COIMBATORE INSTITUTE OF TECHNOLOGY

Government Aided Autonomous Institution affiliated to Anna University)

COIMBATORE - 641 014, TAMILNADU, INDIA

Calendar
2022 - 2023

COIMBATORE INSTITUTE OF TECHNOLOGY

(Government Aided Autonomous Institution Affiliated to Anna University, Chennai)

COIMBATORE - 641 014, TAMILNADU, INDIA

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Secretary	:	**Dr. R. PRABHAKAR** B.Tech. (IIT Madrs) M.S. (OSU, USA) Ph.D. (Purdue, USA)
Advisor	:	**Dr. V. SELLADURAI** M.E., Ph.D.
Principal	:	**Dr. A. RAJESWARI** M.E., Ph.D.

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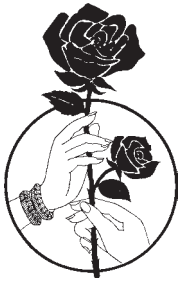
VISION

The Institute strives to inculcate a sound knowledge in Engineering along with realized social responsibilities to enable its students to combat the current and impending challenges faced by our country and to extend their expertise to the global arena.



MISSION

The Mission of CIT is to impart high quality education and training to its students to make them World-class Engineers with a foresight to the changes and problems, and pioneers to offer innovative solutions to benefit the nation and the world at large.

WORKING HOURS

OFFICE	9.30 am	to	1.00 pm
	2.00 pm	to	5.15 pm
CLASSES	9.00 am	to	12.55 pm
	2.00 pm	to	4.45 pm
PART-TIME CLASSES	6.00 pm	to	9.00 pm
LIBRARY (Weekdays)	9.00 am	to	7.00 pm
(Saturday)	9.00 am	to	3.00 pm
BANK (Week days and I & III Sat)	10.00 am	to	3.30 pm

WORK SCHEDULE OF ODD SEMESTER 2022 - 23

	Date of Reopening	Last Working Day
VII & IX Semester M.Sc. (SS, DS, DCS, AI & ML)	18.07.2022	16.11.2022
VII Semester B.E. / B.Tech. V Semester M.Sc. (SS, DS, DCS, AI & ML) V & VII Semester Part Time B.E.	27.07.2022	23.11.2022
V Semester B.E. / B.Tech.	03.08.2022	30.11.2022
III Semester MCA	26.08.2022	23.12.2022
III Semester MBA	12.09.2022	06.01.2023
I Semester Part Time B.E.	28.09.2022	25.01.2023
III Semester B.E. / B.Tech. III Semester M.Sc. (SS, DS, DCS, AI & ML) III Semester Part Time B.E.	28.09.2022	25.01.2023
I Semester MBA, MCA, M.E	07.10.2022	31.01.2023
I Semester M.Sc. (SS, DS, DCS, AI & ML)	17.10.2022	08.02.2023
III Semester M.E.	26.10.2022	03.01.2023
I Semester B.E. / B.Tech.	09.11.2022	10.03.2023

WORK SCHEDULE OF EVEN SEMESTER 2022 - 23

	Date of Reopening	Last Working Day
VIII Semester B.E. / B.Tech. VI & VIII Semester M.Sc. (SS, DS, DCS, AI&ML	28.12.2022	28.04.2023
X Semester M.Sc. (SS, DS, DCS)	28.12.2022	28.04.2023
VI Semester Part Time B.E.	04.01.2023	05.05.2023
VI Semester B.E. / B.Tech.	18.01.2023	26.05.2023
IV Semester MCA	24.01.2023	15.05.2023
IV Semester MBA	15.02.2023	15.07.2023
IV Semester B.E. / B.Tech. IV Semester M.Sc. (SS, DS, DCS, AI&ML) II Semester MBA II & IV Semester Part Time B.E.	01.03.2023	07.07.2023
IV Semester M.E.	01.03.2023	31.12.2023
II Semester M.Sc. (SS, DS, DCS, AI&ML) II Semester M.E. II Semester MCA	06.03.2023	14.07.2023

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AUTONOMOUS STATUS OF THE INSTITUTE

The Institute was granted autonomous status by Bharathiar University with effect from the academic year 1987-88. The regulations and syllabi are restructured and continuously improved involving senior faculty of the institute, experts in various fields of specialization and professional engineers from industries. Some useful and innovative courses like "Science of Creativity and Personality Development", "Computer Aided Drafting and Design", etc., have been introduced for undergraduate courses. Overall campus discipline and academic performance of the students have improved considerably.

CONTROLLER OF EXAMINATIONS

Dr. R. SATHYANARAYAN SRIDHAR, M.Tech., Ph.D.
Professor (CAS)
Department of Civil Engineering

DEPUTY CONTROLLER OF EXAMINATIONS

Dr. A. KAVITHAMANI
Assistant Professor
Department of EEE

Dr. K. GANESAMOORTHY
Assistant Professor
Department of Mathematics

BRIEF HISTORY

COIMBATORE INSTITUTE OF TECHNOLOGY is one of the institutions run by the V.Rangaswamy Naidu Educational Trust founded in 1955 by Late Shri V. Rangaswamy Naidu for the promotion of Technical Education in Tamilnadu.

The Campus is situated at a distance of 8km to the east of Coimbatore city in a calm and serene atmosphere with Salem-Kochi National Highway **(NH-47)** running north of it. The Civil Aerodrome is about 3km to its east. The campus area is 70 Acres.

EMERGENCE AND MILESTONES

1955 : The inception of V. Rangaswamy Naidu Educational Trust.

1956 : The emergence of Coimbatore Institute of Technology offering B.E. courses in Civil, Mechanical, and Electrical & Electronics Engineering.

1963 : B.Tech. in Chemical Engineering.

1964 : M.E. in Electrical Engineering with specialization in "Power Systems Engineering".

1965 : M.E. in Mechanical Engineering with specialization in "Heat Power Engineering".

1968 : B.E. in Electronics and Communication Engineering.

1969 : M.E. in Civil Engineering with specialization in "Structural Engineering".

1971 : Part-time B.E. in Civil, Mechanical, and Electrical & Electronics Engineering and Ph.D. Programme in Chemical Engineering.

1972 : Ph.D. Programme in Mechanical Engineering.

1975 : Post Graduate Diploma Course in Operations Research. 1978 : Ph.D. Programme in Civil Engineering.

1981 : Ph.D. Programme in Electrical & Electronics Engineering.

1982 : M.E. in Electrical & Electronics Engineering with specialization in "Applied Electronics".

1986 : B.E. Degree Course in Computer Science and Engineering.

1994 : Master of Computer Applications (M.C.A.).

1998 : M.Sc. Software Systems (5 Year Integrated Course).

2000 : B. Tech. Information Technology.

2005 : M.E. in Civil Engineering with specialization in "Environmental Engineering & Management".

M.E. in Mechanical Engineering with specialization in "Advanced Manufacturing Technology".

M.E. in Electrical and Electronics Engineering with specialization in "Embedded and Real Time Systems".

2010 : M.E. in Electronics and Communication Engineering with specialization in "Communication Engineering".

2011 : M.E. in Civil Engineering with specialization in "Construction Management".

2011 : Ph.D. Programme in Electronics and Communication Engineering.

2012 : M.E. in Computer Science and Engineering.

2016 : M.Sc. Data Science (5 Years Integrated Course).

2017 : M.Sc. Decision and Computing Sciences (5 Year Integrated Course).

2019 : M.Sc. Artificial Intelligence and Machine Learning (5 Year Integrated Course). 2019 : M. Tech. Nano Technology

2021 : B. Tech. Artificial Intelligence & Data Science

2021 : Master of Business Administration (MBA)

2021 : B. Tech. Artificial Intelligence & Date Sciences

CODE OF CONDUCT

- Students should conduct themselves in a well-disciplined manner at all times, both inside and outside the campus so as to bring credit to themselves and to the Institute.
- Students should apply for leave in advance in the prescribed form.
- Whenever a student falls sick or is hospitalized for any ailment, a letter about the leave of absence (containing information about the nature of ailment and period of leave sought) should be submitted to the Head of the Department in the beginning of the period of leave. Relevant Medical Certificate should be submitted within three days after the completion of leave period. Leave letter and Medical Certificates submitted at a later date will not be accepted.
- Students should wear the prescribed uniform / overcoats while doing experiments and follow the safety regulations of the workshop and laboratories.
- Students should take care of tools, apparatus or other equipment given to them and preserve the cleanliness of the laboratories and the workshop.
- Care should be exercised in handling the property of the Institute and any damage caused casually or willfully will entail disciplinary action and recovery of cost.
- Students are forbidden from organizing or taking part in strikes or demonstrations.
- In all academic or disciplinary matters, the decision of the Institute authorities shall be final.

PROGRAMMES OFFERED

The Institute offers the following programmes:

1. B.E. Degree in Civil, Mechanical, Electrical & Electronics, Electronics & Communication Engineering, and Computer Science & Engineering.
2. B. Tech. Degree in Chemical Engineering, Information Technology, and Artificial Intelligence & Data Science.
3. M.E. Degree in Structural Engineering, Environmental Engineering and Construction Management, Advanced Manufacturing Technology, Embedded & Real Time Systems, Communication Engineering and Computer Science & Engineering.
4. Ph.D Degree in all Departments.
5. Part-time B.E. Course in Civil, Mechanical, and Electrical & Electronics Engineering for Diploma holders.
6. Master's Degree in Computer Applications (M.C.A.).
7. M.Sc. Software Systems (5 Year Integrated Course).
8. M.Sc. Data Science (5Year Integrated Course).
9. M.Sc. Decision and Computing Sciences (5 Year Integrated Course).
10. M.Sc. Artificial Intelligence & Machine Learning (5 Year Integrated Course).
11. Master of Business Administration (MBA)

DETAILS OF PROGRAMMES

1. B.E. / B.Tech. Degree

The duration of the Course is eight semesters. Each branch specializes in its own field while imbibing broad ideas from other branches. Intensive theoretical and practical coaching is given in each branch of study. Project works are encouraged systematically and extensively to train the students to apply the theoretical knowledge to practical problems.

2. M.E. Degree

The Institute offers M.E. Degree Courses in Civil, Mechanical, Electrical & Electronics Engineering, Electronics & Communications Engineering and Computer Science & Engineering branches. The course is of four semesters duration for Full-time and of six semesters for Part-time study. The specializations in each discipline are given in the table:

DISCIPLINE	SPECIALISATION
Civil Engineering	Structural Engineering Environmental Engineering & Construction Management
Mechanical Engineering	Advanced Manufacturing Technology
Electrical and Electronics Engg.	Embedded and Real Time Systems
Electronics and Communication Engg.	Communication Engineering
Computer Science and Engineering	Computer Science and Engineering

3. Ph.D. Degree

The following departments are approved to admit candidates for Ph.D. research degree

Civil Engineering, Mechanical Engineering, Electrical and Electronics Engineering, Electronics and Communication Engineering, Chemical

Engineering, Computer Science and Engineering, Chemistry, Mathematics, Physics

4. Part-time B.E. Degree Courses in Civil, Mechanical, and Electrical & Electronics Engineering.

The duration of these courses for the Engineering diploma holders, is seven semesters.

