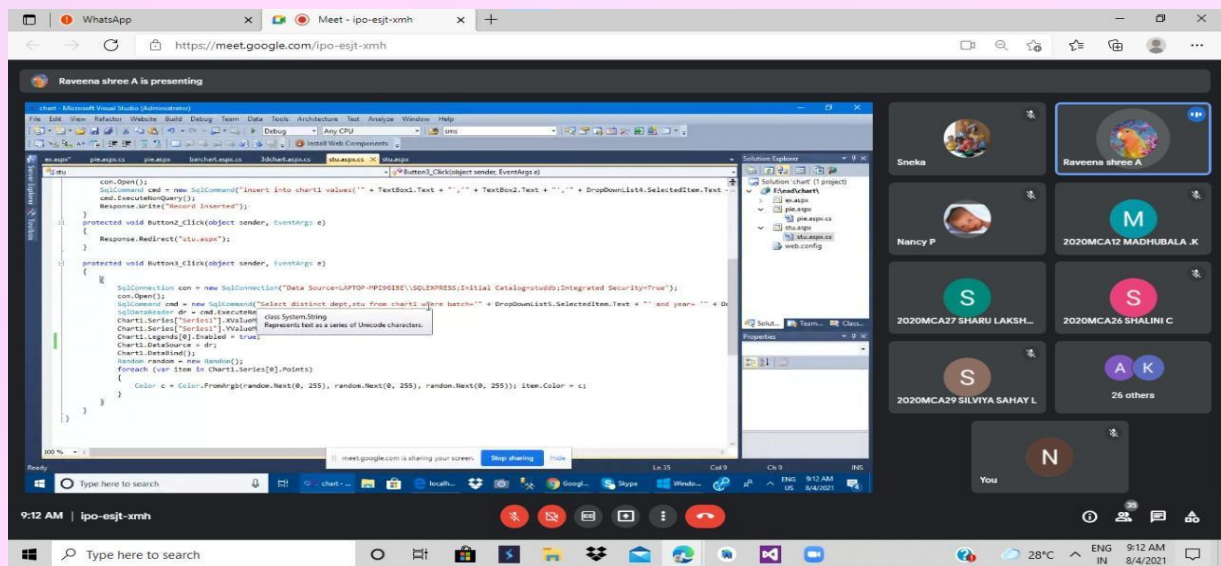
Resource person buton delivered a session on “PIE CHART IN ASP.NET”. They clearly explained the steps to implement pie chart in ASP.NET with demp program.

KEY POINTS HIGHLIGHTED:

- Introduction to Pie Chart
- Introduction to ASP.NET
- Implementing Pie chart in ASP.NET

OUTCOME:

- Came to know about why we need ASP.NET.
- Got an idea about how to create Pie chart.
- Got an detailed exposure on implementing Pie chart in ASP.NET.



DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE - 2

PIE CHART IN ASP.NET

II MCA:

PARTICIPANTS LIST:

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.	2020MCA11	LAKSHMIPRIYA R.K
9.	2020MCA12	MADHUBALA .K
10.	2020MCA14	MEJALA.N
11.	2020MCA15	MURUGESWARI.V
12.	2020MCA16	NIRANJANA.P
13.	2020MCA17	PRIYADHARSHINI.M
14.	2020MCA18	PRIYANKA.V
15.	2020MCA19	RAMYA.G
16.	2020MCA20	RATHINA SUWETHA.E
17.	2020MCA21	REVATHI.N
18.	2020MCA23	SARUBHIYAA.M
19.	2020MCA24	SAVITHA.S
20.	2020MCA25	SHALINI.C
21.	2020MCA26	SHARULAKSHMI.A
22.	2020MCA27	SHERLIN HELINA.R
23.	2020MCA28	SILVIYA SAHAY.L
24.	2020MCA29	SIVASRI.S.S
25.	2020MCA30	YUVASRI ISHWARYA.S

III MCA


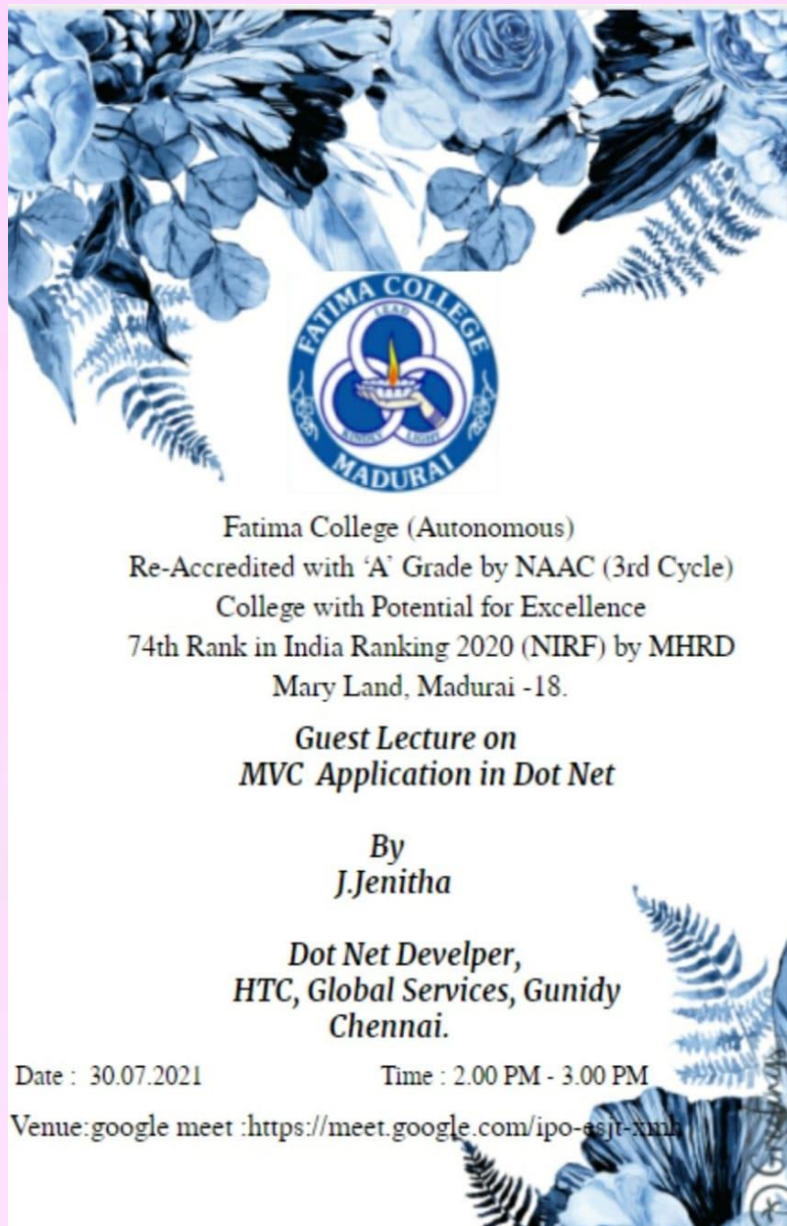
S.NO	REG. NO	NAME
1.	2019MCA01	KAYAL VIZHI.C
2.	2019MCA02	MICHAEL VINCY .A

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18

PG DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE – 1

MVC APPLICATION IN DOT NET



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
MVC Application in Dot Net*

By
J.Jenitha

*Dot Net Developer,
HTC, Global Services, Gunidy
Chennai.*

Date : 30.07.2021 Time : 2.00 PM - 3.00 PM
Venue: google meet : <https://meet.google.com/ipo-asjt-xnh>

Name : J.JENITHA	Designation: Dot Net Developer, HTC, Global Services, Gunidy, Chennai.
TOPIC : MVC APPLICATION IN DOT NET	DATE : 30.07.2021
TIME: 2.00 P.M. - 3.00 P.M.	VENUE : googlemeet: https://meet.google.com/ipo-esjt-xmh

PG Department of Computer Applications Conducted Guest Lecture on 30.07.2021 by the resource person J.JENITHA, Dot Net Developer, HTC, Global Services, Gunidy, Chennai.

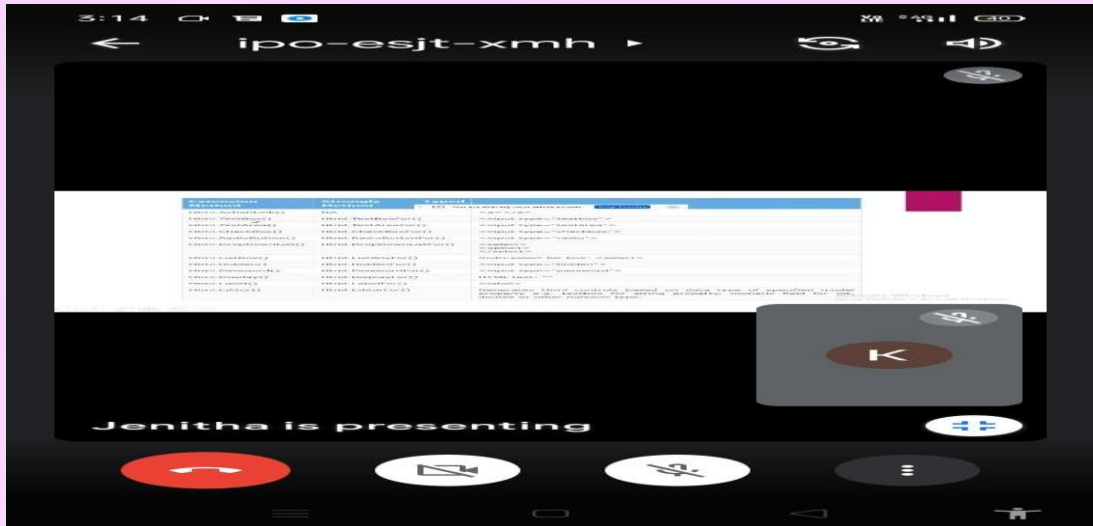
Resource person delivered a session on “MVC APPLICATION IN DOT NET”. She delivered a hands on session how to create MVC application in Dot Net. She gave wonderful tips how to handle MVC application.

KEY POINTS HIGHLIGHTED:

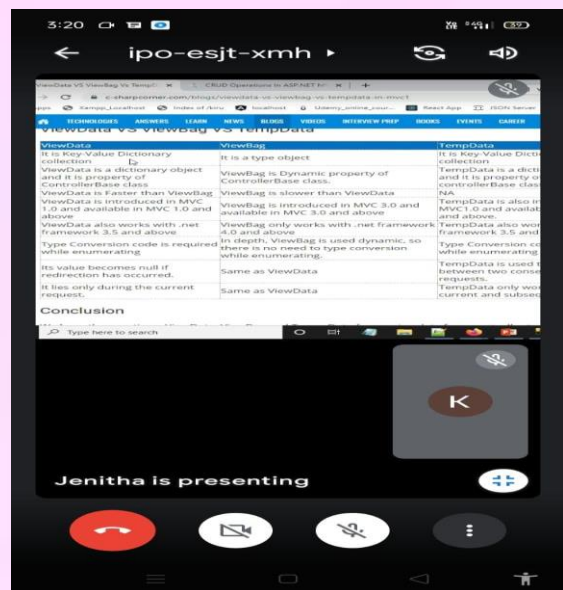
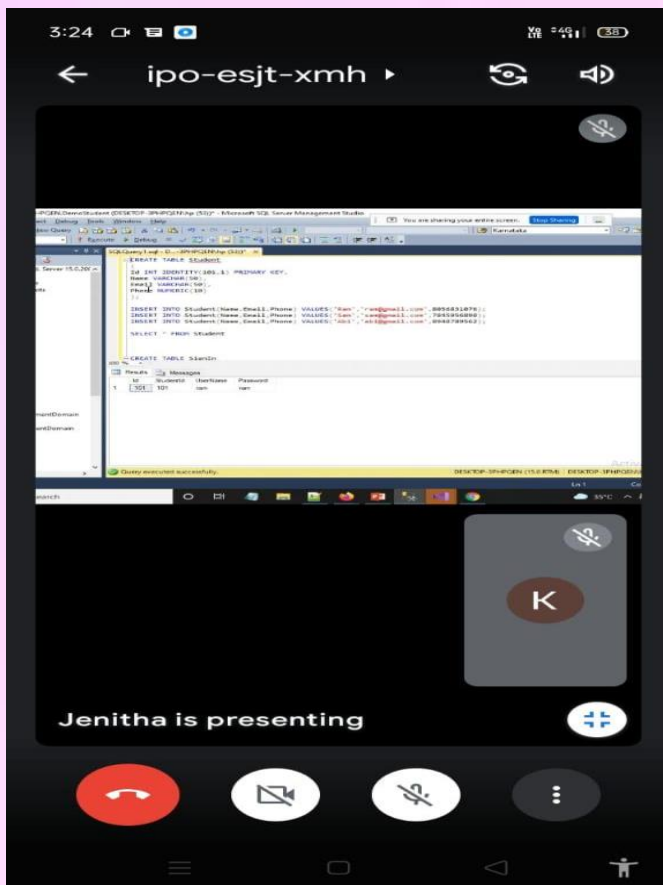
- Introduction to MVC
- Where to use MVC
- MVC Architecture
- view Data, view bag and temp data differences
- Input data types of MVC application
- SQL server database connection
- An Example program for MVC

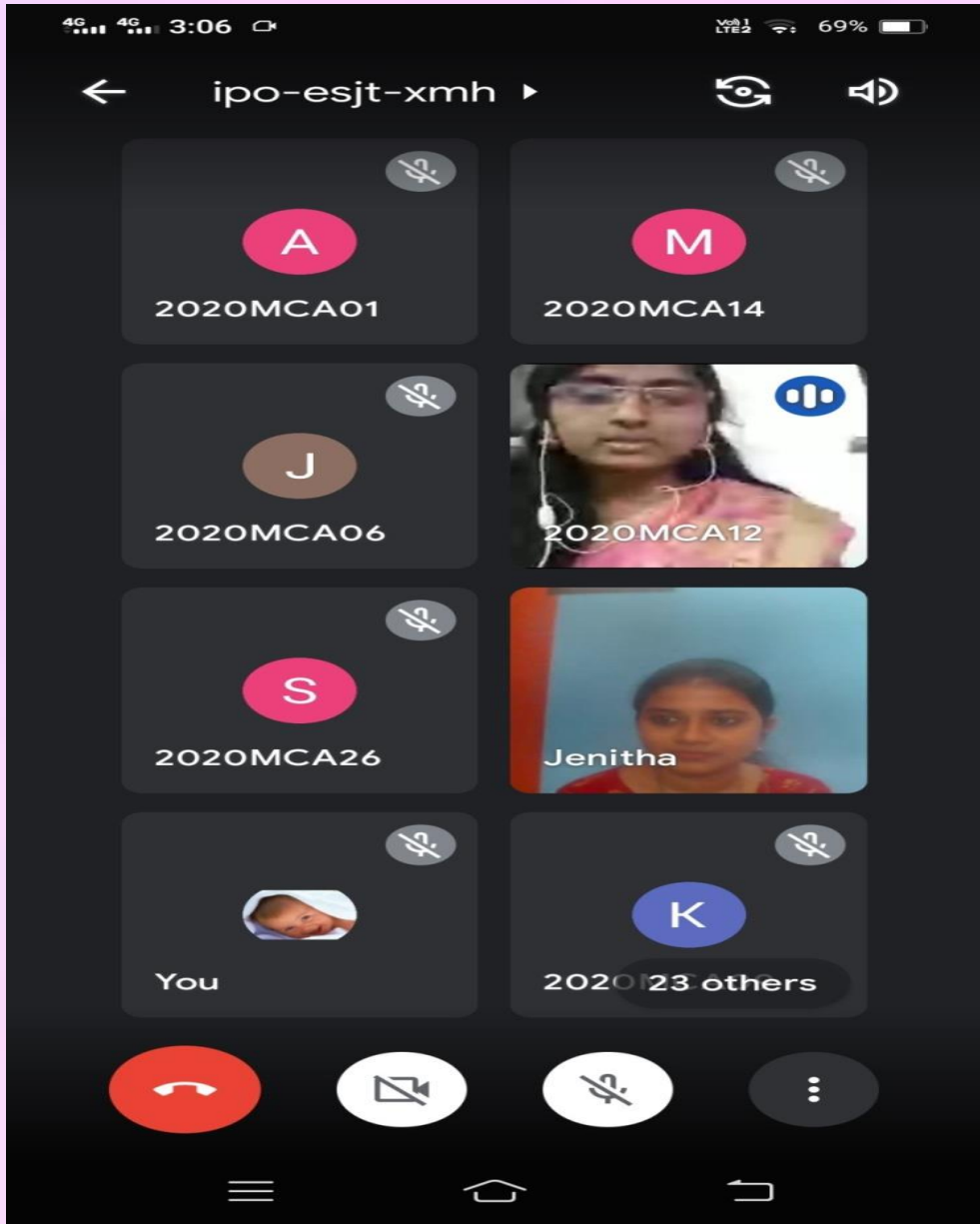
OUTCOME:

- ✓ Came to know about why we need MVC Application.
- ✓ Got an idea about how to create a MVC Application.
- ✓ Got an detailed exposure on MVC Application.



MVC APPLICATION, JULY. 30, 2021, BY MS. JENITHA,
MADURAI





DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE - 1

MVC APPLICATION IN DOT NET

PARTICIPANTS LIST:

II 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.	2020MCA11	LAKSHMIPRIYA R.K
9.	2020MCA12	MADHUBALA .K
10.	2020MCA14	MEJALA.N
11.	2020MCA15	MURUGESWARI.V
12.	2020MCA16	NIRANJANA.P
13.	2020MCA17	PRIYADHARSHINI.M
14.	2020MCA18	PRIYANKA.V
15.	2020MCA19	RAMYA.G
16.	2020MCA20	RATHINA SUWETHA.E
17.	2020MCA21	REVATHI.N
18.	2020MCA23	SARUBHIYAA.M
19.	2020MCA24	SAVITHA.S
20.	2020MCA25	SHALINI.C
21.	2020MCA26	SHARULAKSHMI.A
22.	2020MCA27	SHERLIN HELINA.R
23.	2020MCA28	SILVIYA SAHAY.L
24.	2020MCA29	SIVASRI.S.S
25.	2020MCA30	YUVASRI ISHWARYA.S

III MCA

S.NO	REG. NO	NAME
1.	2019MCA01	KAYAL VIZHI.C
2.	2019MCA02	MICHAEL VINCY .A

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18
PG DEPARTMENT OF COMPUTER APPLICATIONS

FATIMA COLLEGE
Re-Accredited with 'A' Grade by NAAC (3rd Cycle)
College with Potential for Excellence
Mary Land, Madurai - 18.



PG Department Of Computer Applications
Guest Lecture
On
"HOW TO BE FUTURE READY"
By
Mr. SATHISH RAJ
CEO
E-Cursaders, Chennai.

Date: 15.09.2021
Time: 10 A.M To 11 A.M
Venue: Zoom Meet

 Greetings
ISLAND

NAME: MR.SATHISHRAJ	DESIGNATION: CEO E-CRUSADERS, CHENNAI.
TOPIC: HOW TO BE FUTURE READY	DATE :15.09.2021
TIME: 10.00A.M TO 11.00A.M	VENUE: ZOOM MEET LINK: https://us02web.zoom.us/j/88522795124? pwd=Yy9JUEFIVUswbmtRWmpTSUNMLzF4UT09

PG Department of Computer Applications organized a Guest Lecture on the Topic “**HOW TO BE FUTURE READY** ” on 15.09.2021 at ZoomMeet. The resource persons are Mr.Sathish Raj CEO, E-crusaders, Chennai,delivered a guest lecture. I, II and III year students of MCA attended the guest lecture. The program was started at 10.00 AM and winded at 11.00 AM.

KEY POINTS HIGHLIGHTED:-

- ⇒ Dream& Goals,
- ⇒ Attitude for gratitude ,
- ⇒ Give food to your brain,
- ⇒ Problems faced during college studies

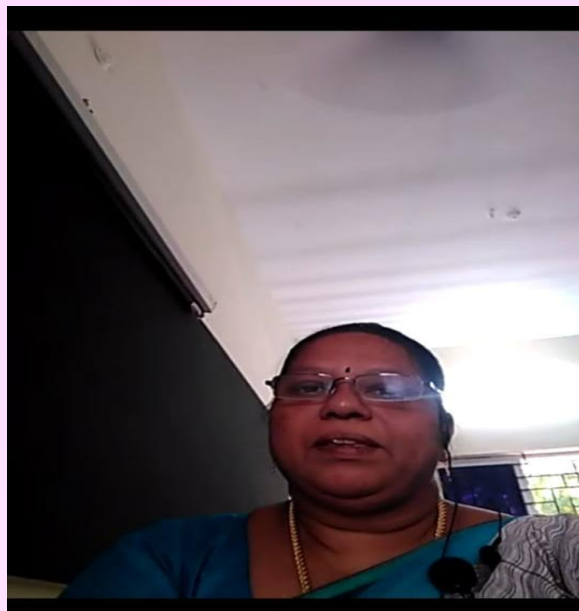
OUTCOMES:-

- From this lecture session, we learnt how to travel with ovr goal and passion to live a successful happy life.
- The Project manager gave ideas to the students about How to be Future ready.
- MR. Sathish Raj have said a wonderful Quote that gives every students a positive energy.
- The Quote: Life should be collection of new memories, no logic believe in magic, person with no logic are criminals, time is gold and time is life so, work for your life.
- As the session was so interesting, the lecture became more and more interactive.

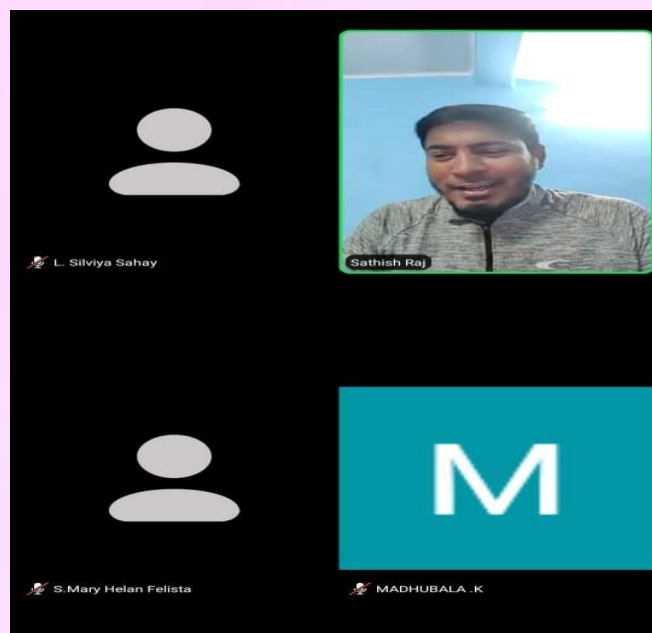
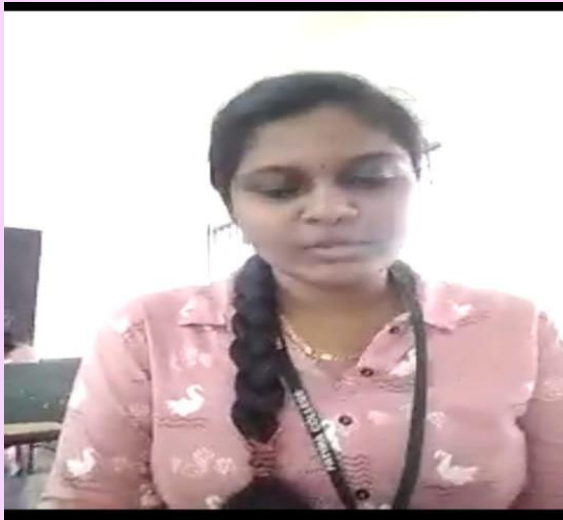
MR. SATHISH RAJ , CEO, E-CRUSADERS, CHENNAI.



**MRS. S. MARY HELIN FELISTA, HOD OF MCA,
FATIMA COLLEGE, MADURAI.**



“HOW TO BE FUTURE READY ”- AUG. 27, 2021 ,MR. SATHISH RAJ , CEO, E-CRUSADERS, CHENNAI.



FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18

PG DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE – 6

HOW TO BE FUTURE READY

PARTICIPANTS LIST:

IMCA:

SNO.	ROLL NO.	STUDENT NAME
1	2021MCA01	ABINAYA R
2	2021MCA02	ALAGHU SUNMATHI K
3	2021MCA04	BHAVANI G
4	-	DEEPIKA S
5	-	DHANALAKSHMI A
6	2021MCA05	DHARANI DEVI V
7	-	DURGA DEVI V B
8	2021MCA07	GAYATHRI S
9	2021MCA08	GOWRI V
10	-	IESHWARYA A R
11	2021MCA09	ISHWARYA S
12	2021MCA10	JEBA JELCIYA SUDHANCY A J S
13	2021MCA11	JENIFER D
14	2021MCA13	JOSHI CHRISTINA S
15	-	KANNAMAI K
16	2021MCA15	KARUNAI ANANDHI S

17	2021MCA16	KEERTHANA S
18	2021MCA17	KOKILAPUSHPAM V
19	2021MCA19	LAKSHMI V
20	2021MCA20	MADHUMITHA R S
21	2021MCA21	MAHESWARI E
22	-	MALATHI M
23	2021MCA22	MARIA GRAYCITA B
24	2021MCA23	MARIAMMAL M
25	2021MCA24	MOHANAPRIYA A
26	2021MCA25	POORNIMA B
27	2021MCA27	SARANYA K
28	2021MCA28	SHAKTHI M
29	2021MCA29	SHALINI G
30	2021MCA30	SHANMUGA PRIYA V
31	2021MCA31	SRI NARMATHA J
32	-	SHIPRA P
33	2021MCA36	SWETHA S
34	2021MCA32	THANGAPONNU G
35	2021MCA34	VIDHYA V
36	2021MCA35	YOKESHWARI M

II MCA:

S.NO	ROLLNO	STUDENTNAME
1	2020MCA01	AKSHAYA B
2	2020MCA02	ANTONY ZITA C
3	2020MCA03	DEEPIKA J
4	2020MCA04	FAZILAS
5	2020MCA05	GOKILAVANI P
6	2020MCA06	JANANI S
7	2020MCA07	JERLIN M
8	2020MCA08	KARPAGASELVI R
9	2020MCA09	KARTHIGA S
10	2020MCA10	KAUSALYAA R
11	2020MCA11	LAKSHMIPRIYA R K
12	2020MCA12	MADHUBALA K
13	2020MCA13	MADHUMITHA C
14	2020MCA14	MEJALA N
15	2020MCA15	MURUGESWARI V
16	2020MCA16	NILA M
17	2020MCA17	NIRANJANA P
18	2020MCA18	PRIYADHARSINI M
19	2020MCA19	PRIYANKA V
20	2020MCA20	RAMYA G
21	2020MCA21	RATHINA SUWETHA E
22	2020MCA22	REVATHI N
23	2020MCA23	RUTHRA J
24	2020MCA24	SARUBHIYAA M
25	2020MCA25	SAVITHA S
26	2020MCA26	SHALINI.C
27	2020MCA27	SHARU LAKSHMI A

28	2020MCA28	SHERLIN HELINA R
29	2020MCA29	SILVIYA SAHAY L
30	2020MCA30	SIVA SRI S S
31	2020MCA31	YUVASRI ISHWARYA S

III MCA:


S.NO	ROLLNO	STUDENT NAME
1.	2019MCA01	KAYALVIZHI
2.	2019MCA02	MICHAEL VINCY

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18

PG DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE – 4

AGILE METHODOLOGIES



Fatima College
Re-Accredited with 'A' Grade by NAAC (3rd Cycle)
With potential for excellence 4th Rank in India Ranking
2021 (NIRF) by MHRD MaryLand, Madurai-18.



Guest Lecture
On
Agile Methodologies
Mr. Zahir and Ms. Sobitha
Project Manager
Brick Steel Enterprises
InfoTech Private Limited,
Madurai.

26th August 2021

Timing: 11.00 A.M to 12.00 P.M

Venue:

<https://meet.google.com/ipo-esjt-xmh>

NAME: MR.JAHIR AND MRS.SOBITHA	DESIGNATION: PROJECT MANAGER BRICK STEEL ENTERPRISES, INFO TECH PVT LIMITED, MADURAI.
TOPIC: AGILE METHODOLOGIES	DATE : 26.08.2021
TIME: 11.00A.M TO 12.00P.M	VENUE: GOOGLE MEET LINK: https://meet.google.com/ipo-esjt-xmh

PG Department of Computer Applications organized a Guest Lecture on the Topic “**AGILE METHODOLOGIES**” on 26.08.2021 at Google Meet. The resource persons are Mr.Zahir And Ms.Sobitha,Project Manager, Brick Steel Enterprises,Info Tech Pvt Limited, Madurai delivered a guest lecture. I, II and III year students of MCA attended the guest lecture. The program was started at 11.00 AM and winded at 12.00 PM.

KEY POINTS HIGHLIGHTED:-

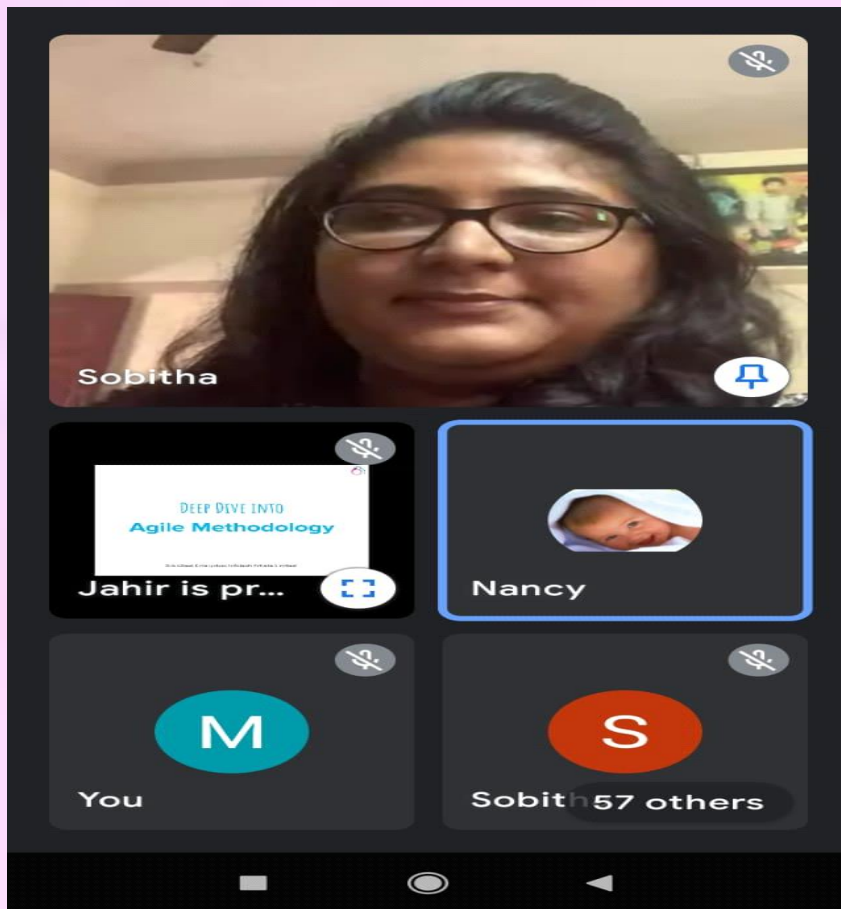
- Agile Methodology,
- About Waterfall Model,
- About Kanban,
- Scrum,
- Sri Mini App Installation.

OUTCOMES:-

- From this lecture session, we learnt some variety of different project management frameworks.
- The Project manager gave ideas to the students about Waterfall model, Scrum, Kanban framework.
- As the session was so interesting, the lecture became more and more interactive.



**MR. JAHIR, PROJECT MANAGER, BRICK STEEL
ENTERPRISES,
INFO TECH PVT LIMITED, MADURAI.**



**MS. SOBITHA, PROJECT MANAGER, BRICK STEEL ENTERPRISES,
INFO TECH PVT LIMITED, MADURAI**

✕ In-call messages



Okk mam.



2020MCA26 STHALINGI C 3 min

Yes mam



2020MCA09 KARTHIGA S 3 min

Installed mam



2019MCA01 KAYAL VILINI C 3 min

Installed mam



2020MCA08 KARPAGASELVI R 2 min

Installation finished



You 2 min

Installed mam..



2020MCA29 SELVIA SATHYA L 2 min

Installed mam.



2021MCA29 STHALINGI G 2 min

Installed mam



2021MCA22 MARIJA GRACIJA B 2 min

Installed mam

Send message



INSTALLATION PROCESS OF SRI MINI APP - AGILE METHODOLOGIES, AUG. 26, 2021, MR. JAHIR AND MS. SOBITHA , PROJECT MANAGER, BRICK STEEL ENTERPRISES, INFO TECH PVT LIMITED, MADURAI



AGILE METHODOLOGIES, AUG. 26, 2021,MR. JAHIR AND MS. SOBITHA , PROJECT MANAGER, BRICK STEEL ENTERPRISES, INFO TECH PVT LIMITED, MADURAI

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18

PG DEPARTMENT OF COMPUTER APPLICATIONS

GUEST LECTURE – 4

AGILE METHODOLOGIES

PARTICIPANTS LIST:

II MCA:

S.NO	REG.NO	NAME
1	2020MCA01	B.AKSHAYA
2	2020MCA02	C. ANTONY ZITA
3	2020MCA04	S.FAZILA
4	2020MCA06	S.JANANI
5	2020MCA08	R.KARPAGASELVI
6	2020MCA09	S.KARTHIGA
7	2020MCA10	R.KAUSALYAA
8	2020MCA11	R.K.LAKSHMI PRIYA
9	2020MCA12	K.MADHUBALA
10	2020MCA13	C.MADHUMITHA
11	2020MCA14	N.MEJALA
12	2020MCA15	V.MURUGESWARI
13	2020MCA16	M.NILA
14	2020MCA17	P.NIRANJANA
15	2020MCA18	M.PRIYADHERSHINI
16	2020MCA19	V.PRIYANKA
17	2020MCA20	G.RAMYA
18	2020MCA21	E.RATHINA SUWETHA
19	2020MCA23	J.RUTHRA
20	2020MCA24	M.SARUBHIYAA
21	2020MCA25	S.SAVITHA
22	2020MCA26	C. SHALINI
23	2020MCA27	A.SHARULAKSHMI
24	2020MCA28	R.SHERLIN HELINA
25	2020MCA29	L.SILVIYA SAHAY
26	2020MCA30	S.S SIVA SRI
27	2020MCA31	S.YUVASRI ISHWARYA

III MCA

1	2019 MCA01	C. KAYAL VIZHI
2	2019 MCA02	A. MICHAEL VINCY

COMPUTING FACILITIES

- Special purpose facilities available (Conduct of online Meetings/Webinars/Workshops, etc)
 - Placement Workshop

Fatima Institute of Management

Department of Management Studies

PLACEMENT WORKSHOP

22nd December, 2021

REPORT

Name : R.G. Pragasam
Designation : Managerial Professional
Official Address : Harmony Tech service, Madurai
Contact number : 8098269112

MBA department organized guest lecture on the topic “Placement workshop Professional programmes” felicitated by resource person Mr.R.G. Pragasam, Managerial professional-Harmony techserv, at Sanjose seminar hall from 11.00 am to 12.00 am on 22.12.2021.Students of I and II MBA attended the session.



Mr. R.G. Prakasam highlighted the way to focus our mind to what we want to achieve and the way to become the best leader by giving the examples of few great leaders and also discussed the ways by which we can improve our learning more like self learning, Route learning. And also the ways to



manage the employees and the organization effectively .And to do what we love. Motivated us to learn more and become successful .He also shared the view of the personal experience of his work. And insisted to increase the knowledge in current affairs and read more books.

