UNIVERSITY OF MADRAS

B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION

SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350C5A	**HUMAN RESOURCE MANAGEMENT**	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives	
CLO1	Explain the concepts, functions and process of HRM
CLO2	Examine the selection and placement process
CLO3	Evaluate the training and performance
CLO4	Understand the importance of employee engagement and compensation
CLO5	Understand the recent trends in HR

UNIT	**Details**	**No. of Hours**	**Learning Objectives**
I	Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM –Environment of HRM -Concept &scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world	15	CLO1
II	Human Resource Planning- Job Evaluation-methods-Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement,	15	CLO2
III	Training and Development, Training Process, Methods, Training Need Assessment , Career Development. Transfer and Promotion. Performance Management – Meaning- Process- Performance appraisal methods-Performance Monitoring and review.	15	CLO3
IV	Employee Engagement- Meaning- Importance-evaluation- measuring employee employee engagement-Employee Compensation- components- incentives-benefits- welfare and social security measures	15	CLO4
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM	15	CLO5
		75	

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Course Outcomes		
Course Outcomes	On Completion of the course the students will	**Program Outcomes**
CO1	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO6
CO2	Examine the selection and placement process	PO1,PO2,PO4,PO6, PO7,PO8
CO3	Evaluate the training and performance appraisal	PO2,PO 3, PO5,PO6,PO8
CO4	Understand the employee engagement and compensation	PO1 PO2,PO3,PO4,PO5,PO6
CO5	Understand the recent trends in HR	PO2,PO3,PO6,PO7, PO8
Reading List		
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018	
2.	**Steve** Brown**,** HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017	
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1st Edition, 2018	
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015	
5	Srinivas R Kandula, , Competency Based Human Resource Management, PHI Learning , 1st Edition, 2013	
References Books		
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition, 2010	
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition	
3.	Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017	
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014	
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
Web Resources		
1	https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf	
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf	
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf	
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835	
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human% 20 Resource%20Management.pdf	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	M	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

	PSO 1	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350C5B	**Research Methodology**	Core		-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To familiarize the students to the basic concepts of Research and operationalize research problem										
CLO2	To provide insights on research design and scaling										
CLO3	To throw light on data collection and presentation										
CLO4	To elucidate on Hypothesis Testing and other statistical Test										
CLO5	To summarize and present research results with focus on ethics and plagiarism										

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.	15	CLO1
II	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process-techniques.	15	CLO2
III	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.	15	CLO3
IV	Data. Analysis and Preparation- Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data.	15	CLO4
V	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.	15	CLO5
	Total	**75**	

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand the concepts and principles of Research	PO1, PO2, PO6, PO7
CO2	Comprehend and decide the usage of design and formulate hypothesis	PO1, PO2, PO6
CO3	Analyze data collection sources and tools	PO1, PO2,PO7
CO4	Summarize and establish solutions through data analysis	PO1, PO2,PO6
CO5	Compare and justify the process of writing and organizing a research report.	PO1,PO2,PO3, PO4, PO6
Reading List		
1	W. Lawrence Newman" Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014	
2	Mark Saunders, Philip Lewis. AdrainThornhill" Research Methods for Business Students" 5th Edition Pearson India 2011	
3	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014	
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6th Edition , 2022	
5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019	
Reference Books		
1.	C.R Kothari, GauravGarg, Research Methodology Methods and Techniques, 4th 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%20METHODLOGY.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	
4.	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf	
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**
CO 1	S	S	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	S	S	S	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350C5C	**Business Taxation**	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives	
CLO1	To understand the basic concepts of Taxes.
CLO2	To provide insights on the Income Tax Act.
CLO3	To evaluate the procedure for assessment and methods of valuation for customs.
CLO4	To discuss on GST.
CLO5	To analyze and apply the returns, Tax payment and Penalties under GST

UNIT	Details	No. of Hours	Learning Objectives
I	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.	15	CLO1
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure	15	CLO2
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.	15	CLO3
IV	Definitions of GST – business related person's capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.	15	CLO4

V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.	15	CLO5
	Total	**75**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To define and understand the basic concepts of tax.	PO2, PO6
CO2	To Examine and apply GST rules in real-time business situations.	PO2, PO5, PO6
CO3	To analyze the elements of GST mechanism in India.	PO6, PO7, PO8
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4
CO5	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8