5. Master of Computer Applications (M.C.A.)

The highly acclaimed M.C.A. programme prepares graduates in all significant areas of Computer Science. Special emphasis is given to all critical aspects of software development, in order to ensure that students of this programme can develop in to full fledged software professionals. The programme is designed to prepare students for leadership positions in both technical and managerial careers in the software industry. Our curriculum supplements an adaptive syllabus and good infrastructure. There are three semesters of course work with a balanced mixture of theory and laboratory course. There are two projects: one mini project and one full term project in the sixth semester. The duration of the programme is two years. The M.C.A. course at CIT was accredited by NBA in the year 2016.

6. M.Sc. Software Systems

This is a unique five-year integrated PG Programme specially designed for HSC students. The curriculum and syllabi are designed carefully, starting with the Fundamentals of computer science and gradually upgrading with core and electives relating to Software Engineering, Cloud, Mobile, Data Analytics and Information Systems in the subsequent semesters, moulding the students over the five years into competent software professionals.

7. M.Sc. Data Science

The unique five year integrated programme in Data Science is designed to train the students in design and development of systems with scalable

techniques for data analysis and decision making in data intensive fields. The designed curriculum is a perfect blend of theory, extensive laboratory practice and two fulltime project internships in IT/Research Organizations, which would mould the students to become expert data analysts.

8. M.Sc. Decision and Computing Sciences

The first of its kind unique five year integrated programme in M.Sc. Decision and Computing Sciences is designed to meet the growing demand of computation ally proficient decision scientists. The curriculum and syllabi are designed meticulously to equip the students with strong fundamental son statistics, data analysis, mathematical optimization, computer science, decision analysis, and business knowledge. The programme offers sound practical experience through extensive laboratory courses, minor project to develop decision tools, and two full-semester project internships in industry; which moulds students to become expert decision scientists to facilitate informed decision making in multiple functional areas of the organization.

9. M.Sc. Artificial Intelligence & Machine Learning

The five year integrated M.Sc .Artificial Intelligence and Machine Learning (AI&ML) is a leading edge program, designed with strong foundations in Computer Science, AI&ML. The program provides good exposure to latest technologies, along with immersive hand son projects resulting in AI&ML software engineers who will have unique capabilities to design and develop intelligent software for challenging and critical problems in varying domains. A complete platform will be provided to nurture budding AI &ML engineers, capable of creating an impact in the world.

10. Master of Business Administration (MBA)

The Department of Management Studies at CIT is established in the academic year 2021-22 with a vision to develop MBA graduates with multi-disciplinary skills and global outlook. The MBA program of CIT is designed

such that the students gain exposure to theory and practice alike. The department aims at developing and empowering MBA graduates who possess Techno-Managerial skills. The department is offering specialization in the domains like Financial Management, Marketing Management, Human Resource Management, Operations Management, Information Systems Management and Business Analytics. The uniqueness of the program lies in its industry relevant curriculum, practice oriented courses and developing design thinking & innovation abilities of its MBA students.

LIBRARY

The Department of Library, Coimbatore Institute of Technology was established in 1956. It is located next to the Academic Block of CIT, in a vast area of 12734 sq. ft. (1183sq.m.). The main objective of CIT library is to provide information services and access to print and e-resources to support the scholarly and informational needs of the faculty and students of the Institution. The fully computerized and RFID integrated library is well equipped with modern facilities and resources in the form of books, print and electronic journals, CD-ROMs and on-line databases. 'Open Access' system is being followed in the library.

WORKING HOURS

Days	Working Hours
Monday to Friday	9.00 a.m. - 7.00 p.m.
Saturday	9.00 a.m. - 3.00 p.m.
Vacation	9.30 a.m. - 4.30 p.m.

The Library will remain closed during Sundays and Government holidays.

SECTIONS / SERVICES

SECTIONS	**RESOURCES**
Text Book	Books available for circulation
Book Bank	Books for SC/ST students with post-metric scholarship
Reference*	Reference books like Dictionary, Encyclopedia, Exam Guides, etc, and high-priced books
New Addition	Display of newly purchased books for a period of one month
Periodical*	Indian and International Journals in print /on-line form

SECTIONS	RESOURCES
Multimedia Reference Tools	CD/DVDs supplied with books/magazines
E-Learning Center	Access to subscribed e-resources
Question Bank*	Collection of previous years' question papers
Reprography and Journals	Photo copying of limited pages from Library Books
Archive* (First Floor)	Back volumes of journals and archive

* The resources of these sections are meant for in-house reference only. On special circumstances these can be issued on overnight use basis only.

OPAC / Web OPAC / Mobile App

OPAC (Online Public Access Catalogue) facilitates online search related to books, book bank books, journals, CD/DVDs, back volumes and standards available in the library. Users can also reserve the books which are under issue.

Users can log-in the OPAC by using their ID/ Roll number in the Member ID and Password columns. Users can change the password, if desired. OPAC can be accessed anywhere through campus LAN, internet and mobile networks.

OPAC can also be accessed through Smart phones by downloading and installing the 'Autolib', 'Mobile App' available in the 'Google playstore'. The user ID and Password are same for OPAC, Web OPAC, and Mobile App.

CIRCULATION

All the students /staff members are given an identity card bearing their bar coded roll number / identity number.

The eligibility for borrowing of books is

User Category	No. of Books	Retention Period
Student		30 days
UG I	3	
UG II	4	
UG III, IV & PG	5	

User Category	No. of Books	Retention Period
Staff		2 months
Faculty	10	
Supporting Staff	5	

OVERDUE CHARGES

The borrowed book may be renewed for one more period, if no one has reserved the same. If a borrowed book or other material is not returned / renewed within the due date of return, an overdue charge of Rs. 0.50 per day will be charged.

When obtaining the 'clearance certificate' from the library, students have to pay the overdue charge spending in their account at the end of each semester.

LOSS OF BOOKS

If a borrowed book is lost or damaged, the borrower is required to replace the same edition or the latest edition of the same book. If it is not done so, triple the cost of the latest edition of the book has to be remitted.

E-RESOURCES

CIT Library has been subscribing the following full text databases of e-journals / e-resources. These resources can be accessed anywhere within the campus and remotely

S.No.	Publisher	Subject Areas	Coverage	Website Address
1.	Elsevier-Science Direct	All disciplines of Engineering	275 Journals (Back Files from 2000 onwards)	www.sciencedirect.com
2.	IEEE-ASPP	EEE, ECE & CSE and Related disciplines	IEEE Journals, Transactions and Magazines (187), (Back files from 1988 onwards)	www.ieeexplore.ieee.org
3.	ASCE	Civil Engineering	35 Journals (Back Files from 1983 onwards)	www.ascelibrary.org

S.No.	Publisher	Subject Areas	Coverage	Website Address
4.	ASME	Mechanical Engineering	29 Journals (Back Files from 2000 onwards)	www.asmedigitalcollection.asme.org
5.	Springer (5 Subject Collection)	Engineering & Computer Science, Mathematics & Statistics, Physics & Astronomy, Chemistry & Material Science	740 Journals (Back Files from 1997 onwards)	www.link.springer.com
6.	Mc Graw Hill's Access Engineering	Reference books on all disciplines of Engineering	(743 McGraw Hill's Standard e-books)	www.accessengineeringlibrary.com
7.	EBSCO (BSE)	Management	1072 Journals and Magazines in Management	https://search.ebscohost.com
8.	IRINS	To view the research profiles of all the faculty of CIT		https://cit.irins.org
9.	NPTEL	Engineering & Science	To access NPTEL online course contents	https://nptel.ac.in
10.	Library OPAC*	To search book and other documents of CIT Library. To view the user's CIT Library account.		http://opac.cit.edu.in

*User ID & Password : Your ID / Roll Number

Institutional Membership

CIT Library holds Institutional Membership with the following organizations to access the e-resources

S.No.	Organization	Purpose	Website Address
1.	Developing Library Network (DELNET), New Delhi	Online access to e-journals and e-books	https://discovery1.delnet.in
2.	The Institution of Engineers, India (IEI), Kolkata *	Online Access to IEI Journals (5)	www.ieindia.org
3.	The Institution of Electronics and Telecommunications Engineers (IETE), New Delhi	Access to IETE Journals (4) (Hard Copies)	www.iete.org
4.	National Digital Library of India (NDLI) *	Access to all types of e-resources in a single platform	https://ndl.iitkgp.ac.in
5.	National Library and Information Services Infrastructure for Scholarly Content (N-LIST)*	5000+e-Journals, 50000+ e-Books (Physics, Chemistry, Mathematics and Humanities)	http://nlist.inflibnet.ac.in
6.	UGC-INFLIBNET's Indian Access Management Federation (INFED) *	Remote access to all the subscribed e-resources	https://idp.cit.edu.in
7	CIT@IRIN5 (Indian research information Network & System)	VIDWAN profiles of all the faculty of CIT in IRINS	https://cit.irins.org

*Contact the Librarian for User ID & Password

RULES AND REGULATIONS

- Complete silence is to be observed in the library.
- Talking over the cell phone is totally prohibited inside the library.
- Users must keep their belongings at the "Property Counter" before entering the library.
- However, they are advised not to leave valuables like mobile, calculator, purse, etc.
- Users must scan the bar-code of their ID card in the system kept at the entrance while entry / exit to record their visit to the library.
- Users have to produce their bar coded membership card to the library staff on demand.
- Users should leave the books and journals on the table after reading.
- Misplacement of books in different shelves is punishable.
- Underlining, scribbling and / or tearing of pages or any other type of mutilation of books and journals, mishandling or misuse of computers are punishable.
- If any book / journals brought out of the library without proper entry, serious action will be taken.
- The competent authority will take necessary action against the users who violate the library systems and services.
- Notwithstanding anything contained in the above rules, the decision of the authorities of the Institute in all matters related to the library services and usage shall be final and binding on all users.

COMPUTING FACILITIES

The Institute has state of the art computing facilities which include CAD/CAM lab, Computer Based Process Control, CFD Lab, Robotics, and Cloud Computing Lab.

Each department has a separate computer centre. The Computer facilities are used to the maximum extent to impart high quality training to Under Graduate and Post Graduate students and for research purposes. The entire centre share internet access. There is also a separate CAD centre for Training & Consultancy franchised by Autodesk, California, USA.

INTERNET

Internet facility with a bandwidth of (200Mbps + 200 Mbps) is available. Internet centre is kept open on all days with 60 seating capacity. Internet facility is also available in all the computer centre in the departments.

OTHER FACILITIES

Science of Creativity and Personality Development

A subject named "Science of Creativity and Personality Development" was introduced from the academic year 1988-89 for the students to maintain a sound physique and imbibe intellectual and moral values.