Participants List: I MBA

S.NO	Roll No	STUDENTS NAME
1	2021MBA01	AAKILA BANU S
2	2021MBA02	ABINAYA J
3	2021MBA03	AFRAH I
4	2021MBA04	AKSHARA M
5	2021MBA05	ANISHKA V
6	2021MBA06	AROCKIA JEYA RANJANI I
7	2021MBA07	CHELCIYA K
8	2021MBA08	DHARINI M
9	2021MBA09	DHARSHANA S
10	2021MBA10	DIVYA S
11	2021MBA11	GAYATHRI S
12	2021MBA12	HAMSAVARTHINI R
13	2021MBA13	HARINI S
14	2021MBA14	JANANI A
15	2021MBA15	JANANI R
16	2021MBA16	JASMINE BARAKATH I
17	2021MBA17	JEGADEESWARI S
18	2021MBA18	JEYA MANI MEGALAI S
19	2021MBA19	JOHANNA D
20	2021MBA20	JOTHIKA R
21	2021MBA21	KARTHIKAMEENAKSHI M
22	2021MBA22	KEERTHANA PRIYA A
23	2021MBA23	KEERTHANA R
24	2021MBA24	KEERTHANA V
25	2021MBA25	KIRUTHIKA P
26	2021MBA26	KOWSALYA A

27	2021MBA27	KRISHNA KUWAR H
28	2021MBA28	LAVANYA R
29	2021MBA29	LEELAVATHI K
30	2021MBA30	MADHU RETHA A
31	2021MBA31	MADHUMITHA M
32	2021MBA32	MALAVIKA R
33	2021MBA33	MANIBALA.M
34	2021MBA34	MANJULA M
35	2021MBA35	MANO RANJITHAM A
36	2021MBA36	MEENAKSHI R
37	2021MBA37	MEENALOSHINI M
38	2021MBA38	MEENATCHI N
39	2021MBA39	MOHANAVALLI M
40	2021MBA40	MUTHU YEGAMMAI C
41	2021MBA41	NAGANANDHINI M
42	2021MBA42	NANDHINI N K
43	2021MBA43	NANDHINIMAI K R
44	2021MBA44	NATHIYA M
45	2021MBA45	NILA G
46	2021MBA46	NITHYA SHREE S
47	2021MBA47	NITHYAKALYANI V
48	2021MBA48	PARKAVI P
49	2021MBA49	PAVITHRASHREE R
50	2021MBA50	PENNNARASI K
51	2021MBA51	PRABHA S
52	2021MBA52	PREETHI J
53	2021MBA53	PREETHIMA N K
54	2021MBA54	PRISHIKA J
55	2021MBA55	PRIYADHARSHINI A
56	2021MBA56	PRIYADHARSHINI C
57	2021MBA57	PRIYADHARSHINI G
58	2021MBA58	PRIYADHARSHINI K
59	2021MBA59	PRIYADHARSHINI N

60	2021MBA60	RAJA LAKSHMI G
61	2021MBA61	RAJA PRIYA S
62	2021MBA62	RAJASHRUTHI S K
63	2021MBA63	RAMALAKSHMI S
64	2021MBA64	RAMYA R M
65	2021MBA65	RAMYA S
66	2021MBA66	RUBINI K
67	2021MBA67	SAADHANA K
68	2021MBA68	SANTHOSHINI N
69	2021MBA69	SHANDHIYA J
70	2021MBA70	SHARMILA A N
71	2021MBA71	SHELLSHIYA S
72	2021MBA72	SHRI RASHMI C
73	2021MBA73	SNEHA P
74	2021MBA74	SOBANA R
75	2021MBA75	SRI ABIRAMI S
76	2021MBA76	STEFFY RACHELJEBAS
77	2021MBA77	STELLA ANTONIYAL C
78	2021MBA78	SUBHIKSHA R M
79	2021MBA79	SUJITHA K
80	2021MBA80	SUNDHARA LAKSHMI M
81	2021MBA81	SWATHY C
82	2021MBA82	SWETHAA P
83	2021MBA83	TAFFIYA S A
84	2021MBA84	VAISHNAVI S
85	2021MBA85	VELANGANNI SARANYA S
86	2021MBA86	VIDHI SHAHJI J
87	2021MBA87	VIJAYALAKSHMI R
88	2021MBA88	VIJAYALEKSHMI S

Participants List: II MBA

S.No.	Roll No	Name
1.	2020MBA01	AADHI P JAYARUPINI
2.	2020MBA02	AARTHY M
3.	2020MBA03	AHIRSHA S G
4.	2020MBA04	ANBUNANCY I
5.	2020MBA05	ARCHANA S K
6.	2020MBA06	ARUN KARTHIGA DEVI A S
7.	2020MBA07	BAVITHIRA J
8.	2020MBA08	BHAVANI C
9.	2020MBA09	DEVI BALA J
10.	2020MBA10	FATHUMUTHU BENAZIR B
11.	2020MBA11	GEBROLY R G
12.	2020MBA12	GOWRIKAVIYA S
13.	2020MBA13	HARSHINI TONITTA V
14.	2020MBA14	HASIR JUNAITHA K M
15.	2020MBA15	ILAKKIYA M
16.	2020MBA16	INDHU A A
17.	2020MBA17	INDU PREETHA S
18.	2020MBA18	ISHWARYA S
19.	2020MBA19	ISWARIYALAKSHMI V
20.	2020MBA20	JEEVITHA Y
21.	2020MBA21	JERUSHAH OSCAR
22.	2020MBA22	JESI LUDY J
23.	2020MBA23	JEYA KIRUUTHIKA S
24.	2020MBA24	JEYA KOWSALYA G
25.	2020MBA26	KARTHIGA DEVI V
26.	2020MBA27	KAVIPRIYA M
27.	2020MBA28	KIRUTHIGA V
28.	2020MBA29	KRITHIKA K
29.	2020MBA30	LISSY LOURDU ILAKIYYA E
30.	2020MBA31	MAGITHA U
31.	2020MBA32	MALAVIKA SAVITHRI M
32.	2020MBA33	MANEESHA LAKSHMI J
33.	2020MBA34	MANISHA M
34.	2020MBA35	MAREESWARI @ AISHWARYA S
35.	2020MBA36	MARTHAL SNEHA P
36.	2020MBA37	MERCILIN R

37.	2020MBA38	MOHANA PRIYA S
38.	2020MBA39	MONISHA R
39.	2020MBA40	NANDHINI M
40.	2020MBA41	NEHAYADAV P
41.	2020MBA42	PAVITHRA J
42.	2020MBA43	PAVITHRA N
43.	2020MBA44	PAVITHRA S
44.	2020MBA45	POORNIMA R
45.	2020MBA46	PREETHI P
46.	2020MBA47	PRIYA DHARSHINI M
47.	2020MBA48	PRIYADHARSHINI V
48.	2020MBA49	RAJADHARSHINI R
49.	2020MBA50	RAJASHREE K
50.	2020MBA51	RANI P
51.	2020MBA52	ROHINI K
52.	2020MBA53	<u>SAARANAPOORANI@PRIYADHARSHINI S</u>
53.	2020MBA54	SANKARI K
54.	2020MBA55	SANTHIYA S
55.	2020MBA56	SARANYA B
56.	2020MBA57	SELVA ESWARI R
57.	2020MBA58	SELVAMBIKA M
58.	2020MBA59	SHALINI P
59.	2020MBA60	SHANMUGAPRIYA V
60.	2020MBA61	SHERNITHA V
61.	2020MBA62	SHIRLINE KIRUBHA P
62.	2020MBA63	SHOBANA G
63.	2020MBA64	SHRUTHI PRIYADHARSHINI V H
64.	2020MBA65	SINTHIYA A
65.	2020MBA66	SIVASANKARI S
66.	2020MBA67	SUMAIYA RIFANA A
67.	2020MBA68	SWATHI NAGA KASTHURI G
68.	2020MBA69	SWATHIPRIYA V
69.	2020MBA70	SWETHA K
70.	2020MBA71	SWETHA S
71.	2020MBA72	VAISHNAVI A
72.	2020MBA73	VARSHA P
73.	2020MBA74	VEERALAKSHMI K
74.	2020MBA75	VIGNESHWARI M

75.	2020MBA76	VIJAYA SHANTHI J B
76.	2020MBA77	VINCELET RESHMA M
77.	2020MBA78	VINITA VICTRIN R
78.	2020MBA79	VISALI M
79.	2019MBA47	SHOBANA M

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)
74th Rank in India Ranking 2020 (NIRF) by MHRD
Mary Land, Madurai- 625 018, Tamil Nadu, India**

NAME OF THE DEPARTMENT : MANAGEMENT STUDIES

NAME OF THE PROGRAMME : MBA

PROGRAMME CODE : MBA

ACADEMIC YEAR : 2021-2022

VISION OF THE DEPARTMENT

Empowering Women to become Academic, Corporate, Entrepreneurial and Social Leaders.

MISSION OF THE DEPARTMENT

- ❖ To empower Women with Quality and value based Global Standard Curriculum.
- ❖ To equip the students with immense Knowledge, Professional skills and expertise to bridge the gap between the Academic and Corporate.
- ❖ To inculcate entrepreneurial skills in the minds of the students to become successful Entrepreneurs.
- ❖ To educate the students to be socially responsible future leaders.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

A graduate of MBAProgramme 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 entrepreneurs 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***MAJOR CORE – 115 CREDITS****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:						
19MBA303A	Marketing Research	5	5	50	50	100
19MBA303B	Advertising Management	5	5	50	50	100
19MBA303C	Sales and Distribution Management	5	5	50	50	100
19MBA303D	Customer Relationship Management	5	5	50	50	100
19MBA303E	Brand Management	5	5	50	50	100
19MBA303F	Digital Marketing	5	5	50	50	100
System Area:						
19MBA304A	E-Commerce	5	5	50	50	100
19MBA304B	Introduction to GUI & Visual Basic	5	5	50	50	100
19MBA304C	Enterprise Resource Planning	5	5	50	50	100
19MBA304D	Knowledge Management	5	5	50	50	100
Finance Area:						
19MBA305A	Project Financing	5	5	50	50	100
19MBA305B	Strategic Financial Management	5	5	50	50	100
19MBA305C	Fundamentals of Insurance Management	5	5	50	50	100

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
19MBA305D	Banking and Financial Institutions	5	5	50	50	100
19MBA305E	Derivatives & Markets	5	5	50	50	100
HR Area:						
19MBA306A	Total Quality in Human Resource	5	5	50	50	100
19MBA306B	Advanced Industrial Relations	5	5	50	50	100
19MBA306C	Training & Development	5	5	50	50	100
19MBA306D	Labour Legislation	5	5	50	50	100
19MBA306E	Strategic Human Resource Management	5	5	50	50	100
19MBA306F	Career Management	5	5	50	50	100
Production and Operations Area:						
19MBA307A	Total Quality Management	5	5	50	50	100
19MBA307B	Materials Management	5	5	50	50	100
19MBA307C	Advanced Manufacturing System	5	5	50	50	100
Hospital Management:						
19MBA308A	Hospital Administration	5	5	50	50	100
19MBA308B	Health Insurance	5	5	50	50	100
19MBA308C	Hospital Accounting and Finance	5	5	50	50	100
International Business Management:						
19MBA309A	International Financial Management	5	5	50	50	100
19MBA309B	Logistics and Supply Chain Management	5	5	50	50	100

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
19MBA309C	Import Procedures and Documentation	5	5	50	50	100
19MBA310	Live Project	3	4	50	50	100
19MBA311	Business Ethics	2	2	25	25	50
19MBA312	Summer Training / Project	-	4	50	50	100
19MBA313	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:						
19MBA402A	Rural Marketing	5	5	50	50	100
19MBA402B	Services Marketing	5	5	50	50	100
19MBA402C	Consumer Behaviour	5	5	50	50	100
19MBA402D	Retail Management	5	5	50	50	100
System Area:						
19MBA403A	Relational Database Management System & Oracle	5	5	50	50	100
19MBA403B	Internet & Java Programming	5	5	50	50	100
19MBA403C	Computer Networks	5	5	50	50	100
Finance Area:						
19MBA404A	Security Analysis and Portfolio Management	5	5	50	50	100
19MBA404B	Management of Financial Services	5	5	50	50	100
19MBA404C	Mergers & Acquisitions	5	5	50	50	100
HR Area:						
19MBA405A	Industrial Psychology & Counselling	5	5	50	50	100
19MBA405B	Human Resource Accounting and Audit	5	5	50	50	100
19MBA405C	Management Consultancy	5	5	50	50	100
19MBA405D	Disaster Management	5	5	50	50	100

19MBA405E	Human Resource Information System	5	5	50	50	100
Production and Operations Area:						
19MBA406A	Value Engineering & Waste Control	5	5	50	50	100
19MBA406B	Production Planning & Control	5	5	50	50	100
19MBA406C	Project Management	5	5	50	50	100
Hospital Management:						
19MBA407A	Hospital Services Management	5	5	50	50	100
19MBA407B	Quality Management in Hospital	5	5	50	50	100
19MBA407C	Marketing of Hospital Services	5	5	50	50	100
International Business Management:						
19MBA408A	International Marketing	5	5	50	50	100
19MBA408B	Export Finance & Documentation	5	5	50	50	100
19MBA408C	International Human Resource Management	5	5	50	50	100
Dissertation:						
19MBA409	Dissertation	5	5	50	50	100
19MBA410	Managerial Environment	2	2	25	25	50
19MBA411	Project Report & Viva Voce	-	5	100	100	200
19MBA412	Comprehensive Viva	-	1	-	50	50
Total						
		21	27	700		

S.NO	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
1	21MBAVA01	Interpersonal Skills	Purely Skill – Embedded Certificate Course	2	1
2	21MBA1ID	Career Management	Interdisciplinary	5	5
3	21MBA2ID	Human Resource Information System	Interdisciplinary	5	5

- **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 IV: 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 Heinemann, 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 &Talk	Black Board
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	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	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

R. Suganya

1. Staff Name: Dr. R. Suganya

Forwarded By

(Dr.P.Shyamala)
HOD'S Signature
& Name

**I MBA
SEMESTER –I**

For those who joined in 2019 onwards

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	Discussio n	Google classroom
1.6	Methods of depreciation- Calculation of Straight Line and Written Down Value methods of Depreciation	2	Discussio n	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 business	1	Flipped Learning	Online/ E- Content/ 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	Discussion	Google classroom

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:



1. Staff Name: Dr. B. Jayanthi

Forwarded By



(Dr. P. Shyamala)

HOD'S Signature

& Name

I MBA
SEMESTER –I

For those who joined in 2019 onwards

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 reports.	3	PPT	LCD

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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 communication network.	K2, K4	PSO3

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

Mapping of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

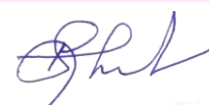
♦ Weakly Correlated – 1

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M. Nagarenitha

Forwarded By



(Dr.P.Shyamala)

HOD'S Signature

& Name

**I MBA
SEMESTER –I**

For those who joined in 2019 onwards

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

1. Varshney, R L. and Maheswari, K L, Managerial Economics. --1st ed. New Delhi: Sultan Chand & Sons, 2006.
2. Subramanian, M S. Managerial Economics. --5th ed. New Delhi: Galgotia Publications Ltd, 2000.
3. Dwivedi, DN. Managerial Economics. --5th ed. New Delhi: Vikas Publications House Pvt Ltd, 2000.
4. 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_Manual_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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:



1. Staff Name: Dr. N. Asha

Forwarded By



(Dr.P.Shyamala)

HOD'S Signature

& Name

I MBA**SEMESTER –I***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA105	Organizational 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 – Heredity, Environment, situation	1	Lecture	Green 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-	3	Blended	Online/

	reasons for formation of groups		Learning	Field visit
4.2	Group cohesiveness – factors influencing group cohesiveness– Motivation – theories	2	Lecture	PPT & 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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

I MBA
SEMESTER –I

For those who joined in 2019 onwards

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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:


1. Staff Name: Dr. L.Meena

Forwarded By


(Dr.P.Shyamala)

HOD'S Signature

& Name

**I MBA
SEMESTER –I**

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA107	Executive Communication	Major Core	2	2

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	3	Lecture	Green Board

	problems - Barriers to observation			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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

1. Staff Name: Dr. P. Shyamala

Forwarded By

(Dr. P. Shyamala)
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 and Engineering 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 Publications 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 Scheduling, Johnson's Algorithm	3	Chalk & Talk	Green Board
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 Production Management: TQM Meaning, Process, Applications	2	Chalk & Talk	Green Board
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 Assessm ent
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 assess 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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

R. Suganya

1. Staff Name: Dr. R. Suganya

Forwarded By



(Dr.P.Shyamala)
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	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 methods of training and development	K2, K3	PSO2
CO 3	Evaluate the principles of Job evaluation and explain the wage and	K2, K4	PSO3

	salary Administration.		
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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
♦ Weakly Correlated – 1

COURSE DESIGNER:



1. Staff Name: Dr. B. Jayanthi

Forwarded By



(Dr.P.Shyamala)
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	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

2.2	The major factors influencing Buyer behaviour	2	Chalk & Talk	Green Board
2.3	Buying decision process and stages	3	PPT	LCD
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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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	K2, K4	PSO3

	strategies relevant to them		
CO 4	Discuss pricing and distribution strategies	K2, K3	PSO4
CO 5	Design and Manage advertising programme	K2, K5	PSO5

Mapping of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated – 1

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M. Nagarenitha

Forwarded By



(Dr.P.Shyamala)
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	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]

Importance and Forms of capital structure – Theories of capital structure – Net Income approach, Net operating Income approach, the Traditional approach & MM approach – factors determining capital structure. Capital Gearing – Changes in Capitalization – Meaning and Types of Leverages – Significance of financial & Operating leverage Principles of capital investment – Importance of capital budgeting – Administrative frame work – Methods of evaluation – Traditional Methods and Discounted Cash flow Methods – Payback period method, Rate of return method – Net Present Value (NPV), Internal Rate of Return (IRR) & Profitability Index (PI) Method – NPV Vs IRR Meaning and 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.

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 McGraw 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,	4	Lecture	Black

	use and significance of Cash flow and Fund flow statements			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	2	Flipped	E-

	structure. Capital Gearing, Changes in Capitalization, Meaning and Types of Leverages		Learning	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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	K2, K5	PSO5

	and its types.		
--	----------------	--	--

Mapping of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:



1. Staff Name: Dr. N. Asha

Forwarded By



(Dr.P.Shyamala)
 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	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	1	Chalk &	Black

	information System (MIS) – Characteristics		Talk	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	2	Blended Learning	Online/ Field visit

	system			
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 Assessm ent
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 in 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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated – 1

COURSE DESIGNER:



1. Staff Name: Dr. N. Asha

Forwarded By



(Dr.P.Shyamala)

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	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_entire_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,	7	Blended learning	Google classroom

	Other types Research Process			
UNIT -2 SAMPLING METHODS AND TECHNIQUES				
2.1	Sampling fundamentals , Need for sampling , Fundamental definitions	4	Lecture	LCD
2.2	Sampling design Steps in sampling design	3	Blended 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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)	PSOs ADDRESSED
-----	-----------------	--	----------------

		BLOOM'S TAXONOMY)	
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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

Alcove

1. Staff Name: Dr. L.Meena

Forwarded By



(Dr.P.Shyamala)

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	19MBA207	Managerial Skills	Major Core	2	2

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– Employee Development Programmes

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– Employee Development Programmes	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	Discussion	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:



1. Staff Name: Dr. P. Shyamala

Forwarded By



(Dr. P. Shyamala)
HOD'S Signature
& Name

**II MBA
SEMESTER -III**

For those who joined in 2019 onwards

PROGRA MME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	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

(12HRS.)

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 li, 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_DMGT_502_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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:*M. Nagarenitha***1. Staff Name: Dr. M. Nagarenitha****Forwarded By****(Dr.P.Shyamala)****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	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 - Case studies about Self Help Group.

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. Saravanel, 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 women entrepreneurs	4	Lecture	PPT & White board
3.2	Problems of women entrepreneurs	4	Lecture	PPT & White board
3.3	Government & institutional support for promoting women entrepreneurship -Case studies about Self Help Group	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	CIA Total	% of Assesm
--------	----	----	----	----	------------------------	----------------------	-----------	-------------

	C5							ent
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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	K4	PSO3

	with Governmental support.		
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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

1. Staff Name:Dr. B. Jayanthi**Forwarded By**


(Dr.P.Shyamala)
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	19MBA303A	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-

			Learning	Content/ 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 process	K2	PSO1
CO 2	Study the importance of research and information	K2	PSO2
CO 3	Understand the process and	K2, K3	PSO3

	methods of Data collection.		
CO 4	Explain Data presentation interpretation and evaluation.	K4	PSO4
CO 5	Assess the application of marketing research in different forms.	K5	PSO5

Mapping of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M. Nagarenitha**Forwarded By**


(Dr.P.Shyamala)
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	19MBA303B	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 allocation	3	PPT	LCD
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,	4	Lecture	PPT & White board

	Media selection -			
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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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	K2	PSO1

	in advertising.		
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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
♦ Weakly Correlated – 1

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M. Nagarenitha

Forwarded By



(Dr.P.Shyamala)

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	19MBA303C	Sales And Distribution	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	3	Chalk &	Black

	Department- Objectives of Sales Management		Talk	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	4	Chalk &	Black

	promotional strategy		Talk	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

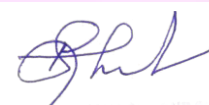
Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:*M. Nagarenitha***1. Staff Name: Dr. M. Nagarenitha****Forwarded By****(Dr.P.Shyamala)****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	19MBA303D	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–IIBUILDING CUSTOMER RELATIONSHIP MANAGEMENT (12 HRS.)

Customer Acquisition -input for 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 for 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	3		LCD

	retention in the customer life cycle – sequences in retention process –		PPT	
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	CIA Total	% of Assessm
--------	----	----	----	----	------------------------	----------------------	-----------	--------------

	C5							ent
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 Management process.	K3	PSO3
CO 4	Analyze the implication of CRM.	K4	PSO4
CO 5	Compile E-CRM with traditional	K5	PSO5

	CRM.		
--	------	--	--

Mapping of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

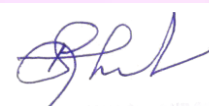
Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated – 1

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M. Nagarenitha

Forwarded By



(Dr.P.Shyamala)
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	19MBA303E	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 Management: 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_PROD_UCT_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:	3	Flipped	Online/ E-

	Conceptualization and measurement.		Learning	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 :

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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
--------------	------------	------------	------------	------------	------------

CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M. Nagarenitha

Forwarded By



(Dr.P.Shyamala)

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	19MBA303F	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 and process.	K2	PSO2
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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M. Nagarenitha

Forwarded By



(Dr.P.Shyamala)
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	19MBA304A	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3


Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:


1. Staff Name: Dr. N. Asha

Forwarded By


(Dr.P.Shyamala)
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	19MBA304B	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:


1. Staff Name: Dr. N. Asha

Forwarded By


(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA
SEMESTER –III

For those who joined in 2019 onwards

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA304C	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 Kumar Venkitakirshnan, 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](http://www.fitrix.com/wp-content/uploads/Whitepaper%20What%20Is%20ERP.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	2	Lecture	Black

	Resources: Pay roll – Incentive schemes – ESI/PF			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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

1. Staff Name: Dr. N. Asha

Forwarded By

(Dr.P.Shyamala)
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	19MBA304D	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	E-Content

			Learning	
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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated – 1

COURSE DESIGNER:


1. Staff Name: Dr. N. Asha

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA**SEMESTER –III***For those who joined in 2019 onwards*

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA305A	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 –	2	Lecture	LCD

	Elements of cash flow stream – Basic Principles of cash flow estimation			
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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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	K4	PSO4

	techniques and analyse project risks		
CO 5	Predict sources of raising finance for projects	K5	PSO5

Mapping of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated – 1

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena**Forwarded By**


(Dr. P. Shyamala)
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	19MBA305B	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 of Discounted Cash-flow – Inflation and asset revaluation	4	Problem-based learning	Smart 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:


1. Staff Name: Dr. L. Meena

Forwarded By



(Dr.P.Shyamala)
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	19MBA305C	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By



(Dr.P.Shyamala)
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	19MBA305D	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	3	Blended learning	Google classroom

	Recognition norms			
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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

Meena

1. Staff Name: Dr. L. Meena

Forwarded By

(Signature)

(Dr.P.Shyamala)

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	19MBA305E	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
	10 Mks	15 Mks	5+5=10 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	-	-	-	-	-	5	5	10 %

Scholastic								
Total	10	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:



1. Staff Name: Dr. L. Meena

Forwarded By



(Dr.P.Shyamala)
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	19MBA306A	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	3	Lecture	Smart

	Resources Management			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	2	Lecture	PPT &

	Resource Management			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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:


1. Staff Name: Dr. B. Jayanthi

Forwarded By



(Dr.P.Shyamala)
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	19MBA306B	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 & Talk	Black Board
2.6	Recent trends in Collective	2		Online/ E-

	bargaining in India.		Flipped Learning	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
	10 Mks	15 Mks	5+5=10 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 Scholast	-	-	-	-	-	5	5	10 %

ic								
Total	10	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:


1. Staff Name: Dr. B. Jayanthi

Forwarded By


(Dr. P. Shyamala)
HOD'S Signature
& Name

II MBA
SEMESTER –III

For those who joined in 2019 onwards

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA306C	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. Hyderabad: ICFAI University Press, 2007.
2. Bhatia, S K. Training and Development: Trends and Experiences., Hyderabad: Institute of Chartered Financial Ananalysis of India, 2004.
3. Bramley Peter, Training Essentials: Evaluating Training, India: Universities Press Ltd, 2000.
4. 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 Techniques - lecture method,Conferences ,group discussion,seminar , programmed instruction	3	Lecture	PPT & 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

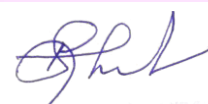
♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:


1. Staff Name: Dr. B. Jayanthi

Forwarded By



(Dr.P.Shyamala)

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	19MBA306D	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 &	Black

			Talk	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 Assessm ent
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

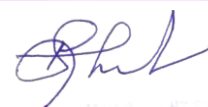
Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:


1. Staff Name: Dr. B. Jayanthi

Forwarded By



(Dr.P.Shyamala)
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	19MBA30 6E	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	Differences 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	2	Lecture	PPT & White

	Strategy & Training			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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:


1. Staff Name: Dr. B. Jayanthi

Forwarded By


(Dr.P.Shyamala)
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	19MBA306F	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	3		Online/ E-

	business strategy		Flipped Learning	Content/ Text Books /Materials/ Field Visit/
--	-------------------	--	------------------	---

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:


1. Staff Name: Dr. B. Jayanthi

Forwarded By



(Dr.P.Shyamala)
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	19MBA307A	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, epub, 2018
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 Management	4	Discussion	Google classroom
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 in bench marking	3	Lecture	Smart Board
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 Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 procedures in the organisation	K5	PSO5

Mapping of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

R. Suganya

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

Forwarded By


(Dr.P.Shyamala)
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	19MBA307B	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/fortuneau/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	3	Discussion	Black

	analysis codification and standardization.			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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

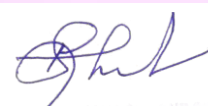
♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

R. Suganya

1. Staff Name: Dr. R. Suganya

Forwarded By


(Dr.P.Shyamala)

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	19MBA307 C	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

R. Suganya

1. Staff Name: Dr. R. Suganya

Forwarded By



(Dr.P.Shyamala)

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	19MBA30 8A	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 Managers 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/MB%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 Managers 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

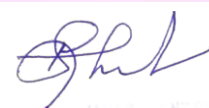
Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

R. Suganya

1. Staff Name: Dr. R. Suganya

Forwarded By


(Dr. P. Shyamala)
HOD'S Signature
& Name

II MBA
SEMESTER –III

For those who joined in 2019 onwards

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA308B	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

R. Suganya

1. Staff Name: Dr. R. Suganya

Forwarded By


(Dr.P.Shyamala)
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	19MBA308C	Hospital Accounting And Finance	Major Elective	5	5

COURSE DESCRIPTION

This course explains accounting tools and techniques, which can be used to help firms maximize 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	Online/ E-

			Learning	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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

C1	-	Test (CIA 1)	Nos	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

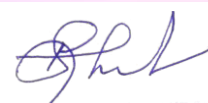
Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

R. Suganya

1. Staff Name: Dr. R. Suganya

Forwarded By


(Dr.P.Shyamala)

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	19MBA309 A	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%20OMadura.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 contract and Market differences between forwards Futures and Options	2	Flipped Learning	E-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 of Bretton Woods System: Reasons for collapse	2	Lecture	Green 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 parity conditions in international finance	K4	PSO4
CO 5	Explain the function of international and European Monetary system	K5	PSO5

Mapping of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

1. Staff Name: Dr. N. Asha

Forwarded By

(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA**SEMESTER –III***For those who joined in 2019 onwards*

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA309B	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/w111_IntroSCM_AN_NOTATED_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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:


1. Staff Name: Dr. N. Asha

Forwarded By


(Dr.P.Shyamala)
 HOD'S Signature
 & Name

II MBA
SEMESTER –III

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDIT S
MBA	19MBA309C	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:


1. Staff Name: Dr. N. Asha

Forwarded By


(Dr.P.Shyamala)
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	19MBA311	Business Ethics	Major Core	2	2

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 east – 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.quebec.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 values	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 east	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 business environment	K2, K3	PSO2
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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:


1. Staff Name: Dr. N. Asha

Forwarded By


(Dr.P.Shyamala)
HOD'S Signature
& Name

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-	2	Lecture	Green Board

	Commodity agreement			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 contracting – Turn key contracts –Fully owned manufacturing facilities – Assembly operations – Joint venture – Third country location – Mergers and acquisitions – Strategic alliance – Counter trade.	4	Chalk & Talk	Black Board
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 – Business ethics- Social responsibility of Business	3	Lecture	PPT & White 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M. Nagarenitha

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA
SEMESTER -IV
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA402A	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., New Delhi, 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., Introduction 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M. Nagarenitha

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA**SEMESTER -IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA402B	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,	2	Lecture	PPT & White

	information search and evolution of attributes of dissatisfaction,			board
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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 marketing, consumer behaviour and segmentation, targeting and positioning	K2	PSO1
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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M. Nagarenitha

Forwarded By


(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA
SEMESTER –IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA402C	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 & Beliefs of the Consumer – Consumer Protection.

SELF STUDY:

Cross culture - Sub cultural influences on Consumer Behaviour

TEXT BOOK:

1. Schiffman, Leon G., Leslie 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 & Talk	LCD
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	4	Chalk &	Black

	leadership process		Talk	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 Scholast ic Marks	Non Scholast ic Marks C5	CIA Total	% of Assessm ent
	10 Mks	15 Mks	5+5=10 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 Scholast ic	-	-	-	-	-	5	5	10 %
Total	10	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M. Nagarenitha

Forwarded By



(Dr. P. Shyamala)
HOD'S Signature
& Name

II MBA**SEMESTER -IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA402D	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M. Nagarenitha

Forwarded By


(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA
SEMESTER -IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA403A	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 relational 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 – data 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 statements- 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 on the relational Model: Introduction	2	Flipped Learning	E-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 –	3	Chalk &	Green

	The end user – The system Developer – How oracle organizes Data – How oracle Accessed Data		Talk	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 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	1	Blended Learning	Online/ 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

1. Staff Name: Dr. N. Asha

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA**SEMESTER -IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA403B	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 Handling – Threads and Synchronization – String Handling – 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 handling –
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	2	Chalk &	LCD

	URL – URL technology –		Talk	
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 Handling	3	Lecture	Green Board Charts
3.2	Threads and Synchronization	3	Chalk & Talk	Green Board
3.3	String Handling – 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 handling – 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 – Java and Net	2	Lecture	Green Board Charts
5.2	TCP/IP – Introduction	3	Chalk & Talk	Green Board
5.3	JDBC.- basics of networking	2		E-

			Flipped Learning	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:


1. Staff Name: Dr. N. Asha

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA**SEMESTER –IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA403C	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: COMMUNICATION 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

1. Staff Name: Dr.N.Asha

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA
SEMESTER -IV
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA404A	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 –	1	Lecture	LCD

	Meaning – Economy – 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 – Treyner's performance measure for portfolios	5	Demonstration	LCD

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

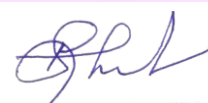
♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By



(Dr.P.Shyamala)

HOD'S Signature

& Name

II MBA**SEMESTER –IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA404B	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 Characteristics – Origin And Growth – Financial Agencies Involved – Finance Of Venture Capital Firms	3	Lecture	LCD
3.2	Venture Capital Schemes –	3	Lecture	LCD

	Trends In Venture Capital Financing Guidelines			
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 Bills Discounting - Functions of a Factor – Evaluation of Factoring	3	Lecture	LCD
5.2	Depository System – Securitisation of Debt –	3	Blended Learning	Online learning

	Merchant Banking			
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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

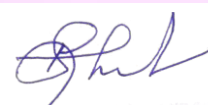
♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA
SEMESTER -IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA404C	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	4	Lecture	PPT & White board

	matrix, Porter's Five forces model			
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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:



1. Staff Name: Dr. L. Meena

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA
SEMESTER -IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA405A	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 Theoretical 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:



1. Staff Name: Dr. B. Jayanthi

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA
SEMESTER -IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA405B	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 &	Black

			Talk	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

Forwarded By



(Dr.P.Shyamala)

HOD'S Signature

& Name

II MBA**SEMESTER –IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA405C	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 : CONCEPTS OF 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 , edited 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	Flipped Learning	Online/ E-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 – managing ethical and consulting practice challenges.	3	Chalk & Talk	Black Board
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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of consulting service	K2, K3	PSO2
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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

Forwarded By



(Dr.P.Shyamala)

HOD'S Signature

& Name

II MBA
SEMESTER –IV
For those who joined in 2019 onwards

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA405D	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 RESPONSIBILITY**[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., Cyber Tech Publications, 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 characteristics	2	PPT	LCD
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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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

II MBA
SEMESTER -IV
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA405E	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 Chhabra, 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:


1. Staff Name: Dr. B. Jayanthi

Forwarded By



(Dr.P.Shyamala)

HOD'S Signature

& Name

II MBA**SEMESTER -IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA406A	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 reinhold inc.2017

REFERENCE BOOKS :

1. Reengineering for sustainable industrial production, Camarinha, PHI publications, 2011.
2. Manufacturing excellence in goal market, W. Evershein, PHI publications, 2011.
3. Productivity Management - John heap – cassell, PHI publications, 2011.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. <http://www.ddegjust.ac.in/2017/Uploads/11/POM-324.pdf>
2. https://www.sajmcoe.org/?gclid=EAIaIQobChMI7PKO_uDA7gIVGiUrCh01FwhxEAMYASAAEgLI0_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 charts and techniques , net work logic critical path method (CPM) use of control charts.	3	Lecture	Smart Board
UNIT -4 ORGANISATION OF VALUE ENGINEERING				
4.1	Organisation and staffing for value, engineering; general organisation concept, relation of Organisation to expected VE	3	Lecture	Green Board

	actions			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 peripheral personal, conducting training and programme costs.	3	Lecture	Smart Board
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 Assessment
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

R. Suganya

1. Staff Name: Dr. R. Suganya

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA
SEMESTER –IV
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA406B	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, Macmillan Publishers, 2010

REFERENCE BOOKS :

1. Introduction to Industrial Engineering and Management Science – Philip E. Hicks, Macmillan Publishers, 2010
2. Production Systems – Planning Analysis & Control – Riggs, Macmillan Publishers, 2010
3. Modern Production Control – Willsmore, Macmillan Publishers, 2010

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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

COURSE DESIGNER:*R. Suganya***1. Staff Name: Dr. R. Suganya****Forwarded By****(Dr. P. Shyamala)****HOD'S Signature****& Name**

II MBA**SEMESTER –IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA406C	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 – Contract Lock Administration

SELF STUDY :

Matrix organization

TEXT BOOK :

1. Project Feasibility Analysis – D.S Clittion & D.E. Fytte, BritainG NashOxford University Press, 2017

REFERENCE BOOKS :

1. Project Appraisal & Planning in Development Economics – I.M.D Little & A. Mirless, BritainG NashOxford University Press, 2017
2. Guidelines for Project Evaluation – P. Dasgupta, A.K. Seu & S. Marglin BritainG NashOxford University Press, 2017
3. Management Guide to PERT & CPM – Wiest & LevyBritainG NashOxford University Press, 2017

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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

R. Suganya

1. Staff Name: Dr. R. Suganya

Forwarded By



(Dr.P.Shyamala)

HOD'S Signature

& Name

II MBA**SEMESTER –IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA407A	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/adf/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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 inpatient services and functions of OT/ICU in the hospital.	K2, K3	PSO2
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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

R. Suganya

1. Staff Name: Dr. R. Suganya

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA
SEMESTER –IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA407B	Quality Management In Hospital	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. 2011

REFERENCE BOOKS :

1. Ron Collard, Total Quality, Jaico, Delhi, 2009
2. John Bark, Essence of TQM, Prentice Hall, Delhi, 2011
3. Willborn & Cheng, Global Management of Quality Assurance Systems, McGraw Hill, 2010
4. Townsend & Gebhardt, Commit to Quality, John Wiley & Sons, 2010

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 manual	4	Lecture	Smart 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3
 ♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

R. Suganya

1. Staff Name: Dr. R. Suganya

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA**SEMESTER -IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA407C	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 Publicrelations, 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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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:

S.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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

R. Suganya

1. Staff Name: Dr. R. Suganya

Forwarded By



(Dr.P.Shyamala)

HOD'S Signature

& Name

II MBA**SEMESTER -IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA408A	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/competitiveness_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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By



(Dr.P.Shyamala)

HOD'S Signature

& Name

II MBA
SEMESTER -IV
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA408B	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 handling 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., Foreign Exchange: Practice, Concepts & Control., New Delhi: Sultan Chand & Sons, 2016.

REFERENCE BOOKS :

1. Jain's, R K., Foreign 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 credit (Bank Guarantee)	4	Lecture	White board
1.4	Practical problems faced	2	Demonstration	Google classroom
UNIT -2 FINANCING FOREIGN TRADE				
2.1	Introduction – Packing	4	Lecture	White

	credit (Pre-shipment credit) – Post-shipment credit - Packing and Post-shipment credit denominated in foreign currency			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 invoice – Legalized invoice	4	Lecture	LCD
3.2	Packing list – Certificate of origin – Insurance Policy – Bill of lading – Bill of exchange – Certificate of	4	Blended learning	White Board

	Inspection – Q.C. G.R./ PP/VP/COD/ Softex forms – AR4			
3.3	Shipping Bill for duty free – dutiabale - 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 (Export Promotion Council, Export Inspection Agency) General provisions regarding exports, imports	5	Lecture	LCD

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 Assessm ent
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:**1. Staff Name: Dr. L. Meena****Forwarded By**

(Dr.P.Shyamala)
HOD'S Signature
& Name

II MBA**SEMESTER -IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA408C	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 firms – 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:

1. <https://www.ftms.edu.my/images/Document/MOD001055%20-%20International%20Business/CHAPTER%208.pdf>
2. <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 firms	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 Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 Compensation Management.	K4	PSO4
CO 5	Assess comparative practices of Industrial relations internationally.	K5	PSO5

Mapping of COs 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

Mapping of COs with POs

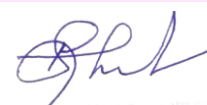
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated – 1

COURSE DESIGNER:


1. Staff Name: Dr. L. Meena

Forwarded By



(Dr.P.Shyamala)
HOD'S Signature
 & Name

II MBA**SEMESTER –IV***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA410	Managerial Environment	Major Elective	2	2

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 Assessm ent
	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 Schola stic	-	-	-	-	-	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

Mapping of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

COURSE DESIGNER:**1. Staff Name: Dr. L. Meena****Forwarded By**

(Dr.P.Shyamala)
HOD'S Signature
& Name

MBA*For those who joined in 2021 onwards***PURELY SKILL-EMBEDDED CERTIFICATE COURSE**
INTERPERSONAL SKILLS – 21MBAVA01

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	21MBAVA01	Interpersonal Skills	Purely Skill – Embedded Certificate Course	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: LISTENING SKILL** [5 HRS]

Importance of Listening, listening to a process, being an active listener

UNIT II: SPEAKING SKILL [5 HRS]

Formal and informal talk, Response after listening, disagreeing while speaking

UNIT III: PRESENTATION SKILL [5 HRS]

Importance of presentation, factors influencing good presentation, group presentation, pair presentation, participation in group discussion

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

Factors influencing presentation, characteristics of assertiveness

Reference Books:

1. Brooks, Margret. Skills for Success Listening and speaking. Level 4 Oxford University Press, Oxford:2011
2. Richards, C. Jack. & David Bholke. Speak Now Level 3. Oxford University Press, Oxford: 2010.
3. McGrath S J, E H. Basic Managerial Skills for All. --6th edition. New Delhi: Prentice Hall of India Pvt Ltd, 2007.
4. 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:

4. https://www.researchgate.net/publication/263421616_The_development_of_managerial_skills_in_MBA_programs_A_reconsideration_of_learning_goals_and_assessment_procedures
5. https://www.academia.edu/4358901/managerial_skill_development_pdf?auto=download
6. <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 LISTENING SKILL				
1.1	Importance of Listening skill	1	Chalk & Talk	Black Board

1.2	Listening as a process	1	Chalk & Talk	LCD
1.3	Listening as a process	1	Lecture	PPT & White board
1.4	Being an active listener	1	Lecture	Smart Board
1.5	Being an active listener	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -2 SPEAKING SKILL				
2.1	Formal and informal talk	1	Lecture	Green Board Charts
2.2	Formal and informal talk	1	Chalk & Talk	Green Board
2.3	Response after listening	1	PPT	LCD
2.4	Response after listening	1	PPT	LCD
2.5	Disagreeing while speaking	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -3 PRESENTATION SKILL				
3.1	Importance of presentation	1	Lecture	PPT & White board
3.2	Factors influencing good presentation	2	Lecture	PPT & White board
3.3	Group presentation, pair presentation, participation in group discussion	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	Discussion	Black Board
5.2	Management games	3	Chalk & Talk	Black Board

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 Listening Process	K2	PSO1
CO 2	Formal and Informal talk	K2, K3	PSO2
CO 3	Group Presentation	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Weakly Correlated –1

♦ Moderately Correlated – 2

COURSE DESIGNER:

M. Nagarenitha

1. Staff Name: Dr. M.Nagarenitha



(Dr.P.Shyamala)
HOD'S Signature
& Name

MBA**SEMESTER –II***For those who joined in 2021 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	21MBA1ID	Career Management	Interdisciplinary (Offered to MCA Department)	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
	10 Mks	15 Mks	5+5=10 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	15	10	10	45	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 of COs 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

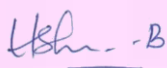
Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2 ♦
Weakly Correlated – 1

COURSE DESIGNER:


1. Staff Name: Dr. B. Jayanthi



2. Staff Name: Ms. B. Usha



(Dr. P. Shyamala)
HOD'S Signature
& Name

MBA
SEMESTER –IV
For those who joined in 2021 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	21MBA2ID	Human Resource Information System	Interdisciplinary (Offered to MCA Department)	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:

2. Michael J.Kavanagh and Mahan Thite, HRIS, Sage Publications,2008

REFERENCE BOOKS:

3. J. Allen Doran ,HRM System-A Practical Approach, Carswell Legal Pubns; 2 edition 1, 1999
4. P.K. Gupta Susheel Chhabra, HRIS, Himalaya Publishers,2008

DIGITAL OPEN EDUCATIONAL RESOURCES:

3. <https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/ARMSTRONGS%20HANDBOOK%20OF%20HUMAN%20RESOURCE%20MANAGEMENT%20PRACTICE/62%20-%20HR%20Information%20Systems.pdf>
4. <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
	10 Mks	15 Mks	5+5 =10 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	15	10	10	45	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 of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2 ♦
Weakly Correlated – 1

COURSE DESIGNER:


1. Staff Name: Dr. B. Jayanthi



2. Staff Name: Ms.P.Nancy Vincentina Mary



(Dr.P.Shyamala)
HOD'S Signature
& Name

SELF STUDY

Polite Conversation

TEXT BOOK

1. *Dan J. Bye*, Guide to Business Etiquette, Prentice Hall, Boston, 2011.

