



MANONMANIAM SUNDARANAR UNIVERSITY,  
TIRUNELVELI-12

## SYLLABUS

### UG - COURSES – AFFILIATED COLLEGES

Course Structure for BBA  
(Choice Based Credit System)

(with effect from the academic year 2026-2027 onwards )



| Semester-V |                   |                                                                                                                |                              |        |
|------------|-------------------|----------------------------------------------------------------------------------------------------------------|------------------------------|--------|
| Part       | Subject Status    | Subject Title                                                                                                  | Subject Code                 | Credit |
| III        | CORE              | MANAGEMENT INFORMATION SYSTEM                                                                                  | FCBA51                       | 4      |
| III        | CORE              | RESEARCH METHODOLOGY                                                                                           | FCBA52                       | 4      |
| III        | CORE              | PRODUCTION AND MATERIALS MANAGEMENT                                                                            | FCBA53                       | 4      |
| III        | CORE              | PROJECT WITH VIVA-VOCE                                                                                         | FCBA5P                       | 3      |
| III        | ELECTIVE          | <b>DIGITAL MARKETING/</b><br>INDUSTRIAL RELATIONS/<br>FINANCIAL SERVICES                                       | FEBA51/<br>FEBA52/<br>FEBA53 | 3      |
| III        | ELECTIVE          | CONSUMER BEHAVIOUR/<br>INNOVATION MANAGEMENT/<br><b>SECURITY ANALYSIS &amp;</b><br><b>PORTFOLIO MANAGEMENT</b> | FEBA5A/<br>FEBA5B/<br>FEBA5C | 3      |
| IV         | NAAN<br>MUDHALVAN | * SUBSTITUTE PAPER :<br>FUNDAMENTALS OF<br>FINTECH                                                             |                              | 2      |
|            |                   | INTERNSHIP/INDUSTRIAL VISIT<br>/ FIELD VISIT                                                                   | FIFK51                       | 2      |



**Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks**

**A. Scheme for internal Assessment:**

Maximum marks for written test: **20 marks**

**3 internal tests**, each of **1 hour** duration shall be conducted every semester.

To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:

Written test- 20 marks; Assignment -5 marks Total - 25 marks

**B. Scheme of External Examination**

**3 hrs.** examination at the end of the semester

A – Part : 1 mark question two - from each unit

B – Part : 5 marks question one - from each unit

C – Part : 8 marks question one - from each unit

➤ **Conversion of Marks into Grade Points and Letter Grades**

| S.No | Marks  | Letter Grade | Grade point (GP) | Performance   |
|------|--------|--------------|------------------|---------------|
| 1    | 90-100 | O            | 9-10             | Outstanding   |
| 2    | 80-89  | A+           | 8-8.9            | Excellent     |
| 3    | 70-79  | A            | 7-7.9            | Very Good     |
| 4    | 60-69  | B+           | 6-6.9            | Good          |
| 5    | 50-59  | B            | 5-5.9            | Above Average |
| 6    | 40-49  | C            | 4-4.9            | Pass          |
| 7    | 0-39   | RA           | -                | Reappear      |
| 8    | 0      | AA           | -                | Absent        |

➤ **Cumulative Grade Point Average (CGPA)**

$$CGPA = \frac{\Sigma (GP \times C)}{\Sigma C}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➤ **Classification**

- First Class with Distinction : CGPA  $\geq 7.5^*$
- First Class : CGPA  $\geq 6.0$
- Second Class : CGPA  $\geq 5.0$  and  $< 6.0$
- Third Class : CGPA  $< 5.0$



# **MANAGEMENT INFORMATION SYSTEM**

## **Learning Objectives**

- Understand MIS in decision making
- Explain MIS, its structure and role in management functions
- Classify & discuss information system categories, Database Management systems
- Discuss SDLC and functional information system categories
- Outline functions of BPO, Data mining and the recent trends in information management

## **UNIT I**

Computers & Information processing- generation of computers- Input devices-Output devices- internal and external Storage devices- Batch & Online Processing- Hardware- Software, Types of software