The following are the salient features:

a. Philosophy and purpose of life.

b. Knowledge of the inter action among individuals, society and the world.

Counselling System

Each student is assigned to the care of a faculty member called Tutor, who will be available for consultation and advice on all matters, academic and social. Tutor-Ward Meetings (TWM's) are held every week. The students are expected to meet the assigned tutors and discuss the progress and problems in studies and extra-curricular activities. All leave letters and other correspondence to the authorities should be forwarded through the tutors only. Class council meetings discuss the progress of the classes during the semester.

Intensive Coaching Scheme

Weekly tests and assignments form part of this intensive coaching scheme. The academic progress and the attendance of the students are reviewed periodically. In addition, two mid-semester tests are conducted during each semester. Sessional marks are awarded on the basis of the performance in these tests, attendance and assignments.

Medical Facilities

There is a Dispensary in the campus with a full-time Pharmacist. He is in charge of all the routine medical requirements. An experienced medical practitioner of the cadre of Civil Surgeon is attached to the Institute. He visits the Institute every

Thursday and looks after the medical needs of the students. All students are required to undergo medical check-up every year.

Physical Education Facilities

The College has the following facilities for playing games: Cricket, Basketball, Football, Volleyball, Hockey, Ball badminton, Kabaddi , Kho-kho, Tennis, Table tennis, Chess, Carom & Tennicoit. Besides, there is a big stadium with a 400m track & field for all the athletic events. Provisions are available for special training in gymnastics and body building. A course in Karate is conducted at the institute.

A Physical Director assisted by a Physical Training Instructor looks after the athletic activities. Every year internal tournaments are conducted, so as to enable the students to take active part in sports & games. The Institute is also a member in Fit India & its activities. Further, the Institute enters various Inter Collegiate League and Knockout tournaments of the Coimbatore Inter Collegiate Athletic Association, CENTIES, COVAITIES, and also tournaments and sports conducted by the Coimbatore District Sports Club and Anna University.

Road Safety Patrol - RSP

Road Safety Unit was initiated by Mr. Adeshar H Mulla (Retired Principal, B S Bardhan School, Mumbai) in 1957 with the motto of helping the society in traffic regulation.

The Road Safety Patrol unit of the institution has been functioning since 2012.This unit functions under Tamilnadu Police Traffic Wardens Organization, Coimbatore city. Students join RSP as a volunteer or as a parade cadet (both boys and girls). Volunteers are involved in Road Safety activities and assist traffic wardens to control traffic during peak hours and special occasions like Diwali, Koniamman cart festival, etc. Cadets are trained to do parade during Independence Day and Republic Day in VOC ground and in the campus. It improves student's punctuality, discipline, and hones their leadership qualities. The main objective of RSP is to increase road safety awareness among the students and so as to improve road safety in society. The motto of Road Safety Patrol is "WE LIVE TO SERVE"

National Service Scheme - NSS

The National Service Scheme unit of the Institute has been functioning since 1977- 78. There are four NSS units functioning in the Institute with 100 volunteers in each unit. They undertake community and rural development activities in and around Pachapalayam, Poorandampalayam, Molapalayam, and Urumandan Gounden Pudur- the adopted villages of the Institute. These units concentrate on Adult Education Programmes, Health and Hygiene Campaigns. In addition to regular activities, summer camps are also conducted.

Youth Red Cross-YRC

The Youth Red Cross Unit of the Institute has been functioning from the Academic year 2003 - 2004.

The YRC movement is based on the following three principles :

- Protection of Health and Life
- Service to the Sick and Suffering
- Promotion of national and international friendship to develop the mental and moral capacities of the youth.

Placement and Training Cell

The Institute has a Placement and Training Cell headed by a placement officer. The Cell interacts with leading industries, arranges for campus interviews and offers job opportunities to the final year students of different disciplines. Further, it takes effective steps to provide In-Plant Training to the undergraduate students with a view to prepare and acclimatize them to the industrial environment.

Industry - Institute Partnership Cell

To act as liaison centre between industries and various departments of the Institute for activities which are mutually beneficial, an Industry Institute Partnership Cell is functioning in our Institute. It is sponsored by AICTE. The main objectives

include co-ordination and promotion of consultancy services, promote sponsored and joint R&D projects, signing of MoU on behalf of the Institution and conduct training programmes for industrial personnel etc.

Students' Union

To promote the cultural and social activities of the student body, a Students' Union functions in the Institute. The office bearers of the union are nominated by the Principal. The student who ranks first upto third year autonomous examination becomes the Chairperson of the Union and the student who ranks first upto second year examination becomes the Secretary.

Distinguished personalities from all walks of public life are invited to address the students on various topics of technical and general interest. Films of technical and social nature are often screened for the benefit of the students .The students union conducts, every year, an intramural cultural programme called 'NAKSHATRA' to tap the creative potential of the first & second year students of this Institute.

Clubs/Associations

The inherent talents of the students in various extra-curricular activities are brought out by way of their participation in the following Clubs of the Institute.

Arts Club	Photography Club	Space Club
Martial Arts Club	Road Safety Patrol	Rotaract Club
Music Club	Yhai	Women Empowerment Cell
Entrepreneurship Development Cell	Engineering Without Borders	Muthamizh Mandram & Ilamparavai
Sports Club and Fit India	Quiz Club	CIT IRSC Bosch Club
Film Club	Dramatics Club	Nature Club
Youth Red Cross	Yoga Club	Swatchh Bharath Club
Foss Club	Datalytics	Kalam Knowledge Club
National Cadet Corps	Literary Club & Srishti	Unnat Bharath Abhiyaan
Ek Bharat Shrist Bharat	National Service Scheme	Google Developer Student's Club

All the branches of Engineering / Technology and Applied Sciences have their department associations which organize Technical Meetings, Symposia, etc. in their respective disciplines

The Coimbatore Regional Centre of the Indian Institute of Chemical Engineers functions with its office at the Department of Chemical Engineering in the Institute.

The Coimbatore Centre of the Indian Welding Society (IWS) has been functioning in the Institute since 2002 in the Department of Mechanical Engineering.

A student branch of IEEE (USA) functions with its office at the Department of Electrical and Electronics Engineering in the Institute.

A student chapter of Institution of Engineers (India) [IE (I)] functions with its office at the Department of Civil Engineering and Department of Electronics and Communication Engineering in the Institute.

A student chapter of Institution of Electronics and Telecommunication Engineers (IETE) function with its office at the Department of Electronics and Communication Engineering in the Institute.

A student chapter of Association for Computing Machinery (ACM) functions with its office at the Dept. of CSE & IT.

Banking Facility

- Indian Bank, Peelamedu Branch is situated inside the Campus.

Auditorium

- The College has a full-fledged Auditorium with a seating capacity of 1200.

Canteen

- The College has a canteen with a seating capacity for 200 students. It functions from 8.00 a.m. to 5.00 p.m. on all working days.

HOSTEL

Management of the Hostel

The General Management of the Hostel shall be vested with the Principal who is also the Chief Warden. She is assisted by the Dean-Student Affairs, Deputy Warden and Counsellors. The Deputy Warden looks after the day-to-day administration of Hostel with the help of the Hostel Office.

Gent's Hostel

Gent's hostels can accommodate approximately 1200 students. Students are provided with rooms for double occupancy. Facilities like indoor Pool Game room, Table Tennis, Reading Room, T.V. Room, Gymnasium and Student Store are provided. Each block is having a Residential Tutor to interact with students to improve the cordial relationship between inmates and hostel authorities.

Ladies Hostel

Ladies Hostels can accommodate approximately 800 students.Four-bedded and two-bedded spacious rooms are available. Facilities like indoor Games Room, Reading Room, T.V. Room, Sick Room, Visitor's Room, Students Store, Gymnasium are provided in the hostel block. Residential Matrons take care of the welfare of students and maintenance of discipline.

CENTRES OF EXCELLANCE

TEACHING LEARNING CENTRE (TLC)

Coimbatore Institute of Technology (CIT) has been identified and approved to establish Teaching Learning Centre (TLC) by MHRD under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) scheme in December 2017. The vision of TLC is to achieve academic excellence in imparting teaching-learning techniques to faculty members of technical institutions.

CIT-TLC has chosen Academics, Research and Management as its core areas. The following are the functions of CIT-TLC:

- To prepare teaching learning material (handbooks, reference books, e-content, etc.)
- To prepare and share different schemes of assessment and evaluation methods
- To design the subject-specific curricular framework
- To organize workshops, Faculty development programs/Seminars on the themes of pedagogy and various discipline-specific topics
- To provide guidance and support to carry out research studies
- To publish articles related to teaching-learning and domain-specific research topics

From its inception in the year 2018 to till date, the Centre has served the training needs of around twelve thousand three hundred and fifty-eight teachers (12,358), research scholars & students pan India.

SKILL AND PERSONALITY DEVELOPMENT PROGRAMME CENTRE (SPDP):

The Institute has established the Skill and Personality Development Programme Centre (SPDC) as a central facility to conduct skill and personality development training for the reserved category students of our Institute. The SPDC is sponsored

by AICTE under the scheme AICTE Quality Improvement Scheme (AQIS) during the year 2020-2021. This scheme aims to inculcate skill sets to enhance the employability prospects and mould them as successful professionals.

CENTER OF EXCELLENCE IN CYBER SECURITY (COE- CS)

As its next milestone, CIT-TLC has initiated a new vertical in the domain of cyber security. In-line with National Cyber Security Strategy 2020, CIT-TLC has established a "Centre of Excellence" (CoE) in cyber security with the support of TATA Consultancy Services (TCS) and Skills DA, Chennai for capacity building in the area of cyber security. The centre has a new building with centralized air conditioning facilities which is most appropriate to house the CoE in cyber Security. The facility has Cyber Physical System, Virtual Labs, Soc simulation Labs for enabling trainees to participate in experiential learning. All the trainings are conducted by highly experienced practitioners from Skills DA, Chennai who are knowledge partners and collaborators of the CoE.

Objectives of the Center of Excellence in Cyber Security (CoE-CS)

- To act as a facilitator for capacity building and developing cyber security experts in the region
- To offer job oriented courses in the Cyber Security domain
- To offer internship opportunities in the Cyber Security domain

CENTER OF EXCELLENCE IN MANUFACTURING SCIENCES (COEMS)

The Center of Excellence in Manufacturing Sciences (CoEMS) is a Ministry of Human Resource and Development, Government of India sponsored center. It is established in the year 2013 to promote research and knowledge transfer activities in the area of Design and Advanced Manufacturing Technology (Additive Manufacturing).