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 WORKPLACE COMMUNICATION				
1.1	Communication etiquettes in the workplace	1	Chalk & Talk	Black Board
1.2	Focus on the person	1	Chalk & Talk	LCD
1.3	Listening	2	Lecture	PPT & White board
1.4	Timing - Right delivery	1	Lecture	Smart Board
1.5	Two-way communication – Power of words	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -2 INTERVIEW AND ITS TECHNIQUES				
2.1	Job Interview etiquettes	1	Lecture	Green Board Charts
2.2	Rehearse – Research	1	Chalk & Talk	Green Board
2.3	Body language	1	PPT	LCD
2.4	Dress-code – Handshakes & smile	1	PPT	LCD
2.5	Ask queries – Thank you letters	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -3 GOSSIPING				
3.1	Office Gossip etiquettes	2	Lecture	PPT & White board
3.2	Steps to minimize Gossips at the office	2	Lecture	PPT & White board
3.3	Talk to the person directly, Do's during gossips about	2	Chalk & Talk	Black Board

	others, Do's during gossips about self			
UNIT -4 PERSONAL AND SOCIAL MEDIA				
4.1	Social Media etiquettes	1	Discussion	Black Board
4.2	Complete self-information – Different accounts for personal connections	1	Chalk & Talk	Black Board
4.3	Offering valuable & relevant information	2	Lecture	PPT & White board
4.4	Representative screen name	1	Lecture	PPT & White board
4.5	Compose posts without mistakes	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
UNIT -5 NETWORKING ANDF RELATIONSHIP				
5.1	Networking etiquettes – Right introduction – Balanced handshakes -	3	Discussion	Black Board
5.2	Polite conversation – Swapping business cards – Follow-up communication	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	Frame out the Communication etiquettes in the workplace.	K2	PSO1
CO 2	Sketch out the Job Interview etiquettes along with corporate strategies	K2, K3	PSO2
CO 3	Asses the various Office Gossip etiquettes.	K2, K4	PSO3
CO 4	Emphasis on process of Social Media etiquettes and its impact.	K2, K3, K5	PSO4
CO 5	Focus on the techniques and applications of Networking etiquettes.	K2, K3, K4, K5	PSO5

Mapping of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated –1

COURSE DESIGNER:

1. Staff Name: Dr.N.Asha**Forwarded By**


(Dr.P.Shyamala)
HOD'S Signature
& Name

MBA**VALUE ADDED COURSES***For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19PGVAMBA2	Disaster Management	Value Added Course	3	2

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 [6 HRS]**

Natural Disaster Management - Drought-Earth quake-flood-Land slide-Tsunami-case studies.

UNIT II: SKILL DEVELOPMENT FOR DISASTER MANAGEMENT [6 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 [6 HRS]

Project Rescue - Decision making-cross functional; interdependence – constraint management.

UNIT IV: LEADER'S ROLE IN EMOTIONAL INTELLIGENCE [6 HRS]

Leader's Role - Emotional-practical-logical-rational-emotional intelligence-testing EQ.

UNIT V: ETHICS AND SOCIAL RESPONSIBILITY [6 HRS]

Ethics and social responsibility - Tough job-activity-high performing time-corporate social responsibility- Role of government, NGO, corporates-case studies.

SELF STUDY:

Role of government

TEXT BOOK

1. Sundar, I., Disaster Management / I Sundar and T Sezhiyan. ,New Delhi: Sarup & sons, 2007.

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	1	Chalk & Talk	Black Board
1.2	Drought	1	Chalk & Talk	LCD
1.3	Earth quake	1	Lecture	PPT & White board
1.4	flood	2	Lecture	Smart Board
1.5	Land slide-Tsunami-case studies	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -2 SKILL DEVELOPMENT FOR DISASTER MANAGEMENT				
2.1	Skill Development for Disaster management	1	Lecture	Green Board Charts
2.2	Team building	1	Chalk & Talk	Green Board
2.3	Types of team building	1	PPT	LCD
2.4	Team behaviour-problem solving	2	PPT	LCD
2.5	Conflict management-characteristics, positive thinking	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/

UNIT -3 STEPS IN PROJECT RESCUE				
3.1	Project Rescue	2	Lecture	PPT & White board
3.2	Decision making- cross functional	2	Lecture	PPT & White board
3.3	Interdependence – constraint management	2	Chalk & Talk	Black Board
UNIT -4 LEADER'S ROLE IN EMOTIONAL INTELLIGENCE				
4.1	Leader's Role	1	Discussion	Black Board
4.2	Emotional	1	Chalk & Talk	Black Board
4.3	Practical-logical-rational	1	Lecture	PPT & White board
4.4	Emotional intelligence	1	Lecture	PPT & White board
4.5	Testing EQ	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
UNIT -5 ETHICS AND SOCIAL RESPONSIBILITY				
5.1	Ethics and social responsibility	3	Discussion	Black Board
5.2	Tough job-activity-high performing time-corporate social responsibility- Role of government, NGO, corporate -case studies	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	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	K2, K4	PSO3
CO 4	Analyze the Leader's Role in emotional intelligence	K2, K3, K5	PSO4
CO 5	Examine the ethics and social responsibility	K2, K3, K4, K5	PSO5

Mapping of COs 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

Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	2	3	2	2	2
CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

Note: ♦ Strongly Correlated – 3

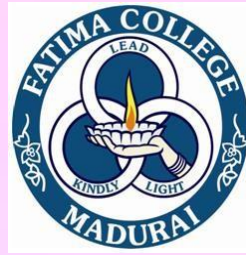
♦ Weakly Correlated –1

♦ Moderately Correlated – 2

COURSE DESIGNER:*R. Suganya***1. Staff Name: Dr. R.Suganya****Forwarded By**

(Dr.P.Shyamala)
HOD'S Signature
& Name

FATIMA COLLEGE (AUTONOMOUS)



**Re-Accredited with “A” Grade by NAAC (3rd Cycle)
74th Rank in India Ranking 2021 (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 : 2021 – 2022

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 unique learning experience with ethical values in computer applications to meet the industrial standards and societal expectations.

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 Leadership 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 make them professionally competent
GA 19	Prowess to be successful entrepreneurs 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)

The learners would be 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 of MCA programme, the graduates would be 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)***MAJOR CORE – 90 CREDITS****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

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
*	Elective II – General	4	4	50	50	100
20MCA204	Lab III – Web Technologies	4	2	50	50	100
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	4	2	50	50	100

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
	Programming					
*	Elective III – Specialization	4	4	50	50	100
20MCA402	Project <i>Viva Voce</i>	-	6	50	50	100
	Total Credits		12			300
	Total Credits		90			2700

ELECTIVES

SPECIALIZATION ELECTIVE – DATA ANALYTICS

S.NO	SEM ESTER	COURSE CODE	COURSE TITLE	HR S / WK	CREDI T	CI A Mks	ES E Mks	TOT . MK S
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.N O	SEM EST ER	COURSE CODE	COURSE TITLE	HR S / WK	CREDI T	CI A Mk s	ES E Mk s	TOT . MK s
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.N O	SEM EST ER	COURSE CODE	COURSE TITLE	HR S / WK	CREDI T	CI A Mk s	ES E Mk s	TOT . MK s
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
	TOTAL		6				300

EXTRA CREDIT COURSES (FOR ADVANCED LEARNERS)

Course .Code	Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ESE Mks	Total Marks
20MCAAL01	INTERNET OF THINGS (Self Learning Course))	-	2	IV	50	50	100
	MOOC COURSES / International Certified online Courses (Department Specific Courses/any other courses) * Students can opt other than the listed course from UGC- SWAYAM /UGC /CEC	-	Minimum 2 Credits	I - IV	-	-	-

- **Lab Courses :**
 - A range of 10-15 experiments per semester
- **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-50 + External marks 50

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 Contrapositive Statements – Converse Statements – Inverse Statements – Contrapositive Statements - Bi conditional statements - Negation of Bi Conditional Statements – Tautologies & Contradictions - Arguments

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 – Newton Raphson Method (No derivations)

SELF STUDY: The method 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 –Standard Sets and Symbols – Set Description– 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 – De Morgan's Laws

MATRICES

Introduction – Algebra of Matrices – Types of Matrices- Rank of a Matrix –Inverse of Matrix – Cayley Hamilton - Eigen Values and Eigen Vectors (Only Problems)

SELF STUDY: Standard Sets and Symbols – Set Description – Rank of a Matrix

UNIT V GRAPH THEORY

Basic concepts of Graphs, Sub Graphs, Matrix Representation of Graphs, Isomorphic graphs, Paths and Circuits – Eularian Graphs – Hamiltonian Graphs – Planar Graphs – Euler's Formula – Regular & Bipartite Graphs – Graph Coloring – covering and Chromatic Numbers

SELF STUDY: Regular & Bipartite Graphs

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.
8. Narsingh Deo, "Graph Theory ". Prentice Hall of India,

WEB REFERENCES:

1. www.britannica.com/science/set-theory
2. <https://www.khanacademy.org/math/precalculus/precalc-matrices>

COURSE CONTENTS & LECTURE SCHEDULE:

Module 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, Median, Mode	3	Chalk & Talk	Black Board

3.3	Karl Pearsons's coefficient	2	Chalk & Talk	Black Board
3.4	Derivations from assumed mean	1	Chalk & Talk	Black Board
3.5	Correlation of Bi-variate grouped Data	2	Chalk & Talk	Black Board
3.6	Rank Correlation Coefficient	2	Chalk & Talk	Black Board

UNIT 4 -Set Theory & Matrices

4.1	Introduction – Set and its elements - Standard Sets and Symbols Set Description	1	Lecture	PPT
4.2	Cardinal number of a set – Types of Sets - Venn – Euler diagram	1	Lecture	Black Board
4.3	Set Operations and Laws of Set Theory – Union of Sets – Intersection of Sets - Disjoint Sets – Difference of Two Sets – Complement of a Set	2	Chalk & Talk	Black Board
4.4	Distributive Laws – De Morgan's Laws	2	Chalk & Talk	Black Board
4.5	Matrices - Introduction – Algebra of Matrices – Types of Matrices-Rank of a Matrix	2	Chalk & Talk	Black Board
4.6	Inverse of Matrix – Cayley Hamilton	2	Chalk & Talk	Black Board
4.7	Eigen Values and Eigen Vectors	2	Chalk & Talk	Black Board

UNIT -5 Graph Theory

5.1	Basic concepts of Graphs, Sub Graphs	2	Chalk & Talk	Black Board
5.2	Matrix Representation of Graphs, Isomorphic graphs	2	Chalk & Talk	Black Board
5.3	Paths and Circuits – Eulerian Graphs	2	Chalk & Talk	Black Board

5.4	Hamiltonian Graphs – Planar Graphs	2	Chalk & Talk	Black Board
5.5	Euler’s Formula – Regular & Bipartite Graphs	2	Chalk & Talk	Black Board
5.6	Graph Coloring – covering and Chromatic Numbers	2	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks .	10 Mks	45 Mks .	5Mks .	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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Perform Logical operations and predicate calculus needed for computing skill.	K2, K4	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 , K4	PSO1 & PSO3
CO 4	Explain the set theory logic & the Knowledge of matrices for designing and solving problems	K2, K3,K4 & K5	PSO1 & PSO4
CO 5	Apply the techniques of graph theory to solve real life applications	K2,K3,K4 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	3	1	1	1
CO3	3	1	3	1	1
CO4	3	1	1	2	1
CO5	1	1	1	3	2

Mapping of COs with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	2	1	2	1	1	2	2	1	1	1
CO2	3	2	3	2	1	1	1	1	2	2	2	2
CO3	3	2	3	1	2	2	1	1	2	2	1	1
CO4	3	2	3	1	2	2	1	1	2	2	1	2
CO5	3	1	3	2	1	1	2	1	2	1	1	2

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

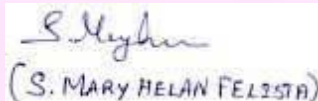
♦ Weakly Correlated -1

COURSE DESIGNER

Forwarded By

Staff Name – B. USHA

HOD'S Signature


(S. MARY HELAN FELISTA)

I MCA

SEMESTER – I

(For those who joined in 2020 onwards)

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WE EK	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 – Agile Process Model – Extreme Programming - Scrum

SELF STUDY: Unified Process Model

UNIT – II SOFTWARE COST AND SCHEDULE ESTIMATION (12 Hours)

Estimation –Project Planning Process - Software Scope and Feasibility – Resources – Human – Reusable – Environmental –Cost Estimation Techniques –

COCOMO Models – Basic-Intermediate-Advanced-COCOMO II -Schedule Estimation Techniques – LOC Based – FP Based- Gantt Chart – Timeline Charts
SELF STUDY:COCOMO II Model.

UNIT - III SOFTWARE REQUIREMENTS ANALYSIS (12 Hours)

Building the Analysis Model - Requirement Analysis – Structured Analysis and Design Models - Data Flow Oriented Modeling - Object Oriented Analysis and Design Models - Scenario Based Modeling -- Class-based Modeling – Creating a Behavioral Model.

SELF STUDY: Class based modeling

UNIT- IV SOFTWARE DESIGN (12 Hours)

Design Model –Software Architecture – Data Design – Data Dictionary - ER Diagram - Object Oriented Design Patterns– Creational – Behavioral – Structural - Frameworks

SELF STUDY:Data Design Concepts.

UNIT – V SOFTWARE IMPLEMENTATION (12 Hours)

Component – Views - Class-Based Components – Principles – Guidelines – Cohesion – Coupling - Levels of Testing – Unit Testing – Integration Testing – System Testing – SQA Activities - Software Configuration Management – Change Control

SELF STUDY: Software Configuration Management.

REFERENCES:

1. Roger S.Pressman, “Software Engineering (A Practitioner's Approach)”, Tata McGraw-Hill Publishers, 6th Edition, 2014.
Unit I, II, III, IV and V
2. Bob Hughes and Mike Cotterell, Software Project Management, Fifth Edition, Tata McGraw-Hill Edition 2015
Unit II

3. D. Jeya Mala, S. Geetha, "Object Oriented Analysis and Design Using UML", Tata McGraw-Hill Publishers, 2013.

Unit III – Object Oriented Analysis and Design Models

Unit IV – Object Oriented Design Patterns

4. Muthuramachandran, Zaigham, Mohammed, "Software Engineering in the Era of Cloud Computing, Springer Publishers, 2019.

5. Pankaj Jalote, "An Integrated approach to Software Engineering", 3rd Edition, Narosa Publications, 2011.

6. Stephen Schach, "Software Engineering", McGraw publication, 7th Edition, 2012.

7. Ali Behforrooz, 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	1	Lecture	PPT
1.4	Prescriptive Models	1	Lecture	PPT
1.5	Process Overview – Process Scheduling	1	Lecture	PPT
1.6	The Waterfall Model	1	Discussion	LMS tool
1.7	Incremental Process Models - Evolutionary Process Models	2	Lecture	Black Board
1.8	Agile Process Models – Extreme Programming – SCRUM	3	Lecture	Black Board
1.9	The Unified Process.	1	Peer Instruction	Black Board
UNIT -2 SOFTWARE COST AND SCHEDULE ESTIMATION				
2.1	Estimation –Project Planning Process - Software Scope and Feasibility	2	Lecture	PPT
2.2	Resources – Human – Reusable – Environmental	2	Group Discussion	Black Board

2.3	Cost Estimation Techniques – COCOMO Models – Basic-Intermediate-Advanced-COCOMO II -	4	Lecture	PPT
2.4	Schedule Estimation Techniques – LOC Based – FP Based- Gantt Chart – Timeline Charts	4	Lecture	PPT
UNIT –3 SOFTWARE REQUIREMENTS ANALYSIS				
2.1	Building the Analysis Model	1	Chalk & Talk	Black Board
2.2	Requirement Analysis	1	Chalk & Talk	LCD
2.3	Structured Analysis – Data Flow oriented Modeling	2	Lecture	PPT
2.4	Object Oriented Analysis and Design Models	1	Lecture	Smart Board
2.5	Scenario Based Modeling	2	Lecture	PPT
2.6	Class-based Modeling	2	Lecture	PPT
2.7	Creating a Behavioural Model.	3	Lecture	PPT
UNIT – 4 SOFTWARE DESIGN				
3.1	Design Model	1	Chalk & Talk	Black Board
3.2	Software Architecture	1	Chalk & Talk	LCD
3.3	Data Design – Data Dictionary - ER Diagram	3	Lecture	PPT & White board
3.4	Object Oriented Design Patterns– Creational – Behavioural Structural	6	Lecture	PPT
3.5	Frameworks	1	Lecture	Black Board

UNIT -5 SOFTWARE IMPLEMENTATION

4.1	Component – Views	1	Chalk & Talk	Black Board
4.2	Class-Based Components	1	Chalk & Talk	LCD
4.3	Principles – Guidelines	1	Lecture	PPT
4.4	Cohesion – Coupling	3	Lecture	Smart Board
4.5	Levels of Testing – Unit Testing – Integration Testing – System Testing	2	Lecture	Black Board
4.6	SQA Activities	1	Discussion	Google classroom
4.7	Software Configuration Management – Change Control	3	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Compare the different domains and process models.	K2, K4	PSO1 & PSO2
CO 2	Estimate the cost and time estimations to develop a project	K2, K3, K4	PSO1 & PSO2
CO 3	Identify the different types of requirements analysis techniques	K2 , K4	PSO2
CO 4	Analyse the design oriented concepts	K2, K3,K4 & K5	PSO3& PSO5
CO 5	Investigate the software implementation metrics and configuration management activities	K2,K3,K4 & K5	PSO3& PSO4

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	1	1	1
CO2	2	2	1	1	1
CO3	1	3	1	1	1
CO4	1	1	3	1	2
CO5	1	1	3	2	1

Mapping of COs with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	2	1	2	1	1	2	2	1	1	1
CO2	1	2	3	2	1	1	1	1	2	2	2	2
CO3	1	3	3	1	2	2	1	1	2	2	2	1
CO4	1	2	2	1	2	2	1	1	2	2	1	2
CO5	1	3	2	2	1	1	2	1	2	1	1	2

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name - Dr.D.Jeya Mala

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	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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 the components and processes.	K2, K4	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 , K4	PSO1 & PSO4
CO 4	Identify the secondary memory management techniques	K2, K3,K4 & K5	PSO1 & PSO3
CO 5	Analyse on the I/O systems	K2,K3,K4 & K5	PSO1 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	3	2	1	1	1
CO3	2	1	1	3	1
CO4	2	1	3	1	1
CO5	2	1	1	1	3

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	3	1	1	2	1	1	1	1	1	2	1
CO2	1	2	1	1	2	1	2	1	1	1	3	1
CO3	1	2	1	1	2	3	1	1	1	1	3	1
CO4	1	3	1	1	3	1	2	1	1	1	2	1
CO5	3	2	1	1	2	2	3	1	1	1	2	1

Note: ♦ Strongly Correlated – 3

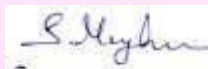
♦ Moderately Correlated – 2

♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name –S. JEBAPRIYA

**Forwarded By
HOD'S Signature & Name**


(S. MARY HELAN FELISTA)

I MCA
SEMESTER – I
(For those who join in 2020 onwards)

PROGRAMM E 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

(12Hours)Strings and text files - manipulating files and directories - OS and sys
modules - Text files: reading/writing text and numbers from/to a file - Creating &
Reading a formatted file - String manipulations: subscript operator – indexing -
slicing a string – strings and number system: Converting strings to numbers –
Binary - octal, hexadecimal numbers – Tuples and dictionaries - Dictionary
literals – Adding and removing keys - Accessing and replacing values - Traversing
dictionaries.

SELF STUDY : String manipulations, Dictionary literals.

UNIT - V OBJECT ORIENTED FEATURES

(12 Hours)

Classes and OOP - Classes, objects, attributes and methods - Defining
classes - Design with classes - Data modeling - Persistent storage of objects –
Inheritance, polymorphism, operator overloading – Abstract classes - Exception
handling - Try block.

REFERENCES:

1. Richard L. Halterman, "Learning To Program with Python", 2013.
2. Fundamentals of Python: First Programs - Kenneth Lambert – Course Technology, Cengage Learning, 2012 - ISBN-13: 978-1-111-82270-5
3. Allen B. Downey, "Python for Software Design", 2018.
4. ReemaThareja, "Python Programming Using Probolem Solving Approach", Oxford University Press, 2017
5. 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	OS and sys modules	1	Lecture	PPT
4.3	String manipulations	1	Chalk & Talk	Black Board
4.4	Lists and Tuples	2	Chalk & Talk	Black Board
4.5	Tuples and dictionaries	2	Discussion	Black Board
4.6	Adding and removing keys	2	Lecture	PPT
4.7	Creating & reading a formatted file	1	Chalk & Talk	Black Board
4.8	Accessing and replacing values	1	Discussion	Google classroom
4.9	Traversing dictionaries	1	Discussion	Black Board

UNIT - 5 OBJECT ORIENTED FEATURES

5.1	Classes and OOP	1	Chalk & Talk	Black Board
5.2	defining classes	1	Lecture	PPT
5.3	Data modelling	1	Lecture	PPT
5.4	Persistent storage of objects	2	Lecture	White board

5.5	Polymorphism	1	Lecture	White board
5.6	Operator overloading	1	Lecture	White board
5.7	Abstract classes	2	Lecture	White board
5.8	Exception handling	1	Discussion	Google classroom
5.9	Inheritance	1	Chalk & Talk	Black Board
5.10	Try block	1	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Predict the basics of Python programming.	K2, K4	PSO1& PSO2
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	PSO2& PSO3
CO 3	Use and manipulate Lists and python exception handling model to develop robust programs.	K2 , K4	PSO3&PSO4
CO 4	Formulate solutions for String, tuples and File operations.	K2, K3,K4 & K5	PSO1&PSO4
CO 5	Apply object-oriented programming concepts to develop dynamic interactive Python applications.	K2,K3,K4 & K5	PSO4&PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	3	2	1	1
CO3	1	1	3	2	1
CO4	3	1	1	2	1
CO5	1	1	1	3	2

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	2	2	2	3	1	2	1	2
CO2	3	2	2	1	1	2	2	3	1	2	1	2
CO3	3	2	3	2	2	2	2	3	2	2	1	3
CO4	3	2	3	2	3	3	2	3	3	3	1	3
CO5	3	3	3	3	3	2	3	3	2	3	3	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2


♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – S. Mary Helan Felista

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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	PSO3 & PSO4
CO 3	Interpret Object oriented programming in Python & File handling operations.	K2, K3 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	1	1
CO2	1	1	2	3	1
CO3	1	1	1	2	2

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	2	2	2	2	1	2	1	2
CO2	3	1	2	1	3	2	2	3	1	2	1	2
CO3	3	2	3	2	2	3	2	3	2	2	1	3

Note: ♦ Strongly Correlated - 3

♦ Moderately Correlated - 2

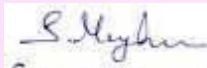
♦ Weakly Correlated -1

COURSE DESIGNER:

Forwarded By

Staff Name - S. Mary Helan Felista

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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 Cursor 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 implement subqueries and nested queries.
13. 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 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 Cursors, Triggers and PL/SQL code constructs using Procedures & Functions	K2, K3& K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	1	1
CO2	2	3	1	1	1
CO3	1	1	1	3	2

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	2	2	2	2	1	2	1	2
CO2	3	1	2	1	3	2	2	3	1	2	1	2
CO3	3	2	3	2	2	3	2	3	2	2	1	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

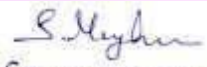
♦ Weakly Correlated -1

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	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
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	PSO3

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	1	1
CO2	2	3	1	1	1
CO3	1	1	3	1	1

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	3	2	1	2	1	1	2	1	3	2
CO2	1	3	2	1	3	2	2	2	1	2	1	1
CO3	1	1	3	2		3	3	1	1	2	1	2

Note: ♦ Strongly Correlated - 3

♦ Moderately Correlated - 2

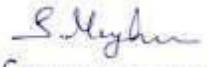
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – P.NANCY VINCENTINA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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	PSO2 & PSO3
CO 3	Ability to enhance reading and writing skills	K3	PSO3

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	3	2	1	1
CO3	1	1	3	1	1

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

Mapping of COs with POs

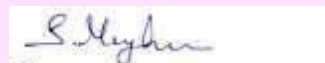
CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	3	2	1	2	1	1	2	1	3	2
CO2	1	3	2	1	3	2	2	2	1	2	1	1
CO3	1	1	3	2	2	3	3	1	1	2	1	2

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

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	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.

WEB REFERENCES:

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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Select appropriate data structures as applied to specified problem definition.	K2, K4	PSO1 & PSO 2
CO 2	Implement operations like searching, insertion, deletion and traversing in trees.	K2, K3, K4	PSO2 & PSO4
CO 3	Compare the data structures of advanced search trees.	K2 , K4	PSO1 & PSO3
CO 4	Implement appropriate heap operations, sorting, searching techniques for a given problem.	K2, K3,K4 & K5	PSO2 & PSO4
CO 5	Determine and analyze the complexity of graph Algorithms.	K2,K3,K4 & K5	PSO 4 & PSO 5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	3	1	2	1
CO3	2	1	3	1	1
CO4	1	2	1	3	1
CO5	1	1	1	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

Mapping of COs with POs


CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	3	2	1	2	1	1	2	1	3	2
CO2	1	3	2	1	3	2	2	2	1	2	1	1
CO3	1	1	3	2		3	3	1	1	2	1	2
CO4	3	2	2	1	3	1	1	1	2	3	2	1
CO5	1	2	1	1	2	1	2	1	1	1	3	1

COURSE DESIGNER:

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 queriesHTML5 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 mysql 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

WEB REFERENCES:

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
	Advanced JavaScript Coding –			

2.3	Document Object Model	2	Lecture	Smart Board
2.4	Finding your Elements - Document Object Model form data	1	Lecture	Black Board
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 Board
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	2	Discussion	Google classroom

	cookies – PHP and Sessions.			
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 AJAX	2	Chalk & Talk	LCD
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	Selecting a Framework – PHP Frameworks ions	2	Lecture	Black Board
5.6	Popular PHP Frameworks - Looking at Micro Frameworks.	2	Discussio n	Google classroom

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Use knowledge of HTML and CSS to create personal and/or business websites	K2, K4	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 , K4	PSO1 & PSO3
CO 4	Test, debug, and deploy web pages containing PHP and MySQL.	K2, K3,K4 & K5	PSO1 & PSO3
CO 5	Implement SQL language, JavaScript, Ajax, Jquery, PHP and CSS in the project.	K2,K3,K4 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	3	2	1	1	1
CO3	2	1	2	1	1
CO4	2	1	3	1	1
CO5	1	1	1	2	3

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	1	1	2	3	1	2	1	2
CO2	3	2	2	1	1	1	2	3	1	2	1	2
CO3	3	2	3	2	2	2	2	3	2	2	1	3
CO4	3	3	3	2	3	3	2	3	3	2	1	3
CO5	3	3	3	3	3	2	2	3	2	2	3	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

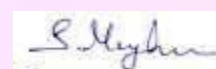
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – S. MARY HELAN FELISTA

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	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 – Control Statements - if statement - for loop - Lexical issues - Data types - Primitive types – Literals – Variables - Type conversion and casting - Variables - Arrays - Operators – Arithmetic – Bitwise - Relational – Logical - 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 – Class fundamentals - Declaring Objects – Assigning Object Reference Variables - Introducing Methods – Constructors - this Keyword – Garbage Collection – finalize () method – Stack class – Method Overloading -

Recursion - Access Control - Nested and Inner classes - Method Overriding - Constructor Overloading - Inheritance - Using Super - 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 - Default Interface Methods - Static methods in an Interface - Exception Handling fundamentals - Exception Types - Uncaught Exceptions - Using try and catch - Multiple catch - Nested try statements - Built-in Exceptions - Chained Exceptions - Multithreaded Programming - Java Thread Model - Main Thread - Creating a Thread - Implementing Runnable - Extending Thread - Multiple Threads - 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 - Status Window - HTML Applet tag - Passing parameters to Applets - AWT classes - Window fundamentals - Frame windows - Creating Windowed program - Introducing Graphics - Color - Fonts - Using Font Metrics - Control fundamentals - Labels - Buttons - Checkbox - Choice control - Lists - Scroll Bars - Text Area - Layout Managers - Menu Bars 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 CLASSES 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	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	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 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	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	Apply the basic Java constructs to develop solutions to real time problems.	K2, K4	PSO1 & PSO5
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 , K4	PSO1 & PSO3
CO 4	Implement Concepts of AWT for Creating GUI.	K2, K3,K4 & K5	PSO3 & PSO4
CO 5	Design a Software using JDBC and to explain the role of RMI interfaces.	K2,K3,K4 & K5	PSO1&PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	3	2	1	1	1
CO3	2	1	3	1	1
CO4	1	1	2	3	1
CO5	2	1	1	1	3

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	1	2	3	1	2	3	2	1
CO2	1	3	2	1	2	2	3	1	1	2	2	1
CO3	3	1	3	1	2	2	3	1	1	3	1	1
CO4	1	1	3	2	3	2	2	2	1	3	2	2
CO5	1	1	2	1	1	2	2	2	3	3	2	3

Note: ♦ Strongly Correlated - 3

♦ Moderately Correlated - 2

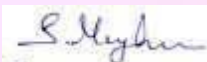
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name - S. JEBAPRIYA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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 & PSO3
CO 2	Use PHP built-in functions and custom functions for processing.	K1, K2,	PSO1, PSO3 & PSO4
CO 3	Create various interactive and dynamic websites	K1 & K3	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	1	1
CO2	3	1	2	2	1
CO3	1	1	1	2	2

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	1	1	2	3	1	2	1	2
CO2	3	2	2	1	1	1	2	3	1	2	1	2
CO3	3	2	3	2	2	2	2	3	2	2	1	3

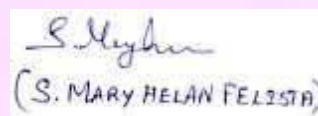
Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated

COURSE DESIGNER:

Staff Name – S. MARY HELAN FELISTA

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	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	Understand Java programming development environment, compiling, debugging, linking and executing a program..	K1	PSO1 & PSO3
CO 2	Analyze the complexity of problems, Modularize the problems into small modules and then convert them into programs.	K1 & K2	PSO2 & PSO3
CO 3	Understand and apply the in-built functions and customized functions for solving the problems	K1 & K3	PSO3 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	3	1	1
CO2	1	3	2	1	1
CO3	1	1	1	1	3

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	1	1	1	1	1	1	1	1	2
CO2	3	2	3	2	3	1	1	1	1	1	2	2
CO3	3	3	3	3	3	1	1	1	1	1	1	2

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

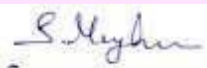
♦ Weakly Correlated -1

COURSE DESIGNER:

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	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& PSO3
CO 2	Emphasize the implementation of statistical operations in R	K1, K2,	PSO2& PSO3

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	1	1
CO2	1	3	2	1	1

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	2	1	1	1	1	2	1	1	1	1
CO2	1	3	2	1	2	1	1	1	1	1	1	2
CO3	1	1	2	3	1	1	1	1	2	1	1	1

Note: ♦ Strongly Correlated - 3

♦ Moderately Correlated - 2

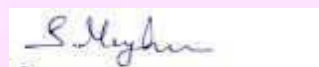
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name - B. USHA

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	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& PSO3
CO 2	Enhance the technical skills for employability.	K1, K2,	PSO2 & PSO3

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	3	1	1
CO2	1	3	2	1	1

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	3	1	1	1	1	2	1	1	1	1
CO2	1	3	2	1	2	1	1	1	1	1	1	2

Note:

◆ Strongly Correlated – 3

◆ Moderately Correlated –2

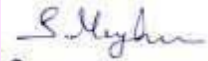
◆ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – S. JEBAPRIYA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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 the help of different software testing tools.

COURSE OBJECTIVE

- ❖ To understand the fundamental concepts of Software testing and Software Quality Management.
- ❖ To implement process that ensures the Software is developed with 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 - Testing during development life cycle- Requirement Traceability Matrix- Salient features of good testing- Test planning- Challenges in testing- Test team Approach- Cost aspect of testing - **Software verification and validation** - Verification – methods of verification – types of review– Validation – Levels of validation – acceptance testing - Verification and validation activities.

SELF STUDY: Test Planning, types of review

UNIT – II Testing Model and Defect Management (12 Hours)

V model for software Testing - Testing during requirement stage – testing during test planning phase – testing during design and 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: Types of Testing and Test case Design: (12 Hours)

White Box Testing – Testing Techniques in White Box Testing – Black Box Testing – Testing techniques in Black Box Testing – Test case design - **Special Tests** – GUI Testing – Compatibility Testing – Security Testing – Performance Testing , Stress Testing – Recovery Testing -Regression testing –Smoke Testing – Adhoc Testing –Usability Testing

SELF STUDY :Module Testing, GUI Testing

UNIT – IV Introduction to Quality: (12 Hours)

Definition- Core Components- TQM- Quality Principles- Quality management through statistical process control – Cause Effect Graphing - **Software Quality**: Quality and Productivity relationship- Requirement of a product- Organization culture- Type of products- Software quality management.