## **UNIT II**

Concept of Information System- Characteristics of information system, objectives of MIS- System Classification- Categories of Information Systems- Structure of MIS- MIS support for planning, organising & controlling

## **UNIT III**

Information for decision making- Functional Information System- Personal, production, material, marketing, strategic information system & competitive advantage, process of SIS planning

## **UNIT IV**

Decision Support System- Characteristics- Purpose- Components of DSS- Types of DSS- pros and cons

## **UNIT V**

Business Process Outsourcing- Meaning- Types of BPO Benefits of BPO- Drawbacks- Customer Relationship Management- Meaning- Types of CRM Software.

## **Reading List**

1. Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India
2. Dr. S.P. Rajagopalan, —Management Information Systems and EDP ", Margham Publications , Chennai.
3. Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2<sup>nd</sup> Edition
4. Management Information System by Ozz Effy
5. Sadagopan, "Management Information Systems" - Prentice- Hall of India



## References Books

1. Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.
2. Management Information System by Concise study by Kelkhar S A
3. CSV Murthy -"Management Information Systems" Himalaya publishing House.
4. Michael Alexander (2014) Business Intelligence Tools for Excel Analysts
5. Management Information System by Oka MM

## Web Resources

1. [https://www.tutorialspoint.com/management\\_information\\_system/management\\_information\\_system.htm](https://www.tutorialspoint.com/management_information_system/management_information_system.htm)
2. [http://tumkuruniversity.ac.in/oc\\_ug/comm/notes/MIS.pdf](http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf)
3. JMIS - Journal of Management Information Systems (jmis-web.org)
4. Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems (aisnet.org)
5. <https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes>

# RESEARCH METHODOLOGY

## Learning Objectives

- To familiarize the students to the basic concepts of Research and operationalize research problem
- To provide insights on research design and scaling
- To throw light on data collection and presentation
- To elucidate on Hypothesis Testing and other statistical Test
- To summarize and present research results with focus on ethics and plagiarism

## UNIT I

**Introduction to Business Research** - Meaning of Research – Research Process - Objectives- Characteristics - Nature and scope - significance of Research, Criteria of good research - Types of Research

## UNIT II

**Research Design** - Meaning - Need - Features of Good research design - Types (Exploratory, Descriptive, Casual,) Factors affecting research design. Formulation of hypothesis - types. Measurement- characteristics - sound measurement tool, sampling- characteristics- Types

## UNIT III

**Sources and Collection of Data** - Primary and secondary sources, problems in using secondary data. Questionnaires - Guidelines of Constructing questionnaires – schedules. Difference between questionnaire and schedules.

## UNIT IV

**Data Analysis:** Statistical tools and techniques for Data analysis - Parametric and non



parametric tests - Introduction to statistical packages - SPSS, uses of SPSS Precaution on using SPSS

## UNIT V

**Report preparation** – Significance of Report Writing - Guidelines and precautions for interpretation – Steps in Report writing - Style of research reports (APA, MLA) – Mechanics of report writing –Layout of the research report - Precaution for writing research report

### Reading List

1. W.Lawrence Newman|| Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014
2. Mark Saunders, Philip Lewis. Adrain Thornhill, Research Methods for Business Students, 5<sup>th</sup> Edition Pearson India 2011
3. John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage, 4<sup>th</sup> Edition , 2014
4. Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6<sup>th</sup> Edition , 2022
5. Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7<sup>th</sup> Edition, 2019

### Reference Books

1. C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4<sup>th</sup> edition, New Age International Publisher 2019.
2. Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill, 2018.
3. Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
4. Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.
5. Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021

### Web Resources

1. [https://mrcet.com/downloads/digital\\_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf](https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf)
2. <https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf>
3. [https://prog.lmu.edu.ng/colleges\\_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf](https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf)
4. [https://gurukpo.com/Content/BBA/ResearchMethod\\_in\\_Mngg.pdf](https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf)
5. [https://ebooks.lpude.in/commerce/mcom/term\\_2/DCOM408\\_DMGT404\\_RESEARCH METHODOLOGY.pdf](https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH METHODOLOGY.pdf)



# **PRODUCTION & MATERIALS MANAGEMENT**

## **Learning Objectives**

- To provide comprehensive outlook on basic concepts and practices of production.
- To understand types of layout facilities
- To analyse work study methods and quality control
- To enable the students to gain knowledge on Inventory control and Vendor rating
- To give an insight to Purchase management

## **UNIT I**

Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location.