Objectives of (CoEMS)

- To set up an Rapid Prototyping (RP)/ Rapid Manufacturing (RM) system and develop a research and training hub in advanced manufacturing technology

- To impart knowledge in AM to UG, PG students and research scholars.
- To enhance design for manufacture, custom & digital manufacturing potential.
- To undergo research in the areas of efficient product design & manufacturing.
- To undergo research work in material science by identifying & developing suitable materials applicable for manufacture through RP machinery.
- To undergo multi-disciplinary research work involving RP/ RM, supply chain management and e-business.

TEQIP-III SPONSORED - 5G INNOVATION CENTRE

1. "5G Innovation Centre" sponsored by TEQIP-III was inaugurated on 27.03.2019.
2. System Vue& ADS simulation Software worth about Rs. 1,22,35,860/- was sponsored by "Keysight technologies" to 5G Innovation Centre.
3. The current research activities in 5G INNOVATION CENTRE are:

- Implementation of Polar Codes and their performance analysis in 5G wireless communication systems
- Comparison of Close-In free space reference distance model for millimeter wave frequencies using NYUSIM/QuaDRiGa
- Optimal Power Allocation using NOMA for 5G Networks
- Performance analysis of FBMC system for 5G Networks
- Design and testing of amplifier for 5G Communication
- Equalizer design in delay Doppler domain for 3GPP channel models
- Finding the Best Pilot Position Pattern for Channel Estimation
- 5G New Radio Waveform Generation and its Key Performance Indicators
- Design of antennas for 5G applications

4. National Workshops/Seminars were organized by the 5G Innovation Centre with the eminent resource persons from IITs, NITs & Company Professionals of our nation.

5. The Memorandum of Understanding (MoU) has been signed between Coimbatore Institute of Technology and with Rohde & Schwarz India Private Limited on 24.08.2019. The MoU aimed to offer

- R&D activities in terms of Testing & Measurements
- Impart Training to CIT Academia &Students
- Conduct of Seminars, Lectures &Workshops

CENTRE FOR ARTIFICAL INTELLIGENCE AND INTERNET OF THINGS (AI & IOT)

The Centre for AI and IoT was established was the purpose of exposing to young minds as well as researchers an area devoted for the Internet of Things technology

The lab can currently accommodate approx, 40 students at a time for laboratory classes. The laboratory components include various sensors such as touch sensor, sound sensor, environmental sensors, Proximity Sensor, Light Sensors etc. that allows students to gain an understanding of sensors. The lab houses Development Boards like Arduino (UNO, MEGA), Raspberry Pi boards and all related accessories for student experimentation. Additionally, the laboratory also equips the students with LORA, high configuration servers and wireless interfaces. It has secure channel of access to the internet.

The laboratory also houses IOT products for "Smart City" setup acquired from Libelium IoT manufactures. These are fully functioning application-oriented components that the company had provided for the purpose of academia and research. These devices give insights into short-range and long-range sensing of IoT devices that can be deployed into real-world urban environment.

The laboratory was inaugurated on June 12, 2019 by our beloved Correspondent Dr. S. R.K Prasad and by our Chairman Mr. S. Rajiv Rangasami and Principal Dr. V Selladurai. The chief guests of the day are Dr. S SundaraKumar DTCD, MBA, Dr S Senthil Kumar M.B.B.S, M.D, EDARM. They opined on the various IoT apparatuses focusing on air pollution monitoring and exhibited interest in applying the devices for patient observations.

COMMITTEES
ACADEMIC COUNCIL

1.	Dr. A. Rajeswari Principal	Chairperson
2.	Dr. V. Krishnaveni Professor and Head Dept. of Electronics and Communication Engineering PSG College of Technology Coimbatore - 641 004	University Nominee
3.	Dr. A.M. Kalpana Professor and Head Dept. of Computer Science and Engineering Government College of Engineering Salem - 636 011	University Nominee
4.	Dr. K.V. Radha Professor and Head Department of Chemical Engineering ACT Campus Anna University, Chennai - 600 025	University Nominee
5.	Dr. R. Rudramoorthy Director, PSG Centre for Academic Research and Excellence G-201, PSG College of Technology, Coimbatore - 641004	Governing Body Nominee (Academic)
6.	Dr. K. Manonmani Principal Government College of Technology Coimbatore - 641 013	Governing Body Nominee (Academic)
7.	Dr. D. Sathia Narayanan Scientist F, Deep sea Technologies National Institute of Ocean Technology Pallikaranai, Chennai - 600 100	Governing Body Nominee (Industry)

ACADEMIC COUNCIL

8.	Er. B.L. Subramanian, Senior Engineer Design and Development (Automotive Steering) BOSCG Global Software Technologies (P) Ltd., 32 GP + 7WF, Global Techpark Kalapatti, Coimbatore - 641 048	Governing Body Nominee (Industry)
9.	Dr. V.M. Shanthi Principal Government College of Engineering Srirangam	DTE Nominee
10.	Dr. V. G. Srisanthi HOD -Civil Engineering	Member
11.	Dr. N. Rajam Ramaswamy HOD (i/c) - Mechanical Engineering	Member
12.	Dr. S. Vasantharathna HOD - Electrical and Electronics Engineering	Member
13.	Dr. S.Uma Maheswari HOD -Electronics Communication Engineering	Member
14.	Dr. G. Kousalya HOD - Department of Computer Science and Engineering	Member
15.	Dr. M. Thirumarimurugan HOD - Chemical Engineering	Member
16.	Dr. N. K. Karthikeyan HOD - Information Technology	Member
17.	Dr. S. Valliappan Raman HOD - Artificial Intelligence and Data Science	Member
18.	Dr. R. Sathyanarayan Sridhar Controller of Examinations Professor - Civil Engineering	Member / Convener
19.	Dr. A. Kavithamani Deputy Controller of Examinations Associate Professor - EEE	Member

ACADEMIC COUNCIL

20.	Dr. K. Ganesamoorthy Deputy Controller of Examinations Assistant Professor - Mathematics	Member
21.	Dr. N. Nagaveni HOD - Mathematics	Member
22.	Dr. N. Muthukumarasamy HOD - Physics & Dean - R & D and Industry Collaboration	Member
23.	Dr. E.P. Subramanian HOD-Chemistry	Member
24.	Dr. P. Santhi HOD - Humanities	Member
25.	Dr. K. Sakthimala HOD - Software Systems & Dean - Computing	Member
26.	Dr. S. Suganthi HOD - Data Science	Member
27.	Dr. A. Kannammal HOD - Decision and Computing Sciences	Member
28.	Dr. J. Shana HOD-in-charge Artificial Intelligence and Machine Learning	Member
29.	Dr. R.S. Somasundaram HOD - MCA	Member
30.	Dr. M. Senthil HOD - MBA	Member
31.	Dr. A. Kunthavai Professor - CSE	Member
32.	Dr. Suja Professor- EEE	Member
33.	Dr. M. Mandhirasalam Librarian & Dean - Academic & Research resource assistance	Member
34.	Dr. R. Sampath Physical Director	Member

ACADEMIC COUNCIL

35.	Dr. G. Suresh Kannan Associate Professor - Mechanical Engineering	Member
36.	Dr. D. Prabhakaran Professor - Chemical Engineering	Member
37.	Dr. R. Lavanya Assistant Professor - Mathematics	Member
38.	Dr. R. Maheswari **Assistant Professor - Humanities**	Member

FINANCE COMMITTEE

1	Dr. A. Rajeswari CHAIRPERSON	PRINCIPAL
2	Dr. K. Manonmani Principal Government College of Engineering Tirunelveli - 627 007	DTE Nominee
3	Dr. M. Thirumarimurugan Dean - Student Affairs & Administrative Officer Professor & Head Dept. of Chemical Engineering	MEMBER
4	Dr. R. Sriram Dean - Examinations	MEMBER
5	Dr. N. Muthukumarasamy Dean - R & D and Industry Collaboration Professor & Head - Physics	MEMBER

GRIEVANCE REDRESSAL COMMITTEE/OMBUDSMAN

Dr. A. Rajeswari	Principal	Chair person
Dr. M. Thirumarimurugan	Dean - Student Affairs & Professor & Head Member Dept. of Chemical Engg.	Member
Dr. K. Thilagavathy	Professor Member Dept. of Physics	Member
Dr. E.P. Subramanian	Professor & Head Dept. of Chemistry	Member
Dr. P. Santhi	Asso. Professor & Head Dept. of Humanities	Member
Dr. N. Muthukumarasamy	Professor & Head Dept. of Physics	Ombudsman

STUDENT WELFARE AND EXTRA CURRICULAR ACTIVITIES COMMITTEE

1.	Dr. A. Rajeswari Principal	Chairperson
2.	Dr. M. Thirumarimurugan HOD - Chemical Engineering	Member
3.	Dr. V. Nagarajan Professor - Civil Engineering	Member
4.	Dr. N. Muthukumarasamy HOD - Physics & Dean - R & D and Industry Collaboration	Member
5.	Dr. P. Santhi HOD - Humanities	Member
6.	Dr. J. Devi Shree Deputy Warden Professor - Electrical and Electronics Engineering	Member
7.	Dr. R. Nedunchezhian Professor - Computer Science and Engineering	Member

STUDENT WELFARE AND EXTRA CURRICULAR ACTIVITIES COMMITTEE

8.	Dr. R. Sathyanarayan Sridhar Controller of Examinations Professor - Civil Engineering	Member
9.	Dr. A. Kavithamani Deputy Controller of Examinations	Member
10.	Dr. K. Ganesamoorthy Deputy Controller of Examinations	Member
11.	Dr. A. Kannammal HOD - Decision and Computing Sciences	Member
12.	Dr. R. Sambath Physical Director	Member
13.	Dr. M. Manikandan Assistant Physical Director	Member
14.	Mr. K. Karthik Deputy Warden Assistant Professor - Mechanical Engineering	Member
15.	Dr. R. Prabakaran National Service Scheme Programme Officer Assistant Professor - Department of Mathematics	Member
16.	Dr. S. Gunasekaran Faculty Advisor - Road Safety Patrol Assistant Professor - Electrical and Electronics Engineering	Member
17.	Dr. P. Satheesh Kumar Faculty Advisor - Youth Red Cross Assistant Professor - Electronics and Communication Engineering	Member
18.	Dr. R. Jayanthi Associate Professor - MBA	Member
19.	Ms. P. Mounika Devi Reg. No.1901083 Chairperson CIT- Student Union	Member

STUDENT WELFARE AND EXTRA CURRICULAR ACTIVITIES COMMITTEE

20.	Ms. D. Geethaloshini Reg. No. 2004008 Secretary CIT-Student Union	Member
21.	Ms. D. Varsha Reg. No. 2032048 Joint Secretary CIT-Student Union	Member
22.	Mr. A. Gokul Reg. No.1903073 Secretary - National Service Scheme	Member
23.	Mr. J. Hemanth Reg. No.1906017 Secretary - Road Safety Patrol	Member
24.	Mr. A. Eswar Reg. No.1901013 Secretary - Youth Red Cross	Member
25.	Mr. R. Adithya Reg. No.1901056 Secretary - Sports Club	Member