UNIT – V Software Testing tools (12 Hours)

Need for automated Testing tools- Taxonomy of Testing tools- Functional - Regression testing tools- Performance Testing Tools- Testing Management tools- Source code testing tools
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	1	Lecture	Black Board
1.2	Testing during development life cycle, Requirement Traceability Matrix	1	Lecture	White board
1.3	Salient features of good testing- Test planning	1	Lecture	PPT
1.4	Challenges in testing	1	Lecture	PPT
1.5	Test team Approach, Cost aspect of testing	2	Lecture	PPT
1.6	Verification , methods of verification	1	Lecture	White board
1.7	types of review, Validation	2	Lecture	PPT
1.8	Levels of validation , acceptance testing	2	Chalk & Talk	Black Board
1.9	Verification and validation activities	1	Chalk & Talk	Black Board
UNIT 2 - Testing Model and Defect Management				
2.1	V model for software Testing	1	Lecture	PPT
2.2	Testing during requirement stage ,	2	Chalk & Talk	Black Board
2.3	testing during test planning phase	1	Lecture	PPT
2.4	testing during design and coding , VV model	2	Lecture	White board
2.5	Defect Classification	1	Discussion	Black Board
2.6	Defect Life cycle	1	Chalk & Talk	Black Board
2.7	Defect template	1	Chalk & Talk	Black Board

2.8	Defect Management Process	1	Lecture	PPT
2.9	Techniques for finding defects	1	Chalk & Talk	Black Board
2.10	Reporting Defects	1	Chalk & Talk	Black Board
UNIT 3 - Types of Testing and Test case Design				
3.1	White Box Testing	1	Lecture	White board
3.2	Testing Techniques in White Box Testing, Black Box Testing	2	Chalk & Talk	Black Board
3.3	Testing techniques in Black Box Testing ,Test case design	1	Lecture	PPT
3.4	GUI Testing , Compatibility Testing	2	Lecture	White board
3.5	Security Testing, Performance Testing , Stress Testing	2	Discussion	Black Board
3.6	Recovery Testing, Regression testing	2	Lecture	PPT
3.7	Smoke Testing, Adhoc Testing	1	Chalk & Talk	Black Board
3.8	Usability Testing	1	Chalk & Talk	Black Board
UNIT 4 - Introduction to Quality				
4.1	Definition, Core Components	1	Lecture	PPT
4.2	TQM, Quality Principles	2	Lecture	PPT
4.3	Quality management through statistical process control, Cause Effect Graphing	2	Lecture	Black Board
4.4	Quality and Productivity relationship	1	Lecture	PPT
4.5	Requirement of a product	2	Lecture	White board
4.6	Organization culture	1	Lecture	PPT
4.7	Type of products	1	Lecture	PPT
4.8	Software quality management	2	Lecture	Black Board

UNIT -5 Software Testing tools

5.1	Need for automated Testing tools, Taxonomy of Testing tools	1	Lecture	PPT
5.2	Functional, Regression testing tools	3	Lecture	PPT
5.3	Performance Testing Tools, Testing Management tools	3	Lecture	PPT
5.4	Source code testing tools Software tool: Selenium, Introduction	3	Lecture	PPT
5.5	Selenium IDE and RC, Selenium web driver introduction.	2	Lecture	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	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 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	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 the Fundamentals of concepts of Software testing and Software Quality Management.	K2, K4	PSO1 & PSO2
CO 2	Implement process that ensures the Software is developed with quality standards	K2, K3, K4	PSO1& PSO2
CO 3	Use the latest tools that help in Software testing and quality assurance	K2 , K4	PSO3 & PSO5
CO 4	Develop quality management methods to effectively organize staff	K2, K3,K4 & K5	PSO3& PSO4
CO 5	Deploy a successful development of the Software product	K2,K3,K4 & K5	PSO4& PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PS01	PS02	PS03	PS04	PS05
CO1	3	2	1	1	1
CO2	2	3	1	1	1
CO3	1	1	2	1	3
CO4	1	1	3	2	1
CO5	1	1	1	3	2

Mapping of COs with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	2	1	2	1	1	2	2	1	1	1
CO2	1	2	3	2	1	1	1	1	2	2	2	2
CO3	1	3	3	1	2	2	1	1	2	2	2	1
CO4	1	2	2	1	2	2	1	1	2	2	1	2
CO5	1	3	2	2	1	1	2	1	2	1	1	2

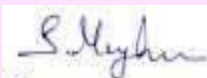
Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – DR.D.JEYA MALA

Forwarded By

HOD'S Signature & Name


 (S. MARY HELAN FELISTA)

II MCA
SEMESTER – III
(For those who join in 2020 onwards)

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	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 PICTURES 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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 capabilities and limitations of mobile platforms that affect application development and deployment	K2, K4	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 , K4	PSO1 & PSO3
CO 4	Assess the way how to send messages through android phones.	K2, K3,K4 & K5	PSO1,PSO2 & PSO4
CO 5	Design and develop the techniques for deploying and testing mobile applications, and for enhancing their performance and scalability	K2,K3,K4 & K5	PSO1, PSO3 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	3	1	1	1
CO3	3	1	2	1	1
CO4	3	3	1	2	1
CO5	2	1	2	1	3

Mapping of COs with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	2	3	1	2	2	1	1	3
CO2	3	2	3	2	1	3	1	1	2	2	2	2
CO3	3	3	3	3	2	2	1	1	2	2	2	3
CO4	3	2	2	2	2	2	1	1	2	2	1	2
CO5	3	3	2	2	1	3	2	1	2	1	1	2

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

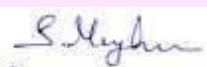
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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

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

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 – Introduction to Full Text Search.

SELF STUDY :Indexing – Searching

UNIT - V DJANGO

(12 Hours)

Introduction - Django model layer – View layer - Template layer – Forms -- Django security – Django web application tools – Core functionalities – Geographic Framework.

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

WEB REFERENCES:

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	2	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	2	Lecture	PPT
2.4	Handling form submission	2	Lecture	White board
2.5	Creation of batch service	2	Discussion	PPT
2.6	Securing web applications	2	Chalk & Talk	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	2	Lecture	PPT

	passing			
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	2	Lecture	PPT
5.3	Template layer	2	Lecture	PPT

5.4	Forms	1	Lecture	White board
5.5	Django security	2	Lecture	White board
5.6	Django web application tools	1	Lecture	White board
5.7	Core functionalities – Geographic Framework.	2	Discussion	Google classroom

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Develop dynamic web applications using MVC	K2, K4	PSO1& PSO2
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 , K4	PSO4
CO 4	Map Java classes and object associations to relational database tables with Hibernate mapping files	K2, K3,K4 & K5	PSO2 & PSO4
CO 5	Use Django for rapid development, pragmatic, maintainable, clean design, and secures websites.	K2,K3,K4 & K5	PSO3

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	3	1	1	1
CO3	1	1	1	3	1
CO4	1	3	1	2	1
CO5	1	1	3	1	1

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	1	2	1	1	2	3	2	1
CO2	1	3	2	1	2	2	1	1	1	2	2	3
CO3	3	1	3	1	2	2	2	1	1	3	1	1
CO4	1	1	3	2	3	2	2	2	1	3	2	2
CO5	1	1	2	1	1	2	2	2	3	3	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

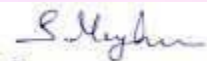
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – P.NANCYVINCENTINA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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 APPLICATIONS USING ANDROID

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, K4	PSO2
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,K4 & K5	PSO1&PSO4
CO 5	Include database and maps in apps to facilitate societal centric applications	K2,K3,K4 & K5	PSO1&PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	3	3	2	1	1
CO3	3	2	3	2	1
CO4	3	2	2	2	1
CO5	2	2	2	2	3

Mapping of COs with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	2	3	1	2	2	1	1	3
CO2	3	2	3	2	1	3	1	1	2	2	2	2
CO3	3	3	3	3	2	2	1	1	2	2	2	3
CO4	3	2	2	2	2	2	1	1	2	2	1	2
CO5	3	3	2	2	1	3	2	1	2	1	1	2

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

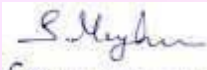
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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. Text Editor creation using VB.NET
2. Hotel Billing Application
3. Employee registration implementing using validation control.
4. Create a program to connect with database and manipulate the records in the database using ADO.NET
5. Develop a car showroom inventory web application with 2-tier architecture
6. Develop an employee management application using three tier architecture
7. Develop a real estate web application with n-tier architecture
8. Develop a Web application using XML
9. Develop a simple .NET MVC application

10. Design a student identity management web application using struts framework.
11. Example for Basic CRUD operations.
12. 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	PSO4 & PSO3

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	3	3	2	1	1
CO3	3	2	3	2	1

Mapping of COs with POs

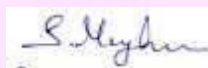
CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	3	2	1	2	1	1	2	1	3	2
CO2	1	3	2	1	3	2	2	2	1	2	1	1
CO3	1	1	3	2		3	3	1	1	2	1	2

COURSE DESIGNER:

Staff Name – P.NANCY VINCENTINA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

II MCA
SEMESTER – III

For those who joined in 2020 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WE EK	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 & PSO3
CO 2	Designing project using designing tools	K2, K3, K4	PSO2 & PSO3
CO 3	Testing projects using testing tools	K2 & K3	PSO3 & PSO4

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	1	1
CO2	1	3	2	1	1
CO3	1	1	2	3	1

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	2	1	1	1	1	2	1	1	1	1
CO2	1	3	2	1	2	1	1	1	1	1	1	2
CO3	1	1	2	3	1	1	1	1	2	1	1	1

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

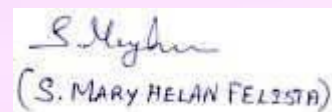
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – S. JEBAPRIYA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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

- How to dress
- Body language
- Case Interview

UNIT - II Team Skills Development

- Quick plan exercise
- Group connections activity
- Coded team communication activity
- Personality tree exercise
- Management and leadership training

UNIT – III Time Management Skills

- Individual Target achievement activity
- 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, PSO4
CO 2	Exhibit competencies expected by employers	K2, K3, K4	PSO4
CO 3	Demonstrate emotional intelligence and inter cultural competencies and to be ready to work in teams	K2, K3& K5	PSO4 &PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	3	1
CO2	1	1	1	3	1
CO3	1	1	1	2	3

Mapping of COs with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	1	1	1	1	2	2	2	1	3	3
CO2	1	1	1	2	1	1	3	2	2	2	2	2
CO3	1	1	1	1	1	1	2	2	3	2	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

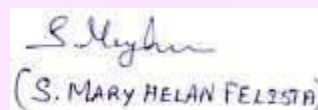
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name - B.USHA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

II MCA
SEMESTER – IV
(For those who joined in 2020 onwards)

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
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 1	Design websites using various React and Angular features	K1, K2,	PSO1 & PSO2
CO 3	Build applications using Node.JS along with MongoDB & MySQL.	K1 & K3	PSO2 & PSO3
CO 5	Utilize the conceptual and practical aspects of CSS Pre-processors	K2 & K4	PSO3 & PSO4

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	1	1	1
CO2		3	2	1	1
CO3	1	1	2	2	1

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	1	1	2	3	1	2	1	2
CO2	3	2	2	1	2	1	2	3	1	2	2	2
CO3	3	3	3	2	3	2	2	3	2	3	3	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

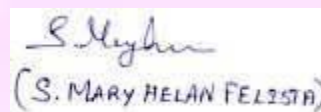
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – S. MARY HELAN FELISTA

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	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 Weka 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 WEKA 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 Association Rule	2	Chalk & Talk	Black Board

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 WEKA 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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 the functionalities of Data Mining and various techniques to extract knowledge.	K2, K4	PSO2
CO 2	Analyze the methods to discover Association Rules	K2, K3, K4	PSO1 & PSO2
CO 3	Design & deploy the appropriate Clustering techniques.	K2 , K4	PSO1 & PSO3
CO 4	Outline web mining, temporal and spatial data mining	K2, K3,K4 & K5	PSO1 & PSO4
CO 5	Examine and Explore weka techniques	K2,K3,K4 & K5	PSO2

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	3	2	1	1	1
CO3	3	1	2	1	1
CO4	3	1	1	2	1
CO5	1	1	2	3	1

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO 12
CO1	1	2	3	3	3	1	2	2	1	2	1	2
CO2	2	2	3	2	2	3	3	1	1	2	1	1
CO3	1	3	3	3	3	2	2	1	2	2	1	1
CO4	2	2	2	3	3	2	3	2	1	2	1	2
CO5	3	2	2	2	1	3	3	2	1	2	1	2

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

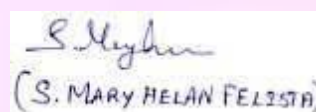
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – R.SMEETA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

II MCA

SEMESTER - II

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS / WEEK	CREDITS
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

(12 Hours)

INTRODUCING EXCEL TABLES

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

(12 Hours)

CLEANING DATA & WORKING WITH PIVOTTABLES

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

(12 Hours)

PIVOTTABLE & PIVOTCHARTS

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

(12 Hours)

DATABASE FUNCTIONS & STATISTICS FUNCTIONS:

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

(12 Hours)

DESCRIPTIVE & INFERENCE STATISTICS

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

WEB REFERENCES:

1. owardsdatascience.com/data-analysis-using-excel-885f337c85c
2. <https://people.umass.edu/evagold/excel.html>
3. <https://www.analyticsvidhya.com/blog/2021/04/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	2	Lecture	PPT & White board

	DVARP Functions			
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 Board
4.7	Finding Values, Ranks, and Percentiles - Standard Deviations and Variances	1	Chalk & Talk	Black Board
4.8	Regression Analysis - Correlation	1	Lecture	PPT & White board

UNIT -5 Descriptive & Inferential Statistics

5.1	Descriptive Statistics	1	Lecture	Smart Board
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 & White board
5.4	Generating Random Numbers - Sampling Data	2	Discussion	Google classroom
5.5	Inferential Statistics	1	Lecture	Smart Board
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 & White 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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Ability to analyze data is a powerful skill that helps you make better decisions	K2	PSO1 & PSO5
CO 2	Identify the basic principles of a Pivot Table	K2, K3	PSO1 & PSO2
CO 3	Recognize how to use Pivot Table and Pivot chart	K2 , K4	PSO3 & PSO4
CO 4	Use Excel's powerful functions to efficiently transform mountains of raw data into clear insights	K2,K3,K4	PSO4 & PSO5
CO 5	Use your new-found Excel skills like Descriptive Statistics and Inferential Statistics to analyze what makes a successful project.	K2,K5	PSO3 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	1	3
CO2	3	2	1	1	1
CO3	1	1	2	2	1
CO4	1	1	3	2	1
CO5	1	1	2	1	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

Mapping of COs with POs

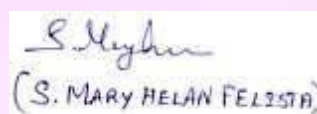
CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	1	2	2	2	3	1	1	1	2
CO2	3	2	2	2	2	2	2	3	1	1	1	2
CO3	3	3	3	2	2	3	2	3	1	2	1	2
CO4	3	3	3	2	3	3	2	3	2	2	1	3
CO5	3	3	3	3	3	3	3	3	2	3	3	3

COURSE DESIGNER:

Staff Name – S. MARY HELAN FELISTA

Forwarded By

HOD'S Signature & Name


 (S. MARY HELAN FELISTA)

II MCA
SEMESTER – III
(For those who join in 2020 onwards)

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	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.

WEB REFERENCES:

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 Products to Handle Big Data	2	Discussion	Black Board

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 Relational Databases	2	Lecture	PPT

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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 fundamentals of various big data analysis techniques	K2, K4	PSO1 & PSO2
CO 2	Analyze the big data analytic techniques for useful business applications.	K2, K3, K4	PSO2 & PSO4
CO 3	Examine the HADOOP and Map Reduce technologies associated with big data analytics	K2 , K4	PSO3 & PSO4
CO 4	Scrutinize the various storage architecture using HDFS and Map reducing techniques	K2, K3,K4 & K5	PSO3 & PSO5
CO 5	Understand, Explore and deploy Hbase	K2,K3,K4 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	1	2	1	3	1
CO3	1	1	2	2	1
CO4	1	1	3	1	2
CO5	1	1	1	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

Mapping of COs with POs

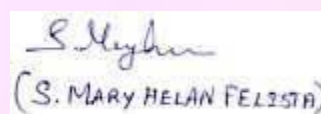
CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	1	1	2	2	2	1	1	1	2
CO2	2	2	1	2	1	2	2	2	2	1	1	2
CO3	2	2	2	1	2	3	2	2	1	2	1	2
CO4	2	3	3	1	2	3	2	3	2	2	2	2
CO5	3	3	3	2	3	3	3	3	2	3	3	3

COURSE DESIGNER:

Staff Name – S. Mary Helan Felista

Forwarded By

HOD'S Signature & Name



(S. MARY HELAN FELISTA)

II MCA
SEMESTER – III
(For those who join in 2020 onwards)

PROGRAMM E CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCADA04	DATA ANALYTIC 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. 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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Examine the programming constructs of Pig and database management using HiveQL	K2, K4	PSO1 & PSO2
CO 2	Write scripts using Pig latin and perform various HiveQL queries by applying RDBMS concepts	K2, K3, K4	PSO1, PSO2 & PSO3
CO 3	Apply the concepts of Pig and Hive in simple tasks	K2 , K4	PSO1 & PSO3
CO 4	Formulate and analyse different databases for different situations	K2, K3,K4 & K5	PSO1 & PSO4
CO 5	Create real time applications	K2,K3,K4 & K5	PSO1 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	3	2	3	1	1
CO3	3	2	3	1	1
CO4	3	2	2	3	1
CO5	2	2	2	1	3

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	1	1	2	2	1	1	1	1	2
CO2	2	2	2	2	1	2	2	2	2	1	1	2
CO3	2	3	2	1	2	3	2	1	1	2	1	2
CO4	2	3	3	1	2	3	2	2	2	2	2	2
CO5	3	3	3	2	3	3	3	2	2	1	2	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

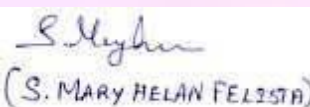
♦ Weakly Correlated -1

COURSE DESIGNER:

Forwarded By

Staff Name – B. USHA

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

II MCA

SEMESTER – IV

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WE EK	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

WEB REFERENCES :

1. <https://www.analyticsvidhya.com/learning-paths-data-science-business-analytics-business-intelligence-big-data/learning-path-r-data-science/>
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 – Using Control Structures in R	3	PPT	LCD
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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Examine the concepts around Business analytics	K2, K4	PSO1,PS02
CO 2	Evaluate the process of analysing a business descriptively using the tool	K2, K3, K4	PSO2, PSO3
CO 3	Explore data and business analytic process	K2 , K4	PSO1, PSO3
CO 4	Apply various supervised and un supervised Machine learning techniques	K2, K3,K4 & K5	PSO4, PSO5
CO 5	Learn to apply different algorithms of regression for business problems	K2,K3,K4 & K5	PSO3, PSO4

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	2	3	1	1
CO3	3	1	2	1	1
CO4	1	1	1	2	3
CO5	1	1	2	3	1

Mapping COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO 12
CO1	1	2	3	3	3	1	2	2	1	2	1	2
CO2	2	2	3	2	2	3	3	1	1	2	1	1
CO3	1	3	3	3	3	2	2	1	2	2	1	1
CO4	2	2	2	3	3	2	3	2	1	2	1	2
CO5	3	2	2	2	1	3	3	2	1	2	1	2

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

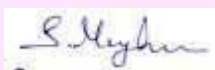
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name –R. SMEETA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 the need for security and best practices in a big data environment	K2, K4	PSO1 & PSO2
CO 2	Analyze the steps to secure big data	K2, K3, K4	PSO1,PSO2 & PSO3
CO 3	Build security in hadoop eco system	K2 , K4	PSO1,PSO2 & PSO3
CO 4	Assess the sensitivity of data in Hadoop	K2, K3,K4 & K5	PSO1 & PSO4
CO 5	Outline data security and event logging	K2,K3,K4 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	1	1
CO2	2	3	2	1	1
CO3	3	3	2	1	1
CO4	3	2	1	3	1
CO5	2	1	2	3	3

Mapping COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	1	2	2	2	2	1	1	1	2
CO2	2	2	1	2	1	2	2	2	2	1	1	2
CO3	2	2	2	1	2	3	2	2	1	2	1	2
CO4	2	3	3	1	2	3	2	3	2	2	2	2
CO5	3	3	3	2	3	3	3	3	2	3	3	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

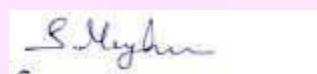
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

I MCA
SEMESTER – II
(For those who join in 2020 onwards)

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	CREDITS
MCA	20MCADS01	DATA COMMUNICATION & NETWORKING	SPECIALIZA TION ELECTIVE – DISTRIBUT ED 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.omniseccu.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 and File Transfer: Remote Logging	1	Chalk & Talk	Black 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 C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 the functionalities of Networking layers of both OSI and TCP/IP reference models.	K2, K4	PSO1 & PSO2
CO 2	Analyze the design issues of Datalink layer and techniques to resolve it.	K2, K3, K4	PSO2 & PSO3
CO 3	Compare the principles of Internet protocols and Routing algorithm. Predict the TCP and UDP related procedures	K2 , K4	PSO3
CO 4	Outline the Application layer protocols.	K2, K3,K4 & K5	PSO1 & PSO4
CO 4	Examine and Explore Network Simulation techniques	K2,K3,K4 & K5	PSO4

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	3	2	1	1
CO3	3	1	3	1	1
CO4	2	1	1	3	1
CO5	1	1	1	3	1

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

Mapping of COs with POs

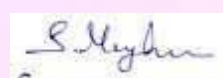
CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12
CO1	3	3	1	2	2	3	3	1	1	3	1	2
CO2	1	2	2	2	3	2	2	3	1	2	3	2
CO3	1	3	1	2	2	3	3	1	3	3	2	3
CO4	2	2	3	3	1	1	2	1	2	2	2	2
CO5	1	2	3	1	1	3	2	2	2	2	1	2

COURSE DESIGNER:

Staff Name – P. Nancy Vincentina Mary

Forwarded By

HOD'S Signature & Name


 (S. MARY HELAN FELISTA)

I MCA
SEMESTER – II
(For those who join in 2020 onwards)

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS /WE EK	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 – V 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. Hideki Imai, Mohammad Ghulam Rahman, "Wireless Communications Security", Kazukuni Kobara, Artech House, 2007
3. Steve S. Thomas, "Wireless Communications Security", Create Space Independent Publishing, 2010.
4. Jyrki T. J. Penttinen, "Wireless Communications Security Solutions for the Internet of Things", John Wiley & Sons Ltd, 2017

WEB REFERENCES:

1. https://www.tutorialspoint.com/session_initiation_protocol/session_initiation_protocol_introduction.htm
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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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, Predict and Evaluate MAC, SDMA, TDMA, FDMA, CDMA	K2, K4	PSO1 & PSO3
CO 2	Demonstrate the architectures, challenges and solutions of Wireless communication	K2, K3, K4	PSO2 & PSO3
CO 3	Assess the role of Wireless Networks in shaping the future internet.	K2 , K4	PSO3 & PSO5
CO 4	Design Mobile IP to support seamless and continuous Internet connectivity	K2, K3,K4 & K5	PSO1 & PSO4
CO 5	Design SIP to create, modify, and terminate a multimedia session over the Internet Protocol.	K2,K3,K4 & K5	PSO1 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	1	2
CO2	1	3	2	1	1
CO3	1	1	3	1	2
CO4	2	1	1	3	1
CO5	2	1	1	1	3

Note: ♦ Strongly Correlated - 3

♦ Moderately Correlated - 2

♦ Weakly Correlated -1

Mapping of COs with POs

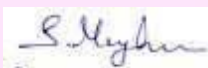
CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	1	2	2	2	1	1	1	2	1
CO2	3	2	2	1	1	3	3	1	1	1	3	1
CO3	1	2	1	1	1	2	2	2	1	3	2	2
CO4	1	1	3	2	2	2	1	1	1	1	2	1
CO5	2	2	3	1	1	3	2	1	2	3	1	1

COURSE DESIGNER:

Staff Name - S. JEBAPRIYA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

II MCA

SEMESTER - III

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
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 SIGNATURE(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 Stallings, "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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Evaluate the fundamentals of networks security, security architecture, threats and vulnerabilities	K2, K4	PSO1 & PSO2
CO 2	Compare Stream ciphers and block ciphers.	K2, K3, K4	PSO2 & PSO3
CO 3	Apply the different cryptographic operations of public key cryptography.	K2 , K4	PSO1 & PSO3
CO 4	Pertain the various Authentication schemes to simulate different applications.	K2, K3,K4 & K5	PSO2 & PSO4
CO 5	Applying CrypTool 2 to encrypt and decrypt texts using different ciphers.	K2,K3,K4 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	3	1	1	1
CO3	2	1	3	1	1
CO4	1	2	1	3	1
CO5	1	1	1	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

Mapping of COs with POs

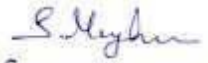
CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	1	2	2	1	1	2	2	1
CO2	3	2	2	1	1	3	3	1	1	1	3	1
CO3	1	3	2	1	3	2	2	2	1	2	1	1
CO4	2	3	1	2	3	1	1	2	2	1	1	1
CO5	1	2	1	1	2	3	3	1	2	2	3	2

COURSE DESIGNER:

Staff Name – S. JEBAPRIYA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

II MCA

SEMESTER - III

(For those who join in 2020 onwards)

PROGRAMME 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:

1. <https://homelandforensics.com/forensics.htm>
2. https://en.wikipedia.org/wiki/Computer_forensics

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 COMPUTER FORENSICS FUNDAMENTALS				
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 Evidenc	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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Predict the forensics fundamentals and the various technologies used to avoid computer crimes	K2, K4	PSO1 & PSO3
CO 2	Illustrate different methods to collect and preserve digital evidence and Digital Crime Scene.	K2, K3, K4	PSO2 & PSO5
CO 3	Identify and Analyze Forensic Technical Surveillance Devices.	K2 , K4	PSO3 & PSO4
CO 4	Evaluate the Various tools and tactics followed in military.	K2, K3,K4 & K5	PSO2 & PSO4
CO 5	Demonstrate the Usage of surveillance tools for tracking cyber criminals	K2,K3,K4 & K5	PSO2 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	1	1
CO2	1	3	1	1	2
CO3	1	1	3	2	1
CO4	1	2	1	3	1
CO5	1	2	1	1	3

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	1	3	1	3	2	1	3	1	2
CO2	2	1	3	2	2	3	3	1	1	3	3	1
CO3	1	3	3	1	3	2	2	1	2	2	1	1
CO4	1	1	2	1	3	2	3	2	2	2	1	1
CO5	3	2	1	2	1	3	3	2	1	3	3	1

Note: ♦ Strongly Correlated - 3

♦ Moderately Correlated - 2

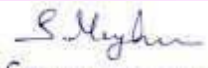
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name - S. JEBAPRIYA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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 Actors, 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 Actors, 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 Leaks – Findings Leaks	1	PPT	White Board

2.4	Tagging Cloud Assets	1	Flipped Classroom	LMS tool – and LCD
2.5	Life 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
5.7	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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Examine the security threats in cloud platforms	K2, K4	PSO3
CO 2	Evaluate Data Asset and Identity Access Management	K2, K3, K4	PSO2, PSO3
CO 3	Manage the vulnerable cloud environment	K2 , K4	PSO1
CO 4	Understand the security issues that arises over a Network	K2, K3,K4 & K5	PSO4, PSO5
CO 5	Explore the security incidents by detecting, responding and recovering	K2,K3,K4 & K5	PSO3, PSO4

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	3	1	1
CO2	1	2	3	1	1
CO3	3	1	1	1	1
CO4	1	1	1	3	2
CO5	1	1	3	2	1

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

Mapping of COs with Pos

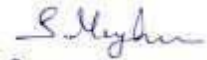
CO/ PSO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	3	3	1	2	2	3	3	1	1	3	1	2
CO2	1	2	2	2	3	2	2	3	1	2	2	2
CO3	1	3	1	2	2	3	3	1	3	3	2	1
CO4	2	2	3	1	1	1	2	1	2	2	2	2
CO5	1	2	3	1	1	3	2	2	2	1	1	2

COURSE DESIGNER:

Staff Name – P. Nancy Vincentina Mary

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

II MCA
SEMESTER – IV
(For those who join in 2020 onwards)

PROGRAMM E CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEE K	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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 the building blocks and operation of high speed networking and ATM.	K2, K4	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 , K4	PSO1 & PSO3
CO 4	Compare the different architectures used for HSN.	K2, K3,K4 & K5	PSO1 & PSO4
CO 5	Describe the protocols that are used to design high speed networks.	K2,K3,K4 & K5	PSO1 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	3	1	1	1
CO3	2	1	3	1	1
CO4	3	1	1	2	1
CO5	2	1	1	1	3

Mapping of COs with POs

CO/ PSO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	2	2	1	1	1	2	2	2	1	1	1	2
CO2	2	2	2	1	1	2	2	2	2	2	1	2
CO3	2	2	2	1	2	2	2	2	1	2	1	2
CO4	2	2	2	1	1	3	2	3	1	2	2	3
CO5	3	3	3	2	2	3	3	3	3	3	3	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

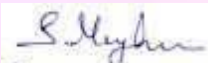
♦ Weakly Correlated -1

COURSE DESIGNER:

Forwarded By

Staff Name – B. USHA

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

I MCA

SEMESTER - II

(For those who join in 2020 onwards)

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCAAM01	ARTIFICIAL INTELLIGENCE & EXPERT SYSTEMS	SPECIALIZA TION 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

(12 HRS.)

AI PROBLEMS AND PROBLEM CHARACTERISTICS

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

(12 HRS.)

SEARCH TECHNIQUES

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

(12 HRS.)

USING PREDICATE LOGIC

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

(12 HRS.)

FILLER STRUCTURE AND GAME PLAYING

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

(12 HRS.)

AI LEARNING, EXPERT SYSTEMS AND SCIKIT-LEARN

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

1. http://en.wikipedia.org/wiki/Artificial_intelligence
2. http://www.cee.hw.ac.uk/~alison/ai3notes/subsection2_6_2_3.html
3. <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

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 problems that are amenable to solution by AI methods.	K2, K4	PSO1,PSO2
CO 2	Formulate search problems and implement search algorithms using admissible heuristics.	K2, K3, K4	PSO2, 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.	K2 , K4	PSO1, PSO3
CO 4	Analyze games playing as adversarial search problems and implement optimal and efficient solutions.	K2, K3,K4 & K5	PSO4, PSO5
CO 5	Apply the concepts of Expert Systems in machine learning, Examine and Explore scikit learn techniques	K2,K3,K4 & K5	PSO3, PSO4

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	2	3	1	1
CO3	3	1	2	1	1
CO4	1	1	1	2	3
CO5	1	1	2	3	1

Mapping of COs with Pos

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	3	1	2	1	1	1	1	1	1	1	1
CO2	1	1	3	1	2	1	1	1	1	1	1	1
CO3	1	3	1	1	1	1	1	2	1	1	1	1
CO4	1	3	1	1	1	2	1	1	1	1	1	1
CO5	3	1	1	1	1	1	2	1	1	1	1	1

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

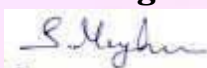
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

I MCA
SEMESTER - II
(For those who join in 2020 onwards)

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEE K	CREDITS
MCA	20MCAAM02	SOFT COMPUTING	SPECIALIZAT ION 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

(12 HRS.)

FUNDAMENTALS OF NEURAL NETWORKS

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

(12 HRS.)

BACK PROPAGATION NETWORKS

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

(12 HRS.)

ADAPTIVE REASONANCE THEORY

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 HRS.)

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 HRS.)

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 ADAPTIVE REASONANCE THEORY				
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 Membership	1	Chalk & Talk	Black Board
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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 the functional components of artificial neural networks..	K2, K4	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 , K4	PSO3 & PSO5
CO 4	Analyze the logic principle of classical sets and fuzzy set operations in fuzzy set theory.	K2, K3,K4 & K5	PSO3 & PSO4
CO 5	Identify the concept of fuzzificationand defuzzification involved in various systems.	K2,K3,K4 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	3	1	1	1
CO3	1	1	2	1	3
CO4	1	1	3	2	1
CO5	1	1	1	3	2

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	1	1	1	3	1	1	1	1	1	1
CO2	1	1	1	1	3	1	1	1	1	1	2	1
CO3	1	1	2	1	1	1	1	1	3	1	1	1
CO4	3	1	1	1	1	1	2	1	1	1	1	1
CO5	1	3	1	2	1	1	1	1	1	1	1	1

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

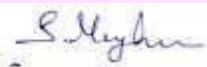
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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

(12 HRS.)

INTRODUCTION

Introduction to machine learning -Learning Problems – Learning System – Issues in machine learning - Concept Learning - Learning Task – General-to-specific Ordering – Inductive Bias.

SELF STUDY : Choosing the Target Function

UNIT II

(12 HRS.)

DECISION TREE & BAYESIAN LEARNING

Decision Tree Learning -Bayesian Learning - Bayes Theorem – Bayes Theorem and Concept Learning – Naive Bayes classifier - Bayesian Networks

SELF STUDY : Avoiding Overfitting the Data

UNIT III

(12 HRS.)

GENETIC ALGORITHMS

Introduction to Instance Based Learning – K-Nearest Neighbor Learning - Genetic Algorithms - Hypotheses – Genetic Operators – Genetic Programming.

SELF STUDY : Parallelizing Genetic Algorithms

UNIT IV

(12 HRS.)

LEARNING SETS OF RULES

Introduction to Learning Sets of Rules -Sequential Covering Algorithms – Learning First order Rules – FOIL – Analytical Learning – PROLOG – EBG – Explanation Based learning

SELF STUDY : Deductive Learning

UNIT V

(12 HRS.)

KNIME

Introduction – Installation – First Run – Workbench – Running Workflow – Exploring Workflow – Building own Model – Testing Model .

SELF STUDY : 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_atelierdatamining.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	Learning System	2	Lecture	PPT
1.4	Issues in machine learning	2	Chalk & Talk	Black Board
1.5	Concept Learning	1	Discussion	Black Board
1.6	Learning Task	1	Lecture	White board
1.7	General-to-specific Ordering	2	Lecture	PPT
1.8	Inductive Bias	1	Lecture	White board
UNIT -2 DECISION TREE & BAYESIAN LEARNING				
2.1	Decision Tree Learning	2	Lecture	PPT
2.2	Bayesian Learning	2	Discussion	Black Board
2.3	Bayes Theorem	2	Chalk & Talk	PPT
2.4	Bayes Theorem and Concept Learning	2	Lecture	White board
2.5	Naive Bayes classifier	2	Discussion	Black Board
2.6	Bayesian Networks	2	Lecture	PPT
UNIT -3 GENETIC ALGORITHMS				
3.1	Introduction to Instance Based Learning	2	Lecture	White board
3.2	K-Nearest Neighbor Learning	2	Chalk & Talk	Black Board

3.3	Genetic Algorithms	2	Lecture	PPT
3.4	Hypotheses	2	Lecture	White board
3.5	Genetic Operators	2	Lecture	PPT
3.6	Genetic Programming	2	Discussion	Google classroom
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	2	Chalk & Talk	Black Board
4.4	Analytical Learning	2	Chalk & Talk	Black Board
4.5	PROLOG EBG	2	Discussion	Black Board
4.6	Explanation, Based Learning	2	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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 the concepts of machine learning	K2, K4	PSO1,PSO2
CO 2	Demonstrate Decision Tree learning and Bayesian Learning for classification.	K2, K3, K4	PSO2, PSO3
CO 3	Analyze the logic behind Genetic Algorithms.	K2 , K4	PSO1, PSO3
CO 4	Compare various set of rules available for Learning.	K2, K3,K4 & K5	PSO4, PSO5
CO 5	Propose solution for real world problems based on Inductive and Analytical Learning.	K2,K3,K4 & K5	PSO3, PSO4

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	1	2	3	1	1
CO3	3	1	2	1	1
CO4	1	1	1	2	3
CO5	1	1	2	3	1

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	1	1	1	1	1	1	1	1	1	1
CO2	1	1	1	1	1	1	1	2	1	1	3	1
CO3	1	3	2	1	1	1	1	1	1	1	1	1
CO4	1	1	1	1	1	1	2	1	1	3	1	1
CO5	1	1	1	2	1	3	1	1	1	1	1	1

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

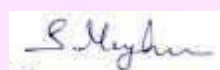
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

II MCA
SEMESTER – III
(For those who join in 2020 onwards)

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	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

(12 HRS.)

INTRODUCTION TO NN AND ARTIFICIAL NN

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

(12 HRS.)

MODELS OF ARTIFICIAL NN & PERCEPTRON NETWORKS

Introduction - McCulloch-Pitts Neuron Model - Learning Rules -
Introduction - Single Layer Perceptron - Brief Introduction to Multilayer
Perceptron Networks

SELF STUDY: Single Layer Perceptron

UNIT III

(12 HRS.)

ASSOCIATIVE MEMORY NETWORKS

Introduction - Algorithm for Pattern Association - Hetero Associative
Memory Neural Networks - Auto Associative Memory Network.

SELF STUDY: Auto Associative Memory Network

UNIT IV

(12 HRS.)

FEEDBACK AND FEED FORWARD NETWORK

Introduction - Discrete HopFiled Net - Continuous Hoppfiled Net -
Introduction - Back Propagation Network.

SELF STUDY: Discrete HopFiled Net

UNIT V

(12 HRS.)

AI SPECIAL NETWORKS &APPLICATIONS OF NN

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, Eiji Mizutani, 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 &APPLICATIONS OF NN				
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

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 problems that are amenable to solution by Neural networks methods.	K2, K4	PSO1& PSO2
CO 2	Formulate searching rules and implement Single Layer Perceptron and Multilayer Perceptron Networks.	K2, K3, K4	PSO2 & PS03
CO 3	Design and carry out an empirical evaluation of different algorithms on Pattern Association	K2 , K4	PSO1 & PS04
CO 4	Analyze Feedback and Feed forward Network and implement optimal and efficient solutions.	K2, K3,K4 & K5	PS03 & PS05
CO 5	Apply the application of Neural Networks in Arts, Bioinformatics and use of Neural Networks in Knowledge Extraction.	K2,K3,K4 & K5	PS04 &PS05

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	3	2	1	1
CO3	2	1	1	3	1
CO4	1	1	3	1	2
CO5	1	1	1	2	3

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	3	1	1	1	2	1	1	1	1	1	1
CO2	1	1	1	1	3	1	2	1	1	1	1	1
CO3	1	1	3	1	1	1	1	2	1	1	1	1
CO4	1	3	1	1	1	1	1	1	2	1	1	1
CO5	3	1	1	1	1	1	1	1	1	2	1	1

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

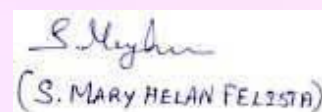
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

II MCA
SEMESTER – IV
(For those who join in 2020 onwards)

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	CREDITS
MCA	20MCAAM05	HUMAN COMPUTER INTERACTION	SPECIALIZATIO N 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 interaction	2	Lecture	Smart Board

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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Design effective dialog for HCI	K2, K4	PSO1 & PSO2
CO 2	Design effective HCI for individuals and persons with disabilities	K2, K3, K4	PSO2
CO 3	Assess the importance of user feedback	K2 , K4	PSO3 & PSO4
CO 4	Explain the HCI implications for designing websites	K2, K3,K4 & K5	PSO1 & PSO4
CO 5	Develop meaningful user interface	K2,K3,K4 & K5	PSO1 & PSO2

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	3	1	1	1
CO3	1	1	3	2	1
CO4	3	1	1	2	1
CO5	3	2	1	1	1

Mapping of COs with POs

CO/ PSO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	1	3	1	1	2	1	1	1	1	1	2	1
CO2	1	2	1	1	2	1	2	1	1	1	3	1
CO3	1	2	1	1	2	3	1	1	1	1	3	1
CO4	1	3	1	1	3	1	2	1	1	1	2	1
CO5	3	2	1	1	2	2	3	1	1	1	2	1

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

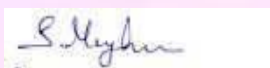
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – P. Nancy Vincentina Mary

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

II MCA
SEMESTER – IV
(For those who join in 2020 onwards)

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	CREDITS
MCA	20MCAAM06	DEEP LEARNING	SPECIALIZATION ELECTIVE – AI & MACHINE LEARNING	4	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

(12 HRS.)

DEEP NETWORKS

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

(12 HRS.)

DEEP NETWORKS:MODERN PRACTICES

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

(12 HRS.)

DEEP LEARNING RESEARCH

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

(12 HRS.)

STRUCTURED PROBABILISTIC, MONTE CARLO METHODS

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

(12 HRS.)