Reading List	
1.	V.S. Datey, **Central Excise,** JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.
2.	**Business Taxation (Goods & Services TAX - GST),** Margam Publication, Edition2019.
3.	Srinivasan N.P and Priya Swami. M, **Business Taxation,** Kalyani publishers Edition 2013
4.	Pagaredinkar, **Business Taxation,** Sultan Chand and Sons, 2012.
5.	VISION: Journal of Indian Taxation
References Books	
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4thEdition.
2.	Vinodk. Singania, Indirect Tax, Sultan Chand and Sons, Edition2013.
3.	Dr. Rajani Bhat& Dr. Dhamodharan V, Indirect Taxation , TR Publications, Chennai , 2020
4.	DR. Vandhana Bangar ,Yogendra Bangar , Indirect tax laws, Aadhya Prakasam Allahabad 2018.
5.	T.S. Reddy &Y.HariprasadReddy , Business Taxation, Margham Publications, Chennai 2018.
Web Resources	
1.	https://www.gst.gov.in/
2.	https://gstcouncil.gov.in/
3.	https://taxguru.in/custom-duty/types-duties-customs.html
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901
5.	https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india- explained/

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO 7**	**PO8**
CO1	M	M	M	M	S	M	M	M
CO2	S	M	M	M	M	M	M	M
CO3	S	M	M	M	S	M	M	M
CO4	S	M	M	M	S	M	M	M
CO5	M	M	M	M	S	M	M	M

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

CO /PO	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E5A	**DIGITAL MARKETING**	Specific Elective	Y	-	-	-	3	4	25	75	100

Learning Objectives	
CLO1	To provide basic knowledge about digital marketing.
CLO2	To understand and develop various digital marketing tools used for business.
CLO3	To know the digital analytics and measurement tools used for digital marketing.
CLO4	To familiarise online and Social media marketing
CLO5	To Understand various data analytics and measurement tools in digital marketing

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.	12	CLO1
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.	12	CLO2
III	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd sourcing – Lead generation & sales in social media.	12	CLO4
IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.	12	CLO5
V	Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google	12	CLO3

	Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)		
	Total	**60**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8
CO2	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8
CO3	Explain social media marketing and crowd sourcing	PO1, PO2, PO4, PO6, PO7, PO8
CO4	Discuss online reputation management and its influence	PO1, PO2, PO6, PO7, PO8
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8

Reading List	
1.	Journal of Digital & Social Media Marketing
2.	International Journal of Internet Marketing and Advertising
3.	Understanding Digital Marketing, Damian ryan,4th Edition 2017 publisher: Korgan page limited USA
4.	Digital Marketing current trends ,vandanahuja,7th edition2015 Oxford University press ,Chennai
5.	Digital Marketing essentials you always wanted to know,7th edition2012,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.	VandhanaAhuja, 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-and-content-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
Methods of Evaluation	
Internal Evaluation	Continuous Internal Assessment Test / Assignments / Seminar / Attendance and Class Participation — 25 Marks
External Evaluation	End Semester Examination — 75 Marks
	Total — 100 Marks
Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	S	S	M
CO2	M	M	S	M	S	M	S	M
CO3	M	M	S	M	S	M	S	M
CO4	M	M	S	S	S	M	S	M
CO5	M	M	S	S	S	M	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E5D	**MANAGEMENT INFORMATION SYSTEM**	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives	
CLO1	Understand MIS in decision making
CLO2	Explain MIS, its structure and role in management functions
CLO3	Classify & discuss information system categories, Database Management systems
CLO4	Discuss SDLC and functional information system categories
CLO5	Outline functions of BPO, Data mining and the recent trends in information management

UNIT	**Details**	**No. of Hours**	**Learning Objectives**
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues	12	CLO1
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage	12	CLO2
III	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.	12	CLO3
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.	12	CLO4
V	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.	12	CLO5
		60	

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Course Outcomes		
Course Outcomes	On Completion of the course the students will	**Program Outcomes**
CO1	Understand MIS in decision making	PO1, PO4,PO5,PO7, PO8
CO2	Explain MIS, its structure and role in management functions	PO1, PO4, PO5, PO7
CO3	Classify & discuss information system categories, Database Management systems	PO2, PO5, PO6, PO7, PO8
CO4	Discuss SDLC and functional information system categories	PO1, PO4, PO5, PO7
CO5	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8
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 McGraw hill Publication, 2nd 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	
2.	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	

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SYLLABUS WITH EFFECT FROM 2023-2024

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**
CO 1	S	M	M	M	S	S	S	M
CO 2	S	M	M	M	S	S	S	M
CO 3	M	M	M	M	M	M	S	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	M	M	M	S	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3	3.0