STUDENTS ATTENDANCE MONITORING AND RECOMMENDATIONS COMMITTEE

1	Dr. A. Rajeswari Principal	Chairperson
2	Dr. M. Thirumarimurugan HOD - Chemical Engg. & Dean - Student affairs	Member
3	Dr. R. Sathyanarayan Sridhar Professor - Civil Engineering & COE	MEMBER
4	Dr. A. Kavithamani Deputy Controller of Examinations Associate Professor-EEE, Dept. of EEE	MEMBER

RESEARCH COMMITTEE

1.	Dr. A. Rajeswari Principal	Chairperson
2.	Dr. N. Muthkumarasamy Dean-R&D	Convener
3.	Dr. M. Thirumarimurugan Dean - Student Affairs	Member
4.	Dr. R. Sathyanarayan Sridhar Controller of Exarninations	Member
5.	Dr. V.G. Srisanthi HOD - Department of Civil Engineering	Member
6.	Dr. N. Rajam Ramaswamy HOD (i/c) - Department of Mechanical Engineering	Member
7.	Dr. V. Manikandan Professor - Department of Electrical and Electronics Engineering	Member
8.	Dr. S. Uma Maheswari HOD - Department of Electronics and Communication Engineering	Member
9.	Dr. G. Kousalya HOD - Department of Computer Science and Engineering	Member
10.	Dr. N. K. Karthikeyan HOD - Department of Information Technology	Member
11.	Dr. S. Valliappan Raman HOD - Department of Artificial Intelligence and Data Science	Member
12.	Dr. A. Kannammal HOD - Department of Decision and Computing Sciences	Member
13.	Dr. K. Ganesamoorthy Assistant Professor - Department of Mathematics	Member
14.	Dr. K. V. Hemalatha Assistant Professor - Department of Chemistry	Member
15	Dr. M. Mandhirasalam Librarian	Member

HOSTEL COMMITTEE

Chief Warden : **Dr. A. Rajeswari,** Principal

Deputy Wardens : **Dr. J. Devi Shree**
Associate Professor, Department of EEE.

Mr. K. Karthik
Assistant Professor
Department of Mechanical Engineering

BOYS HOSTEL

S. No.	Name	Roll No.	Department
	IV YEAR		
1	Roopesh T	1901098	Civil Engineering
2	Bharathram V	1904006	Electronics and Communication Engineering
3	Gokulram M	1907011	Information Technology
4	Santhosh Balaraman	1906047	Chemical Engineering
5	Ruhal S J	1903031	Electrical and Electronics Engineering
	III YEAR		
6	Koushik G M	2003019	Electrical and Electronics Engineering
7	Jeffrin S	2001013	Civil Engineering
8	Prasath D	2004078	Electronics and Communication Engineering
9	Varun Karthick P	2005104	Computer Science Engineering
10	Tharun Kailash K	2031051	M.Sc. Software Systems
11	Sukumaran	2034050	M.Sc in AIML
12	Keethapriyan K	2003066	Electrical and Electronics Engineering
13	Kishor Kumar K	2007029	Information Technology

S. No.	Name	Roll No.	Department
	II YEAR		
14	Yuvaraj T	71762101054	Civil Engineering
15	Thaswinraj S A	71762108057	Artificial Intelligence & Data Structure
16	Yakesh K	71762103054	Electrical and Electronics Engineering
17	Rishikumar A	71762104091	Electronics and Communication Engineering
18	Sanjay V	71762104041	Electronics and Communication Engineering
19	Chojan Jessico S	71762106010	Chemical Engineering
20	Kamalesh M	71762102075	Mechanical Engineering
21	Hanush M	71762105022	Computer Science Engineering
22	Niranjan R M	71762105090	Computer Science Engineering
23	Thulasi Raman S	71762103112	Electrical and Electronics Engineering
24	Sudharsan S	71762107050	Information Technology
	DIPLOMA		
25	Sabari Vishnu R	IC2019	Instrumentation and Control Engineering
26	Srikanth M	LCH2204	Chemical Engineering

GIRLS HOSTEL

S. No.	Name	Roll No.	Department
	IV YEAR		
1	Preethi R	1901041	Civil Engineering
	III YEAR		
2	Monica Selvaraj	2001068	Civil Engineering
3	Angu Gayathri S	2001053	Civil Engineering
4	Priya Dharshini M	2005037	Computer Science Engineering
5	Swetha T	2007049	Information Technology
6	Anisha K	2001002	Civil Engineering
7	Dhivya Shree R	2034014	M.Sc in Aiml
	II YEAR		
8	Raga Sudha V	71762101035	Civil Engineering
9	Padhmasini A	71762134034	M.Sc in Aiml
10	Febiya Roy F B	71762101011	Civil Engineering
11	Sowmiya R	71762101047	Civil Engineering
12	Siva Ranjani T S	71762106045	Chemical Engineering

INDIRA PRINTING HOUSE 98430 57745

Coimbatore Institute of Technology
Coimbatore-641014

Department of
Computer Science and Engineering

Calendar of Activities
2022-2023(ODD Semester)

VISION

The department aims to

To evolve as a Centre of Excellence in teaching, learning, research, and consultancy, integrating computer and information sciences with engineering concepts to develop products and services for the benefit of the industry and society at large.

MISSION

The department has a strong commitment to

- Imparting value based technical education and entrepreneurial skills to the graduates through state of art infrastructure and innovative faculty.
- Educating students towards the design and development of intelligent products and services meeting global demands and standards.
- Promoting collaborative learning and research with industry, government and international organizations for continuous knowledge transfer and enhancement.
- Developing globally competent engineers, capable of providing secure and "Out-of-the Box" computing and information technology solutions.
- Enabling the graduates to adapt to the rapidly changing technology with strong fundamentals.

PROGRAMME EDUCATIONAL OBJECTIVES

- Students will acquire sound knowledge in mathematical, scientific and engineering fundamentals and knowledge in Information and Communication technology to analyze, formulate and solve the real-life problems.
- Graduates will encompass entrepreneurship skills and the ability to develop, implement innovative, integrated, and secure information technology solutions for meeting the global challenges and changing requirements.
- Graduates will possess professional and ethical attitude, leadership qualities, desire for lifelong learning, and ability to work in multidisciplinary teams in meeting the broader societal needs.

Senior Tutors and Tutors

Bachelor of Engineering

Year	Section	Senior Tutor	Tutors
I	I	Dr.R.Nedunchezhiyan	Dr.M.Mohanapriya
			Ms.A.Punidha
			Mrs.K.Sathya
			Mr.G.Karthikeyan
II	I	Ms.D.Mohana	Ms.S.SangeethaMariammal
			Dr.S.Nithya
	II		Dr.S.Priya
			Ms.K.N.Apinayaprethi
III	I	Dr.A.Kunthavai	Dr.K.Amshakala
			Ms.R.Saveeth
			Mr. S.Hariharan
	II		Ms.S.P.Abirami
			Mr.M.Maranco
IV	I	Dr.A.N.Senthilvel	Mrs.S.SaranyaRubini
			Mrs.S.Saranya
	II		Dr.A.Priyadharshini
			Ms.R.Pavithra

Schedule For Tutor Ward Meeting, Association Activity & Project

S.No	Days	Tutor ward meeting	Association	Project Schedule
1	Monday			IV BE CSE (2.00-4.45 PM)
2	Tuesday			
3	Wednesday			
4	Thursday	For All Classes (1:30 – 2.25 P.M)	For All Classes (2.25 – 4.15 P.M)	
5	Friday			III BE CSE (2.00 – 4.45 PM) & IV BE CSE (2.00-4.45 PM)

July 2022		
Fri	**1**	
Sat	**2**	
Sun	**3**	
Mon	**4**	
Tue	**5**	
Wed	**6**	Class Committee Meeting for II Sem BE
Thu	**7**	
Fri	**8**	
Sat	**9**	
Sun	**10**	Bakrid
Mon	**11**	
Tue	**12**	
Wed	**13**	
Thu	**14**	
Fri	**15**	
Sat	**16**	
Sun	**17**	
Mon	**18**	
Tue	**19**	
Wed	**20**	
Thu	**21**	
Fri	**22**	
Sat	**23**	
Sun	**24**	
Mon	**25**	
Tue	**26**	
Wed	**27**	Classes commence for VII Sem B.E
Thu	**28**	
Fri	**29**	
Sat	**30**	

Sun	**31**	

August 2022		
Mon	**1**	
Tue	**2**	
Wed	**3**	Classes commence for V Sem BE
Thu	**4**	
Fri	**5**	
Sat	**6**	
Sun	**7**	
Mon	**8**	
Tue	**9**	Muharram
Wed	**10**	
Thu	**11**	
Fri	**12**	
Sat	**13**	
Sun	**14**	
Mon	**15**	Independence Day
Tue	**16**	
Wed	**17**	
Thu	**18**	
Fri	**19**	Krishna Jayanti
Sat	**20**	
Sun	**21**	
Mon	**22**	
Tue	**23**	
Wed	**24**	
Thu	**25**	II Midsemester Exam for II Sem BE
Fri	**26**	Class Committee Meeting for II Semester BE
Sat	**27**	
Sun	**28**	

Mon	**29**	
Tue	**30**	Last Working Day for II Semester BE CSE
Wed	**31**	Vinayaka Chathurthi

September 2022		
Thu	**1**	
Fri	**2**	
Sat	**3**	
Sun	**4**	
Mon	**5**	
Tue	**6**	Main Project Review 1 - IV BE CSE
Wed	**7**	
Thu	**8**	
Fri	**9**	Main Project Review 1- IV BE CSE
Sat	**10**	
Sun	**11**	
Mon	**12**	
Tue	**13**	
Wed	**14**	
Thu	**15**	
Fri	**16**	
Sat	**17**	
Sun	**18**	
Mon	**19**	
Tue	**20**	First Midsemester exam for VII Sem BE
Wed	**21**	
Thu	**22**	Class Committee Meeting for V Semester BE
Fri	**23**	
Sat	**24**	
Sun	**25**	
Mon	**26**	First Midsemester for V Sem BE

Tue	**27**	Classes commence for III Sem BE
Wed	**28**	Class Committee Meeting for VII Semester BE
Thu	**29**	
Fri	**30**	

October 2022		
Sat	**1**	
Sun	**2**	Gandhi Jayanti
Mon	**3**	
Tue	**4**	Ayutha Pooja
Wed	**5**	Vijaya Dasami
Thu	**6**	
Fri	**7**	
Sat	**8**	
Sun	**9**	Milad-un-Nabi
Mon	**10**	
Tue	**11**	
Wed	**12**	
Thu	**13**	
Fri	**14**	
Sat	**15**	
Sun	**16**	
Mon	**17**	
Tue	**18**	
Wed	**19**	
Thu	**20**	Association Inauguration
Fri	**21**	
Sat	**22**	
Sun	**23**	
Mon	**24**	Deepavali
Tue	**25**	
Wed	**26**	

Thu	**27**	
Fri	**28**	Mini Project Review 1- V Sem BE CSE
Sat	**29**	
Sun	**30**	
Mon	**31**	

November 2022		
Tue	**1**	
Wed	**2**	
Thu	**3**	
Fri	**4**	
Sat	**5**	
Sun	**6**	
Mon	**7**	
Tue	**8**	
Wed	**9**	Classes commences for I Sem BE
Thu	**10**	
Fri	**11**	
Sat	**12**	
Sun	**13**	
Mon	**14**	
Tue	**15**	
Wed	**16**	
Thu	**17**	II Midsemester Exam for VII Sem BE
Fri	**18**	
Sat	**19**	
Sun	**20**	
Mon	**21**	
Tue	**22**	
Wed	**23**	Last Working Day for VII Sem BE
Thu	**24**	
Fri	**25**	
Sat	**26**	

Sun	**27**	II Midsemester Exam for V Sem BE
Mon	**28**	
Tue	**29**	
Wed	**30**	Last Working Day for V Sem BE

Coimbatore Institute of Technology
Coimbatore-641014

Department of
Computer Science and Engineering

Calendar of Activities
2022-2023(Even Semester)

VISION

The department aims to

To evolve as a Centre of Excellence in teaching, learning, research, and consultancy, integrating computer and information sciences with engineering concepts to develop products and services for the benefit of the industry and society at large.