APPLICATIONS

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, Parameter Norm Penalties	1	Chalk & Talk	Black Board
1.5	Norm Penalties as Constrained Optimization, Regularization and Under Constrained Problems	2	Discussion	Black Board
1.6	Optimization for Training Deep Models ,Challenges In NN Optimization	2	Lecture	White board
UNIT - 2 DEEP NETWORKS MODERN PRACTICES				
2.1	Convolutional Networks, Convolution operation, Motivation	2	Lecture	PPT
2.2	Pooling , Efficient Convolution Algorithms	2	Chalk & Talk	Black Board
2.3	Recurrent and Recursive Nets, Recurrent neural networks,Deep Recurrent neural networks	2	Lecture	PPT
2.4	Recursive Neural Networks, challenge of Long Term Dependencies	2	Lecture	White board

2.5	Optimization for Long Term Dependencies	2	Discussion	Black Board
UNIT - 3 DEEP LEARNING RESEARCH				
3.1	Autoencoders, Undercomplete, Regularized Autoencoders	2	Lecture	White board
3.2	Representational Power, Layer Size and Depth, Stochastic Encoders and Decoders	2	Chalk & Talk	Black Board
3.3	Representation Learning, Greedy Layer Wise Unsupervised pretraining	2	Lecture	PPT
3.4	Transfer Learning and Domain Adaptation, 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, Learning About Dependencies	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	Monte Carlo Methods, Sampling and Monte Carlo Methods	2	Discussion	Black Board
4.6	Importance Sampling, Markov Chain Monte Carlo Methods	2	Lecture	PPT
4.7	Gibbs Sampling	1	Lecture	White board
4.8	Challenge of Mixing between Separate Modes	1	Discussion	Black Board
UNIT - 5 APPLICATIONS				
5.1	Large Scale Deep Learning, Fast CPU Implementations, GPU Implementations	1	Chalk & Talk	Black Board
5.2	Large Scale Distributed Implementations	1	Lecture	PPT
5.3	Model Compression, Computer Vision	1	Lecture	PPT
5.4	Speech Recognition	1	Lecture	White board
5.5	Natural Language Processing, n-grams	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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 problems that are amenable to solution by deep networks	K2, K4	PS01& PS02
CO 2	Formulate convolutional networks and sequence modelling for problem solving	K2, K3, K4	PS02 & PS03
CO 3	Design and carry out an empirical evaluation of autoencoders and representation learning	K2 , K4	PS01 & PS04
CO 4	Analyze structured probabilistic and Monte Carlo Methods	K2, K3,K4 & K5	PS03 & PS05
CO 5	Apply the applications of deep learning.	K2,K3,K4 & K5	PS04 &PS05

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	3	2	1	1
CO3	2	1	1	3	1
CO4	1	1	3	1	2
CO5	1	1	1	2	3

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	3	1	1	1	1	1	1	2	1	1	1
CO2	1	1	1	3	1	1	2	1	1	1	1	1
CO3	1	1	3	1	1	1	1	2	1	1	1	1
CO4	1	3	1	1	1	1	1	1	1	2	1	1
CO5	3	1	1	1	2	1	1	1	1	1	1	1

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

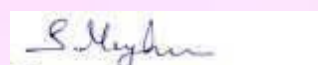
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	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

(12 HRS.)

WORKING WITH DOCUMENTS

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.

SELF STUDY: Tracking Changes and Security

UNIT II

(12 HRS.)

SPREADSHEET

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.

SELF STUDY: Inserting Functions and Manual breaks.

UNIT III

(12 HRS.)

ADVANCED SPREADSHEET

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.

SELF STUDY:Filtering and Validation

UNIT IV

(12 HRS.)

DATABASE AND REPORTS

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.

SELF STUDY:Printing & Print Preview

UNIT V

(12 HRS.)

PRESENTATION

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.

SELF STUDY:Setting Animation & transition effects

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	Introduction, 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	Formatting documents, Setting Font styles, Font selection, style, size, colour etc	1	Discussion	Google classroom
1.4	Type face, 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	Setting page style, 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	Creating tables, Table settings, Borders, Alignments, Insertion, deletion, Merging, Splitting, Sorting, and Formula	1	Lecture	White board
1.9	Drawing, Inserting ClipArts, Pictures/Files etc	1	Demonstration	LCD
1.10	Tools, 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	Introduction, Spread Sheet & its Applications, Opening Spreadsheet	1	Lecture	PPT
2.2	Menus, 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	Working with Spreadsheets ,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	Spread sheet addressing, Rows, Columns & Cells, Referring Cells & Selecting Cells – Shortcut Keys	1	Chalk & Talk	Black Board
2.7	Entering & Deleting data, 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	Setting formula, finding total in a column or row, Mathematical operations	1	Lecture	White board
3.2	Using other Formulae, Formatting Spreadsheets , Labelling columns & rows	1	Demonstration	LCD
3.3	Formatting- Cell, row, column & Sheet	1	Lecture	PPT
3.4	Category, Alignment, 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	Visibility, 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	Calculations, 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,	1	Demonstration	LCD

	Creating & Using Templates			
3.12	Pivot Tables, Tracking Changes, Security, Customization	1	Demonstration	LCD
UNIT - 4 DATABASE AND REPORTS				
4.1	Introduction, 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	Database, 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	Reports , 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	Introduction, 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	Formatting a presentations, Adding style, Colour, gradient	1	Demonstration	LCD

	fills, Arranging objects			
5.6	Adding Header & Footer, Slide Background, Slide layout	1	Lecture	PPT
5.7	Adding graphics, Inserting pictures, movies, tables etc into presentation	1	Lecture	PPT
5.8	Drawing Pictures using Draw	1	Discussion	Google classroom
5.9	Adding effects, 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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 current and emerging word processing technologies to produce organizational documents	K2, K4	PSO1 & PSO2
CO 2	Develop, open and explore the Microsoft Office Excel environment	K2, K3, K4	PSO2 & PSO3
CO 3	Design and edit charts and graphs with the use of functions and formulas.	K2 , K4	PSO1 & PSO3
CO 4	Implement and query a database using different methods	K2, K3,K4 & K5	PSO4 & PSO5
CO 5	Generate slide presentations that include text, graphics, animation, and transitions.	K2,K3,K4 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	3	2	1	1
CO3	2	1	3	1	1
CO4	1	1	1	2	3
CO5	1	1	1	3	2

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	3	1	1	1	1	1	1	2	1	1	1
CO2	1	1	1	3	1	1	2	1	1	1	1	1
CO3	1	1	3	1	1	1	1	2	1	1	1	1
CO4	1	3	1	1	1	1	1	1	1	2	1	1
CO5	3	1	1	1	2	1	1	1	1	1	1	1

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

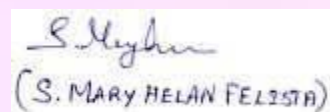
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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](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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Preparation and analysis of balance sheet.	K2, K4	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 , K4	PSO1 & PSO2
CO 4	Analyze the flow of funds.	K2, K3,K4 & K5	PSO1 , PSO2 & PSO4
CO 5	Use Tally to implement the needs of financial accounting.	K2,K3,K4 & K5	PSO1, PSO3 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	1	1
CO2	2	3	1	1	1
CO3	3	3	1	1	1
CO4	3	3	1	2	1
CO5	2	2	1	1	3

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	1	1	1	1	1	1	2	1	1	1
CO2	1	1	1	3	1	1	2	1	1	1	1	1
CO3	1	1	3	1	1	1	1	2	1	1	1	1
CO4	1	2	1	1	1	1	1	1	1	2	1	1
CO5	3	2	2	3	2	2	2	1	1	1	1	1

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

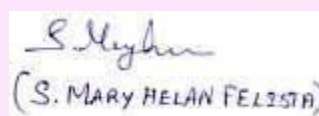
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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

(12 Hours)

INTRODUCTION

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

(12 Hours)

PERSONALITY AND VALUES

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

(12 Hours)

UNDERSTANDING WORK TEAMS

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

(12 Hours)

LEADERSHIP & ORGANIZATIONAL STRUCTURE

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

(12 Hours)

ORGANIZATIONAL CULTURE, CHANGE & STRESS MANAGEMENT

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 -Introduction				
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 organizational Designs	1	Lecture	White Board
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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Develop an Organisational Behaviour model for any type of Organization	K2, K4	PSO1 & PSO2
CO 2	Understand the Ethics in Decision Making	K2, K3, K4	PSO2 & PSO4
CO 3	Develop and improve the quality of Leadership	K2 , K4	PSO1 & PSO3
CO 4	Evaluate the Common biases and eradication in Decision Making Process	K2, K3,K4 & K5	PSO3 & PSO4
CO 5	Understand how to manage the Stress during a job	K2,K3,K4 & K5	PSO2 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	3	1	2	1
CO3	2	1	3	1	1
CO4	1	1	2	3	1
CO5	1	2	1	1	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

Mapping of COs with POs

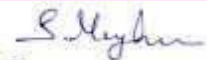
CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	1	2	2	3	3	1	1	3	1	2
CO2	1	2	2	2	3	2	2	3	1	2	3	2
CO3	1	3	1	2	2	3	3	1	3	3	2	3
CO4	2	2	3	3	1	1	2	1	2	2	2	2
CO5	1	2	3	1	1	3	2	2	2	2	1	2

COURSE DESIGNER:

Staff Name – S. Jebapriya

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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

(12Hours)

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	1	Discussion	Black Board

	transaction models			
2.10	Electronic store model, Brokerage model	1	Chalk & Talk	Black Board
UNIT - 3 ELECTRONIC 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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Gain a comprehensive understanding of the E-Commerce landscape, current and emerging technology and infrastructure underpinnings of the business.	K2, K4	PSO1 & PSO2
CO 2	Analyze the impact of E-commerce on business models and strategy.	K2, K3, K4	PSO3 & PSO4
CO 3	Develop an understanding on how internet can help business grow/ Describe the infrastructure for E-commerce	K2 , K4	PSO1 & PSO3
CO 4	Assess electronic payment systems	K2, K3,K4 & K5	PSO4
CO 5	Gain an understanding on the importance of security, privacy, and ethical issues as they relate to E-Commerce.	K2,K3,K4 & K5	PSO1 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	1	3	2	1
CO3	2	1	3	1	1
CO4	1	1	1	3	1
CO5	3	1	1	1	2

Mapping of COs with POs

CO/ PSO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	3	3	1	2	2	3	3	1	1	3	1	2
CO2	3	2	2	2	3	2	2	3	1	2	3	2
CO3	1	3	2	1	2	3	3	1	3	3	2	3
CO4	2	2	3	3	1	1	3	2	1	2	2	2
CO5	1	2	3	1	1	3	2	2	2	2	1	2

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

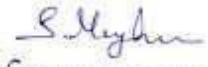
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – P. Nancy Vincentina Mary

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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 piracy	1	Chalk & Talk	Black Board

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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Predict the relationship between the law, ethics and computer technology	K2, K4	PSO1 & PSO3
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 , K4	PSO1 & PSO3
CO 4	Formulate the ethical and legal issues of the impact that computing technologies had on workplace.	K2, K3,K4 & K5	PSO3 & PSO4
CO 5	Develop a personal standpoint in relation to DataBase society and the usage of biometric data	K2,K3,K4 & K5	PSO2 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	1	1
CO2	1	3	1	2	1
CO3	2	1	3	1	1
CO4	1	1	2	3	1
CO5	1	2	1	1	3

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	1	1	2	2	3	2	3	2	3
CO2	3	2	1	2	1	2	3	2	2	1	1	1
CO3	3	2	3	3	2	1	1	1	2	3	2	2
CO4	2	1	2	2	1	1	2	3	2	3	2	3
CO5	1	1	3	2	2	3	3	2	2	1	2	1

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

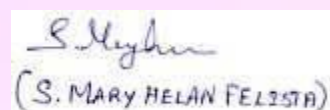
♦ Weakly Correlated -1

COURSE DESIGNER:

Forwarded By

Staff Name – S. JEBAPRIYA

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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 INTRODUCTION				
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 - LINEAR PROGRAMMING PROBLEM				
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 - TRANSPORTATION & ASSIGNMENT PROBLEM				
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 - GAME THEORY

4.1	Game Theory- Two persons zerosum 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 - PERT & CPM

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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 the applications of Operations Research and methods to solve business problems	K2, K4	PSO1 & PSO2
CO 2	Apply linear programming to solve operational problem with constraints	K2, K3, K4	PSO1,PSO2 & PSO4
CO 3	Apply transportation and assignment models to find optimal solution in warehousing and Travelling,	K2 , K4	PSO2 & PSO4
CO 4	Prepare project scheduling using PERT and CPM	K2, K3,K4 & K5	PSO1,PSO2 & PSO3
CO 5	Use optimization concepts in real world problems	K2,K3,K4 & K5	PSO1,PSO2& PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	3	1	3	1
CO3	1	2	1	3	1
CO4	2	3	1	3	1
CO5	2	2	1	1	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

Mapping COs with Pos

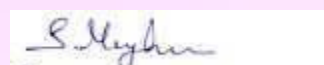
CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	3	1	1	1	1	1	1	2	1	1	1
CO2	1	1	1	3	1	1	2	1	1	1	1	1
CO3	1	1	3	1	1	1	1	2	1	1	1	1
CO4	1	3	1	1	1	1	1	1	1	2	1	1
CO5	3	1	1	1	2	1	1	1	1	1	1	1

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCAGE07	ENTREPRENEURS HIP 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

(12 HRS.)

ENTREPRENEUR

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

(12 HRS.)

ENTREPRENEURIAL COMPETENCIES

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

(12 HRS.)

WOMEN ENTREPRENEURSHIP

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

(12 HRS.)

EDPs, INSTITUTIONAL FINANCE TO ENTREPRENEURS

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 HRS.)

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 ,2021
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	Entrepreneur , 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 Competencies	2	Lecture	PPT
2.4	Factors Affecting Entrepreneurship Growth, Factors Affecting	2	Lecture	White board

	Entrepreneurship			
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 ,	1	Lecture	PPT

	Institutional Finance			
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 Guidelines for Formulating Project Report	1	Discussion	Black Board
5.11	Network Analysis	1	Chalk & Talk	Black Board
5.12	Business Plan Formulation	1	Discussion	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Highlight the salient characteristics of successful entrepreneur	K2, K4	PSO1& PSO2
CO 2	Enumerate the competencies relevant for Entrepreneurial development.	K2, K3, K4	PSO2 & PS03
CO 3	Delineate the growth of women Entrepreneurship in India.	K2 , K4	PSO1 & PS04
CO 4	Identify the major problems faced in conducting EDPs.	K2, K3,K4 & K5	PS03 & PS05
CO 5	Discuss the methods of project appraisal used for small scale enterprises.	K2,K3,K4 & K5	PS04 &PS05

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	1	3	2	1	1
CO3	2	1	1	3	1
CO4	1	1	3	1	2
CO5	1	1	1	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

Mapping of COs with POs

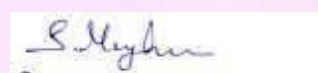
CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	3	1	1	1	1	1	2	1	1	1
CO2	1	2	1	1	3	1	1	1	1	1	1	1
CO3	1	3	1	1	1	2	1	1	1	1	1	1
CO4	1	1	1	2	1	1	3	1	1	1	1	1
CO5	3	1	1	1	1	1	1	1	1	2	1	1

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAM ME 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. WaltenegeDargie, 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 protocol	2	Lecture	Smart 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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 the impact of WSN and its hardware components.	K2, K4	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 , K4	PSO1 & PSO3
CO 4	Perform data routing and data aggregation	K2, K3,K4 & K5	PSO1,PSO2 & PSO4
CO 5	Design simple applications using sensor nodes incorporating security features.	K2,K3,K4 & K5	PSO1,PSO2 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	3	1	1	1
CO3	3	1	2	1	1
CO4	3	2	1	3	1
CO5	2	2	1	1	3

Mapping COs Consistency with PSOs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO11	PO12
CO1	3	3	1	2	2	3	3	2	1	2	1	2
CO2	1	2	3	2	3	2	2	3	1	2	1	2
CO3	1	3	1	2	2	3	3	1	3	3	2	3
CO4	2	2	3	3	1	1	2	2	2	2	2	2
CO5	1	2	3	1	1	3	2	2	2	2	1	2

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

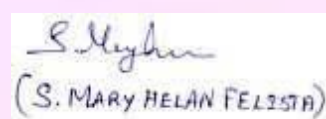
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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 – Observation method –	1	Discussion	Black Board
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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Predict the different stages of research process.	K2, K4	PSO4
CO 2	Apply methods to collect best data.	K2, K3, K4	PSO1 & PSO2
CO 3	Assess the suitable research design & work.	K2 , K4	PSO4 & PSO3
CO 4	Compare categorical and continuous measures.	K2, K3,K4 & K5	PSO3
CO 5	Analyze the process of various reports writing.	K2,K3,K4 & K5	PSO3 & PSO4

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	1	3	1
CO2	3	2	1	1	1
CO3	1	1	2	3	1
CO4	3	1	3	1	1
CO5	1	1	3	2	1

Mapping of COs with POs

CO/ PSO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	3	3	1	2	2	3	3	2	1	2	1	2
CO2	1	2	3	2	3	2	2	3	1	2	1	2
CO3	1	3	1	2	2	3	3	1	3	3	2	3
CO4	2	2	3	3	1	1	2	2	2	2	2	2
CO5	1	2	3	1	1	3	2	2	2	2	1	2

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

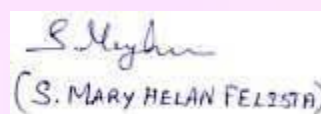
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – P.NANCY VINCENTINA MARY

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

GENERAL ELECTIVE - MCA

(For those who joined in 2020 onwards)

PROGRAMM E 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- Smoothing 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	Smoothing 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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	To review the fundamental concepts of a digital image processing system.	K2, K4	PSO1 & PSO2
CO 2	To examine various types of images, their intensity transformations and spatial filtering.	K2, K3, K4	PSO1 & PSO3
CO 3	To analyze the different types of noises and the filters used to restore and reconstruct the images.	K2, K4	PSO3 & PSO4
CO 4	To create color images and pseudo images with smoothening and sharpening techniques.	K2, K3, K4 & K5	PSO2 & PSO4
CO 5	To compare the various lossy and lossless compression mechanisms.	K2, K3, K4 & K5	PSO1 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	3	1	2	1	1
CO3	1	1	3	2	1
CO4	1	3	1	2	1
CO5	3	1	1	1	2

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

Mapping of COs with POs

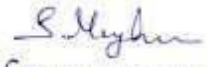
CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	1	2	2	2	2	2	1	1	1	2
CO2	2	2	1	2	2	2	2	2	2	2	1	2
CO3	2	2	2	3	2	2	2	2	1	2	1	2
CO4	2	2	2	3	1	3	2	3	1	2	2	2
CO5	3	2	3	3	2	3	3	3	3	3	3	3

COURSE DESIGNER:

Staff Name – S. SELVARANI

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

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 perspective 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 - Cloud Data Management Interface (CDMI) -Open Cloud Computing Interface (OCCI)	2	PPT	LMS tool - Edmodo 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
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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	Examine the characteristics of Cloud Computing and the architecture	K2, K4	PSO1
CO 2	Define Infrastructure and Identify service models.	K2, K3, K4	PSO2, PSO3
CO 3	Relate abstraction and virtualization and cloud computing frameworks.	K2 , K4	PSO3
CO 4	Manage and administrate cloud.	K2, K3,K4 & K5	PSO4, PSO5
CO 5	Explore cloud based storage and collaboration technologies.	K2,K3,K4 & K5	PSO3, PSO4

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	1	1
CO2	1	3	3	1	1
CO3	1	1	3	1	1
CO4	1	1	1	2	3
CO5	1	1	2	3	1

Mapping COs with POs

CO/ PSO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	3	3	1	2	2	3	3	2	1	2	1	2
CO2	1	2	3	2	3	2	2	3	1	2	1	2
CO3	1	3	1	2	2	3	3	1	3	3	2	3
CO4	2	2	3	3	1	1	2	2	2	2	2	2
CO5	1	2	3	1	1	3	2	2	2	2	1	2

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

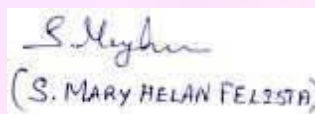
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – B.USHA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDI TS
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 make over – 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: Agile Project Setting

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: Improving flow of features

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	2	Lecture	PPT
1.2	Introduction	2	Lecture	PPT
1.3	Applying the Agile Manifesto and Principles- Values	2	Lecture	PPT
1.4	Principles - Agile Benefits	2	Lecture	PPT
1.5	Overview of lean- Overview of scrum	2	Lecture	PPT
1.6	Overview of Extreme programming.	2	Lecture	PPT
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	2	Lecture	PPT
4.4	Dev vs. Ops – Operations as Bottleneck	2	Lecture	PPT
4.5	DevOps to Rescue	2	Discussion	Black Board
4.6	The Essence of DevOps	2	Lecture	PPT
UNIT 5 - BUILDING BLOCKS OF DEVOPS				
5.1	Building Blocks Of Devop	2	Discussion	Black Board
5.2	Measurement and Metrics	2	Lecture	PPT
5.3	Improving flow of features	2	Lecture	PPT
5.4	Improve And Accelerate Delivery	2	Lecture	PPT
5.5	Quality And Testing	2	Lecture	PPT
5.6	What is Quality – Pattern for Improving Quality	2	Lecture	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 fundamental principles and practices of the agile development methods.	K2, K4	PSO1& PSO2
CO 2	Analyze the planning and execution of the agile manifesto	K2, K3, K4	PSO2 &PSO3
CO 3	Monitor the management to achieve complete product development.	K2 , K4	PSO3 & PSO4
CO 4	Practice the integration of development and operations in software projects.	K2, K3,K4 & K5	PSO3 & PSO4
CO 5	Present the software project by following the principles that best fit the technical and market demands.	K2,K3,K4 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	1	2	3	1	1
CO3	1	1	2	2	1
CO4	1	1	3	2	1
CO5	1	1	1	2	3

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	1	2	2	2	2	2	2	1	2	2
CO2	1	2	2	2	2	2	2	2	2	2	2	2
CO3	2	2	3	3	2	3	2	2	3	2	2	2
CO4	2	2	2	3	2	3	2	3	2	2	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

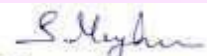
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – S.MARY HELAN FELISTA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

II MCA
SEMSTER IV
SELF LEARNING COURSER FOR ADVANCED LEARNERS

(For those who joined in 2020 onwards)

PROGRAMM E CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	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 APIs – IoT Enabling technologies – IoT Levels and deployment templates.

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.

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.

UNIT – IV IOT PHYSICAL SERVERS AND CLOUD OFFERINGS (12Hours)

Introduction to cloud storage models and communication API s – Python web application framework –Django – Designing a RESTful web API – Amazon web services for IoT

UNIT – V CASE STUDIES ILLUSTRATING IOT DESIGN (12 Hours)

Introduction – Home automation – Cities – Environment – Agriculture – Productivity Applications.

REFERENCES:

1. ArshdeepBahga, Vijay Madiseti,“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/FYTG5100/spr2013/notes/Chapter1-IoT.pdf>

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	5	50	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	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 the Fundamentals of Internet of Things.	K2, K4	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 , K4	PSO3 & PSO5
CO 4	Develop web services to access/control IoT devices.	K2, K3,K4 & K5	PSO3 & PSO4
CO 5	Deploy an IoT application and connect to the cloud.	K2,K3,K4 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	3	1	1	1
CO3	1	1	2	1	3
CO4	1	1	3	2	1
CO5	1	1	1	3	2

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
 ♦ Weakly Correlated -1

Mapping of COs with POs

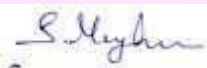
CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	3	2	3	3	3	3	2	2	1	3
CO2	3	2	3	3	2	3	2	2	1	2	1	2
CO3	2	3	2	3	2	2	2	2	1	2	1	3
CO4	3	2	2	3	3	2	2	2	3	3	1	2
CO5	3	3	3	2	3	3	3	3	2	3	3	3

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name


 (S. MARY HELAN FELISTA)

INTER-DISCIPLINARY COURSE

I MBA

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAID0 1	INFORMATION TECHNOLOGY FOR MANAGEMENT	SELF LEARNING – ADVANCED LEARNERS	-	4

COURSE DESCRIPTION

The students would be aware of the various Information technology components, solutions and issues in the successful implementation of the same in any organization

COURSE OBJECTIVES

- ❖ To impart knowledge on the Information Systems and its application in organizations.
- ❖ To expose the students to the Business relating to information systems and help them identify and evaluate various options in Organizational Information Systems

UNIT I

Introduction to Information Technology- Introduction- Why Information Technology – Management Roles- Information Technology Trends.

Strategic Information Systems - Strategic Information Systems-IT for Competitive Advantage.

UNIT II

Information Technology- Types of Operating Systems- Programming Languages- Types of Information Processing- Application Software- Industry Trends.

Communication – Networks - Network Topology- Network Components –Network Architecture- Internet, Intranet and Extranet Applications- Data Communication at Work.

UNIT III

E-business Models – E-Business Definition – Categories of E-Business Solutions- Building E-Business Models- Role of M-Commerce- E-Business Security Issues- E-business Strategy.

UNIT IV

Knowledge Management and Intelligent Systems - Introduction - Intelligent Systems - Knowledge Management - values of Knowledge Management – Components of Knowledge Management - Business Intelligence(BI) - Intelligent Business – Competitive Intelligence.

UNIT V

Information System Planning (ISP)- System Development Phases- System Development Methodologies .

Managing Information Systems and Organizational Change - Roles and Responsibilities for IT Management

REFERENCES

1. Ramesh Behl “Information Technology for Management “ , , Tata McGraw – Hill Education Private Limited, New Delhi.
2. Henry C. Lucas, Jr., “ Information Technology for Management”, Tata McGraw-Hill, 7th Edition 2001
3. Sultan chand& Sons, “Management Information Systems”, sultan Chand & sons.

WEB REFERENCES

1. www.alison.com/learning-path/information-technology-for-managers
2. www.ibm.com/topics/it-management

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 the information system trends	K2, K4	PSO1 & PSO2
CO 2	Investigate on the information technology components	K2, K3, K4	PSO1 & PSO2
CO 3	Identify the importance of E – Business and M-Commerce	K2 , K4	PSO3 & PSO5
CO 4	Assess role of Intelligent Systems in Business	K2, K3,K4 & K5	PSO3 & PSO4
CO 5	Analyze the Information system planning and Organizational change	K2,K3,K4 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	3	2	1	1	1
CO3	2	1	3	1	1
CO4	2	1	3	1	1
CO5	1	1	1	2	3

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	2	1	1	1	2	3	2	3	1
CO2	1	1	2	1	2	1	1	2	1	1	3	1
CO3	1	1	3	1	1	1	2	2	1	2	3	2
CO4	1	1	3	1	2	1	2	2	3	1	2	2
CO5	1	1	3	2	1	1	3	3	3	1	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2

♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name

1. B. USHA

2. Dr. P. SHYAMALA

Forwarded By
HOD'S Signature & Name

S. Meghan
(S. MARY HELEN FELICITA)

**INTER-DISCIPLINARY COURSE
II MBA**

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	CREDITS
MCA	20MCAID0 2	WEB ANALYTICS	SELF LEARNING – ADVANCED LEARNERS	-	4

COURSE DESCRIPTION

This course introduces students to the basics of web analytics and the tools and techniques to carry out effective analytics on web. Students will learn the procedure to mull over the data available on the web.

COURSE OBJECTIVE

- ❖ To learn the basics of Web Analytics
- ❖ To have an exposure on the Common terminologies
- ❖ To be familiar with choosing the right web analytic solution
- ❖ To be acquainted with the statistical analysis on web
- ❖ To become skilled on making the analytics to work

UNIT I

BASICS

Understanding Web Analytics – Introduction - Who should use Web analytics? - Why you should use Web analytics - The importance of benchmarking - Web Analytics - Thinking like a journalist - The language of Web analytics

COMMON TERMINOLOGIES

Hitting the Terminology Targets - Hits - Pageviews - Unique visitors - Web Analytics - Mastering Internet Marketing - Defining Actionable Data - Untangling Technical Terms

UNIT II

CHOOSING THE RIGHT WEB ANALYTICS SOLUTION

Web analytic tools - Introduction - Budget - Server side software survey - server side analytics - Desktop applications - Client side analytics - Hosted solutions - Any time access - Hosted analytics pitfalls - synergies of multiple tool types

INVESTING IN WEB ANALYTIC TOOLS

Introduction - Free analytic tools - Low cost solutions - Low cost vendors - Enterprise analytics - Web trends web analytics

UNIT III

TAKING OUT THE TRASH

Classifying Nonhuman Users - e-mail harvesters - link checkers and validators - Recognizing RSS feed readers - Blog-monitoring services - Referrer Spam

REVIEWING SITE REFERRERS

Referrers - Classifying sources of Web traffic - search engines - Beyond Search Engines - Measuring the value of link building campaigns - Counting click-through from e-mail campaigns

UNIT IV

SEARCHING FOR STATISTICAL TREASURE

Getting to Know Your Visitors - Visitors - Popular search terms - Referring off the wall requests - click streams & Labelling - Browser data & usage - Identifying the Most Important Pages - Key Performance Indicators Insights

UNIT V

MAKING ANALYTICS WORK

Sifting through Search Data – Search terms – accessing & reviewing the search data – searching for relevant terms – profit thieves -traffic analyzer – accuracy & relevancy - Increasing Web Site Visibility – Finding New Customers - Scanning search engines - Improving search rankings - Measuring your SEO efforts

REFERENCES:

1. Pedro Sostre , Jennifer LeClaire , “ Web analytics “ , Wiley Publishing Inc, 2007
2. Michael Beasley , “ Practical Web Analytics , Elsevier Science, 2013
3. Avinashkaushik , “ Web Analytics” , Wiley Publishing Inc., 2007

WEB REFERENCES:

1. www.tutorialspoint.com/web_analytics/web_analytics_quick_guide.htm
2. <https://www.webanalytics.in>

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 the basic terminologies used in web analytics	K2, K4	PSO1 & PSO2
CO 2	Compare and analyze various techniques followed in web analysis	K2, K3, K4	PSO1 & PSO2
CO 3	Identify the role of non human users and Referrers in web analysis	K2 , K4	PSO3 & PSO5
CO 4	Assess the visitors , important web pages and performance indicators	K2, K3,K4 & K5	PSO3 & PSO4
CO 5	Explore search sift and search engine optimization	K2,K3,K4 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	1	1
CO2	3	2	1	1	1
CO3	2	1	3	1	1
CO4	2	1	3	1	1
CO5	1	1	1	2	3

Mapping of COs with Pos

CO/ PSO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	1	2	2	2	3	1	2	2	3	2	2	3
CO2	1	1	2	1	2	1	1	2	2	3	3	3
CO3	1	1	2	1	2	1	2	2	3	2	2	2
CO4	1	1	1	1	3	1	2	2	2	2	2	2
CO5	1	2	2	2	2	1	1	3	3	2	2	3

Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2
♦ Weakly Correlated -1

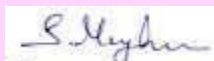
COURSE DESIGNER:

Staff Name

1. B. USHA
2. Dr.N. ASHA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)

VALUE ADDED COURSE

ALL UG STUDENTS

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK
MCA	20PGVAMCA1	UX DESIGN TOOLS	VALUE ADDED COURSE	30

COURSE DESCRIPTION

This course, explores the principles and practice of user experience design for digital platforms.

COURSE OBJECTIVES

- ❖ Understand the definition and principles of UX Design in order to design with intention.
- ❖ Achieve a deep understanding of the entire life-cycle of design—the process, purpose, and tools.
- ❖ To become skilled on the components needed for Web Application development

Unit I

Introduction to UX Design - User Interface Design - Usability Concerns - Visual Design - UX projects development

Unit II

Introduction To WordPress - Installing WordPress- Anatomy of a website - Plan your site contents- The WordPress Dashboard - Content types - Publishing content

Unit III

WordPress: Settings - Comments- -Choosing, installing, and activating a plug-in- Installing themes - Multiple users

Unit IV

Creating interactive reusable User interface design -Introduction to Rich HTML5 content creation - Introduction to H5P- Course Presentation- Flashcards

Unit V

H5P: Creating Course Content- Fill in the Blanks -True/False - Interactive Video - Memory Game - Drag and Drop - Image Pairing - Multiple Choice Quiz

REFERENCES

1. UX DESIGN FOR STARTUPS, Marcin Treder , 2013, UXPin
2. <https://h5p.org/content-types-and-applications>

WEB REFERENCES

1. https://www.tutorialspoint.com/wordpress/wordpress_tutorial.pdf
2. <https://wordpress.com/learn/>
3. <https://h5p.org/documentation/for-authors/the-basics>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 UX DESIGN				
1.1	Introduction to UX Design - User Interface Design	2	Chalk & Talk	Black Board
1.2	Usability Concerns - Visual Design	2	Chalk & Talk	LCD
1.3	UX projects development	2	Lecture	PPT & White board
UNIT - 2 WORDPRESS				
2.1	Introduction To WordPress - Installing WordPress- Anatomy of a website	2	Lecture	PPT
2.2	Plan your site contents- The WordPress Dashboard	2	Demo	PPT
2.3	Content types - Publishing content	2	Lecture	Smart Board
UNIT - 3 WORDPRESS SETTINGS & PLUGINS				
3.1	WordPress: Settings - Comments	2	Lecture	Black Board
3.2	Choosing, installing, and	2	Demo	LCD

	activating a plug-in			
3.3	Installing themes - Multiple users	2	Lecture	PPT& White board
UNIT - 4 USER INTERFACE DESIGN				
4.1	Creating interactive reusable User interface design	2	Chalk & Talk	Black Board
4.2	Introduction to Rich HTML5 content creation	2	Demo	LCD
4.3	Introduction to H5P- Course Presentation- Flashcards	2	Lecture	PPT& White board
UNIT - 5 H5P CONTENT CREATION				
5.1	H5P: Creating Course Content- Fill in the Blanks -True/False	2	Lecture	PPT& White board
5.2	Interactive Video - MemoryGame - Drag and Drop	2	Demo	LCD
5.3	Image Pairing - Multiple Choice Quiz	2	Lecture	PPT& 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	Describe the UX design process	K2	PSO1, PSO2 & PSO3
CO 2	Determine the core components of a good UX	K2, K3, K4	PSO3 & PSO4
CO 3	Understand and Apply user centered design practices	K2, K3 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PS01	PS02	PS03	PS04	PS05
CO1	2	2	3	1	1
CO2	1	1	2	3	1
CO3	1	1	1	2	2

Mapping of COs with POs

CO/ PO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	3	2	2	1	2	2	2	2	1	2	1	2
CO2	3	1	2	1	3	2	2	3	1	2	1	2
CO3	3	2	3	2	2	3	2	3	2	2	1	3

Note: ♦ Strongly Correlated – 3

φ Moderately Correlated – 2


♦ Weakly Correlated -1

COURSE DESIGNER

Staff Name – S. MARY HELAN FELISTA

Forwarded By

HOD'S Signature


(S. MARY HELAN FELISTA)

**ALUE ADDED COURSE
ALL PG STUDENTS**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20PGVAMCA 2	CYBER SECURITY TECHNIQUES	VALUE ADDED COURSE	30	2

COURSE DESCRIPTION

This course focuses cyber security basics such as Vulnerability, Intrusion Detection and Prevention and Cyberspace and the Law

COURSE OBJECTIVES

- ❖ To be familiar with the Basics components of Cyber Security and its related terminologies.
- ❖ To have an exposure on Cyberspace and the Law

Unit I

Introduction to Cyber Security

Overview of Cyber Security, Internet Governance – Challenges and Constraints, Cyber Threats:- Cyber Warfare-Cyber Crime-Cyber terrorism-Cyber Espionage, Need for a Comprehensive Cyber Security Policy, Need for a Nodal Authority, Need for an International convention on Cyberspace.

SELF STUDY: Cyber Espionage

Unit II

Cyber Security Vulnerabilities

Cyber Security Vulnerabilities-Overview, vulnerabilities in software, System administration, Complex Network Architectures, Open Access to Organizational Data, Weak Authentication, Unprotected Broadband communications, Poor Cyber Security Awareness.

SELF STUDY: Weak Authentication

Unit III

Cyber Security Safeguards

Overview, Access control, Audit, Authentication, Biometrics, Cryptography, Deception, Denial of Service Filters, Ethical Hacking, Firewalls, Intrusion Detection System, Response, Scanning, Security policy, Threat Management.

SELF STUDY: Firewalls

Unit IV

Intrusion Detection and Prevention

Intrusion, Physical Theft, Abuse of Privileges, Unauthorized Access by Outsider, Malware infection, Intrusion detection and Prevention Techniques, Anti-Malware software, Network based Intrusion detection Systems, Network based Intrusion Prevention Systems, Host based Intrusion prevention Systems, Security Information Management, Network Session Analysis, System Integrity Validation.

SELF STUDY: Abuse of Privileges

Unit V

Cyberspace and the Law

Introduction, Cyber Security Regulations, Roles of International Law, the state and Private Sector in Cyberspace, Cyber Security Standards. The INDIAN Cyberspace, National Cyber Security Policy 2013.

SELF STUDY: Cyber Security Standards.