## **UNIT II**

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.

## **UNIT III**

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique.

## **UNIT IV**

Integrated materials management- Concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock- Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis

## **UNIT V**

Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles - Vendor rating and Management

## **Reading List**

1. K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020
2. R.B.Khanna, Production and Operations management, Prentice Hall Publications, 2015
3. Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010
4. Anil Kumar S and N Suresh, Operation Management, New Age International 1<sup>st</sup> Edition, 2018
5. tmemeganaM snoitarepO, nosnevet S .J mailli W McGraw Hill; 13<sup>th</sup> Edition, 2022



### References Books

1. P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
2. M.M.Verma , Materials Management Sultan Chand Publishing, Edition 2004
3. P.Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
4. P.Ramamurthy, Production and Operations Management, JBA publishers, 2<sup>nd</sup> edition 2013.
5. S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI

### Web Resources

1. [https://mrcet.com/downloads/digital\\_notes/ME/III%20year/POM%20NOTES.pdf](https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf)
2. [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_OM\\_NOTES.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf)
3. [https://www.vssut.ac.in/lecture\\_notes/lecture1429900757.pdf](https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf)
4. [https://ebooks.lpude.in/management/mba/term\\_4/DMGT525\\_MATERIALS\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf)
5. <https://examupdates.in/materials-management-notes/>

## BBA DSE2 PROJECT WORK (GROUP)

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from to time.

### Learning Objectives

- To Give Idea about Research Project
- To identify the research problem
- To review Literature
- To give knowledge on Data Collection and Analysis
- To Learn Project Preparation

### PROJECT DESCRIPTION

#### GUIDELINES

1. Project report is to bridge theory and practice.
2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
3. Paper Size should be A4
4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
5. Subheading shall be typed in the Font style (Font: Times New Roman / Font



Size: 14 for headings). The report should be professional.

6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

### **Methods of Evaluation**

#### **Internal Evaluation**

Continuous Internal Assessment Test, Review I, Review II - 50Marks

#### **External Evaluation**

Project Report – Viva Voce 50 Marks

Total 100 Marks

#### **Method of Assessment**

Review I Problem Identification and Review of Literature

Review II Rough Draft

Final Project Report – Viva Voce

Elective

**DIGITAL MARKETING/ INDUSTRIAL RELATIONS/ FINANCIAL SERVICES**

## **DIGITAL MARKETING**

### **Learning Objectives**

- To provide basic knowledge about digital marketing.
- To understand and develop various digital marketing tools used for business.
- To know the digital analytics and measurement tools used for digital marketing.
- To familiarise online and Social media marketing
- To Understand various data analytics and measurement tools in digital marketing

### **UNIT I**

Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix –Digital Marketing Channels - Benefits and Challenges. - Factors of Success of Digital Marketing

### **UNIT II**

Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.

### **UNIT III**

Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd sourcing



**UNIT IV**

Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.

**UNIT V**

Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel

**Reading List**

1. Journal of Digital & Social Media Marketing
2. International Journal of Internet Marketing and Advertising
3. Understanding Digital Marketing, Damian ryan, 4<sup>th</sup> Edition 2017 publisher: Korgan page limited USA
4. Digital Marketing current trends, vandanahuja, 7<sup>th</sup> edition 2015 Oxford University press, Chennai
5. Digital Marketing essentials you always wanted to know, 7<sup>th</sup> edition 2012, Vibrant publishers USA

**References Books**

1. Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.
2. Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.
3. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.
4. Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.
5. Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.

