

K.S.Rangasamy College of Arts & Science, (Autonomous), Tiruchengode-637 215

Department of Management studies -PG

Courses having focus on Employability/ Entrepreneurship/ Skill Development

Programme: MBA

COURSE CODE	COURSE NAME	Employability/ Entrepreneurship/ Skill Development	Content
18PBAM101	Core I: Management and Decision Making	Skill Development	<p>Unit-I: Functions of Management, Types of business organizations.</p> <p>Unit-II: Principles of decision making - Process of decision making - Types of decisions - Problems in decision making.</p> <p>Unit-III: Authority and responsibility-Centralization and decentralization- Delegation of authority.</p> <p>Unit-IV: Principles of effective communication.</p> <p>Unit-V: Budgetary control and types of budgets.</p>
18PBAM102	Core II: Managerial Economics	Entrepreneurship	<p>Unit-I: Micro and macro economics.</p> <p>Unit-II: Determinants and types of Demand - Law of Demand - Elasticity of Demand - Demand Forecasting- Methods of Demand Forecasting.</p> <p>Unit-IV: Pricing Policy and Practices: Pricing objectives, Pricing methods and pricing under different market conditions.</p> <p>Unit-V: Business Cycle: Phases of Business cycle - Causes of business cycle - Inflation - Types - Causes - Effects -Monetary policy and fiscal policy.</p>
18PBAM103	Core III: Organizational Behaviour	Skill Development	<p>Unit-I: Foundations of individual behavior, Methods of shaping and schedules of reinforcement.</p> <p>Unit-II: Big Five personality model.</p> <p>Unit-III: Factors influencing perception-making judgments about others, Basic emotions and moods - Functions of emotions- Sources of emotions and moods - Emotional intelligence.</p> <p>Unit-V: Stress - Model of stress - Managing stress.</p>


18PBAM104	Core IV: Accounting for Managers	Employability	<p>Unit I: Preparation of Journal, ledger, - Trial balance – Preparation of final accounts.</p> <p>Unit III: Types of Ratios: Solvency ratio - profitability ratios and - turnover ratios - Balance sheet to ratios and ratios to balance sheet.</p> <p>Unit-IV: Elements of cost: Material, labour and overheads - Classification of cost - Preparation of cost sheet.</p> <p>Unit-V: Budget - Budgeting and budgetary control - Types of Budgets -Preparation of Production, cash, flexible, fixed budgets and master budgets.</p>
		Entrepreneurship	
18PBAM105	Core V: Entrepreneurial Development	Entrepreneurship	<p>Unit I: Qualities of Successful Entrepreneur - Types of Entrepreneur - Knowledge and Skills required for an Entrepreneur.</p> <p>Unit III: Sources of Business / Product ideas - Market Research - Pre-feasibility study.</p> <p>Unit-IV: Institutional Finance - Term Lending Institutions - Commercial Banks– State Finance Corporations - Small Industries Development Bank of India - Small Industries Service Institute - District Industries Center - SIDCO - SIPCOT - TIIC and ITCOT - Microfinance and Self Help Groups.</p> <p>Unit-V: Launching and Development of Small Business - Business Plan -Institutional Support to Small Business - MSME - Growth Strategies - Product Launching</p>
18PBAM203	Core VIII: Human Resource Management	Employability	<p>Unit I: Human resource management's role in creating competitive advantage.</p> <p>Unit II: Human resource planning: Concept, Importance - Planning and forecasting - Effective recruiting - Internal sources - Outside sources - Recruiting a more diverse workforce.</p> <p>Unit III: Designing and conducting an effective interview - Placement and induction.</p> <p>Unit-IV: Basic concepts in performance management and appraisal.</p>

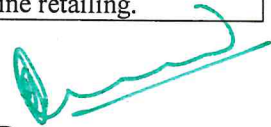
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18PBAM204	Core IX: Marketing Management	Employability	<p>Unit I: Marketing and customer value - Creating value, and customer relationship - Analyzing consumer markets - Identifying market segments and targets.</p> <p>Unit III: Physical distribution: Marketing channels and value networks - Role of marketing channels - Channel design decisions.</p> <p>Unit-V: Principles of personal selling - Trends in marketing practices: Internal marketing- Socially responsible marketing</p>
18PBAM301	Core XI: Strategic Management	Employability	<p>Unit II: Components of a company's macro, industry and competitive environment – Industry's dominant economic features – Five forces model of competition.</p> <p>Unit V: Principal managerial components of the strategy execution process – Three components of building a capable organization – Managing internal operations – Corporate culture and leadership.</p>
18PBAM302	Core XII: Business Research Methods	Skill Development	<p>Unit I: Types of Research</p> <p>Unit II: Types of research design – exploratory and causal research design – Descriptive and experimental design.</p>
18PBAEF302	Elective II: Security Analysis and Portfolio Management	Skill Development	<p>Unit I: Investment objectives - Investment Process. Listing of Securities – Calculation of Stock Market Indices - The Securities and Exchange Board of India: Objectives, Functions, Organization and the Role of SEBI.</p>
18PBAEF303	Elective III: Strategic Financial Management	Employability	<p>Unit I: Corporate Restructuring: Meaning- kinds of Restructuring - Formation and execution of various corporate restructuring strategies.</p> <p>Unit II: Categories of Merger – Methods of Merger</p> <p>Emergence of Takeovers –kinds of takeovers – Valuing Firms And The Different Methods Of Valuation – Demergers – Modes of demerger</p>

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18PBAEH301	Elective I: Employee Relations Management	Entrepreneurship	<p>Unit I: Collective Bargaining and Trade Unions.</p> <p>Unit III: Health of Workers, Safety, Provisions relating to Hazardous Processes, Welfare, Working hours of Adult - Employment of Women and Young Persons - Annual Leave.</p>
18PBAEH302	Elective II: Strategic Human Resource Management	Entrepreneurship	<p>Unit III: Knowledge management - Commitment strategy; Strategies for developing a climate of trust - Quality management strategies - Continuous improvement strategies.</p> <p>Unit V: Reward strategy: Effective reward strategies. Employee relations strategy: Formulating employee relations strategies</p>
18PBAEM403	Elective III: Retail Management	Employability	<p>Unit I: Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.</p> <p>Unit V: Online retailing: Emerging trends in e-tailing – opportunities and challenges of online retailing.</p>


 HOD
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