REFERENCES

1. Noah Zhang, "Cyber Security The Beginners Guide to Learning The Basics of Information Security and Modern Cyber Threats", 2019
2. Dr. Erdal Ozkaya, "Cybersecurity: The Beginner's Guide: A comprehensive guide to getting started in cybersecurity", Packt Publishing Ltd., 2019

WEB REFERENCES

1. <https://www.javatpoint.com/cyber-security-tutorial>
2. https://www.tutorialspoint.com/computer_security/index.htm

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Introduction to Cyber Security				
1.1	Overview of Cyber Security, Internet Governance.	1	Chalk & Talk	Black Board
1.2	Cyber Threats- Cyber Warfare- Cyber Crime-Cyber terrorism- Cyber Espionage.	2	Chalk & Talk	LCD
1.3	Need for a Comprehensive Cyber Security Policy	1	Lecture	PPT & White board
1.4	Need for a Nodal Authority	1	Chalk & Talk	Smart Board
1.5	Need for an International convention on Cyberspace	1	Discussion	Black Board
UNIT - 2 Cyber Security Vulnerabilities				
2.1	Cyber Security Vulnerabilities	1	Lecture	PPT
2.2	Vulnerabilities in software,		Chalk & Talk	PPT

	System administration	1		
2.3	Complex Network Architectures	1	Lecture	Smart Board
2.4	Open Access to Organizational Data	1	Lecture	Black Board
2.5	Weak Authentication - Unprotected Broadband communications	1	Discussion	Google classroom
2.6	Poor Cyber Security Awareness.	1	Lecture	Black Board
UNIT - 3 Cyber Security Safeguards				
3.1	Overview, Access control, Audit, Authentication	1	Chalk & Talk	Black Board
3.2	Biometrics, Cryptography, Deception	1	Chalk & Talk	LCD
3.3	Denial of Service Filters	1	Lecture	PPT& White board
3.4	Ethical Hacking, Firewalls, Intrusion Detection Systems	1	Lecture	Smart Board
3.5	Response, Scanning	1	Lecture	Black Board
3.6	Security policy, Threat Management	1	Discussion	Google classroom
UNIT - 4 Intrusion Detection and Prevention				
4.1	Intrusion, Physical Theft, Abuse of Privileges, Unauthorized Access by Outsider	1	Chalk & Talk	Black Board
4.2	Malware infection, Intrusion detection and Prevention Techniques, Anti-Malware	1	Chalk & Talk	LCD

	software			
4.3	Network based Intrusion detection Systems, Network based Intrusion Prevention Systems	1	Lecture	PPT & White board
4.4	Host based Intrusion prevention Systems	1	Lecture	Smart Board
4.5	Security Information Management	1	Lecture	Black Board
4.6	Network Session Analysis, System Integrity Validation	1	Discussion	Google classroom
UNIT - 5 Cyberspace and the Law				
5.1	Introduction, Cyber Security Regulations	1	Chalk & Talk	Black Board
5.2	Roles of International Law, the state and Private Sector in Cyberspace	1	Chalk & Talk	LCD
5.3	Cyber Security Standards	2	Lecture	PPT & White board
5.4	The INDIAN Cyberspace, National Cyber Security Policy 2013	2	Lecture	Smart 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	Understand the basics of cyber security	K2	PSO1, PSO2 & PSO3
CO 2	Analyze and express the cyber security needs	K2, K3, K4	PSO3 & PSO4
CO 3	Determine and interpret software vulnerabilities and security solutions to reduce the risk of exploitation	K2, K3 & K5	PSO4 & PSO5

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	1	1
CO2	1	1	2	3	1
CO3	1	1	1	2	2

Mapping of COs with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	2	2	2	2	1	2	1	2
CO2	3	1	2	1	3	2	2	3	1	2	1	2
CO3	3	2	3	2	2	3	2	3	2	2	1	3

Note: ♦ Strongly Correlated – 3

φ Moderately Correlated – 2

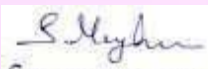
♦ Weakly Correlated -1

COURSE DESIGNER

Staff Name – S. MARY HELAN FELISTA

Forwarded By

HOD'S Signature



(S. MARY HELAN FELISTA)

VALUE ADDED COURSE (SKILL EMBEDDED)

All Computer Science Students

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS	CREDITS
MCA	20PGVAMCA 3	PAYMENT GATEWAY IMPLEMENTA TION USING LARAVEL	VALUE ADDED COURSE (SKILL EMBEDDED)	30	2

COURSE DESCRIPTION

This course provides focus on learning a framework in PHP and facilitates the implementation of Payment Gateway in a real time web application. The course provides an insight to React Native Development

COURSE OBJECTIVES

- ❖ To learn the Laravel Framework for PHP
- ❖ To develop real time web application

Unit I

Laravel Framework - Introduction to AJAX - REST - API - CURL - CRON and Upload - Services & API Integration

Unit II

Introduction to MVC Framework - Task : Payment Gateway Implementation

Unit III

React Native Development - Getting Started with React Native - Debugging React Native Apps Components - Styling Layouts - React Navigation - State Management & Redux

Unit IV

Handling User Input - Using Native Device Features - Maps, Camera & Image Gallery - Handle REST API - Async storage and SQLite

Unit V

React Notifications - Native Bridge - Native UI Bridge - Task : User Management with REST API

REFERENCES

1. Matt Stauffer, “Laravel Up & Running”, O’Reilly Publications, Second Edition, 2019
2. Eric Masiello, Jacob Friedmann, “Mastering React Native”, Packt publications, 2017

WEB REFERENCES

1. <https://laravel.com/>
2. <https://www.tutorialspoint.com/laravel/index.htm>
3. <https://www.javatpoint.com/react-native-tutorial>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - LARAVEL FRAMEWORK				
1.1	Laravel Framework - Introduction to AJAX	2	Lecture	PPT & White board
1.2	REST - API - CURL - CRON and Upload	2	Lecture	LCD
1.3	Services & API Integration	2	Lecture	PPT & White board
UNIT 2 - MVC FRAMEWORK				
2.1	Introduction to MVC Framework	3	Lecture	PPT
2.2	Payment Gateway Implementation	3	Demo	PPT
UNIT 3 - REACT NATIVE DEVELOPMENT				
3.1	Getting Started with React Native - Debugging	2	Lecture	Black Board
3.2	React Native Apps Components - Styling Layouts	2	Demo	LCD
3.3	React Navigation - State			PPT &

	Management & Redux	2	Lecture	White board
UNIT 4 - REACT NATIVE DEVELOPMENT				
4.1	Handling User Input - Using Native Device Features	2	Chalk & Talk	Black Board
4.2	Maps, Camera & Image Gallery	2	Demo	LCD
4.3	Handle REST API - Async storage and SQLite	2	Lecture	PPT& White board
UNIT 5 - REACT NATIVE DEVELOPMENT				
5.1	React Notifications - Native Bridge	2	Lecture	PPT& White board
5.2	Native UI Bridge	2	Demo	LCD
5.3	User Management with REST API	2	Lecture	PPT& 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	Create a real time web application using a PHP framework - Laravel	K2	PSO1 & PSO2
CO 2	Implement a Payment Gateway in a	K2, K3, K4	PSO1 & PSO2

	web application		
CO 3	Implement user management with REST API	K2 & K3	PSO1 & PSO3

Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	1	1
CO2	2	3	1	1	1
CO3	1	1	1	3	2

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	2	2	2	2	1	2	1	2
CO2	3	1	2	1	3	2	2	3	1	2	1	2
CO3	3	2	3	2	2	3	2	3	2	2	1	3

Note: ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

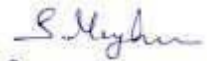
♦ Weakly Correlated -1

COURSE DESIGNER:

Staff Name – B.USHA

Forwarded By

HOD'S Signature & Name


(S. MARY HELAN FELISTA)



FATIMA COLLEGE

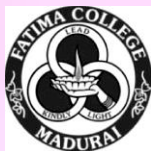
(AUTONOMOUS)

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - 4)
College with Potential for Excellence (2004 - 2019)

Approved by AICTE

Affiliated to Madurai Kamaraj University, Madurai

MARYLAND, MADURAI – 625 018, TAMIL NADU, INDIA



PROFESSIONAL PROGRAMMES

CALENDAR & HANDBOOK

2021 - 2022

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 into a Postgraduate College in 1964 and Autonomous in 1990. The College now offers 21 Undergraduate Programmes, 14 Postgraduate Programmes and 2 Professional Programmes. 6 Departments have become Research Centres. It has a strength of 4076 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 is ranked in the top 150 colleges out of 1802 colleges in All India NIRF Ranking 2021.



MOTTO : LEAD KINDLY LIGHT

VISION :

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 :

- ❖ 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.

PERSONAL MEMORANDA

Stamp
Size
Photo

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.

úrεV JÚûUITôhÓ EßùUô

Sôï¥u E-ûU YôrûYÛm, JÚûUI
TôïûPÛm úT : dLôjÕ YÛITÓjR ùNVtTÓúYu
Guß E[UôW Sôu Eßß áBiú\u. JÚ úTôÕm
YuØû\ûV SôúPu Gußm, NUVm ùUôp
Y i P ô W m Ø R · V û Y L ô W Q U ô L G Ý m
úYBTôÓLPdĬm éNpLPdĬm Hû]V AWEVp
ùTôÚ[ôRôW ĩû\TôÓLPdĬm AûUß ùS±«Ûm
AWEVp AûUI©u Yp«Ûm ¨uß ¾oÛ
Lô ĩ úTu Gußm Sôu úUÛm Eßß Addiú\.

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-adhinayaka jaya he

Bharata-bhagya-vidhata

Punjaba-Sindhu-Gujarata-Maratha

Dravida-Utkala-Banga

Vindhya-Himachala-Yamuna-Ganga

Uchchala-jaladhi-taranga

Tava shubha name jage, tava shubha asisa mage,

Gahe tava jaya-gatha.

Jana-gana-mangala-dayaka jaya he

Bharata-bhagya-vidhata.

Jaya he, Jaya he, Jaya he,

Jaya jaya jaya, jaya he.

- 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 Vindhya 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)

RarjRôn YôrjÕ

¿WôÚm LPÛÓjR ``X UPjûRd ùLpùXôÝĪm
°WôÚm YR]ùU]j §Lr TWRd L ĩ PU§p
ùRdLQØm A§p £\jR §Wô®P Sp §ÚSôÓm
RdL £B ©û\ÖRÛm R~jR SBm §XLØúU
Aj§XL YôNû] úTôp Aû]jÕXĪm CuTØ\
Gj§ûNÛm xLr UQdL CÚjRùTÚm
RdZQeúL! RdZQeúL!
Eu °o C[ûU §\m ®VjÕ ùNVp U\jÕ
YôrjÕÕúU! YôrjÕÕúU! YôrjÕÕúU!

- Uú]ôuU ; Vm ùT.ÑkRW]ôo (1891)

Rô«u U ; dùLô¥ TôĂo!!

Rô«u U ; dùLô¥ TôĂo - AŭRj

RôrjŌ T ; jŌ xLrjŖP YôĂo

1.Kei Y[ojRúRôo LmTm - ARu

Ef£«u úUp YjúR UôRW ùUuú\

Tôei ú]ÝŖj ŖLÝm - ùNnV

TiùPôd ĂEI T\jRŌ TôĂo!

LmTjŖu r"j\p Lô1/2o - Geİm

LôQUm ĂWo ùTŪjŖÚd áiPm

SmTj İ-VWq ĂWo - ReLs

SôpŪ« ĂjŌe ùLô¥«û]d LôITôo (Rô«u)

- ULôL® ŃIWU ; V TôWŖVôo

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

**MEMBERS OF THE VARIOUS COMMITTEES
STATUTORY BODIES
GOVERNING BODY**

1.	Rev. Sr. Cecily Savariyar Provincial, St. Joseph Province, India	:	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 for the Province, St. Joseph Province, SJL	:	Member
5.	Dr. Paula Banerjee Vice – Chancellor The Sanskrit College & University, Bankim Chatterjee Street, Kolkatta – 700 073.	:	UGC Nominee
6.	Dr. Ponmuthuramalingam JDCE, Madurai Region, Madurai.	:	Government Nominee
7.	Dr.S. Nagarathinam Professor & Chairperson, School of Linguistics and Communication, Madurai Kamaraj University, Madurai.	:	University Nominee
8.	Rev. Dr. M. Arockiasamy Xavier, SJ Principal, St. Joseph's College, Trichy.		Educationist
9.	Mr. B. T. Bangera Managing Director Hi-Tech Arai Ltd., Madurai-625014.		Industrialist
10.	Dr. Sr. Bindu Antony Vice-Principal – I (Shift-I)	:	Member

11.	Dr. Sr. G. Jenita Rani Vice-Principal – I (Shift-II)	:	Member
12.	Dr. S. Vidya IQAC Co-ordinator	:	Member
13.	Dr. S. J. Kala Dean of Arts	:	Member
14.	Dr. N. Malathi Dean of Science	:	Member
15.	Ms. A. Mable Jasmine Shobha Dean of Self-Financing Programmes	:	Member
16.	Dr. B. Sahayarani Fernando Head, Research Centre of Commerce	:	Senior Staff
17.	Dr. Vasantha Esther Rani Head, Research Centre of Home Science & Dean of Research (Shift - I)	:	Senior Staff
18.	Dr. Sr. Biji Cyriac Coordinator, Fatima College (Convent)	:	Special Invitee
19.	Dr. Sr. A. Jospin Nirmala Mary Controller of Examinations	:	Special Invitee
20.	Mrs. Nigila Ragavan Controller of Examinations	:	Special Invitee
21.	Dr. S. Raju MBA Director	:	Special invitee
22.	Dr. Sr. J. Arul Mary Chief Warden, Fatima College Hostel	:	Special Invitee
23.	Sr. F. Arockia Mary Office Manager (Shift – I)	:	Special Invitee
24.	Sr. B. Margaretmary Office Manager (Shift-II)	:	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. Germine Mary Vice-Principal - II (Shift -I)	:	Member
5.	Dr. Sr. G. Jenita Rani Vice-Principal - I (Shift-II)	:	Member
6.	Dr. S. L. Kumari 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 Programmes	:	Member
11.	Dr. Vasantha Esther Rani Dean of Research (Shift - I)	:	Member
12.	Dr. M. Arasammal Dean of Research (Shift-II)	:	Member
13.	Dr. Sr. A. Jospin Nirmala Mary Controller of Examinations	:	Member
14.	Mrs. Nigila Ragavan Controller of Examinations	:	Member

15.	Dr. T. Dharmaraj Chairperson, School of Performing Arts, Madurai Kamaraj University, Madurai-625021.	:	University Nominee
16.	Dr. G. Kumaresan, Chairperson, Prof. & Head, Dept. of Genetics, School of Biological Sciences, Madurai Kamaraj University, Madurai – 625021.	:	University Nominee
17.	Dr. M. Jayalakshmi, Asst. Professor, Dept. of Immunology, School of Biological Sciences, Madurai Kamaraj University, Madurai - 625021	:	University Nominee
18.	Mr. Raja Rajeswaran Auditor 167,1 st Floor, opp. to Christian Mission Hospital, Madurai – 625001.	:	External Member
19.	Mr. A. Velmurugaraj Head Personnel, TVS Srichakra Tires Ltd., Perumalpatti Road, Vellaripatti, Melur TK, Madurai – 625 122.	:	External Member
20.	Padmasri 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.	Dr. S.Raju , MBA Director	:	Member
23.	Heads of Departments	:	Members
24.	Dr. C. Sujatha Librarian	:	Member

FINANCE COMMITTEE

1.	Dr. Sr. G. Celine Sahaya Mary , Principal	:	Chairperson
2.	Dr. Sr. M. Francisca Flora Secretary	:	Member
3.	Dr. S. Murugesan Professor, Department of Inorganic Chemistry, School of Chemistry, MKU, Madurai – 625 021.	:	University Nominee
4.	Mr. P. Arockia Samy Auditor , Madurai	:	Auditor
5.	Sr. F. Arockia Mary Office Manager (Shift-I)	:	Member
6.	Sr. B. Margaretmary Office Manager (Shift-II)	:	Member
7.	Dr. Sr. Bindu Antony Vice-Principal-I (Shift-I)	:	Member
8.	Dr. Sr. G. Jenita Rani Vice-Principal – I (Shift-II)	:	Member
9.	Dr.Sr.A.Jospin Nirmala Mary Controller of Examinations	:	Member

10.	Dr. A. I. Auxilia Felicitas Associate Professor, The Research Centre of Commerce	:	Member
-----	--	---	--------

BOARD OF STUDIES

1.	Directors / Heads of the Departments.
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.
6.	One Meritorious Alumna

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	:	Member
3.	Dr. Sr. Bindu Antony Vice-Principal – I (Shift-I)	:	Member
4.	Dr. Sr. G. Jenita Rani Vice-Principal – I (Shift-II)	:	Member
5.	Dr. Sr. Biji Cyriac Coordinator, Fatima College Convent	:	Member

6.	Dr.Sr.A.Jospin Nirmala Mary Controller of Examinations	: Member
7.	Dr. Sr. M. Fatima Mary Assistant Professor Department of Mathematics	: Member
8.	Dr. Sr. J. Arul Mary Assistant Professor Department of Chemistry Chief Warden, Fatima College Hostel	: Member
9.	Sr. F. Arockia Mary Office Manager (Shift-I)	: Member
10.	Sr. B. Margaretmary Office Manager (Shift-II)	: Member
11.	Sr. Arul Vinnarasi Coordinator of WEAT & ROSA	: Member

EXECUTIVE COMMITTEE

1.	Dr. Sr. M. Francisca Flora Secretary	: Chairperson
2.	Dr.Sr.G.Celine Sahaya Mary Principal	: Member
3.	Dr. Sr. Bindu Antony Vice-Principal – I (Shift-I)	: Member
4.	Dr. Sr. G. Jenita Rani Vice-Principal – I (Shift-II)	: Member
5.	Sr. F. Arockia Mary Office Manager (Shift – I)	: Member
6.	Sr. B. Margaretmary Office Manager (Shift – II)	: Member

ADMINISTRATIVE COMMITTEE

1.	Dr. Sr. M. Francisca Flora Secretary	: Chairperson
2.	Dr.Sr.G.Celine Sahaya Mary Principal	: Member
3.	Dr. Sr. Bindu Antony Vice-Principal – I (Shift-I)	: Member
4.	Dr. G. Germin Mary Vice-Principal - II (Shift -I)	: Member
5.	Dr. Sr. G. Jenita Rani Vice-Principal – I (Shift-II)	: Member
6.	Dr. S. L. Kumari Vice-Principal – II(Shift-II)	: Member
7.	Dr. S. Vidya IQAC Coordinator	: Member
8.	Dr.Sr.A.Jospin Nirmala Mary Controller of Examinations	: Member
9.	Mrs. Nigila Ragavan Controller of Examinations	: Member
10.	Dr. S. J. Kala Dean of Arts & President, Fatima College Alumnae Association	: Member
11.	Dr. N. Malathi Dean of Science	: Member
12.	Ms.A.Mable Jasmine Shobha Dean of Self-Financing Programmes	: Member

13.	Dr.Vasantha Esther Rani Dean of Research (Shift-I)	: Member
14.	Dr. M. Arasammal Dean of Research (Shift-II)	: Member
15.	Sr. F. Arockia Mary Office Manager (Shift-I)	: Member
16.	Sr. B. Margaretmary Office Manager (Shift-II)	: Member
17.	Dr. Sr. J. Arul Mary Chief Warden, Fatima College Hostel	: Member
18.	Dr. S. Saira Banu Asst. Coordinator of IQAC	: Member
19.	Dr.Mary Magdalene Abraham Asst. Coordinator of IQAC	: Member
20.	Dr. S. Sukumari Asst. Dean of Research(Shift-I)	: Member
21.	Mrs. S. Selvarani Asst. Dean of Research(Shift-II)	: Member

**NON-STATUTORY BODIES
COLLEGE COUNCIL**

1.	Dr. Sr. M. Francisca Flora Secretary	: Chairperson
2.	Dr.Sr.G.Celine Sahaya Mary Principal	: Member
3.	Dr. Sr. Bindu Antony Vice-Principal-I (Shift-I)	: Member

4.	Dr. G. Germine Mary Vice-Principal - II (Shift -I)	: Member
5.	Dr. Sr. G. Jenita Rani Vice-Principal - I (Shift-II)	: Member
6.	Dr. S. L. Kumari Vice-Principal - II (Shift -II)	: Member
7.	Dr.S.Vidya IQAC Coordinator	: Member
8.	Dr.Sr.A.Jospin Nirmala Mary Controller of Examinations	: Member
9.	Mrs. Nigila Ragavan Controller of Examinations	: Member
10.	Dr. S. J. Kala Dean of Arts	: Member
11.	Heads of the Departments	: Member
12.	Dr. S. Raju Director, MBA	: Member
13.	Dr.K.Rosemary Euphrasia Dean of Students' Welfare	: Member
14.	Dr.R.Velankanni Matharasi Directress of Physical Education	: Member
15.	Dr. C. Sujatha Librarian	: Member
16.	Mr. H. Vincent Placement Officer	: Member
17.	Sr. F. Arockia Mary Office Manager (Shift-I)	: Member
18.	Sr. B. Margaretmary Office Manager (Shift-II)	: Member

19.	Ms. M. Manisha II M.B.A	:	Students' Representative
20.	Ms. K.Madhubala II MCA	:	Students' Representative

AWARDS COMMITTEE

1.	Dr.Sr.G.Celine Sahaya Mary Principal	:	Chairperson
2.	Dr. Sr. M. Francisca Flora Secretary	:	Member
3.	Dr. V. Emayavaramban Head & Chairperson, Dept. of Geography, School of Earth and Atmospheric Sciences, MKU, Madurai – 625021.	:	University Nominee
4.	Dr.N. Sankar Professor, Dept. of Genetic Engineering, School of Biotechnology, Madurai Kamaraj University, Madurai – 625021.	:	University Nominee
5.	Dr. Sr. Bindu Antony Vice-Principal – I (Shift-I)	:	Member
6.	Dr. G. Germine Mary Vice-Principal - II (Shift -I)	:	Member
7.	Dr. Sr. G. Jenita Rani Vice-Principal – I (Shift-II)	:	Member
8.	Dr. S. L. Kumari Vice-Principal - II (Shift-II)	:	Member

9.	Dr. S. Vidya IQAC Coordinator	: Member
10.	Dr.Sr.A.Jospin Nirmala Mary Controller of Examinations	: Member
11.	Mrs. Nigila Ragavan Controller of Examinations	: Member
12.	Dr. S. J. Kala Dean of Arts	: Member
13.	Dr. N. Malathi Dean of Science	: Member
14.	Ms.A.Mable Jasmine Shobha Dean of Self Financing Programmes	: Member
15.	Dr. S. Raju MBA Director	: Member
16.	Heads of the Departments	: Members

INTERNAL QUALITY ASSURANCE CELL (IQAC)

1.	Dr.Sr.G.Celine Sahaya Mary Principal	: Chairperson
2.	Dr. Sr. M. Francisca Flora Secretary	: Management Representative
3.	Dr. S. Vidya Associate Professor of Computer Science	: Coordinator
4.	Dr.S. Saira Banu Associate Professor of English Head, Department of JMC	: Asst. Coordinator

5.	Dr.Mary Magdalene Abraham Associate Professor of English	:	Asst. Coordinator
6.	Dr. Sr. Bindu Antony Vice-Principal – I (Shift-I)	:	Member
7.	Dr. G. Germine Mary Vice-Principal - II (Shift –I)	:	Member
8.	Dr. Sr. G. Jenita Rani Vice-Principal – I (Shift-II)	:	Member
9.	Dr. S. L. Kumari Vice-Principal - II (Shift -II)	:	Member
10.	Dr. S. J. Kala Dean of Arts	:	Member
11.	Dr. N. Malathi Dean of Science	:	Member
12.	Ms.A.Mable Jasmine Shobha Dean of Self-Financing Programmes	:	Member
13.	Dr. Vasantha Esther Rani Dean of Research	:	Member
14.	Dr.B.Sahayarani Fernando Head & Associate Professor of Commerce	:	Member
15.	Dr. S. Arul Micheal Selvi Assistant Professor of Tamil	:	Member
16.	Mrs. P. Sumedha Head, Department of English (SF)	:	Member
17.	Dr. R. Saktheeswari Assistant Professor of English	:	Member

18.	Mrs. S. Selvarani Assistant Professor MCA & Head BCA	:	Member
19.	Dr. C. Sujatha Librarian	:	Member
20.	Mr. H. Vincent Placement Officer	:	Member
21.	Mr. J. Siva Kumar, General Manager HR – IR, ATG Tires Pvt Ltd. Gangaikondan, Tirunelveli.	:	Industrial Expert
22.	Dr. A. Rose Venis, Dean of IQAC Associate Professor of Chemistry, St.Joseph's College (Autonomous) Tiruchirappalli – 620002	:	Academic Expert
23.	Ms. Jayantha Anand, Director Finance Jeya Engineering & Infrastructure Pvt. Ltd., Tuticorin	:	Alumna
24.	Sr. F. Arockia Mary, Office Manager (Shift – I)	:	Member
25.	Sr. B. Margaretmary Office Manager (Shift – II)	:	Member
26.	Ms. J.Agnes Angeline III B.A English President-Students' Union (Shift-I)	:	Students' Representative
27.	Ms. G. Kalaiselvi III BBA, President-Students' Union (Shift-II)	:	Students' Representative

ANTI-RAGGING COMMITTEE

1.	Dr.Sr.G.Celine Sahaya Mary Principal	: Chairperson
2.	Dr.R.Velankanni Matharasi Directress of Physical Education	: Coordinator
3.	Dr. Sr. J. Arul Mary Chief Warden, Fatima College Hostel	: Member
4.	Dr. N. Asha Assistant Professor Department of MBA	: Member
5.	Mrs. R. Smeeta Mary Assistant Professor Department of MCA	: Member
6.	Ms. M. Manisha II MBA	: Member
7.	Ms. K.Madhubala II MCA	: Member

ANTI NARCOTICS CLUB

1.	Dr.Sr.G.Celine Sahaya Mary Principal	: Chairperson
2.	Dr. G. Germine Mary Vice-Principal -II (Shift - I)	: Member
3.	Dr. P. Shyamala Head & Associate Professor Department of MBA	: Member
4.	Mrs.S.Mary Helan Felista Head & Assistant Professor, MCA	: Member

EXAMINATION COMMITTEE

1.	Dr.Sr.G.Celine Sahaya Mary Principal	: Chairperson
2.	Dr.Sr.A.Jospin Nirmala Mary Controller of Examinations	: Member
3.	Mrs. Nigila Ragavan Controller of Examinations	: Member
4.	Dr. S.Raju MBA Director	: Member
5.	Dr. P. Shyamala Head & Associate Professor Department of MBA	: Member
6.	Mrs.S.Mary Helan Felista Head & Assistant Professor, MCA	: Member

STUDENTS' GRIEVANCE REDRESSAL COMMITTEE

1.	Dr.Sr.G.Celine Sahaya Mary Principal	: Chairperson
2.	Dr. Sr. G. Jenita Rani Vice- Principal -I (Shift - II)	: Member
3.	Dr. S. L. Kumari Vice-Principal - II (Shift-II)	: Member
4.	Dr.Sr.A.Jospin Nirmala Mary Controller of Examinations	: Member
5.	Dr. S.Raju MBA Director	: Member
6.	Dr. P. Shyamala Head & Associate Professor Department of MBA	: Member
7.	Mrs.S.Mary Helan Felista Head & Assistant Professor, MCA	: Member

8.	Sr. B. Margaretmary Office Manager (Shift – II)	: Member
----	---	----------

COUNSELLING & GUIDANCE CELL

1.	Dr.Sr.G.Celine Sahaya Mary Principal	: Chairperson
2.	Dr. Sr. Bindu Antony Vice-Principal -I (Shift - I)	: Member
3.	Dr. Sr. G. Jenita Rani Vice- Principal -I (Shift - II)	: Member
4.	Dr. S.Raju MBA Director	: Member
5.	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)	: Member
3.	Dr. Sr. G. Jenita Rani Vice- Principal -I (Shift - II)	: Member
4.	Dr.R.Velankanni Matharasi Directress of Physical Education	: Coordinator
5.	Mrs.K.Radhamagesh M.A Sub Inspector of Police, Central Crime Branch, Madurai	: External Member
6.	Sr. A. Amala Advocate, Madras High Court, Madurai Bench	: External Member

7.	Dr. Vasantha Esther Rani Associate Prof. & Head of Home Science	:	Senior Staff
8.	Mrs. A. R. Jacintha	:	Steno Typist
9.	Ms. M. Manisha II MBA	:	Students' Representative
10.	Ms. K.Madhubala II MCA	:	Students' Representative

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. G. Jenita Rani	:	Vice-Principal I -Shift II

CELL FOR COMPLAINTS ON CASTE DISCRIMINATION (CCCD)


1.	Dr.Sr.G.Celine Sahaya Mary Principal	:	Chairperson
2.	Dr. S. Raju Director, MBA	:	Member
3.	Dr.S.Fatima Roseline Mary Research Centre of Commerce	:	Member
4.	Mrs. S. Selvarani Assistant Professor MCA & Head BCA	:	Member

INTERNAL COMPLAINT COMMITTEE

1.	Dr.Sr.G.Celine Sahaya Mary Principal	: Chairperson
2.	Dr.Sr.A.Jospin Nirmala Mary Controller of Examinations	: Member
3.	Dr. S.Raju MBA Director	: Member
4.	Sr. B. Margaretmary Office Manager (Shift – II)	: Member
5.	Dr. P. Shyamala Head & Associate Professor Department of MBA	: Member
6.	Mrs.S.Mary Helan Felista Head & Assistant Professor, MCA	: Member
7.	Ms. M. Manisha II MBA	: Students' Representative
8.	Ms. P. Shirline kirubha II MBA	: Students' Representative
9.	Ms. K.Madhubala II MCA	: Students' Representative

INSTITUTION - INDUSTRY CELL

1.	Dr.Sr.G.Celine Sahaya Mary	: Chairperson
2.	Dr. S. Raju	: Member
3.	Mr. H. Vincent	: Member



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 skills of the students.

Guest Lecture and Industrial Visit

Guest Lectures are frequently arranged as part of the curriculum that facilitates greater opportunities to apply management concepts in real life situations. Live projects, summer internships and main projects add value to the programme paving way for corporate exposure.

Library

Fatima College has an excellent computerized main Library named "Rosa Mystica" with a collection of 1,23,410 volumes. The library subscribes 92 periodicals of both national and international standards. The Library has an impressive and exhaustive collection of books on several topics in the field of Information Technology, Computer Applications and General Management. The Departments are also equipped with audio visual aids to enrich knowledge in the area of

management and Information Technology. There is a library exclusively for professional programmes with 12,286 Volumes and 34 periodicals.

Computer Laboratory

An exclusive, well- equipped AS/ 400 Computer Laboratory is available for all the professional programmes. 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 programmes, we have highly qualified and competent staff with adequate experience in industries. We also have host of professionally qualified visiting and guest faculties and practising managers. Our faculty members regularly update their competency by participating in Seminars and other Faculty Development Programmes / Quality Improvement

Programmes. They have published research articles in reputed journals and conferences.

Excellent Class rooms and Seminar Hall

We have well-furnished and well-equipped ICT enabled classrooms, smart rooms, seminar halls and an Auditorium.

OUTCOME BASED EDUCATION

Fatima College introduced Choice Based Credit System (CBCS) in 2001. Since then, the college has raised the bar of Higher Education and has catered to the needs of the stakeholders offering learner-centric curriculum in the digital era. The College moved from content - based to competency-based Curriculum - Outcome Based Education under CBCS in 2019. This learner-centric teaching pedagogy measures 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.

Academic flexibility and academic mobility to the learners through cafeteria/automat approach by enabling them choose the following:

Extra Departmental Courses

Add - on Courses

Extra - Credit Courses

Skill - Embedded Courses /

Value - Added Courses

Project Team - Mates and Supervisors

Research Guides and Supervisors

MBA CURRICULUM DESIGN

Semester	Courses	No. of Courses	Hours	Credits	Total Credits
I – IV	Major Core	15	4	4	60
III – IV	Elective	5	5	5	25
III	Internship	1	4 Weeks	4	4
III	Live Project	1	3	4	4
IV	Main Project	1	8 Weeks	5	5
IV	Dissertation	1	5	5	5
TOTAL CREDITS					103 (Mandated)

ADD - ON CREDITS (OFF - CLASS)

Semester	Courses	Credits	Marks
I - IV	Soft Skills	8	50
I - IV	Comprehensive Viva	4	50
TOTAL CREDITS		12	
OVERALL CREDITS EARNED		103+12=115	

MCA CURRICULUM DESIGN

Semester	Courses	No. of Courses	Hours	Credits	Total Credits
I – IV	Major Core (Including Practicals)	17	4	2 - 4	54
I – IV	Elective	6	4	4	24
I - IV	Skill Based Lab	3	2	1	3
III	Internship	1	30 days	3	3
IV	Project	1	-	6	6
TOTAL CREDITS					90 (Mandated)

ADD - ON CREDITS

Semester	Courses	Credits	Marks
I - III	Soft Skills	3	50
I - III	Comprehensive Viva	3	50
TOTAL CREDITS		6	
OVERALL CREDITS EARNED		90 + 6 = 96	

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 $23/50 = 50\%$

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 SCRIPTS

Students who have failed and wish to apply for reevaluation, 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 reevaluation. Reevaluation results will be forwarded to their residential address within ten days after the last day allowed for applying for reevaluation.

CIA IMPROVEMENT

- A student who has passed in the End Semester Examination but has failed because of getting less than the aggregate minimum of 50/100 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
- ♦ 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 than 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 2 - wheelers in an orderly manner in the 2 -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 using 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 is 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/ refund 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.

Besides the Rosa Mystica Library the College has an excellent computerized Library named "San Jose" with a collection of 12,286 Books. The library subscribes 34 periodicals of both national and international standard. The Library has an impressive and exhaustive collection of books related to Management Studies and Computer Applications.

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 purposes.
- Follow the internet safety guidelines.

Don'ts

- Do not sub-lend books.
- Do not reshelve.
- Do not misuse, wrongly handle 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.

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 charged 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

PROFESSIONAL PROGRAMMES

M.B.A. & M.C.A.

9 A.M. - 4 P.M.

PROFESSIONAL PROGRAMMES

DEPARTMENT OF MANAGEMENT STUDIES (MBA)

1. Dr. Sr. G. Celine Sahaya Mary, M.B A., FDP., Ph.D., D.Litt. (**Principal**)
2. Dr. S. Raju, M.Sc., 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. Mrs. S. Mary Helan Felista, M. C. A., M.Phil., SET., NET. (**HOD**)
10. Mrs. R. Smeeta Mary, M.C.A., M.Phil., (Ph.D.)

11. Mrs. S. Jebapriya, MCA, M.Phil. SET.
12. Mrs. B. Usha, M.Sc., M.Phil., M. Tech., SET.
13. Mrs. S. Selvarani, MCA, M.Phil., NET., 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 Lectures
2. **Dr. R. Suganya**
Mrs. S. Jebapriya : Placements
3. **Dr. L. Meena**
Mrs. B. Usha : Institution Industry Cell
4. **Dr. B. Jayanthi**
Mrs.P.Nancy Vincentina Mary : First Aid
5. **Dr. M. Nagarenitha**
Dr. B.Jayanthi
Mrs. R. Smeeta Mary : Calendar
6. **Dr. R.Suganya**
Mrs. R. Smeeta Mary : Library
7. **Dr. N. Asha**
Mrs. R. Smeeta Mary : Discipline

JUNE - 2021

Date	Day	Particulars
1	Tuesday	Faculty Enrichment Programme World Environment Day
2	Wednesday	
3	Thursday	
4	Friday	
5	Saturday	
6	Sunday	
7	Monday	
8	Tuesday	
9	Wednesday	
10	Thursday	
11	Friday	
12	Saturday	
13	Sunday	
14	Monday	
15	Tuesday	
16	Wednesday	
17	Thursday	
18	Friday	
19	Saturday	
20	Sunday	
21	Monday	International Yoga Day
22	Tuesday	
23	Wednesday	
24	Thursday	
25	Friday	
26	Saturday	
27	Sunday	
28	Monday	
29	Tuesday	
30	Wednesday	

**"The fear of the Lord is the beginning of knowledge;
fools despise wisdom and instruction"**

Proverbs 1:7

JULY - 2021

Date	Day	Particulars
1	Thursday	Academic year begins for II, III UG and II PG 69 th Birthday of the College
2	Friday	
3	Saturday	
4	Sunday	
5	Monday	
6	Tuesday	
7	Wednesday	
8	Thursday	
9	Friday	
10	Saturday	
11	Sunday	
12	Monday	
13	Tuesday	
14	Wednesday	
15	Thursday	
16	Friday	
17	Saturday	
18	Sunday	
19	Monday	Bakrid
20	Tuesday	
21	Wednesday	
22	Thursday	
23	Friday	
24	Saturday	
25	Sunday	
26	Monday	
27	Tuesday	
28	Wednesday	
29	Thursday	
30	Friday	
31	Saturday	

"I can do all things through him who strengthens me".

Philippians 4:13

WD : 21

AUGUST - 2021

Date	Day	Particulars
1	Sunday	
2	Monday	Hiroshima Day
3	Tuesday	
4	Wednesday	
5	Thursday	
6	Friday	
7	Saturday	
8	Sunday	
9	Monday	Academic year begins for I PG
10	Tuesday	I MBA & MCA College begins, Induction Programme International Youth Day, Bridge Course Begins-I MCA Independence Day
11	Wednesday	
12	Thursday	
13	Friday	
14	Saturday	
15	Sunday	
16	Monday	
17	Tuesday	Last date to register for CIA improvement Muharram, World Humanitarian Day Bridge Course Ends – I MCA
18	Wednesday	
19	Thursday	
20	Friday	
21	Saturday	
22	Sunday	
23	Monday	
24	Tuesday	National Sports Day
25	Wednesday	
26	Thursday	
27	Friday	
28	Saturday	
29	Sunday	
30	Monday	
31	Tuesday	

**"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."**

SEPTEMBER - 2021

Date	Day	Particulars
1	Wednesday	Mini Project Review I – II MCA Teachers' Day Celebration Teachers' Day
2	Thursday	
3	Friday	
4	Saturday	
5	Sunday	
6	Monday	CIA II Begins for II MBA, II & III MCA International Literacy Day VinayakaChathurthi
7	Tuesday	
8	Wednesday	
9	Thursday	
10	Friday	
11	Saturday	
12	Sunday	
13	Monday	International Day of Democracy World Ozone Day
14	Tuesday	
15	Wednesday	
16	Thursday	
17	Friday	
18	Saturday	
19	Sunday	
20	Monday	International Day of Peace & Non - Violence ROSE Day – Welfare of Cancer Patients
21	Tuesday	
22	Wednesday	
23	Thursday	
24	Friday	
25	Saturday	
26	Sunday	
27	Monday	World Toursim Day / World Rivers Day, Mini Project Review II – II MCA
28	Tuesday	
29	Wednesday	
30	Thursday	

"My grace is sufficient for you, for my power is made perfect in weakness"

WD : 24

2 Corinthians 12:9

55

OCTOBER - 2021

Date	Day	Particulars
1	Friday	Registration for End Semester Examination Begins (Regular & Private Candidates) International Day of Older Persons
2	Saturday	Gandhi Jayanthi
3	Sunday	
4	Monday	World Animal Day
5	Tuesday	World Teachers' Day
6	Wednesday	
7	Thursday	
8	Friday	Indian Air Force Day
9	Saturday	World Post Office Day
10	Sunday	
11	Monday	International Day of the Girl Child
12	Tuesday	
13	Wednesday	Founder's Day & Fatima Day Celebration
14	Thursday	Ayutha Pooja
15	Friday	Vijaya Dhasami, Global Handwashing Day/ World Students' Day
16	Saturday	World Food Day
17	Sunday	International Day for the Eradication of Poverty
18	Monday	CIA II Begins for I MBA & MCA
19	Tuesday	Milad-un- Nabi
20	Wednesday	
21	Thursday	
22	Friday	
23	Saturday	
24	Sunday	United Nations Day
25	Monday	
26	Tuesday	
27	Wednesday	
28	Thursday	
29	Friday	
30	Saturday	Thevar Jeyanthi National
31	Sunday	Unity Day

**"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

WD : 20

NOVEMBER - 2021

Date	Day	Particulars
1	Monday	All Saints' Day
2	Tuesday	All Souls' Day, Mini Project Review III – II MCA
3	Wednesday	Diwali Celebration
4	Thursday	Diwali
5	Friday	
6	Saturday	
7	Sunday	
8	Monday	Pre Viva Voce – II MCA, Practical Exam Begins – II & III MCA
9	Tuesday	
10	Wednesday	
11	Thursday	Practical Exam Begins – I MCA, Final Consolidation
12	Friday	
13	Saturday	Mini Project Viva Voce – II MCA
14	Sunday	
15	Monday	
16	Tuesday	
17	Wednesday	
18	Thursday	Last working day – II MBA, II MCA
19	Friday	
20	Saturday	
21	Sunday	
22	Monday	End Semester Examination Begins – II MBA, II MCA
23	Tuesday	
24	Wednesday	International Day for the Elimination of Violence against women
25	Thursday	
26	Friday	
27	Saturday	
28	Sunday	
29	Monday	
30	Tuesday	

The Lord gives strength to the weary and increases the power of the weak.