**Web Resources**

1. <https://www.soravjain.com/ebook/ebook.pdf>
2. <https://testbook.com/digital-marketing/digital-marketing-course-syllabus-andcontent-for-beginners>
3. <https://www.optron.in/blog/digital-marketing/>
4. <https://www.tutorialsduniya.com/notes/digital-marketing-notes>
5. <https://digitalmarketinginstitute.com/resources/ebooks>



# INDUSTRIAL RELATIONS

## Learning Objectives

- To educate about the Industrial legislation in India.
- To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,
- To know about Labor Legislation
- To provide knowledge about the Councils and Collective Bargaining
- To educate about Trade Unions

## UNIT I

Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.

## UNIT II

Industrial Dispute: Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure -Settlement of Disputes – Machinery – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure

## UNIT III

Labor Legislation: Employee state insurance act 1948, Employee Compensation act 1923, Payment of wages act 1936, Payment of Bonus act 1965

## UNIT IV

Workers' participation in management: Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation.

## UNIT V

Trade Unions – Growth – Economic, Social and Political Conditions - Objectives- Structures, Types and Functions

## Reference Books

1. Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018
2. Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.
3. Chris Hall; Trade Union and its State, Princeton University, 2017
4. S.C. Shrivastava, Industrial Relations & Labour Laws, Vikas Publishing, 2022
5. R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt Ltd, 2016

## Text Books

1. Dr.CB Mamoria, Satish Mamoria,P Subba Rao, Dynamics of Industrial Relations, Himalaya Publishing house, 16 e,2022
2. Arun Monappa, Industrial Relations & Labour laws,Tata McGraw Hill, 2012
3. C.S. Venkata Ratnam , Manoranjan Dhal, Industrial Relations, Oxford, 2<sup>nd</sup>



Edition

4. A.M. Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition
5. P.R.N. Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations , Trade Unions and Labour Legislation, Pearson , 3e

### Web Resources

1. <https://labour.gov.in/industrial-relations>
2. [https://www.srcc.edu/e-resources?field\\_e\\_resources\\_tid=447](https://www.srcc.edu/e-resources?field_e_resources_tid=447)
3. <https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union>
4. <https://theintactone.com/2022/08/17/joint-management-councils/>
5. <https://labourlawreporter.com/>

## FINANCIAL SERVICES

### Learning Objectives

- Understand the types of financial services and its environment
- Recognize role and functions of merchant banker and capital market
- Compare and contrast factoring, leasing, hire purchase and consumer Finance
- Understand Consumer Finance, Venture capital and credit rating
- Understand mutual funds and its functions

### UNIT I

**INTRODUCTION:** Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange - Bombay Stock Exchange

### UNIT II

**Merchant Banking** – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Role of SEBI

### UNIT III

**Leasing and Hire purchase** – Evaluation of leasing - features – Types of lease Accounts.- Merits and Demerits - Evolution of Hire purchase - concepts - Hire Purchase in India - Leasing vs. Hire Purchase

### UNIT IV

**Venture Capital** – Features and types of venture capital - Growth of venture capital in India - Financing pattern under venture capital - legal aspects and guidelines for venture capital

### UNIT V

**Mutual Funds:** Meaning – Types - Objectives – Functions – Advantages - Mutual funds in India - Introduction to digital payments- crypto currency.



### Reading List

1. Management of Banking and financial services by Padmalatha suresh and Justin Paul
2. Financial Services By Thmmuluri Siddaiah
3. Financial Services By Kevin D Peterson
4. Financial markets and services By E.Gordon and K.Natarajan
5. Financial services and Markets By Dr Punithavathy pandian

### References Books

1. Financial Services –M.Y.Khan
2. Financial Services –B.Santhanam
3. Law of Insurance – Dr.M.N.Mishra
4. Indian Financial System – H.r.Machiraju
5. A Review of current Banking Theory and Practice – S.K.Basu.

