



SACRED HEART COLLEGE (AUTONOMOUS)

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Ready for
Every Good Work

A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987

Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

MBA

Sem	Core/ Code	Title of the Subject	Hours/week	Credits	CA	SE	Total
I	MBA140T	Management Principles and Practices	4	3	50	50	100
	MBA141T	Economics for Management	4	3	50	50	100
	MBA142T	Organizational Behaviour	4	3	50	50	100
	MBA143T	Total quality Management	4	3	50	50	100
	MBA144T	Accounting for Management	5	3	50	50	100
	MBA145T	Advanced Business Statistics for Management	5	3	50	50	100
	MBA146T	Managerial Communication	4	3	50	50	100
		Business Application Software (Optional)		1*	On Successful Completion		
		Field Training (Optional)		1*	On Successful Completion		
Total					21C+2*C		700
II		Human Rights	2	2	50	50	100
	MBA240T	Marketing Management	4	3	50	50	100
	MBA241T	Human Resource Management	4	3	50	50	100
	MBA242T	Information Management	4	3	50	50	100
	MBA243T	Financial Management	4	3	50	50	100
	MBA244T	Legal Aspects of Business	4	3	50	50	100
	MBA245T	Applied Operation Research for Management	5	4	50	50	100
	MBA246T	Operations Management	4	3	50	50	100
		SPSS (Statistical Package for Social Science) (Optional)		2*	On Successful Completion		
		Self-study Paper – Personal and Social Skills (Optional)		1*	On Successful Completion		
		In plant Training (Optional)		1*	On Successful Completion		
	Total					24C+4*C	
Sem	Code	Title of the Subject	Hours/Week	Credits	CA	SE	Total
III	MBA340T	Managerial Ethics	4	3	50	50	100

	MBA341T	Strategic Management	4	3	50	50	100
	MBA342T	International Business Management	4	3	50	50	100
	MBA343T	Business Research Methods	4	3	50	50	100
	MBA344A	Specialization I - Digital Marketing					
	MBA344B	Micro Finance					
	MBA344C	Enterprise Resource Planning	4	3	50	50	100
	MBA344D	Counseling Skills for Managers					
	MBA344E	Marketing of Hospital Services					
	MBA345A	Brand and Product Management					
	MBA345B	Corporate Finance					
	MBA345C	Quality Management					
	MBA345D	Emotional Intelligence for Managerial Effectiveness	4	3	50	50	100
	MBA345E	Medical Care Management					
	MBA346J	Summer Internship		1	20	80	100
	MBA347P	Skill Paper – Soft Skills	2	1	50	50	100
		Self-Study Paper – Aptitude and Employability skills(Optional)		1*	On Successful Completion		
		Total			20C+1*C		800

Sem	Code	Title of the Subject	Hours/Week	Credits	CA	SE	Total
	MBA440T	Export and Import Management	4	3	50	50	100
	MBA441A	Specialization II Customer Relationship Management					
	MBA441B	International Trade Finance					
	MBA441C	Logistics Management	4	3	50	50	100
	MBA441D	Strategic Human Resource Management and Development					
	MBA441E	Health Insurance and Medical Tourism					
IV	MBA442A	Retail Management					
	MBA442B	Security Analysis and Portfolio Management					
	MBA442C	Project Management	4	3	50	50	100
	MBA442D	Knowledge Management and Occupational Testing					
	MBA442E	Hospital Architecture Planning					

MBA443A	Specialization III Advertising & Sales Promotion	4	3	50	50	100
MBA443B	Strategic Cost Management and Control					
MBA443C	Inventory Management					
MBA443D	Talent Management					
MBA443E	Logistics for Health Care Services					
MBA444A	Specialization IV Services Marketing	4	3	50	50	100
MBA444B	Mergers and Acquisitions					
MBA444C	Materials and Stores Management					
MBA444D	Organizational Development and Change Management					
MBA444E	Risk and Disaster Management					
MBA445A	Consumer Behavior	4	3	50	50	100
MBA446B	Banking and Financial Services Management					
MBA445C	Total Productivity Management					
MBA445D	Training for Effective Performance					
MBA445E	Hospital Waste Management					
MBA446A	Rural marketing	4	3	50	50	100
MBA445B	Derivatives Management					
MBA446C	Information Technology in Supply Chain Management					
MBA446D	Compensation Management					
MBA446E	Management of Hospital Services					
MBA447J	Research Project		4	20	80	100
	Skill Paper- Employability (Optional)		1*	On Successful Completion		
Total			25C+1*C			700
Grand Total			90C+8*C			3000

Sacred Heart College (Autonomous), Tirupattur District

1.2.1 List of New Courses

Department: MBA

S. No	Course Code	Course Name
1.	MBA340T	Managerial Ethics
2.	MBA446B	Banking and Financial Services Management

Syllabus:

Semester	Course Code	Title of the Course	Hours	Credits
III	MBA340T	Managerial Ethics	4	3

Course Outcomes

S.NO	CO - Statement	Cognitive Level (K-Level)
CO - 1	Demonstrate the importance of ethical behavior	K3
CO - 2	Create knowledge on Strategic Groups and Conceptual framework for legal aspects of ethics.	K4
CO - 3	Develop awareness of environmental ethics.	K1
CO - 4	Formulate Distinctive Competencies for business managers to deal business ethically	K3
CO - 5	Assess and understanding on the fundamentals of ethics	K6

Relationship matrix for Course outcomes, Programme outcomes/Programme Specific outcomes

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	2	2.9
CO3	3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	2	3	2	3	3	3	3	2.8
CO5	3	2	3	3	2	3	3	3	3	3	2.8
Mean Overall Scores											2.9
Result											High

Correlation

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

UNIT I: Understanding Ethics:

Introduction: Ethicality in humans, Moral development in humans- theories, concepts and approaches: Utilitarianism-Deontology-Virtue Ethics-Ethics of care-Egoism-Natural Law-Social contract theory- Rawls's theory of justice-Moral relativism.