WD : 5,2

Isaiah 40:29

DECEMBER - 2021

Date	Day	Particulars	
1	Wednesday	World AIDS Day, Placement Workshop – II & III MCA Final Consolidation - I MBA & I MCA	
2	Thursday		
3	Friday		
4	Saturday		
5	Sunday		
6	Monday	End Semester Exam – I MBA & MCA, Comprehensive Viva – II MBA, II MCA & III MCA Project Period Begins – II MBA, II MCA & III MCA Human Rights Day	
7	Tuesday		
8	Wednesday		
9	Thursday		
10	Friday		
11	Saturday		
12	Sunday		
13	Monday		Last Working Day – I MBA & I MCA Project Review I – II MBA
14	Tuesday		
15	Wednesday		
16	Thursday		
17	Friday		
18	Saturday		
19	Sunday		
20	Monday	Project Review I-II MCA, Project Confirmation-III MCA Christmas Celebration Christmas	
21	Tuesday		
22	Wednesday		
23	Thursday		
24	Friday		
25	Saturday		
26	Sunday		
27	Monday		
28	Tuesday		
29	Wednesday		
30	Thursday		
31	Friday		

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.

JANUARY - 2022

Date	Day	Particulars
1	Saturday	
2	Sunday	
3	Monday	College Reopens after Christmas Vacation
4	Tuesday	
5	Wednesday	Project Review II – II MCA
6	Thursday	
7	Friday	
8	Saturday	
9	Sunday	Students' Retreat
10	Monday	Project Review II – II MBA
11	Tuesday	
12	Wednesday	Pongal Celebration
13	Thursday	
14	Friday	Pongal
15	Saturday	Thiruvalluvar Day
16	Sunday	UzhavarThirunal
17	Monday	Project Review III – II MCA
18	Tuesday	
19	Wednesday	Last Date to Register for CIA Improvement
20	Thursday	
21	Friday	
22	Saturday	
23	Sunday	
24	Monday	II MBA Project Period Ends
25	Tuesday	
26	Wednesday	Republic Day
27	Thursday	Project Viva -II MBA
28	Friday	
29	Saturday	
30	Sunday	Staff Retreat
31	Monday	CIA II Begins for I MBA, I & III MCA, Project Viva Voce II MBA, Project Review I – III MCA

"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".

FEBRUARY - 2022

Date	Day	Particulars
1 2 3 4 5 6	Tuesday Wednesday Thursday Friday Saturday Sunday	Registration for End Semester Examination Begins (Regular & Private Candidates)
7 8 9 10 11 12 13	Monday Tuesday Wednesday Thursday Friday Saturday Sunday	Project Review III – II MCA
14 15 16 17 18 19 20	Monday Tuesday Wednesday Thursday Friday Saturday Sunday	Project Viva Voce – II MCA Project Presentation & Documentation Submission – II MCA
21 22 23 24 25 26 27	Monday Tuesday Wednesday Thursday Friday Saturday Sunday	Project Review II – III MCA Sports day
28	Monday	College begins after project - II MCA, Proficiency Enhancement Programme Starts – II MCA & III MCA

"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 - 2022

Date	Day	Particulars
1	Tuesday	Silver Jubilee Celebration - MBA
2	Wednesday	
3	Thursday	
4	Friday	
5	Saturday	
6	Sunday	
7	Monday	International Women's Day
8	Tuesday	
9	Wednesday	
10	Thursday	
11	Friday	Convocation
12	Saturday	
13	Sunday	
14	Monday	CIA II Begins – II MBA & MCA
15	Tuesday	
16	Wednesday	
17	Thursday	
18	Friday	
19	Saturday	
20	Sunday	St. Joseph's Day World Water Day
21	Monday	International day for the Elimination of Racial Discrimination, Project Review III – III MCA
22	Tuesday	
23	Wednesday	
24	Thursday	
25	Friday	
26	Saturday	
27	Sunday	
28	Monday	Project Pre Viva Voce – III MCA
29	Tuesday	
30	Wednesday	
31	Thursday	

"Those who love God all things work together for good, for those who are called according to his purpose".

Romans 8:28

APRIL - 2022

Date	Day	Particulars
1	Friday	Ugadi – Telugu New Year
2	Saturday	
3	Sunday	
4	Monday	Practical Exam Begins – I & II MCA
5	Tuesday	Project Final Review – II & III MCA
6	Wednesday	
7	Thursday	
8	Friday	
9	Saturday	
10	Sunday	College Day
11	Monday	Tamil New Year, Dr. Ambedkar's Birthday, Mahavir Jayanthi Good Friday Easter
12	Tuesday	
13	Wednesday	
14	Thursday	
15	Friday	
16	Saturday	
17	Sunday	
18	Monday	Final Consolidation
19	Tuesday	Last Working Day & Candle Light Ceremony
20	Wednesday	
21	Thursday	
22	Friday	
23	Saturday	
24	Sunday	
25	Monday	End Semester Examination Begins
26	Tuesday	
27	Wednesday	
28	Thursday	
29	Friday	
30	Saturday	

"Whatever you do, work heartily, as for the Lord and not for men".

MAY - 2022

Date	Day	Particulars
1	Sunday	
2	Monday	Ramzan
3	Tuesday	
4	Wednesday	
5	Thursday	
6	Friday	
7	Saturday	
8	Sunday	
9	Monday	International Day of Families
10	Tuesday	
11	Wednesday	
12	Thursday	
13	Friday	
14	Saturday	
15	Sunday	
16	Monday	World Day for Cultural Diversity
17	Tuesday	
18	Wednesday	
19	Thursday	
20	Friday	
21	Saturday	
22	Sunday	
23	Monday	
24	Tuesday	
25	Wednesday	
26	Thursday	
27	Friday	
28	Saturday	
29	Sunday	
30	Monday	
31	Tuesday	

"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!"

ACADEMIC PROGRAMMES 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 Nutraceuticals
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, CS & IT Closed
31.	2017 - 2018	Ph.D. Home Science
32.	2018 - 2019	Ph.D. Physics
33.	2019 - 2020	M.Sc. IT&M (Closed), M.Sc. IT (Started), B.Com. with Computer Applications Additional Section (Closed) and B.Com (SF) Started

COLLEGE DAY AWARDS

MBA

1. Fatima College Golden Jubilee Endowment Prize instituted by Dr. Sr. Ignatius Mary, Former Principal, Fatima College for proficiency in **all the semesters**

2. Mother Rose Endowment Prize instituted by Fatima College for proficiency in the **third semester**

3. Mother Rose Endowment Prize instituted by Fatima College for proficiency in the **second semester**

4. Mother Rose Endowment Prize instituted by Fatima College for proficiency in the **first semester**

MCA

1. Fatima College Golden Jubilee Endowment Prize instituted by Dr. Sr. Ignatius Mary, Former

Principal, Fatima College for proficiency in **all the semesters**

2. Mother Rose Endowment Prize instituted by Fatima College for proficiency in the **fifth semester**

3. Mother Rose Endowment Prize instituted by Fatima College for proficiency in the **fourth semester**

4. Mother Rose Endowment Prize instituted by Fatima College for proficiency in the **third semester**

5. Mother Rose Endowment Prize instituted by Fatima College for proficiency in the **second semester**

6. Mother Rose Endowment Prize instituted by Fatima College for proficiency in the **first semester**

AWARDS ON THE BASIS OF MERIT-CUM-MEANS.

MBA

1. Mr. A. C. Chockalinga Pandian Endowment Prize instituted by his daughter C. Laxmi Devi (2016-2018) Department of MBA to be awarded to a deserving student of II MBA on the basis of merit-cum-means.

2. Mrs. T. S. Sathiya Priya Endowment prize instituted by her daughter T. S. Kalpitaarani (2016-2018) Department of MBA to be awarded to a deserving student of II MBA on the basis of merit-cum-means.

3. **Dr. Sr. G. Celine Sahaya Mary Endowment prize** instituted by the students of 2016-2018 batch of MBA Department awarded to a deserving student of I MBA on the basis of merit-cum-means.

4. **Dr. Sr. M. Francisca Flora Endowment prize** instituted by the students of 2017-2019 batch of MBA Department awarded to a deserving student of I MBA on the basis of merit-cum-means.

MCA

1. **Shobana Memorial Endowment Prize** given to the II Year MCA student on the basis of merit-cum-means.

2. **Miss A. Vijaya Memorial Endowment Prize** instituted by MCA students of 2008-2011 to be awarded to a student of **third MCA** on the basis of merit-cum-means.

GENERAL PRIZES

1. **A. Celine Pratiba, MCA Memorial Endowment prize** instituted by her parents to the students of I MCA on the basis of merit.

Research Scholars

- ♦ A Research scholar is awarded with the Best Performance student award.

INFRASTRUCTURE FACILITIES & STUDENT SUPPORT SYSTEM :

- ♦ Rosa Mystica Library

- ❖ Wi-Fi Enabled Campus
- ❖ Spacious, Well Ventilated & furnished Class Rooms
- ❖ Well-equipped Laboratory
- ❖ Auditoriums
- ❖ Language Laboratories
- ❖ ICT enabled Smart Classrooms
- ❖ Wellness Centre
- ❖ Gymnasium
- ❖ FIESTA
 - ❖ Paper Recycling Unit
 - ❖ Mushroom Cultivation Unit
 - ❖ Vermicomposting Unit
 - ❖ Oil Extraction Unit
- ❖ Browsing Centre
- ❖ Reprography Centres
- ❖ Recording Studio
- ❖ Counselling Centre
- ❖ Prayer Hall
- ❖ Fatima Hostel
- ❖ Special Bus
- ❖ Instrumentation Centre
- ❖ Solar Powered Buildings
- ❖ Canteens
- ❖ Honesty Shop

- ❖ Safe Drinking Water (RO facility)
- ❖ Differently-abled Friendly Campus (Ramps, Wheel Chairs & Rest Rooms)
- ❖ Recreational Facilities: Indoor & Outdoor Stadium
- ❖ Students Union
- ❖ Cultural Forum - Fine arts
- ❖ Remedial programme
- ❖ Free noon meal for the deserving students
- ❖ Grievance Cell
- ❖ Mentoring
- ❖ FCPING – A Messaging System to Parents
- ❖ Earn While You Learn Schemes
- ❖ Govt, Non - Govt and Institutional Scholarships & Freeships.
- ❖ Career Guidance Cell (Training & Placement Cell)
- ❖ Students Research Forum
- ❖ Bank
- ❖ ATM

ANTI - RAGGING :

- ❖ The institution follows the UGC regulations on curbing the menace of ragging in Higher Educational Institutions (2009). Ragging in all its forms is totally banned in the entire institution including departments, hostels, playground, canteen and anywhere in campus.

CANTEEN

No.of Canteens on Campus: 2

- 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.
- Healthy Practice : Only Traditional Food and
Beverages sold
-

BANK / BRANCH

- Unit : Indian Bank, Fatima College
Extn. Counter,
Koodal Nagar 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 Jubilee Hall
- Working Hours : 9.00 a. m. to 5.30 p. m.
-

TYPE WRITING CENTRE

- Location : Niveditha Block
- Working Hours : 6.00 am to 8.00am and
3.00 pm to 6.00p.m.
-

FITNESS CENTRE

- To develop physical fitness components such as strength, muscular power, stamina, endurance, agility and coordination.
- To provide specific training to athletes and other players in order to promote leg strength, abdominal power and back muscle power.
- To impart training for body building and weight lifting
- Fitness Center accommodate the following :
 - Hip twister
 - Stepper
 - Bench Press
 - Dumbbell
 - Abdominal King
 - Leg Curl Machine
 - Leg Press Machine
 - Tread Mill

INDOOR STADIUM

Indoor Stadium has been established in collaboration with the University Grants Commission under UGC XI Plans scheme “Development of Sports Infrastructure & Equipments in Colleges” in 2017.

Location : Opposite to Side Gate

Facilities : Basketball Court, Badminton Courts, Table Tennis, Chess and Carrom.

Timing : Morning - 8.00 a.m. - 10.30 a.m.
Evening - 3.00 p.m. - 6.30 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

CUMULATIVE RECORD OF THE DAYS OF ABSENCE

Date	Reason for Leave	No. of Days
	Illness Ceremonies Non – Payment of Fees Late admission Any other	

Parent's Signature

Class Teacher's Signature

LEAVE APPLICATION

Name	:	
Class	:	
Major	:	
Reg. No.	:	
Number of days already availed	:	
Date	:	
Reason for Leave	:	

Parent's / Guardian's / Warden's Signature

Student's Signature

Class Teacher's Signature

Notes :

Notes :

Notes :

Notes :

Notes :

Notes :

Notes :

Fatima College (autonomous)
Department of Management Studies
Time table 2021-2022

I and III Semester

Day / Time	Year	I	II	III	(11:45 - 12:15)	IV	V	VI
		(9:00-9:55)	(9:55-10:50)	(10:50-11:45)		(12:15-1:10)	(1:10-2:05)	(2:05-3:00)
Monday	I	MA(NA)	ME(MN)	OB(SR)	LUNCH BREAK	MPP(RS)	LIB	DM(BJ)
	II	LSM(RS) / SFM(LM)	T&D(BJ) / BE(PS) (LIB)	ENT(RS)		PF(LM) / BFI(NA)	TQ(MN) / AM(BJ)	SFM(LM) / BFI(NA)
Tuesday	I	MA(NA)	MPP(RS)	OB(SR)		DM(BJ)	COMMUNICATION SKILLS (NA/MN)	
	II	ENT(RS)	SM(BJ)	PF(LM) / DMG(NA)		DMG(NA) / SHRM(MN)	SHRM(MN) / T&D(LM)	T&D(BJ) / CM(LM)
Wednesday	I	QT(LM)	EC(PS)	MA(NA)		COLLOQUIUM(NA)		
	II	SM(BJ)	CM(MN) / T&D(BJ)	SST(SR)		SFM(LM) / LSM(RS)	ENT(RS)	PF(LM) / TQ(MN)
Thursday	I	ME(MN)	LIB	QT(RS)		MPP(RS)	DM(BJ/PS)	
	II	CM(LM) / PA(RS)	T&D(BJ) / PF(LM)	CM(MN) / T&D(BJ)		SST(SR)	TQ(MN) / DMG(NA)	BFI(NA) / LSM(RS)
Friday	I	ME(MN)	LIB	QT(LM)		OB(SR)	QT(RS)	MA(NA)
	II	SM(BJ)	PA(RS)	BE(PS)		AM(BJ) / TQ(MN)	SFM(LM) / AM(BJ)	AM(BJ) / SFM(LM)
Saturday	I	MPP(RS)	LIB	OB(SR)		ME(MN)	MA(NA)	QT(LM)
	II	DMG(NA) / SHRM(MN)	SM(BJ)	BFI(NA) / SHRM(MN)		LSM(RS) / BFI(NA)	AM(BJ) / CM(MN)	ENT(RS)

FATIMA COLLEGE (AUTONOMOUS) - MADURAI 18

DEPARTMENT OF M.B.A

TIME TABLE - (2021 - 2022)

Even Semester - II and IV

Day/ Time	Year	I (9.00-9.50)	II (9.50-10.40)	III (10.55-11.45)	IV (11.45-12.35)	(12.35 - 1.15)	V (1.15-2.05)	VI (2.05-3.00)
MON	I	BR(NA)	HRM(SR)	MIS(BJ)	LIB	LUNCH BREAK	POM(LM)	MM(MN)
	II	IPC(RS) / HRA(BJ) / MFS(LM)	HRIS(MN) / EFD(LM) / REM(BJ)	DISS(NA)/ LIB	MFS(LM) / SAPM(RS) / RM(MN)		PLACEMENT ACTIVITY (RS)	
TUE	I	POM(LM)	MM(MN)	HRM(SR)	LIVE PROJECT – LAB (NA/MN)		LIVE PROJECT – LAB (NA/MN)	
	II	IBM(NA)	ME (PS)	IPC(RS) / HRA(BJ) /LIB	HRIS(MN) / EFD(LM) / HRA(BJ)		IPC(RS) / HRA(BJ) / HRIS(MN)	DISS (LM)
WED	I	MIS(BJ)	MS(PS)	BR(NA)	HRM(SR)		FM(RS)	MM(MN)
	II	HRIS(MN) / EFD(LM) / IPC(RS)	IBM(NA)	MFS(LM) / SAPM(RS) / DISS (BJ)	RM(MN) / REM(BJ) / EFD(LM)		DISS (PS)/ LIB	MFS(LM) / SAPM(RS)/ HRA(BJ)
THUR	I	BR(NA)	HRM(SR)	FM(RS)	LIVE PROJECT(PS /MN)		LIVE PROJECT(PS/MN)	
	II	SAPM(RS) / MFS(LM)/ RM(MN)	RM(MN) / REM(BJ) / EFD(LM)	IBM(NA)	DISSERTATION (PS/NA)		DISSERTATION (PS/NA)	
FRI	I	FM(RS)	POM(LM)	MIS(BJ)	COLLOQUIUM (NA)		COLLOQUIUM (NA)	
	II	RM(MN) / REM(BJ) / DISS(LM)	SST(SR)	ME (PS)	IPC(RS) / IHRM(LM) / HRIS(MN)		COLLOQUIUM (PS)	
SAT	I	FM(RS)	POM(LM)	BR(NA)	MS(PS) / LIB		MIS(BJ)	MM(MN)
	II	IBM(NA)	SST(SR)	SAPM(RS) / LIB / REM(BJ)	DISSERTATION LAB (NA/BJ/LM)		DISSERTATION LAB (NA/BJ/LM)	

Department of Management Studies
STAFF WORKLOAD 2021-2022 (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	19MBA311	Business Ethics	2	3
4.	II MBA		Colloquium	3	4 ½
Total				10	15

Dr. N.Asha

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA102	Management Accounting	5	7 ½
2.	II MBA	19MBA303F	Digital Marketing	5	7 ½
3.	II MBA	19MBA305D	Banking and Financial Institutions	5	7 ½
4.	I MBA		Colloquium	2	3
Total				17	25 ½

Dr.L. Meena a) Dr.S.Amsha Lekha

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA106	Quantitative Techniques	3	4 ½
2.	II MBA	19MBA305A	Project Financing	5	7 ½
3.	II MBA	19MBA305B	Strategic Financial Management	5	7 ½
4.	II MBA	19MBA306C	Training & Development & Case Study	2	3
5.	II MBA	19MBA306F	Career Management	2	3
Total				17	25 ½

Dr.M. Nagarenitha

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA104	Managerial Economics	4	6
2.	II MBA	19MBA306A	Total quality in Human Resource	5	7 ½
3.	II MBA	19MBA306E	Strategic Human Resource Management	5	7 ½
4.	II MBA	19MBA306F	Career Management	3	4 ½
Total				17	25 ½

Dr.B.Jayanthi

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA103	Digital Management	4	6
2.	II MBA	19MBA301	Strategic Management	4	6
3.	II MBA	19MBA303B	Advertising Management	5	7 ½
4.	II MBA	19MBA306C	Training & Development	4	6
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	4	6
2.	I MBA	19MBA106	Quantitative Techniques	2	3
3.	II MBA	19MBA302	Entrepreneurship	4	6
4.	II MBA	19MBA309B	Logistics and Supply Chain Management	5	7 ½
5.	II MBA		Placement Activity	2	3
Total				17	25 ½

DEPARTMENT OF MANAGEMENT STUDIES

STAFF WORKLOAD 2021-2022 (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	19MBA409	Dissertation	2	3
7.	II MBA	19MBA410	Managerial Environment	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	19MBA401	International Business Management	4	6
7.	I MBA		Colloquium	3	4 ½
8.	II MBA	19MBA409	Dissertation	2	3
9.	I MBA		Live Project/Lab	3	4 ½
Total				16	24

Dr.L. Meena

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
6.	I MBA	19MBA201	Production and Operations Management	4	6
7.	II MBA	19MBA404B	Management of Financial services	5	7 ½
8.	II MBA	19MBA408B	Export Finance & Documentation	5	7 ½
9.	II MBA	19MBA409	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	19MBA402A	Rural Marketing	5	7 ½
7.	II MBA	19MBA405E	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	19MBA402D	Retail Management	5	7 ½
7.	II MBA	19MBA405B	Human Resource Accounting and Audit	5	7 ½
8.	IIMBA	19MBA409	Dissertation	2	3
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	19MBA404A	Security Analysis and Portfolio Management	5	7 ½
8.	II MBA	19MBA405A	Industrial Psychology & Counselling	5	7 ½
9.	II MBA		Placement Activity	2	3
Total				16	24

TEACHING LEARNING PROCESS

- 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	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 MCA are :

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

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018

PG DEPARTMENT OF COMPUTER APPLICATIONS

TIMETABLE - ODD SEMESTER 2021-2022

DAY	CLASS	9 - 10 (1)	10 - 11 (2)	11 - 12 (3)	12 - 1 (4)	(5)	1.30 - 3.00 (Lab)
I	III MCA	ML (SM)	SS (JP)	PIG&HIVE (MHF)	SPM (PN)		ML LAB (SM)
	II MCA	MAD (BU)	SS (JP)	ED (SV)	SQA(DJ)		MAD LAB (BU)
	I MCA	OS (JP)	SE (DJ)	ECOM/ OFF (SM/JP)	MFC (BU)		RDBMS LAB (SM& JP)
	BCA					SE (SM)	
	II MSIT	IOT (PN)					
II	III MCA	SPM (PN)	ML (SM)	PIG&HIVE (MHF)	CF(JP)		EAD LAB (PN)
	II MCA	MAD (BU)	SQA(DJ)	ED (SV)	BD/CF (MHF/JP)		EAD LAB (PN)
	I MCA	PYTHON (MHF)	OS (JP)	MFC (BU)	SE (DJ)		PYTHON LAB (MHF)
	BCA				SE (SM)		
	II MSIT						
III	III MCA	CF(JP)	SS (JP)	PIG&HIVE(BU)	EAD (PN)		EAD LAB (PN & JP)
	II MCA	BD/CF (MHF/JP)	SS (JP)	ED (SV)	EAD (PN)		EAD LAB (PN & JP)
	I MCA	MFC (BU)	PYTHON (MHF)	SE (DJ)	ECOM/ OFF (SM/JP)		PYTHON LAB (MHF)
	BCA			SE (SM)			
	II MSIT		IOT (PN)				
IV	III MCA	EAD (PN)	ML (SM)	PIG&HIVE(BU)	CF (JP)		ML LAB (SM)
	II MCA	EAD (PN)	MAD (BU)	ED (SV)	BD/CF (MHF/JP)		MAD LAB (BU)
	I MCA	ECOM/ OFF (SM/JP)	SE (DJ)	LINUX (PN)	SS (BU)		RDBMS LAB (SM)
	BCA				SE (SM)		
	II MSIT					IOT (PN)	
V	III MCA	CF(JP)	SPM(PN)	ML(SM)	EAD (PN)		Association(PN)
	II MCA	BD/CF (MHF/JP)	CASE (SM)	SQA(DJ)	EAD (PN)		Association(PN)
	I MCA	LINUX (PN)	MFC (BU)	OS (JP)	SS (BU)		Association (SM)
	BCA					SE (SM)	
	II MSIT			IOT (PN)			
VI	III MCA	EAD (PN)	R LAB (BU)	R LAB (BU)	SPM (PN)		Library/ Swayam (SM)
	II MCA	EAD (PN)	CASE(SM)	SQA(DJ)	MAD(BU)		Library/ Swayam (BU)
	I MCA	OS (JP)	PYTHON (MHF)	ECOM/ OFF (SM/JP)	PYTHON (MHF)		Library/ Swayam (MHF)
	BCA						
	II MSIT		IOT (PN)				

FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625 018

PG DEPARTMENT OF COMPUTER APPLICATIONS

TIMETABLE - EVEN SEMESTER 2021 - 2022

DAY	CLASS	1	2	3	4		5	6
		9:00 – 9:50	9:50 – 10:40	10:55 – 11:45	11:45 – 12:35		1:15 – 2:05	2:05 – 3:00
Monday	II MCA	BD (SM)	HSN (BU)	PROJECT (MHF)	PROJECT (PN)		UIX LAB (JP)	
	I MCA	JAVA LAB (PN)		DM/WSN/AI (SV/BU/SM)	WT (MHF)		SS (BU)	JAVA (PN)
	III BCA					PHP LAB (SM)		
	PG off Class						Web Designing (SM)	
Tuesday	II MCA	BD (SM)	PROJECT (JP)	HSN (BU)	BD (SM)		HSN (BU)	PROJECT (JP)
	I MCA	DS (JP)	WT (MHF)	R LAB (SM)	ETH/OB (MHF/BU)		WT LAB (MHF)	
	III BCA					DM/SP (PN/JP)		
	PG off Class						Web Designing (SM)	
Wednesday	II MCA	PROJECT (SM)	HSN (BU)	UIX LAB (PN)			HSN (BU)	PROJECT (SM)
	I MCA	ETH/OB (MHF/BU)	DS (JP)	DM/WSN/AI (SV/BU/SM)	WT (MHF)		WT LAB (MHF, BU)	
	III BCA					DM/SP (PN/JP)		
	PG off Class						Web Designing (SM) Animation (JP)	
Thursday	II MCA	UIX LAB (JP)			BD (SM)		HSN (BU)	PROJECT (PN)
	I MCA	JAVA (PN)	DS (JP)	DM/WSN/AI (SV/BU/SM)	ETH/OB (MHF/BU)		JAVA LAB (SM)	
	III BCA					DM/SP (PN/JP)		
Friday	II MCA	PROJECT (BU)	BD (SM)	PROJECT (MHF)	HSN (BU)		HSN (BU)	BD (SM)
	I MCA	DS (JP)	JAVA LAB (PN)		ETH/OB (MHF/BU)		WT (MHF)	JAVA (PN)
	III BCA					DM/SP (PN/JP)		
	PG off Class						Animation (JP)	
Saturday	II MCA	BD (BU)	UIX LAB (PN)				BD (SM)	PROJECT (BU)
	I MCA	R LAB (SM)	JAVA (PN)	DM/WSN/AI (SV/BU/SM)	SS (BU)		WT LAB (MHF)	
	III BCA					DM/SP (PN/JP)		

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks .	10 Mks	45 Mks .	5Mks .	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-Scho.	-	-	-	-	-	5	5	10%
Total	10	15	10	10	45	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 MCA are :**

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

PG DEPARTMENT OF COMPUTER APPLICATIONS

STAFF INDIVIDUAL WORKLOAD – JUNE 2020

Dr.D.Jeyamala

Class	Sub. Code	Subject	No. of Hours
II MCA	20MCA301	Project Mentoring & Monitoring	1
II MCA	20MCA302	Software Quality & Testing	4
I MCA	20MCA102	Software Engineering	4
		Total	9

Mrs. S. Mary Helan Felista

Class	Sub. Code	Subject	No. of Hours
II MCA	20MCA301	Project Mentoring & Monitoring	1
II MCA	20MCADA03	Big Data Analytics	4
I MCA	20MCA104	Programming in Python	4
I MCA	20MCA105	Lab I – Python Programming	6
		Total	15

Mrs.R. Smeeta Mary

Class	Sub. Code	Subject	No. of Hours
II MCA	20MCA301	Project Mentoring & Monitoring	1
II MCA	20MCA307	Skill Based Lab III – Computer Aided Software Engineering (CASE) Tools	2
I MCA	20MCA106	Lab II - RDBMS	5
I MCA	20MCAGE04	E-Commerce	4
III BCA	19J5CC9	Software Engineering	5
		Total	17

Mrs.S. JebaPriya

Class	Sub. Code	Subject	No. of Hours
II MCA	20MCA301	Project Mentoring & Monitoring	1
II MCA	20MCADS04	Cyber Forensics	4
II MCA	19MCA503	Lab X - Enterprise Application Development	1
II MCA	20MCA308	Soft Skill III- Interpersonal Skills for Corporate Readiness	2

I MCA	20MCA103	Operating Systems	4
I MCA	20MCAGE01	Office Automation Tools	4
I MCA	20MCA106	Lab II - RDBMS	1
		Total	17

Mrs.B. Usha

Class	Sub. Code	Subject	No. of Hours
II MCA	20MCA301	Project Mentoring & Monitoring	1
II MCA	20MCA303	Mobile Application Development	4
II MCA	20MCA305	Lab V - Mobile Application Development	6
I MCA	20MCA101	Mathematical Foundation of Computer Science	4
I MCA	20MCA108	Soft Skills I- Professional Communication	2
		Total	17

Mrs.P. Nancy Vincentina Mary

Class	Sub. Code	Subject	No. of Hours
II MCA	20MCA301	Project Mentoring & Monitoring	1
II MCA	19MCA503	Enterprise Application Development	4
II MCA	19MCA503	Lab X - Enterprise Application Development	5
I MCA	20MCA107	Skill Based lab I-Linux	2
II M.Sc IT	19PGIT316B	Internet Of Things	5
		Total	17

Mrs. S.Selvarani

Class	Sub. Code	Subject	No. of Hours
II MCA	20MCAGE07	Entrepreneurship Development	4
		Total	4

PG DEPARTMENT OF COMPUTER APPLICATIONS
STAFF INDIVIDUAL WORKLOAD – APRIL 2022

Mrs.S. Mary Helan Felista

Class	Sub. Code	Subject	No. of Hours
II MCA	19MCA402	Project Mentoring & Monitoring	2
I MCA	20MCAGE05	Ethics in Computing	4
I MCA	20MCA202	Web Technologies	4
I MCA	20MCA204	Lab III – Web Technologies	5
		Total	15

Mrs.R.Smeeta Mary

Class	Sub. Code	Subject	No. of Hours
II MCA	19MCA601	Project Mentoring & Monitoring	2
II MCA	20MCADA06	Big Data Security	4
I MCA	20MCA206	Skill Based Lab II - R Programming	2
I MCA	20MCA204	Lab III – Web Technologies	1
I MCA	20MCAAM01	Artificial Intelligence & Expert Systems	4
III BCA	19J6SB5	Lab in PHP	2
		PG Off Class – WEB DESIGNING USING HTML AND DREAM VIEWER	4
		Total	19

Mrs.S.Jebapriya

Class	Sub. Code	Subject	No. of Hours
II MCA	19MCA601	Project Mentoring & Monitoring	2
II MCA	20MCA401	Lab VII - UIX Design Programming	4
I MCA	20MCA201	Data Structures and Algorithms	4
III BCA	J6ME3	Security Practices	5
		PG Off Class-Animation	4
		Total	19

Mrs.B.Usha

Class	Sub. Code	Subject	No. of Hours
II MCA	19MCA601	Project Mentoring & Monitoring	2
II MCA	20MCADS06	High Speed Networks	4
I MCA	20MCA207	Soft Skills II- Aptitude Training	2
I MCA	20MCA205	Lab IV- Java Programming	2
I MCA	20MCAGE03	Organizational Behaviour	4
I MCA	20MCADS02	Wireless Communication & Security	4
	20MCAID01	Information Technology For Management	1
		Total	19

Mrs.P.Nancy Vincentina Mary

Class	Sub. Code	Subject	No. of Hours
III MCA	19MCA601	Project Mentoring & Monitoring	2
III MCA	19MCA602	Internet of Things – Self Learning Course	1
II MCA	20MCA401	Lab VII - UIX Design Programming	2
I MCA	20MCA203	Programming in Java	4
I MCA	20MCA205	Lab IV- Java Programming	4
III BCA	19J6ME4	Data Mining	5
	20PGVAMCA3	Payment Gateway Implementation Using Laravel	1
		Total	19

Mrs. S.Selvarani

Class	Sub. Code	Subject	No. of Hours
I MCA	20MCADA01	Data Mining Techniques	4
		Total	4

LIST OF RESEARCH PROJECTS/CONSULTANCY WORKS

❖ MoUs with Industries:

1. NMORE, SECUNDERABAD

206/A, 1st Floor, 4th Cross, Trimoorthy Colony,
Mahendra Hills, East Marredpally,
Secunderabad – 500 026.

2. SYSTEMS DOMAIN (Certified With ISO 9001:2008)

30/1,3rd Floor, Leeman's Complex,
Next to Just Dial Cunningham Road,
Bangalore – 560052.

3. Tamilnadu Council for Enterprise Development (TACED)

40 ,Work shop Road,Saratha complex,
Rountana, Simmakal, Madurai Main,
Madurai, Tamil Nadu 625001

4. Corpworx

Mrs. Vidhya Kottaiveedu
Founder of Corpworx
Monrow, New Jersey, USA.

5. Mr.S. Vamsi Deepak

VIVARA TECH
Old No 6, New No.11,A1,
Rajni's Deivalohaa,Convent Street,
Shenay Nagar, Chennai.

6. Mr. D. Karthikeyan

Bricksteel Enterprises Infotech Pvt,Ltd
No – 242,Morning Star, Level III,
6th, Cross Indiraagarfirststage
Bangalore-560038(Karnataka).

Memorandum of Understanding (MoU)

This Memorandum of Understanding is signed between the Fatima College (Autonomous), Madurai (hereafter named Party 1) Party 1 is represented by **Dr. Sr. G. Celine Sahaya Mary**, Principal, Fatima College, Madurai. Party 2 is represented by **Mrs. Vidya Kottaiveedu**, founder of Corpworx - a platform that connects technology start-ups with office at Monroe, New Jersey, USA.

The two parties hereby mutually agree upon and place on record their signature on this document with their full conscious understanding and acceptance in the matters mentioned as below.

- ❖ Corpworx will arrange Live project and they are willing to train interested students during their studies and provide industrial exposure in the functional domain.
- ❖ Corpworx shall agree guiding students (both UG/PG) on various aspects of the project work and shall monitor their progress till the completion of the project.
- ❖ Corpworx will ensure by briefing and demonstrating the students to understand the nature of the project work through on-line.
- ❖ This project work is purely part-time and it is entertained by the students only during the hours approval by the college.
- ❖ Corpworx will arrange and organize experts for Guest Lectures
- ❖ Corpworx strongly believes that the students should be paid for their efforts according to the norms of Industry. The term for payment/stipend will be communicated to the students prior to beginning the training of the project and also agree to pay incentive based on the performance of students.
- ❖ Corpworx shall provide a certificate to the students after successful completion of the project carried out.
- ❖ Based on the criteria for the project Fatima College, Madurai shall provide a shortlist of students interested in undertaking part time job.

- ❖ Fatima College, Madurai shall provide infrastructure and mentoring to the students.
- ❖ Fatima College has agreed to develop an incubator in the college for this project and future projects.

This Memorandum of Understanding is valid for the period of Three Years from the Ninth date of March 2020 (09.03.2020) to Ninth date of March 2023 (09.03.2023).

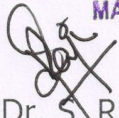
In consent of these terms, the parties affix their Signatures here below,

Party 1

Dr. Sr. G. Celine Sahaya Mary

(Dr. Sr. G. Celine Sahaya Mary)
Principal
Fatima College (Autonomous)
Maryland, Madurai.

PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018.



(Dr. S. Raju)
Director
Department of Management Studies
Fatima College, Madurai.

Party 2

Vidya Kottaiveedu

(Mrs. Vidya Kottaiveedu)
Founder of Corpworx
Monrow, New Jersey, USA.

Memorandum of Understanding

between

Fatima College,
Madurai, Tamilnadu

and

nmore,
Secunderabad

Table of Contents

1. Background.....	1
2. Objectives.....	1
3. Benefits	1
4. Rationale	2
5. Activities.....	2
6. Stipend to Interns	2
7. Certificate	2
8. Expectations from B-Schools:.....	3
9. Outcomes expected	3
10. Duration of the MoU.....	3
11. Termination of MoU	3

MoU with B-Schools- Live Projects

This MoU is to formalize terms of association between M/s **Nmore**, a strategic advising firm providing Marketing Research, Analytics and Corporate & Academic Training services in India and abroad and **Fatima College, Madurai, Tamilnadu** (henceforth known as **Fatima, Madurai**) for providing the Students of the B-School with opportunities to work on Live Projects with the Prospects and Clients of Nmore.

1. Background

Researchers and educators at Nmore and **Fatima, Madurai** wish to cooperate and collaborate in the field of academics and applied research.

This MoU intends to provide opportunities to students and their guides (faculty members) to interact and work with Nmore and their client organizations on Live Project/s involving various industrial and functional domains. With over 8 years of experience in academics and research, we understand the need and importance for students of **Fatima, Madurai** to work on live projects.

Nmore will source the projects and share the same with students, guiding students on various aspects of the project work and monitoring their progress till the completion of the project.

In cases where **Fatima, Madurai** sources Live Projects directly from Organizations and where they wish to avail of Nmore's expertise in executing these projects, the same shall be considered on a case-to-case basis.

2. Objectives

Nmore and **Fatima, Madurai** wish to cooperate for the purpose of:

- i) Strengthening and broadening the concepts & practices of Research and Analytics among students.
- ii) Familiarizing students with the latest techniques in research - both qualitative as well as quantitative
- iii) Enhancing the students' competence in analytic skills.
- iv) Building **Fatima, Madurai** reputation in the industry by guiding students to work on Live projects and submitting quality Project Reports to the organization
- v) Strengthening the morals and work ethics of students for personality development
- vi) Providing certificates to students of having carried out satisfactorily the work assigned

3. Benefits

- a. **Institute Perspective:** Awareness and recognition in the Industry, Live projects for students, placement opportunities, advertisement and contacts
- b. **Student Perspective:** Hands-on experience with practical applications, certification, live project opportunities, analytical skills, graphical presentation techniques and better chance of getting PPOs (Pre-Placement Offers)
- c. **Client Perspective:** Data integrity, professional output, service assurance, confidentiality of consolidated data and actionable recommendations
- d. **Nmore Perspective :** Learning and geographic coverage

4. Rationale

B-School Students usually get a chance to practice what they have learnt in the classroom during their summer internships. However, organizations' needs are not confined to the summer season alone. Most times organizations pick up summer interns as a matter of precedence or routine and assign a mundane job with no great learning value or even an opportunity to apply the skills learnt in the classroom.