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- Promoting collaborative learning and research with industry, government and international organizations for continuous knowledge transfer and enhancement.
- Developing globally competent engineers, capable of providing secure and "Out-of-the Box" computing and information technology solutions.
- Enabling the graduates to adapt to the rapidly changing technology with strong fundamentals.

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- Graduates will possess professional and ethical attitude, leadership qualities, desire for lifelong learning, and ability to work in multidisciplinary teams in meeting the broader societal needs.

Senior Tutors and Tutors

Bachelor of Engineering

Year	Senior Tutor	Tutors
I	Dr.R.Nedunchezhiyan	Ms.A.Punidha
		Ms.Saveeth
		Mr.G.Karthikeyan
II	Dr.M.Mohanapriya	Ms.S.SangeethaMariammal
		Dr.S.Priya
III	Dr.A.Kunthavai	Dr.K.Amshakala
		Dr.A.Priyadharshini
IV	Dr.A.N.Senthilvel	Mrs.S.Saranya
		Ms.R.Pavithra

Schedule For Tutor Ward Meeting, Association Activity & Project

S.No	Days	Tutor ward meeting	Association	Project Schedule
1	Monday			IV BE CSE (2.00-4.45 PM)
2	Tuesday			III BE CSE (2.00 – 4.45 PM) & IV BE CSE (2.00-4.45 PM)
3	Wednesday			IV BE CSE (2.00-4.45 PM)
4	Thursday	For All Classes (1:30 – 2.25 P.M)	For All Classes (2.25 – 4.15 P.M)	
5	Friday			

December 2022		
Thu	**1**	
Fri	**2**	
Sat	**3**	
Sun	**4**	
Mon	**5**	
Tue	**6**	
Wed	**7**	
Thu	**8**	
Fri	**9**	
Sat	**10**	
Sun	**11**	
Mon	**12**	
Tue	**13**	
Wed	**14**	
Thu	**15**	
Fri	**16**	
Sat	**17**	
Sun	**18**	
Mon	**19**	
Tue	**20**	
Wed	**21**	
Thu	**22**	First Class Committee Meeting for I BE CSE
Fri	**23**	
Sat	**24**	
Sun	**25**	
Mon	**26**	
Tue	**27**	
Wed	**28**	Classes commence for VIII Semester BE CSE
Thu	**29**	

Fri	**30**	
Sat	**31**	

January 2023		
Sun	**1**	New year Day
Mon	**2**	First Midsemester for I Semester BE CSE
Tue	**3**	
Wed	**4**	
Thu	**5**	
Fri	**6**	
Sat	**7**	
Sun	**8**	
Mon	**9**	
Tue	**10**	
Wed	**11**	
Thu	**12**	
Fri	**13**	
Sat	**14**	
Sun	**15**	Pongal
Mon	**16**	Thiruvalluvar Day
Tue	**17**	Ulavar Thirunaal
Wed	**18**	Classes commence for VI Sem BE CSE
Thu	**19**	Second Midsemester Exam for III Semester BE CSE
Fri	**20**	
Sat	**21**	
Sun	**22**	
Mon	**23**	
Tue	**24**	
Wed	**25**	Last Working Day – III Semester BE CSE
Thu	**26**	Republic Day
Fri	**27**	

Sat	**28**	Main Project Review I for VIII Sem BE CSE
Sun	**29**	
Mon	**30**	
Tue	**31**	

February 2023		
Wed	**1**	
Thu	**2**	
Fri	**3**	
Sat	**4**	
Sun	**5**	
Mon	**6**	
Tue	**7**	
Wed	**8**	
Thu	**9**	
Fri	**10**	
Sat	**11**	
Sun	**12**	
Mon	**13**	Awareness Talk on Entrepreneurship – VI Semester BE CSE
Tue	**14**	
Wed	**15**	
Thu	**16**	Mini Project review for VI semester BE CSE
Fri	**17**	Class Committee Meeting for VIII Semester BE CSE
Sat	**18**	
Sun	**19**	
Mon	**20**	
Tue	**21**	First Midsemester Exam for VIII Semester BE CSE
Wed	**22**	
Thu	**23**	Second Class Committee Meeting for I BE CSE
Fri	**24**	
Sat	**25**	Main Project Review 2-VIII Semester BE CSE
Sun	**26**	

Mon	**27**	
Tue	**28**	

March 2023		
Wed	**1**	Classes commence for IV Semester BE CSE
Thu	**2**	
Fri	**3**	
Sat	**4**	
Sun	**5**	
Mon	**6**	II Midsemester for I Semester BE CSE Last Working Day- I Semester BE CSE, CRYPTRA – National Level Technical Symposium
Tue	**7**	
Wed	**8**	
Thu	**9**	
Fri	**10**	
Sat	**11**	CRYPTRA – National Level Technical Symposium
Sun	**12**	
Mon	**13**	
Tue	**14**	
Wed	**15**	
Thu	**16**	Placement Training for VI Sem Students(Tentative Schedule)
Fri	**17**	
Sat	**18**	
Sun	**19**	
Mon	**20**	
Tue	**21**	
Wed	**22**	Telugu New Year Day
Thu	**23**	First Class Committee Meeting for VI Semester BE CSE Placement Training for VI Sem Students (Tentative Schedule)
Fri	**24**	Workshop on Full Stack Development- VI Semester BE CSE
Sat	**25**	
Sun	**26**	
Mon	**27**	First Midsem Schedule for VI Semester BE

Tue	**28**	
Wed	**29**	
Thu	**30**	
Fri	**31**	

April 2023		
Sat	**1**	
Sun	**2**	
Mon	**3**	
Tue	**4**	Mahaveer Jayanti
Wed	**5**	
Thu	**6**	Placement Training for VI Sem Students (Tentative Schedule)
Fri	**7**	Good Friday
Sat	**8**	
Sun	**9**	
Mon	**10**	
Tue	**11**	
Wed	**12**	
Thu	**13**	Technical Talk on AR/VR for IV Semester BE CSE Placement Training for VI Sem Students (Tentative Schedule)
Fri	**14**	Tamil New Year Day
Sat	**15**	
Sun	**16**	
Mon	**17**	
Tue	**18**	
Wed	**19**	
Thu	**20**	Technical Talk- Deep Learning/Edge Learning for VI Semester BE CSE
Fri	**21**	First Class Committee Meeting for IV Semester BE CSE Second Class Committee Meeting for VIII Semester BE CSE
Sat	**22**	Ramzan
Sun	**23**	
Mon	**24**	First Midsemester Exam for IV Semester BE CSE Second Midsemester for VIII Semester BE CSE
Tue	**25**	
Wed	**26**	

Thu	**27**	
Fri	**28**	Last Working Day for VIII Semester BE CSE
Sat	**29**	
Sun	**30**	

May 2023		
Mon	**1**	May Day
Tue	**2**	
Wed	**3**	
Thu	**4**	
Fri	**5**	
Sat	**6**	
Sun	**7**	
Mon	**8**	
Tue	**9**	
Wed	**10**	
Thu	**11**	Technical Talk on Cyber Security Tools for IV Semester BE CSE
Fri	**12**	
Sat	**13**	
Sun	**14**	
Mon	**15**	
Tue	**16**	
Wed	**17**	
Thu	**18**	Association Valedictory
Fri	**19**	Second Class Committee Meeting for VI Semester BE CSE
Sat	**20**	
Sun	**21**	
Mon	**22**	Second Midsemester for VI Semester BE CSE
Tue	**23**	
Wed	**24**	
Thu	**25**	

Fri	**26**	Last Working Day-VI Semester BE
Sat	**27**	
Sun	**28**	
Mon	**29**	
Tue	**30**	
Wed	**31**	

June 2023		
Thu	**1**	
Fri	**2**	
Sat	**3**	
Sun	**4**	
Mon	**5**	
Tue	**6**	
Wed	**7**	
Thu	**8**	
Fri	**9**	
Sat	**10**	
Sun	**11**	
Mon	**12**	
Tue	**13**	
Wed	**14**	
Thu	**15**	Technical Talk on UI/UX Design Tools for IV Semester BE CSE
Fri	**16**	
Sat	**17**	
Sun	**18**	
Mon	**19**	
Tue	**20**	
Wed	**21**	
Thu	**22**	
Fri	**23**	
Sat	**24**	

Sun	**25**	
Mon	**26**	
Tue	**27**	
Wed	**28**	
Thu	**29**	Bakrid
Fri	**30**	Second Class Committee Meeting for IV Semester BE CSE

July 2023		
Sat	**1**	
Sun	**2**	
Mon	**3**	Second Midsemester Exam for IV Semester BE CSE
Tue	**4**	
Wed	**5**	
Thu	**6**	
Fri	**7**	Last Working Day for IV Semester BE CSE
Sat	**8**	
Sun	**9**	
Mon	**10**	
Tue	**11**	
Wed	**12**	
Thu	**13**	
Fri	**14**	
Sat	**15**	
Sun	**16**	
Mon	**17**	
Tue	**18**	
Wed	**19**	
Thu	**20**	
Fri	**21**	
Sat	**22**	
Sun	**23**	
Mon	**24**	

Tue	**25**	
Wed	**26**	
Thu	**27**	
Fri	**28**	
Sat	**29**	Muharram
Sun	**30**	
Mon	**31**	

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PRINCIPAL
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09.02.2023
C/260

CIRCULAR

WORK SCHEDULE FOR 2022-23 (EVEN SEMESTER)

IV Semester B.E / B.Tech, IV Semester M.Sc., (SS, DS, DCS and AI&ML)
II Semester MBA and II & IV Semester Part time B.E.