### Web Resources

1. <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf>
3. <https://academyfinancial.org/journal>
4. Financial Remedies Journal
5. [https://sist.sathyabama.ac.in/sist\\_coursematerial/uploads/SBAA1403.pdf](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf)

## CONSUMER BEHAVIOUR/ INNOVATION MANAGEMENT/ SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

### CONSUMER BEHAVIOR

#### Learning Objectives

- Understand the different concepts relating to nature, scope and application of consumer behavior
- Understand the various internal influences on consumer behavior
- Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.
- Learn about the various external influences on consumer behavior
- Understand the process of human decision making in a marketing context.

#### UNIT I

Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer

#### UNIT II

Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation- Maslow's hierarchy of needs, McClelland's APA theory



**UNIT III**

Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation.

**UNIT IV**

External Influences on Consumer Behavior: consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class

**UNIT V**

Consumer Decision Making: Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation

**Text Books**

1. Consumer Behaviour – Satish K Batra, S H H Kazmi
2. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
3. Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006
4. Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning
5. Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11<sup>th</sup> Edition, 2015

**References Books**

1. Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.
2. Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited
3. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.

**Web Resources**

1. <https://www.economicdiscussion.net/consumerbehaviour/factorsinfluencingconsumer-behaviour-top-9-factors-with-examples/31457>
2. [https://issuu.com/thenappanganesen/docs/ebook\\_consumer\\_behaviour\\_11th\\_edition](https://issuu.com/thenappanganesen/docs/ebook_consumer_behaviour_11th_edition)
3. <https://www.youtube.com/watch?v=ssexfXwoeuc&list=PLGqTzAqQhjQ3Nagn9jcA18W5hPFeeuDr>
4. [https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba\\_4321/Unit-01.pdf](https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf)
5. <https://www.iedunote.com/attitude-and-consumer-behavior>



# INNOVATION MANAGEMENT

## Course Objectives

- To have a broad understanding on the concept innovation management.
- To familiarize the students about the creativity and innovation in product development.
- To have a broad understanding of the innovation strategy and its competitive advantage.
- To provide the knowledge about the technical innovation and its need and importance.
- To understand the business strategy and objectives in current scenario.

## UNIT I

Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.

## UNIT II

**Tools for Innovation** Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus.

## UNIT III

Areas of Innovation Product Innovation: Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types

## UNIT IV

Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.

## UNIT V

Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.

## Reading List

1. Innovation and Entrepreneurship, Peter F. Drucker
2. The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen
3. "Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis
4. "Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen
5. Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons



## References Books

1. Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
2. James A Christiansen, —Competitive Innovation Management, published by Macmillan Business, 2000
3. Paul Trott, —Innovation Management & New Product Development, published by Pitman, 2000.
4. Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001
5. Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.

## Web Resources

1. <https://www.coursera.org/learn/innovation-management>
2. <https://sloanreview.mit.edu/tag/innovation-management/>
3. <https://www.worldscientific.com/worldscinet/ijim>
4. <https://innovationmanagementsystem.com/wpcontent/uploads/2020/03/Introduction-to-IMS-2020.pdf>
5. <https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials>

# SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

## Learning Objectives

- Understand the basic concepts and terminologies relating to stock market
- Evaluate the value of different equity and debt instruments
- Comprehend the different methods of performing fundamental and technical analysis
- Evaluate portfolio based on different portfolio theories
- Possess a basic knowledge of derivatives, its types and characteristics

## UNIT I

**Introduction:** Meaning, objectives ,classification of investment. Investment versus speculation. security markets primary and secondary, market indices- calculation of SENSEX and NIFTY.