UNIT II: Sense of Business Ethics:

Definition and meaning of business ethics- nature of business ethics- ethical values – importance of values in business- ethical decision making – ethical decision process and framework-work culture- role of employees: Need for ethical behavior- moral & conflicts-ethical dilemma: resolutions in ethical dilemma-emerging ethical issues-ethical issues beyond borders.

UNIT III: Corporate Governance:

Theories of corporate governance: Agent theory- Steward-Stakeholder and sociological Theory- perspectives of corporate governance- Business Malpractices- code of Ethics - code of conduct- regulations relating to corporate governance- Roles and Responsibilities (BOD; Executive, roles of Independent directors; Auditors ; Regulatory bodies) -whistle blowing.

UNIT IV: Business Disciplines:

Business Disciplines – Ethics of Marketing & advertising– Ethics of Finance & Accounting -Ethics of IT / ICT / Internet– Ethics of HR and related aspects-behavior of business to its employees, colleagues and competitors -Production related ethical issues Corporate Scandals – Causes, Consequences and Cures - International standards in business ethics.

UNIT V: Environmental Ethics Awareness:

Business response to environmental problems – environmental ethics-ethics and social responsibility-triple bottom line approach - Connecting people with their communities and inspiring positive change (case studies)- Corporate citizenship- global Millennium development goals.

Textbooks

1. S.A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009.
2. W.H. Shaw, Business Ethics, Cengage Learning, 2007.

References

1. Larue Tone Hosmer and Richard D., The Ethics of Management, Irwin Inc., 1995.
2. Joseph A. Petrick and John F. Quinn, Management Ethics - integrity at work, Sage, 1997.
3. Chakraborty, S.K., Management by Values, Oxford Univ. Press.
4. Balasubramanian, R., Corporate Governance, IIM Bangalore.
5. Laura P. Hartman, Perspectives in Business Ethics, Tata Mc Graw Hill.

Semester	Course Code	Title of the Course	Hours	Credits
IV	MBA446B	Banking Financial Services Management	4	3

Course Outcomes

S.NO	CO - Statement	Cognitive Level (K-Level)
CO - 1	Understand and elaborate Indian banking system and legal act to know the nuances of banking related process and movements	K2 & K3
CO - 2	Highlights sources and application of funds and find the ways to mitigate credit risk and wrap revenue on banking financial products and services	K4 & K5
CO - 3	Critically form the roots to measure credit monitoring and risk management to harness NPA issues and hedge towards smooth functions of banking instruments	K5 & K6
CO - 4	evaluate performance of banks and assess securities market, underwriting, Mutual funds and Insurance business to identify best investment platform and apply it in real life	K5 & K6
CO - 5	Designate and elicit out high tech e-banking such as payment system in India, e-payments, electronic banking, plastic money, e-money, security threats in e-banking and RBI's initiatives.	K3

Relationship matrix for Course outcomes, Programme outcomes/Programme Specific outcomes

Course Outcomes	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	2	3	2	3	2	2.7
CO2	3	3	3	3	3	2	2	3	2	2	2.6
CO3	3	3	3	3	3	2	3	2	3	3	2.8
CO4	3	3	3	3	3	2	2	3	2	2	2.6
CO5	3	3	3	3	3	2	3	2	3	2	2.7
Mean Overall Score											2.68
Result											High

Correlation

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Unit I Overview of Indian Banking System

Overview of Indian Banking System, Functions of banks, key Acts governing the functioning of Indian banking system – RBI Act 1934, Negotiable Instruments Act 1881, Banking Regulations Act 1948 – Rights and obligations of a banker, Overview of Financial statement of banks – Balance sheet and Income Statement.

Unit II Sources and Application of Bank Funds

Capital adequacy, Deposits and non-deposit sources, Designing of deposit schemes and pricing of deposit services, application of bank funds – Investments and Lending functions, Types of lending – Fund based, non-fund based, asset based – Different types of loans and their features, Major components of a typical loan policy document, Steps involved in Credit analysis, Credit delivery and administration, Pricing of loans, Customer profitability analysis.

Unit II Credit Monitoring and Risk Management

Need for credit monitoring, Signals of borrowers' financial sickness, Financial distress prediction models – Rehabilitation process, Risk management – Interest rate, liquidity, forex, credit, market, operational and solvency risks – risk measurement process and mitigation, Basic understanding of NPAs and ALM.

Unit IV Mergers, Diversification and Performance Evaluation

Mergers and Diversification of banks into securities market, underwriting, Mutual funds and Insurance business, Risks associated therewith. Performance analysis of banks – background factors, ratio analysis and CAMELS.

UNIT V High Tech E-Banking

Payment system in India – Paper based, e-payments – Electronic banking – advantages – Plastic money, E-money – Forecasting of cash demand at ATMs – Security threats in e-banking and RBI's initiatives.

REFERENCES :

1. Padmalatha Suresh and Justin Paul, "Management of Banking and Financial Services, Pearson, Delhi, 2012.
2. Meera Sharma, "Management of Financial Institutions – with emphasis on Bank and Risk Management", PHI Learning Pvt. Ltd., New Delhi 2010.
3. Peter S. Rose and Sylvia C. and Hudgins, "Bank Management and Financial Services", Tata McGraw Hill, New Delhi, 2012.
4. Madura, Financial Institutions & Markets, 10th edition, Cengage, 2016.