Date of Reopening : 01.03.2023

Last Working Day : 07.07.2023

Mid-Semester Test

Semester	From	To
I Mid Sem	24.04.2023	28.04.2023
II Mid Sem	03.07.2023	07.07.2023

Sessional marks will be awarded by the respective faculty members on the basis of student's performance in Mid-Semester Tests / Assignments, Tutorials, Quiz and Seminars.

Students are advised to be regular in attending the classes, writing the Mid-Semester Tests and submission of all academic related documents.

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09.02.2023
C/261

CIRCULAR

WORK SCHEDULE FOR 2022-23 (EVEN SEMESTER)

II Semester M.Sc., (SS, DS, DCS and AI&ML) and

II Semester M.E , II Semester MCA

Date of Reopening : 06.03.2023

Last Working Day : 14.07.2023

Mid-Semester Test

Semester	From	To
I Mid Sem	08.05.2023	12.05.2023
II Mid Sem	10.07.2023	14..07.2023

Sessional marks will be awarded by the respective faculty members on the basis of student's performance in Mid-Semester Tests / Assignments, Tutorials, Quiz and Seminars.

Students are advised to be regular in attending the classes, writing the Mid-Semester Tests and submission of all academic related documents.

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03.01.2023

C/218A

REVISED CIRCULAR

WORK SCHEDULE FOR 2022-23 (EVEN SEMESTER)

VI Semester B.E / B.Tech

Date of Reopening : 18.01.2023

Last Working Day : 26.05.2023

Mid-Semester Test

Semester	From	To
I Mid Sem	27.03.2023	31.03.2023
II Mid Sem	22.05.2023	26.05.2023

Sessional marks will be awarded by the respective faculty members on the basis of student's performance in Mid-Semester Tests / Assignments, Tutorials, Quiz and Seminars.

Students are advised to be regular in attending the classes, writing the Mid-Semester Tests and submission of all academic related documents.

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20.12.2022

C/217

CIRCULAR

WORK SCHEDULE FOR 2022-23 (EVEN SEMESTER)

VIII Semester B.E / B.Tech,

VI & VIII Semester M.Sc., (SS, DS, DCS and AI & ML) and

Date of Reopening : 28.12.2022

Last Working Day : 28.04.2023

Mid-Semester Test

Semester	From	To
I Mid Sem	20.02.2023	24.02.2023
II Mid Sem	24.04.2023	28.04.2023

Sessional marks will be awarded by the respective faculty members on the basis of student's performance in Mid-Semester Tests / Assignments, Tutorials, Quiz and Seminars.

Students are advised to be regular in attending the classes, writing the Mid-Semester Tests and submission of all academic related documents.

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C/260

CIRCULAR

WORK SCHEDULE FOR 2022-23 (EVEN SEMESTER)

IV Semester B.E / B.Tech, IV Semester M.Sc., (SS, DS, DCS and AI&ML)
II Semester MBA and II & IV Semester Part time B.E.

Date of Reopening : 01.03.2023

Last Working Day : 07.07.2023

Mid-Semester Test

Semester	From	To
I Mid Sem	24.04.2023	28.04.2023
II Mid Sem	03.07.2023	07.07.2023

Sessional marks will be awarded by the respective faculty members on the basis of student's performance in Mid-Semester Tests / Assignments, Tutorials, Quiz and Seminars.

Students are advised to be regular in attending the classes, writing the Mid-Semester Tests and submission of all academic related documents.

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09.02.2023
C/261

CIRCULAR

WORK SCHEDULE FOR 2022-23 (EVEN SEMESTER)

II Semester M.Sc., (SS, DS, DCS and AI&ML) and

II Semester M.E , II Semester MCA

Date of Reopening : 06.03.2023

Last Working Day : 14.07.2023

Mid-Semester Test

Semester	From	To
I Mid Sem	08.05.2023	12.05.2023
II Mid Sem	10.07.2023	14..07.2023

Sessional marks will be awarded by the respective faculty members on the basis of student's performance in Mid-Semester Tests / Assignments, Tutorials, Quiz and Seminars.

Students are advised to be regular in attending the classes, writing the Mid-Semester Tests and submission of all academic related documents.

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20.03.2023
C/281

CIRCULAR

WORK SCHEDULE FOR 2022-23 (EVEN SEMESTER)

II Semester B.E / B.Tech

Date of Reopening : 10.04.2023
Last Working Day : 09.08.2023
Mid-Semester Test

Semester	From	To
I Mid Sem	05.06.2023	09.06.2023
II Mid Sem	03.08.2023	09.08.2023

Sessional marks will be awarded by the respective faculty members on the basis of student's performance in Mid-Semester Tests / Assignments, Tutorials, Quiz and Seminars.

Students are advised to be regular in attending the classes, writing the Mid-Semester Tests and submission of all academic related documents.

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03.01.2023

C/218A

REVISED CIRCULAR

WORK SCHEDULE FOR 2022-23 (EVEN SEMESTER)

VI Semester B.E / B.Tech

Date of Reopening : 18.01.2023

Last Working Day : 26.05.2023

Mid-Semester Test

Semester	From	To
I Mid Sem	27.03.2023	31.03.2023
II Mid Sem	22.05.2023	26.05.2023

Sessional marks will be awarded by the respective faculty members on the basis of student's performance in Mid-Semester Tests / Assignments, Tutorials, Quiz and Seminars.

Students are advised to be regular in attending the classes, writing the Mid-Semester Tests and submission of all academic related documents.

03/01/2023

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24.02.2023

C/258

CIRCULAR

REVISED WORK SCHEDULE FOR 2022-23 (EVEN SEMESTER)

IV Semester M.E.

Date of Reopening	:	01.03.2023
Last date for submitting Thesis & project work	:	11.08.2023
Viva Voice Examination on or before	:	18.08.2023

24/02/2023

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20.12.2022

C/217

CIRCULAR

WORK SCHEDULE FOR 2022-23 (EVEN SEMESTER)

VIII Semester B.E / B.Tech,

VI & VIII Semester M.Sc., (SS, DS, DCS and AI & ML) and

Date of Reopening : 28.12.2022

Last Working Day : 28.04.2023

Mid-Semester Test

Semester	From	To
I Mid Sem	20.02.2023	24.02.2023
II Mid Sem	24.04.2023	28.04.2023

Sessional marks will be awarded by the respective faculty members on the basis of student's performance in Mid-Semester Tests / Assignments, Tutorials, Quiz and Seminars.

Students are advised to be regular in attending the classes, writing the Mid-Semester Tests and submission of all academic related documents.

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Coimbatore – 641 014

DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : II MBA
Subject : 21MBAL33 – Creativity and Innovation Laboratory
Staff-in-Charge : Dr.T.Sathya Priya & Dr.J.Deepa
Semester and Year : Odd Semester – 2022-2023

Course Objectives:

- To understand the nuances involved in Creativity &Innovation.
- To get hands on experience in applying creativity in problem solving.

Course Outcomes:

1. Provides insights about approaches to creativity and innovation
2. Understanding of heuristic models and its applications
3. Enhances the knowledge of nature of creativity
4. Ability to apply creativity in problem solving
5. Knowledge about radical and disruptive models of innovation

Week No.	Hour No.	Topic No. & Description
1	1	1 – Introduction to Creativity and Innovation Laboratory
	2	2 - Introduction to Creativity and Innovation Laboratory
	3	3 - Need for Creative and innovative thinking for quality
	4	4 - Need for Creative and innovative thinking for quality
2	5	5 - Components of Creativity, Methodologies and approaches
	6	6 - Components of Creativity, Methodologies and approaches
	7	7 - Individual and group creativity
	8	8 - Individual and group creativity
3	9	9 - Organizational role in creativity
	10	10 - Organizational role in creativity
	11	11 - Types of innovation, barriers to innovation
	12	12 - Types of innovation, barriers to innovation
4	13	13 - Innovation process
	14	14 - Establishing criterion for assessment of creativity & innovation
	15	15 - Mechanism of thinking and visualization - attitudes, Approaches and Actions that support creative thinking
	16	16 - Mechanism of thinking and visualization - attitudes, Approaches and Actions that support creative thinking
5	17	17 - Advanced study of visual elements and principles- line, plane, shape,

		form, pattern, texture gradation, color symmetry
	18	18 - Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, color symmetry
	19	19 - Spatial relationships and compositions in 2 and 3 dimensional space - procedure for genuinegraphical computer animation
	20	20 - Spatial relationships and compositions in 2 and 3 dimensional space - procedure for genuinegraphical computer animation
6	21	21 - Animation aerodynamics – virtual environments in scientific Visualization
	22	22 - Animation aerodynamics – virtual environments in scientific Visualization
	23	23 - Unifying principle of data management for scientific visualization – Visualization benchmarking
	24	24 - Unifying principle of data management for scientific visualization – Visualization benchmarking
7	25	25 - Nature of Creativity: Person, Process, Product and Environment, Methods and tools for Directed Creativity
	26	26 - Nature of Creativity: Person, Process, Product and Environment, Methods and tools for Directed Creativity
	27	27 - Basic Principles of Creativity
	28	28 - Tools that prepare the mind for creative thought - Stimulation
8	29	29 - Development and Actions: - Processes in creativity ICEDIP
	30	30 - Development and Actions: - Processes in creativity ICEDIP
	31	31 - Creativity and Motivation The Bridge between man creativity and the rewards of innovativeness – Applying Directed Creativity.
	32	32 - Creativity and Motivation The Bridge between man creativity and the rewards of innovativeness – Applying Directed Creativity.
9	33	33 – Creativity in Problem Solving - Generating and acquiring new ideas
	34	34 - Creativity in Problem Solving - Generating and acquiring new ideas
	35	35 - product design
	36	36 - product design
10	37	37 - service design – case studies and hands-on exercises
	38	38 - service design – case studies and hands-on exercises
	39	39 - stimulation tools and approaches
	40	40 - stimulation tools and approaches
11	41	41 - six thinking hats
	42	42 - six thinking hats
	43	43 - lateral thinking – Individual activity
	44	44 - lateral thinking – Individual activity
12	45	45 - group activity - contextual influences
	46	46 - group activity - contextual influences
	47	47 - Assessing Your Personal Creativity and Ability to Innovate

	48	48 - Assessing Your Personal Creativity and Ability to Innovate
13	49	49 - Enhancing Your Creative and Innovative Abilities
	50	50 - Enhancing Your Creative and Innovative Abilities
	51	51 - Innovation- radical vs evolutionary
	52	52 - To TRIZ methodology of Inventive ProblemSolving – the essential factors
14	53	53 - Innovator‘s solution - creating and sustaining successful growth
	54	54 - Disruptive Innovation model - Segmentive Models
	55	55 - New market disruption
	56	56 - New market disruption
15	57	57 - Managing the Strategy Development Process
	58	58 - The Role of Senior Executive in Leading New Growth
	59	59 - Passing the Baton, Entrepreneurial Tools for Creativity and Innovation
	60	60 - Passing the Baton, Entrepreneurial Tools for Creativity and Innovation

Reference Books

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2. Geoffrey Petty,‖ how to be better at Creativity‖, The Industrial Society, 2012
3. ClaytonM.ChristensenMichaelE.Raynor,‖TheInnovator‘sSolution‖,HarvardBusiness SchoolPress Boston, USA, 2007
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2. https://www.profitableventure.com/exercises-training-for-creativity-innovation/
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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : II MBA
Subject : 21MBA13 – Managerial Economics
Staff-in-Charge : Dr.John Rudholph Raj
Semester and Year : Odd Semester – 2022-2023

Course Objectives:

To introduce the concepts of scarcity and efficiency; to explain principles of micro economics relevant to managing an organization; to describe principles of macroeconomics to have the understanding of economic environment of business.