## UNIT II

**Stock exchanges:** BSE, NSE, OTCEI. SEBI –functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk.

## UNIT III

### Equity and bond valuation

Equity analysis & valuation, Types of debt instruments



**UNIT IV****Security analysis:**

Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis

**UNIT V**

**Technical Analysis:** Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels

**Text Books**

1. Punithavathy Pandian (2012), Security Analysis & Portfolio Management, Vikas Publishing 2<sup>nd</sup> edition
2. Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6<sup>th</sup> edition
3. E.Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7<sup>th</sup> edition
4. S.Kevin (2006) Portfolio Management, PHI publishing , 2<sup>nd</sup> Revised edition
5. L.Natarajan, (2012), Investment Management, 1<sup>st</sup> Ed., Margham Publicaitons, Chennai

**References Books**

1. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10<sup>th</sup> edition, 2016.
2. Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.
3. V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2013.
4. V.K.Bhalla, Investment Management, S.Chand & Company Ltd., 2012
5. Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press

**Web Resources**

1. [www.stock-trading-infocentre.com](http://www.stock-trading-infocentre.com)
2. [www.sebi.gov.in](http://www.sebi.gov.in)
3. <https://corporatefinanceinstitute.com/resources/knowledge/tradinginvesting/fundamental-analysis/>
4. <https://www.investopedia.com/terms/t/technicalanalysis.asp>
5. <https://groww.in/p/portfolio-management>



## NAAN MUDHALVAN- FUNDAMENTALS OF FIN TECH

### Learning Objectives:

- To educate the students to introduce Fintech
- To gain knowledge in Financial Technology and Digital payments
- To acquire knowledge in digital payments
- To know the knowledge in crypto currencies
- To understand the effects of Block chain Technology

### Unit I: Introduction to Fintech

Introduction – Meaning of FinTech - Definitions - The History and Evolution of the Fintech Industry - FinTech Ecosystem - Recent Developments - FinTech In India - FinTech Market Trends In India - Types Of FinTech or Transformation of Financial Services - Benefits Of FinTech - Drawbacks Of FinTech - Key Growth Drivers - Challenges.

### Unit II: Financial Technology and Digital Payments

Introduction -Artificial Intelligence (AI) in FinTech-Machine Learning in FinTech - Machine Learning in Accounting and Finance - Robotic Process Automation (RPA) – Financial Data Analytics - Data Science and Big Data in FinTech -

### Unit III

Digital Payments - Cashless Society - DFS Eco System - Developing Countries and DFS: The Story of Mobile Money - RTGS networks.

### Unit IV: Crypto currencies

Crypto currencies - features, benefits, disadvantages- Outline of crypto currency – types wallet - Legal and Regulatory Implications - legal position of crypto currencies in India - Impact on crypto currencies.

### Unit V: Block chain Technology

Block chain Technology in FinTech – An understanding of Block chain technology, its potential, and applications - BCT in Banking – Benefits of BCT in banking - BCT in Indian Banking Sector - BCT in supply chain management. Faculty member will impart the knowledge on recent trends in Fintech to the students and these components will not cover in the examination. Recent Trends in Fintech

### Text Books:

1. Dheenadhayalan V and Vijay C, 2022 Fintech, Vijay Nicole Imprints Pvt. Ltd, Chennai
2. Sanjay Phadke., 2020 Fintech Future: The Digital Dna of Finance Paperback –
3. Agustin Rubini, 2021 Fintech in a Flash: Financial Technology Made Easy (new edition) Kindle Edition

### Supplementary Readings:

1. Aravind Narayanan 2022 Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction



2. Joseph Bonneau, Edward Felten, Andrew Miller, Steven Goldfeder, 2022 Princeton University
3. Slava Gomzin 2020 Bitcoin for Non-Mathematicians: Exploring the foundations of Crypto, Universal Publishers, USA
4. The Robotics Process Automation, Handbook: A Guide to Implementing, TomTaulli/ Apress, Latest 1 ST Edition 2020

#### **Website Reference**

1. <https://www.ibm.com/industries/banking-financialmarkets/resources/omni-channel-banking-paper/>.
2. <https://thefinancialbrand.com/111080/evolution-future-digitalbanking-baas>
3. Diamandis, P. H., & Kotler, S. 2020. The Future Is Faster Than
4. You Think: How Converging Technologies Are Disrupting Business, Industries, and Our Lives. New York: Simon & Schuster