On the other hand, there are many organizations which need a genuine assignment to be carried out and cannot afford big time Research agencies. At the same time they are not willing to risk their money by employing inexperienced students.

This is where Nmore steps in. We provide the professional guidance required, to the students during their short term internship. This guarantees quality of work to the organization and a great learning experience to the students.

We believe in giving the students an enriching experience and the freedom to apply classroom learning. Students do not just act as field data collectors, but are involved in all activities right from problem identification to exploratory research to questionnaire design and analysis of data as per the demands of the project.

5. Activities

Based on the criteria for the project (knowledge of local language, gender, specialization, graduate stream etc.), **Fatima, Madurai** shall provide a shortlist of students interested in undertaking the project.

From the shortlist provided, Nmore shall select students through personal / telephonic / on-line interviews. A project briefing and demonstration session for students to understand the nature of the research work shall be organized through personal meetings / on-line.

Students will be working with Nmore' steam throughout the project. Students have to update Nmore on the progress of the project on a daily basis through mails / telephone. The daily report shall consist of the activities carried out during the day and also activities planned for the next day / week (as per the duration of the project).

An online group shall be formed to facilitate smooth exchange of communications amongst the students, faculty members involved and Nmore.

6. Stipend to Interns

Although it is not a norm in the industry to pay students for projects, we strongly believe that the students should be paid for their efforts. The terms for payment of stipend will be communicated to the students prior to beginning the project work. In case of Nmore's suo-motu (own) projects, they shall be paid as per the norms of Nmore which will also be communicated prior to the project.

7. Certificate

The certificate of having carried out the Project shall be provided by the Organization directly. In case of suo-motu projects, Nmore shall issue the certificate.

8. Expectations from B-Schools:

An in-principle consent / approval to support this initiative of Nmore by way of signing this MoU. Considering the short term of nature of most projects, timelines are critical.

In view of this, **Fatima, Madurai** should ensure that information provided by Nmore about the forthcoming Live Projects is conveyed to the students in time.

Allow the students enough time to work on the project by providing sufficient amount of time for the Project work. Our projects are designed in a manner so as not to disturb the students' regular academic work.

As per the **Fatima, Madurai** policy, authorize students to utilize available resources such as

- i. Premises
- ii. Computers & Printers
- iii. LCD Projector, Internet, Wi-Fi etc., with access to online communication sites being used by us viz., Skype, Google / Yahoo groups etc.,
- iv. Library resources, including Databases,
- v. Photocopying and Communications equipment at cost (students)
- vi. And other such facilities as may be required from time to time (prior permission of which will have to be provided to the students by the respective B-school authorities)

Motivate faculty members, staff and management to contribute their mite for strengthening this initiative for the benefit of the students and consequently to the Institute too.

9. Outcomes expected

- i) Increase in the quality and numbers of placements through better and more number of organizations joining the placements process.
- ii) Enhancing analytical abilities and awareness of various analytics techniques among students
- iii) Encouraging students to apply the analytics techniques in an innovative manner. This is our focus area.**
- iv) Building the B-School's reputation in the industry by guiding students to work on Live projects and submitting quality Project Reports to the organization
- v) Strengthening the morals and work ethics of students for personality development
- vi) Providing certificates to students

10. Duration of the MoU

This is an ongoing Memorandum of Understanding and will remain in force till such time as one or both parties decide to terminate the same.

11. Termination of MoU

We work in a highly ethical, integrity oriented and value based environment and guarantee quality of work to the client organizations. We trust that students working on the Live Projects with us will uphold the same values.

Any breach of this trust may result in recalling the students and review of this MoU. The Institute also may terminate this MoU if they find the services of Nmore wanting.

In consent of these terms, the parties affix their signatures herebelow:



Signature with seal

(Please Write Name of the Institution of the Signatory)
PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS)
Fatima College, MADURAI - 625 018.
Madurai, Tamilnadu

Date: 01-July, 2015



Signature with Seal

Uday Bhat – Founder Partner

Nmore

Secunderabad

Date: 01-July, 2015

Memorandum of Understanding

Between

Fatima College, (Autonomous)

Madurai, Tamilnadu



And

SYSTEMS DOMAIN



(Certified With ISO 9001:2008)

30/1,3rd Floor, Leeman's Complex, Next to Just Dial
Cunningham Road,
Bangalore - 560052

Table of Contents

1. Background.....	2
2. Objectives.....	2
3. Benefits	3
4. Rationale	3
5. Activities.....	3
6. Certificate	4
7. Expectations from B-Schools:.....	4
8. Outcomes expected	4
9. Duration of the MoU.....	5
10. Termination of MoU	5

MoU with B-Schools- Live Projects

This MoU is to formalize terms of association between **M/s Systems Domain, Madurai, Tamilnadu**, a strategic advising firm providing Marketing Research, Analytics and Corporate & Academic Training services in India and abroad and **Fatima College, Madurai, Tamilnadu** (henceforth known as **Fatima, Madurai**) for providing the Students of the B-School with opportunities to work on Live Projects with the Prospects and Clients of **systems Domain, Madurai**.

1. Background

Researchers and educators at **Systems Domain, Madurai** and **Fatima, Madurai** wish to cooperate and collaborate in the field of academics and applied research.

This MoU intends to provide opportunities to students and their guides (faculty members) to interact and work with **Systems Domain, Madurai** and their client organizations on Live Project/s involving various industrial and functional domains. With over 8 years of experience in academics and research, we understand the need and importance for students of **Fatima, Madurai** to work on live projects.

Systems Domain, Madurai will source the projects and share the same with students, guiding students on various aspects of the project work and monitoring their progress till the completion of the project.

In cases where **Fatima, Madurai** sources Live Projects directly from Organizations and where they wish to avail of **Systems Domain, Madurai**'s expertise in executing these projects, the same shall be considered on a case-to-case basis.

2. Objectives

Systems Domain, Madurai and **Fatima, Madurai** wish to cooperate for the purpose of:

- i) Strengthening and broadening the concepts & practices of Research and Analytics among students.
- ii) Familiarizing students with the latest techniques in research - both qualitative as well as quantitative
- iii) Enhancing the students' competence in analytic skills.

- iv) Building **Fatima, Madurai** reputation in the industry by guiding students to work on Live projects and submitting quality Project Reports to the organization
- v) Strengthening the morals and work ethics of students for personality development
- vi) Providing certificates to students of having carried out satisfactorily the work assigned

3. Benefits

1. **Institute Perspective:** Awareness and recognition in the Industry, Live projects for students, placement opportunities, advertisement and contacts
2. **Student Perspective:** Hands-on experience with practical applications, certification, live project opportunities, analytical skills, graphical presentation techniques and better chance of getting PPOs (Pre-Placement Offers)
3. **Client Perspective:** Data integrity, professional output, service assurance, confidentiality of consolidated data and actionable recommendations
4. **Systems Domain, Madurai Perspective :** Learning and geographic coverage

4. Rationale

B-School Students usually get a chance to practice what they have learnt in the classroom during their summer internships. However, organizations' needs are not confined to the summer season alone. Most times organizations pick up summer interns as a matter of precedence or routine and assign a mundane job with no great learning value or even an opportunity to apply the skills learnt in the classroom.

On the other hand, there are many organizations which need a genuine assignment to be carried out and cannot afford big time Research agencies. At the same time they are not willing to risk their money by employing inexperienced students.

This is where **Systems Domain, Madurai** steps in. We provide the professional guidance required, to the students during their short term internship. This guarantees quality of work to the organization and a great learning experience to the students.

We believe in giving the students an enriching experience and the freedom to apply classroom learning. Students do not just act as field data collectors, but are involved in all activities right from problem identification to exploratory research to questionnaire design and analysis of data as per the demands of the project.

5. Activities

Based on the criteria for the project (knowledge of local language, gender, specialization, graduate stream etc.), **Fatima, Madurai** shall provide a shortlist of students interested in undertaking the project.

From the shortlist provided, **Systems Domain, Madurai** shall select students through personal / telephonic / on-line interviews. A project briefing and demonstration session for students to understand the nature of the research work shall be organized through personal meetings / on-line.

Students will be working with **Systems Domain, Madurai**’ steam throughout the project. Students have to update **Systems Domain, Madurai** on the progress of the project on a daily basis through mails / telephone. The daily report shall consist of the activities carried out during the day and also activities planned for the next day / week (as per the duration of the project).

An online group shall be formed to facilitate smooth exchange of communications amongst the students, faculty members involved and **Systems Domain, Madurai**.

6. Certificate

The certificate of having carried out the Project shall be provided by the Organization directly. In case of suo-motu projects, **Systems Domain, Madurai** shall issue the certificate.

5. Expectations from B-Schools:

An in-principle consent / approval to support this initiative of **Systems Domain, Madurai** by way of signing this MoU. Considering the short term of nature of most projects, timelines are critical.

In view of this, **Fatima, Madurai** should ensure that information provided by **Systems Domain, Madurai** about the forthcoming Live Projects is conveyed to the students in time.

Allow the students enough time to work on the project by providing sufficient amount of time for the Project work. Our projects are designed in a manner so as not to disturb the students’ regular academic work.

As per the **Fatima, Madurai** policy, authorize students to utilize available resources such as

- i. Premises
- ii. Computers & Printers
- iii. LCD Projector, Internet, Wi-Fi etc., with access to online communication sites being used by us viz., Skype, Google / Yahoo groups etc.,
- iv. Library resources, including Databases,
- v. Photocopying and Communications equipment at cost (students)
- vi. And other such facilities as may be required from time to time (prior permission of which will have to be provided to the students by the respective B-school authorities)

Motivate faculty members, staff and management to contribute their mite for strengthening this initiative for the benefit of the students and consequently to the Institute too.

6. Outcomes expected

- i) Increase in the quality and numbers of placements through better and more number of organizations joining the placements process.
- ii) Enhancing analytical abilities and awareness of various analytics techniques among students
- iii) **Encouraging students to apply the analytics techniques in an innovative manner. This is our focus area.**

- iv) Building the B-School's reputation in the industry by guiding students to work on Live projects and submitting quality Project Reports to the organization
- v) Strengthening the morals and work ethics of students for personality development
- vi) Providing certificates to students

7. Duration of the MoU

This is an ongoing Memorandum of Understanding and will remain in force till such time as one or both parties decide to terminate the same.

8. Termination of MoU

We work in a highly ethical, integrity oriented and value based environment and guarantee quality of work to the client organizations. We trust that students working on the Live Projects with us will uphold the same values. Any breach of this trust may result in recalling the students and review of this MoU. The Institute also may terminate this MoU if they find the services of **Systems Domain, Madurai** wanting.

In consent of these terms, the parties affix their signatures here below:



Signature with Seal

Principal

Mary Land, Madurai -18.

Date : 18.11.2016



Signature with Seal

Mrs. Rajalakshmi

Director

Systems Domain,

(Certified With ISO 9001:2008)

30/1, 3rd Floor, Leeman's Complex, Next to Just Dial

Cunningham Road, Bangalore – 560 052

Date : 18.11.2016



Memorandum of Understanding

Between

Fatima College (Autonomous)

M.B.A Programme

and

**Tamilnadu Council for Enterprise
Development (TACED)**



MoU with M.B.A Program, Fatima College (Autonomous), Madurai – Research and Consultancy

This MoU is to formalize terms of association between *TACED*, an enterprise promotional and consultancy organization a registered society providing training, Research and Consultancy services to MSME and MBA Programme, Fatima College (Autonomous), Madurai, for providing the Students of the M.B.A Program, Fatima College (Autonomous) with opportunities to work on Live Projects with the Prospects and Clients of TACED.

1. Background

Consultants and Entrepreneur Trainers at TACED and MBA Programme, Fatima College (Autonomous), wish to cooperate and collaborate in the field of training, consultancy and applied research.

This MoU intends to provide opportunities to students and their guides (faculty members) to interact and work with TACED and their client organizations on Live Project/s involving various industrial and functional domains. With over 23 years of experience in consultancy and enterprise promotional activities, we understand the need and importance for students of MBA Programme, Fatima College (Autonomous), Madurai to work on live projects.

TACED will source the projects and share the same with students, guiding students on various aspects of the project work and monitoring their progress till the completion of the project.

In cases where MBA Programme, Fatima College (Autonomous), sources Live Projects directly from Organizations and where they wish to avail of TACED's expertise in executing these projects, the same shall be considered on a case-to-case basis.

2. Objectives

TACED and MBA Programme, Fatima College (Autonomous), wish to cooperate for the purpose of:

- i) Strengthening and broadening the concepts of Research, consultancy and enterprises development among students and faculty.
- ii) Getting faculty expertise for project identification ,studying the feasibility and preparing business plan
- iii) Enhancing the students' competency in enterprises development
- iv) Building reputation of MBA Programme, Fatima College (Autonomous), among trade & industry by providing research and consultancy on Live projects and submitting quality Project Reports to MSMES.
- v) Strengthening the morals and work ethics of students for inclusive development
- vi) Providing certificates to students of having carried out satisfactorily work level

3. Benefits

- a. **Institute Perspective:** Awareness and recognition in the Industry, Live projects for students, placement opportunities, advertisement and contacts
- b. **Student Perspective:** Hands-on experience with practical applications, certification, live project opportunities, analytical skills, graphical presentation techniques and better chance of getting PPOs (Pre-Placement Offers)
- c. **Client Perspective:** Data integrity, professional output, service assurance, confidentiality of consolidated data and actionable recommendations
- d. **TACED Perspective :** Learning ,Spreading consultancy services

4. Rationale

B-School Students usually get a chance to practice what they have learnt in the classroom during their summer internships. However, organizations' needs are not confined to the summer season alone. Most times organizations pick up summer interns as a matter of precedence or routine and assign a mundane job with no great learning value or even an opportunity to apply the skills learnt in the classroom.

On the other hand, there are many organizations which need a genuine assignment to be carried out and cannot afford big consultancy firms . At the same time they are not willing to risk their money by employing inexperienced students.

This is where TACED steps in. We provide the professional guidance required, to the students during their short term internship. This guarantees quality of work to the organization and a great learning experience to the students.

We believe in giving the students an enriching experience and the freedom to apply classroom learning. Students do not just act as field data collectors, but are involved in all activities right from problem identification to exploratory research to questionnaire design and analysis of data as per the demands of the project.

5. Activities

Based on the criteria for the project MBA Program, Fatima College (autonomous), Madurai shall provide a list of students interested in undertaking the project.

TACED shall select students. A project briefing and demonstration session for students to understand the nature of work.

Students will be working with TACED's team throughout the project. Students have to update

TACED on the progress of the project on a daily basis. The daily report shall consist of the activities carried out during the day and also activities planned for the next day / week (as per the duration of the project).

An online group shall be formed to facilitate smooth exchange of communications amongst the students, faculty members involved and TACED.

6. Stipend to Interns

Students and the Faculty members will be paid stipend for projects of commercial value. The terms for payment of stipend will be communicated to the students prior to beginning the project work.

7. Certificate

The certificate of having carried out the Project shall be provided by the Organization directly

8. Expectations MBA Programme, Fatima College (Autonomous):

Allow the students enough time to work on the project by providing sufficient amount of time for the Project work.

Authorize students to utilize available resources such as

- i. Premises
- ii. Computers & Printers
- iii. LCD Projector, Internet, Wi-Fi etc., with access to online communication sites being used by us viz., Skype, Google / Yahoo groups etc.,
- iv. Library resources, including Databases,
- v. Photocopying and Communications equipment at cost (students)
- vi. And other such facilities as may be required from time to time (prior permission of which will have to be provided to the students by the respective MBA Program authorities)

Motivate faculty members, staff and management to contribute their mite for strengthening this initiative for the benefit of the students and consequently to the Institute too.

9. Outcomes expected

- i) To inculcate research culture
- ii) Encouraging students to an enterprise development
- iii) Building the MBA Programme reputation in the industry by guiding students to work on Live projects and submitting quality Project Reports to the organization

- iv) Strengthening the morals and work ethics of students for personality development
- v) Providing certificates to students

10. Duration of the MoU

This is an ongoing Memorandum of Understanding and will remain in force till such time as one or both parties decide to terminate the same.



11. Termination of MoU

We work in a highly ethical, integrity oriented and value based environment and guarantee quality of work to the client organizations. We trust that students working on the Live Projects with us will uphold the same values.

Any breach of this trust may result in recalling the students and review of this MoU. The Institute also may terminate this MoU if they find the services of TACED wanting.

In consent of these terms, the parties affix their signatures here below:


Principal
Fatima College (Autonomous),
Madurai
PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018.
Date : 12/11/2023


Dr PN. Narayanaraja
President




தமிழ்நாடு தமில்நாடு TAMIL NADU

FATIMA COLLEGE,
MDU

77AB 427937

T.V. ANNAMALAI GOUNDER
SV 3385/99 CHINCE
TAMILNADU

Memorandum of Understanding

This agreement is brought upon this 10th December 2020, between Vivara Tech, a company, having its Registered Office at Old No. 6, New No. 11, A1, Rajni's Deivalohaa Apartment, Convent Street, Shenoy Nagar, Chennai-600030 (hereinafter referred as the "Vivara") and MCA Programme, Fatima College(Autonomous), Mary Land, Madurai - 625 018. Tamil Nadu (hereinafter called as MCA - Fatima College)

For the Consultancy Project Titled: 'Books/E Books/ Content Development'

CLAUSE 1: RECITALS

WHEREAS, Publisher is a Book Publishing and Distribution Company and the MCA-Fatima College is engaged in providing content development services.

S. Yamsi Doepak

AD

WHEREAS, Vivara being a publishing company under requirement has contacted MCA -Fatima College to provide certain SERVICES pertaining to Content Development as being defined under this agreement (hereinafter called as 'Content Development Services')

WHEREAS, MCA Department has agreed to do the Content Development Services in accordance with the demand and standards of the Vivara and as per the professional skills, personnel and technical resources, as discussed herein in accordance with the terms and conditions set forth in this agreement.

CLAUSE 2: APPOINTMENT

In accordance with this agreement, the MCA -Fatima College is being hereby appointed for providing Books/E Books Content Development services as mentioned herein in CLAUSE 3.

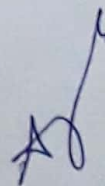
CLAUSE 3: SERVICES

On the terms and subject to the conditions of this Agreement and in consideration of the fee set out in CLAUSE 4.1 of this Agreement, MCA -Fatima College agrees to render the same accordingly to the Vivara the Content Development services set out below. The MCA -Fatima College will be providing the service related to the requirements of Vivara according to the terms and condition of this Agreement as mentioned herein further.

CLAUSE 4: PROJECT SCHEDULE FOR COMPLETION OF TASKS

It is required that the project be completed in stages within the time assigned from the award of the agreement in writing.

S. Vamsi Deepak



The handing over of the project should include all copyright assignment of all pictures and any other materials used by the **MCA -Fatima College** with permission from respective owners.

4.1 COMPENSATION AND CONSIDERATION:

A payment would be made to the MCA -Fatima College of Fatima College, Madurai on a case to case basis.

4.2 PAYMENT TERMS:

(a) In consideration of the services of Book/Ebook/Content Development services by the MCA -Fatima College under this agreement, the Vivara shall make a payment as stated above. TDS to be deducted as applicable.

(b) If MCA -Fatima College determines that there has been an error or an omission in the calculation of the Service Fee, it shall discuss the matter with Vivara and shall issue an invoice or credit memo as appropriate.

(c) Payments will only be made on precondition that all deliveries shall be made in time as per scheaule mentioned in this agreement under **CLAUSE 4.1.**

CLAUSE 5: TERMS AND TERMINATION

5.1 Term

This Agreement shall continue in force for a fixed task from the Effective Date for a period of one year, unless terminated earlier in accordance with the **CLAUSE: 5.2.**

5.2 Termination for Convenience

Vamsi Deepak

AD

This Agreement shall terminate immediately without notice:

- (a) Upon the institution of insolvency, receivership or bankruptcy proceedings by or against either Party;
- (b) Upon either Parties breach of any terms and conditions of the agreement.

CLAUSE 6: LIMITATIONS OF MCA -FATIMA COLLEGE LIABILITY AND INDEMNIFICATION

- (a) The MCA -Fatima College shall return each and every product (services) or C.D.'s which ever will be used at the time of the preparation of the **Content Development** services, all the scrap which will be accumulated at the time of preparation of the services will have to be handed over to the Vivara by the MCA -Fatima College after completion of the project as per schedule.
- (b) The MCA -Fatima College agrees that, during the term of this Agreement and after its termination, the MCA -Fatima College and any entity affiliated with the MCA -Fatima College, shall be disqualified from providing goods, works or services (other than consulting services) resulting from or directly related to the MCA -Fatima College's Services for the preparation or implementation of the project.
- (c) Except with the prior written consent of the Vivara, the MCA -Fatima College and its Personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the Services, nor shall the Consultant and the Personnel make public the recommendations formulated in the course of, or as a result of, the Services.

CLAUSE 7: INDEPENDENT CONTRACTORS

The relationship of the Parties established by this Agreement is that of an independent contractor, and nothing contained in this Agreement shall be construed to:

- (a) Give either Party the power to direct and control the day-to-day activities of the other;
- (b) Allow either Party to create or assume any obligation on behalf of the other Party for any purpose whatsoever.
- (c) Create the existence of a partnership between the Parties.
- (d) The Vivara represents and warrants that it holds the valid copyright in its own name or copyright license from the lawful holder of the books/ work and does in no manner make the MCA -Fatima College as copyright owner / licensor of the said books and / or contents thereof whether in the same or other printing forms, electronic or not. The Parties hereto further acknowledge and agree that all Intellectual Property rights, i.e. Copyright and designs of the respective party including all of the goodwill of the business associated therewith whether existing in their name as on date or acquired by it during or after the termination of this Agreement; are and shall hereafter continue to be the exclusive property of the Vivara.

CLAUSE 8: FORCE MAJEURE

Either party cannot claim losses in case of force majeure beyond both parties control including any act of God, fire, flood, frost, storm, earthquake, explosion, rioting and labour trouble, change of government in the country etc.

S. Vamsi Deepak

[Signature]

CLAUSE 9: ENTIRE AGREEMENT

This Agreement constitutes the entire understanding between the Vivara & MCA -Fatima College with respect to the subject matter hereof and all prior agreements or understandings shall be deemed merged herein. No representations, warranties and certifications, express or implied, shall exist as between Vivara & MCA -Fatima College except as stated herein.

9.1 Amendments

No amendments, waivers or modifications hereof shall be made or deemed to have been made unless in writing executed by the Party to be bound thereby.

9.2 Severability & Interpretation

If any provision in this Agreement or the application of such provision to any person or circumstance shall be invalid, illegal or unenforceable, the remainder of this Agreement or the application of such provision to persons or circumstances other than those to which it is held invalid, illegal or unenforceable shall not be affected thereby.

9.3 Counterparts

This Agreement may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original and all of which when taken together shall constitute this Agreement.

CLAUSE 10: DISPUTES & APPLICABLE LAW AND JURISDICTION

All disputes shall be only entertained in Chennai for the jurisdiction point of view.

IN WITNESSES WHEREOF, the undersigned having caused this Agreement to be duly executed and operable as of the Effective Date.

Name of Publishing Company Vivara Tech	Name of the Consultancy Provider MCA -Fatima College	PRINCIPAL, FATIMA COLLEGE, MADURAI
Authorized signatory: <i>S. Vasu Deepak</i> VIVARA TECH Old No.6, New No.11, A1, Rajni's Deivalaahaa, Convent Street, Shenoy Nagar, Chennai-600 030.	Signature <i>D. Jeya Mala</i> D. JEYA MALA ASSOCIATE PROFESSOR DIRECTOR - MCA PG DEPT OF COMPUTER APPLICATIONS FATIMA COLLEGE MADURAI - 625 018.	Signature: <i>S. Mary Helen Pelesta</i> PRINCIPAL FATIMA COLLEGE (AUTONOMOUS) MADURAI-18
Witness: Name and signature	<i>B. Usha</i> B. USHA ASST. PROFESSOR PG, DEPT. OF COMP. APPLICATIONS FATIMA COLLEGE, MADURAI	<i>S. Mary Helen Pelesta</i> S. MARY HELEN PELESTA, Asst professor & head, PG Dept of comp. Appns, Fatima College, Madurai



14/12/2020 தமிழ்நாடு தமில்நாடு TAMIL NADU

Fatima College (Autonomous)
Madurai

77AB 427938

ANNAMALAI GOUNDER
SV 3385/96 GINGEE
TAMILNADU

MEMORANDUM OF UNDERSTANDING
(MoU)

BETWEEN

PG DEPARTMENT OF COMPUTER
APPLICATIONS FATIMA COLLEGE
(AUTONOMOUS), MADURAI

&

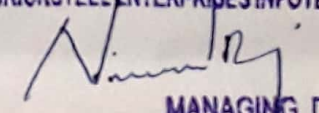
BRICKSTEEL ENTERPRISES INFOTECH Pvt Ltd.,

FOR

INPLANT TRAINING, PLACEMENT,
FACULTY DEVELOPMENT
PROGRAM


DJEYA MALA
ASSOCIATE PROFESSOR
DIRECTOR - MCA
PG DEPT OF COMPUTER APPLICATIONS
FATIMA COLLEGE
MARY LAND, MADURAI - 625 018.

FOR BRICKSTEEL ENTERPRISES INFOTECH PVT LTD


MANAGING DIRECTOR

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (herein after called as the 'MOU') is entered in to on this the 14th day of December, Two Thousand and Twenty (14.12.2020), by and between

PG Department of Computer Applications, Fatima College, Mary Land, Madurai-18, the **FIRST PARTY** (here in after referred as '**First Party**', the institution which expression, unless excluded by or repugnant to the subject or context shall include its successors-in-office, administrators and assigns).

AND

BSEtec- No-242, Morning star, Level III, 6th cross Indiranagar first stage, Bangalore – Karnataka. The SECOND PARTY, and represented herein by its Head Office, Divisional Head - CEO, **L.NIRMAL RAJ,** (herein after referred to as "**Second Party**", company which expression , unless excluded by or repugnant to the subject or context shall include its successors – in- office, administrators and assigns).

(First Party and Second Party are hereinafter jointly referred to as 'Parties' and individually as 'Party') as

WHEREAS:

A) First Party is a Higher Educational Institution named:

**FATIMA COLLEGE (AUTONOMOUS), MADURAI
(PG DEPARTMENT OF COMPUTER APPLICATIONS)**

B) First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of each of their resources, and provide each of them with enhanced opportunities.

C) The Parties intent to cooperate and focus their efforts on cooperation within area of Skill Based Training, Education and Research.

D) Both Parties, being legal entities in themselves desire to sign this MOU for advancing their mutual interests.

E) **BSETEC,** the Second Party is engaged in Business, Manufacturing, Skill Development Training and Education in the fields of **-IT & Software, Technology and Digital Solution Providers.**

F) Give related information, its branches, and dimensional information about the industry concerned with

D.JEYA MALA
ASSOCIATE PROFESSOR
DIRECTOR - MCA
PG DEPT OF COMPUTER APPLICATIONS
FATIMA COLLEGE
MARY LAND MADURAI - 525 018

FOR BRICKSTEEL ENTERPRISES INFOTECH PVT

Page 2 of 5 **MANAGING DIRECT**

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERE TO AGREE AS FOLLOWS:

CLAUSE 1

COOPERATION

- 1.1 Both Parties are united by common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations within the **Institution – FATIMA COLLEGE, MADURAI (PG DEPARTMENT OF COMPUTER APPLICATIONS)** and its related wings. The Parties shall keep each other informed of potential opportunities and shall share all information that may be relevant to secure additional opportunities for one another.
- 1.2 First Party and Second Party co-operation will facilitate effective utilization of the intellectual capabilities of the faculty of First Party providing significant inputs to them in developing suitable teaching / training systems, keeping in mind the needs of the industry, the Second Party.
- 1.3 The general terms of co-operation shall be governed by this MOU. The Parties shall cooperate with each other and shall, as promptly as is reasonably practical, enter into all relevant agreements, deeds and documents (the 'Definitive Documents') as may be required to give effect to the actions contemplated in terms of this MOU. The term of Definitive Documents shall be mutually decided between the Parties. Along with the Definitive Documents, this MOU shall represent the entire understanding as to the subject matter hereof and shall supersede any prior understanding between the Parties on the subject matter hereof.

CLAUSE 2

SCOPE OF THE MoU

- 2.1 The budding graduates from the institutions could play a key role in technological up-gradation, innovation and competitiveness of an industry. Both parties believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge.
- 2.2 **Curriculum Design:** Second Party will give valuable inputs to the First Party in teaching / training methodology and suitably customize the curriculum so that the students fit into the industrial scenario meaningfully.
- 2.3 **Industrial Training & Visits:** Industry and Institution interaction will give an insight in to the latest developments / requirements of the industries; the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also to give Industrial Training Programs for the First Party. The industrial training of computer applications provided to students and faculty through this

D. JEYA MALA
ASSOCIATE PROFESSOR
DIRECTOR - MCA
PG DEPT OF COMPUTER APPLICATIONS
FATIMA COLLEGE
MARY LAND, MADURAI - 625 018.

FOR BRICKSTEEL ENTERPRISES INFOTECH PVT LTD
Page 3 of 5

MANAGING DIRECTOR

association will build confidence and prepare the students to have a smooth transition from academic to working career. The Second Party might provide Labs / Workshops / Industrial Sites for the hands-on training of the learners enrolled with the First Party.

- 2.4 **Guest Lectures:** Second Party to extend the necessary support to deliver guest lectures to the students of the First Party on the technology trends and in house requirements.
- 2.5 **Faculty Development Programs:** Second Party to train the Faculties of First Party for imparting training as per the industrial requirement considering the National Occupational Standards in concerned sector, if available.
- 2.6 **Placement of Trained Students:** Second Party will actively engage students by providing an opportunity with Internships and In plant training. Placements will be offered to the students strictly based on their individual performance.
- 2.7 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required for offering the programmes on the terms specified herein.
- 2.8 There is no financial commitment on the part of the **FATIMA COLLEGE**, the First Party to take up any programme mentioned in the MoU. If any other programme/service offered by the second party not mentioned in this MoU, the financial consideration will be dealt separately.

CLAUSE 3

INTELLECTUAL PROPERTY

- 3.1 Nothing contained in this MOU shall, by express grant, implication, Estoppels or otherwise, create in either Party any right, title, interest, or license in or to the intellectual property (including but not limited to know-how, inventions, patents, copy rights and designs) of the other Party.

CLAUSE 4

VALIDITY

- 4.1 This Agreement will be valid until it is expressly terminated by either Party on mutually agreed terms, during which period **BSEtec**, the Second Party, as the case may be, will take effective steps for implementation of this MOU. Any act on the part of **BSEtec**, the Second Party after termination of this Agreement by way of communication, correspondence etc., shall not be construed as an extension of this MOU.

- 4.2 Both Parties may terminate this MOU upon 30 calendar days prior to the event of Termination. **FATIMA COLLEGE** has to discharge their obligations. Page 4 of 5

D. JEYA MALA

ASSOCIATE PROFESSOR

PG/DEPT OF COMPUTER APPLICATIONS

MARY LAND, MADURAI - 625 018.

FOR BRICKSTEELE ENTERPRISES PVT LTD

MANAGING DIRECTOR

CLAUSE 5

RELATIONSHIP BETWEEN THE PARTIES

5.1 It is expressly agreed that **First Party** and **Second Party** are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership. Neither Party is authorized to use the other Party's name in any way, to make any representations or create any obligation or liability, expressed or implied, on behalf of the other Party, without the prior written consent of the other Party. Neither Party shall have, nor represent itself as having, any authority under the terms of this MOU to make agreements of any kind in the name of or binding upon the other Party, to pledge the other Party's credit, or to extend credit on behalf of the other Party.

FOR BRICKSTEEL ENTERPRISES INFOTECH PVT LTD
[Signature]
First Party **MANAGING DIRECTOR**

[Signature]
Second Party

Dr. G. Uthir Sahaya Mary
PRINCIPAL

BRICKSTEEL ENTERPRISES INFOTECH Pvt. Ltd

PG DEPARTMENT OF COMPUTER APPLICATIONS, FATIMA COLLEGE, MADURAI
D. JEYA MALA
DIRECTOR - MCA
PG DEPT OF COMPUTER APPLICATIONS
FATIMA COLLEGE
MARY LAND, MADURAI - 625 018.

FATIMA COLLEGE, MADURAI
PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS) MADURAI-18

Any divergence or difference derived from the interpretation or application of the MoU shall be resolved by arbitration between the parties as per the Arbitration Act, 1996. The place of the arbitration shall be at District Head Quarters of the First Party. This undertaking is to be construed in accordance with Indian Law with exclusive jurisdiction in the Courts of **MADURAI**.

AGREED:

For **Name of Institution**

[Signature]
Authorized Signatory

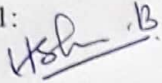
FOR BRICKSTEEL ENTERPRISES INFOTECH PVT LTD

[Signature]
Authorized Signatory **MANAGING DIRECTOR**

D. JEYA MALA
ASSOCIATE PROFESSOR
DIRECTOR - MCA
PG DEPT OF COMPUTER APPLICATIONS
FATIMA COLLEGE
MARY LAND, MADURAI - 625 018.

FATIMA COLLEGE (AUTONOMOUS)	BRICKSTEEL ENTERPRISES INFOTECH Pvt. Ltd
MARYLAND, VILANGUDI	No-242, Morning star, Level III, 6 th cross Indiranagar first stage .
MADURAI	Bangalore-560038 (Karnataka)
principal@fatimacollegemdu.org	support@bsetec.com
www.fatimacollegemdu.org	www.bsetec.com

Witness1:



B. USHA

ASST. PROFESSOR

PG DEPT. OF COMP. APPLICATIONS

FATIMA COLLEGE (AUTONOMOUS)

MADURAI - 18.

Witness3:



S. MARY HELAN FELISTA,

Asst. Professor & Head,

PG Dept. of Comp. Applications

Fatima college (Autonomous)

Madurai - 18

Witness2:

D. KARTHIKEYAN

Administrative Manager

Madurai - 16



Witness4:

R. G. SOBITHA

BUSINESS MANAGER



All India Council for Technical Education

(A Statutory body under Ministry of Education, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org



APPROVAL PROCESS 2021-22

Extension of Approval (EoA)

F.No. Southern/1-9320910628/2021/EOA

Date: 25-Jun-2021

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 2021-22

Ref: Application of the Institution for Extension of Approval for the Academic Year 2021-22

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations, Notified on 4th February, 2020 and amended on 24th February 2021 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	1-9320910628
Name of the Institution /University	FATIMA COLLEGE (AUTONOMOUS)	Name of the Society/Trust	ST.JOSEPH'S SOCIETY OFMADURAI.
Institution /University Address	MARYLAND NEW VILANGUDI POSTMADURAI - 625018 TAMILNADU INDIA, MADURAI, MADURAI, TamilNadu, 625018	Society/Trust Address	ASSUMPTION HOUSE,73, BYE PASS ROAD, ELLIS NAGAR POST MADURAI,MADURAI,MADURAI, Ta mil Nadu,625010
Institution /UniversityType	Private-Self Financing	Region	Southern

To conduct following Programs / Courses with the Intake indicated below for the Academic Year 2021-22

Program	Level	Course	Affiliating Body (University /Body)	Intake Approved for 2020-21	Intake Approved for 2021-22	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
MCA	POST GRADUATE	MASTERS IN COMPUTER APPLICATIONS	Madurai Kamaraj University, Madurai	60	60	NA	NA
MANAGEMENT	POST GRADUATE	MBA	Madurai Kamaraj University, Madurai	90	90	NA	NA

It is mandatory to comply with all the essential requirements as given in APH 2021-22 (Appendix 6)

Important Instructions

1. The State Government/ UT/ Directorate of Technical Education/ Directorate of Medical Education shall ensure that 10% of reservation for Economically Weaker Section (EWS) as per the reservation policy for admission, operational from the Academic year 2019-20 is implemented without affecting the reservation percentages 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. Such Institution shall be permitted to increase in annual permitted strength over a maximum period of two years.
2. The Institution offering courses earlier in the Regular Shift, First Shift, Second Shift/Part Time now amalgamated as total intake shall have to fulfil all facilities such as Infrastructure, Faculty and other requirements as per the norms specified in the Approval Process Handbook 2021-22 for the Total Approved Intake. Further, the Institutions Deemed to be Universities/ Institutions having Accreditation/ Autonomy status shall have to maintain the Faculty: Student ratio as specified in the Approval Process Handbook.
3. Strict compliance of Anti-Ragging Regulation, Establishment of Committee for SC/ ST, Establishment of Internal Complaint Committee (ICC), Establishment of Online Grievance Redressal Mechanism, Barrier Free Built Environment for disabled and elderly persons, Fire and Safety Certificate should be maintained as per the provisions made in Approval Process Handbook and AICTE Regulation notified from time to time.
4. 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.

**Prof.Rajive Kumar
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**,
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.

This is a computer generated Statement. No signature Required

Fatima College (Autonomous)
Madurai - 625018
MBA/MCA

Income & Expenditure Account for the Year ended 31.03.2021

<u>Expenditure</u>	<u>Rs</u>	<u>Income</u>	<u>Rs</u>
Administrative Expenses	68927	Bank Interest	109948
Advertisement	118504	Fee Collection	18500385
Electrical Maintenance	259533	Application & Registration	106500
Fee Refunds	129500	Other Income	93128
Guest Lecture (Snacks & Refreshment)	19741		
Examination Expenses	1807780		
Lab Expenses	80300		
Library Books & Periodicals	191579		
Postage & Courier	234		
Printing Charges	16620		
Salary	10350526		
PF Contribution	616860		
Electricity Charges	726801		
Stationery & Consumbles	45426		
Building Maintenance & Renovation	2798643		
Furniture & Equipment Maintenance	262437		
Maintenance - Software	40688		
Telephone Charges (Broadband)	34328		
Maintenance - Others	121225		
Excess of Income over Expenditure	1120309		
TOTAL	18809961	TOTAL	18809961

Place: Madurai

Date: 30.12.2020

M. Anockia Jany
Chartered Accountant.

Dr. G. Lilia Sabaya Mary
PRINCIPAL

FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018.

Dr. Juseelna Jha
SECRETARY

FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018