Course Outcomes:

1. To introduce the concepts of scarcity and efficiency.
2. To explain principles of microeconomics relevant to managing an organization.
3. To describe principles of macroeconomics.
4. To have the understanding of economic environment of business.
5. To study about the policies that regulates economic variables.

Week No.	Hour No.	Topic No. & Description
1	1	1 – Introduction Economics – The themes of economics
	2	2 – Scarcity and efficiency
	3	3 – Three fundamental economic problems
2	4	4 – Society's capability
	5	5 – Production possibility frontiers
	6	6 – Productive efficiency Vs Economic efficiency
3	7	7 – Economic growth and stability
	8	8 – Microeconomics & macroeconomics
	9	9 – The role of markets and governments
4	10	10 – Positive Vs negative externalities
	11	11 – Consumer and Producer behavior – Market – Demand and Supply
	12	12 – Determinants of Demand and Supply
5	13	13 – Market equilibrium
	14	14 – Elasticity of demand and supply
	15	15 – Consumer behaviour
6	16	16 – Consumer equilibrium
	17	17 – Approaches to consumerbehaviour
	18	18 – Production - Short-run and long-run Production Function
7	19	19 – Returns to scale - economies Vs diseconomies of scale

	20	20 – Analysis of cost
	21	21 – Short-run and long-run cost function
8	22	22 – Relation between Production and cost function
	23	23 – Product market
	24	24 – perfect and imperfect market
9	25	25 – different market structures
	26	26 – Firm‘s equilibrium and supply
	27	27 – Market efficiency - Economic costs of imperfect competition
10	28	28 – factor market - Land, Labour and capital
	29	29 – Demand and supply - determination of factor price
	30	30 – Interaction of product and factor market
11	31	31 – General equilibrium and efficiency of competitive markets
	32	32 – Macro-economic aggregates - circular flow of macroeconomic activity
	33	33 – National income determination
12	34	34 – Aggregate demand and supply - Macroeconomic equilibrium
	35	35 – Components of aggregate demand and national income - multiplier effect
	36	36 – Demand side management - Fiscal policy in theory
13	37	37 – Short-run and Long-run supply curve - Unemployment and its impact - Okun‘s law
	38	38 – Inflation and the impact - reasons for inflation
	39	39 – Demand Vs Supply factors
14	40	40 – Inflation Vs Unemployment tradeoff - Phillips curve
	41	41 – short- run and long-run - Supply side Policy and management
	42	42 – Money market - Demand and supply of money
15	43	43 – market equilibriumand national income
	44	44 – the role of monetary policy
	45	45 – Case Study discussion

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1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi,2011
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 7th edition, 2008.
3. N. Gregory Mankiw, Principles of Economics, 8th edition, Thomson learning, NewDelhi,2017.
4. Richard Lipsey and Alec Chrystal, Economics, 13th edition, Oxford, University Press,New Delhi,2015.
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6. Panneerselvam. R, Engineering Economics, 2 nd Edition, PHI Learning, 2014.

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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : I MBA
Subject : 21MBA24 – Opetrations Management
Staff-in-Charge : Dr.M.Senthil / Dr.T.Sathya Priya
Semester and Year : Even Semester – 2022-2023

Course Objectives:

To provide a broad introduction to the field of operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.

Course Outcomes:

1. Understanding of the evolution of operations management practices and world class manufacturing processes
2. Knowledge about capacity planning, strategic sourcing and procurement in organizations
3. Enhances the understanding of product development and design process.
4. Ability to forecast demand and overcome bottlenecks.
5. Provides insight to Quality management tools and practices.

Week No.	Hour No.	Topic No. & Description
1	1	1 – Operations Management – Nature, Importance, historical development
	2	2 – Transformation processes, differences between services and goods
	3	3 – A system perspective, functions, challenges
2	4	4 – Current priorities, recent trends
	5	5 – Operations Strategy – Strategic fit, framework
	6	6 – Productivity; World-class manufacturing practices
3	7	7 – Capacity Planning – Long range, Types
	8	8 – Developing capacity alternatives
	9	9 – Tools for capacity planning
4	10	10 – Facility Location – Theories, Steps in Selection
	11	11 – Location Models
	12	12 – Sourcing and procurement - Strategic sourcing
5	13	13 – Make or buy decision
	14	14 – Procurement process
	15	15 – Managing vendors
6	16	16 – Demand Forecasting – Need, Types
	17	17 – Product Design - Criteria, Approaches

	18	18 – Product development process
7	19	19 – Stage-gate approach
	20	20 – Tools for efficient development
	21	21 – Process - design, strategy
8	22	22 – Types, analysis
	23	23 – Facility Layout – Principles
	24	24 – Types
9	25	25 – Planning tools and techniques
	26	26 – Objectives and Steps – Demand Forecasting
	27	27 – Overview of Qualitative and Quantitative methods
10	28	28 – Operations planning
	29	29 – Resource planning
	30	30 – Inventory Planning and Control
11	31	31 – Operations Scheduling
	32	32 – Theory of constraints
	33	33 – Bottlenecks, capacity constrained resources
12	34	34 – Synchronous manufacturing
	35	35 – Definitions of quality
	36	36 – The Quality revolution
13	37	37 – Quality gurus
	38	38 – TQM philosophies
	39	39 – Quality management tools
14	40	40 – Certification and awards
	41	41 – Lean Management
	42	42 – Philosophy of Lean Management
15	43	43 – Elements of JIT manufacturing
	44	44 – Elements of JIT manufacturing
	45	45 – Six sigma

Reference Books

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Operations and Supply Chain Management, McGraw Hill Education (India) Pvt. Ltd, 14th Edition,2014.
2. Mahadevan B, Operations management: Theory and practice. Pearson Education India; 2015.
3. William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition,2009.
4. Russel and Taylor, Operations Management, Wiley, 5th Edition,2006.
5. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 9th edition,2015.
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7. Panneerselvam R, Production and Operations Management, 3rd Edition, PHI Learning, 2012.

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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : I MBA
Subject : 21MBAL28 – Rural Community Engagement
Staff-in-Charge : Dr.T.Sathya Priya
Semester and Year : Even Semester – 2022-2023

Course Objectives:

- To provide practical opportunities for students to participate in rural community mobilization, service engagement and empowerment activities
- To promote preparation of strategies for building resilience and community responding system in nutrition including water, food safety and healthcare
- To orient the students into Village Development Plans and handling susceptibility of rural communities to impending emergencies arising out of natural and manmade disasters, climate variability

Course Outcomes:

1. Understand the social, economic, political and cultural framework of the rural society.
2. Address the challenges with suitable solutions in the identified rural issues.
3. Engage in rural community development programmes.
4. Ability to create community awareness on health and hygiene and disaster management.
5. Knowledge on establishing professional intervention.

Week No.	Hour No.	Topic No. & Description
1	1	1 - Introduction to Rural Community Engagement
	2	
	3	2 - Discussion on the importance of role of students in rural community engagement
	4	
2	5	3 - Discussion on NGO to carry out field work
	6	
	7	4 – Dynamics of Rural Society
	8	
3	9	5 - Community Goal Setting
	10	
	11	6 – Presentation of field work by the students
	12	
4	13	7 – Participatory Learning and Social Mapping
	14	
	15	8 - Field work Presentation
	16	
5	17	9 – Village Development
	18	
	19	10 – Field work Presentation
	20	

6	21	11 – Resource Mapping
	22	
	23	12 – Field work Presentation
	24	
7	25	13 – Rural Institutions
	26	
	27	14 - Field work Presentation
	28	
8	29	15 – Community Awareness
	30	
	31	16 - Partnership with Public, Private and Non-governmental organizations
	32	
9	33	17 - Field work Presentation
	34	
	35	18 - Disaster Management
	36	
10	37	19 - Field work Presentation
	38	
	39	20 – Professional Intervention
	40	
11	41	21 - Field work Presentation
	42	
	43	22 – Social and Economic Dimensions of Rural Society
	44	
12	45	23 - Field work Presentation
	46	
	47	24 – Cultural dynamics of rural society
	48	
13	49	25 - Field work Presentation
	50	
	51	26 – Approaches and methods of Participatory Learning and Social Mapping
	52	
14	53	27 - Field work Presentation
	54	
	55	28 – Community Project Proposal and Project Management
	56	
15	57	29 – Engagement with School/Street/Health care/Panchayat/SHGs
	58	
	59	30 – Final Presentation
	60	

Reference Books

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Operations and Supply Chain Management, McGraw Hill Education (India) Pvt. Ltd, 14th Edition,2014.
2. Mahadevan B, Operations management: Theory and practice. Pearson Education India; 2015.
3. William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition,2009.
4. Russel and Taylor, Operations Management, Wiley, 5th Edition,2006.
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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : II MBA
Subject : 21MBAE40 – Strategic Human Resource Management
Staff-in-Charge : Dr.T.Sathya Priya
Semester and Year : Odd Semester – 2022-2023

Course Objectives:

To have a basic understanding about the transformation in the role of HR functions from being a support function to strategic function.

Course Outcomes:

1. Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems.
2. Appreciate SHRM in the context of changing forms of organisation and will have a better understanding of the tools and techniques used by organizations to meet current challenges.
3. To be more sensitive to cross-cultural issues and understanding of international approaches to dealing with people in organisations.
4. Providing an overview of the counseling and coaching processes and techniques. Developing alternative approach to dealing with problem situations in organisations.
5. Understand the career development theories and models and gain necessary self- insight, skills and techniques to become effective HR managers.

Week No.	Hour No.	Topic No. & Description
1	1	1 – Introduction to HRM & the Strategic HRM
	2	2 – Models of SHRM
	3	3 – Strategic HRM Vs Traditional HRM
2	4	4 – Barriers to Strategic HR
	5	5 – Adopting an Investment Perspective
	6	6 – Understanding and Measuring Human capital
3	7	7 – Human side of corporate strategies
	8	8 – strategic work redesign
	9	9 – Strategic Capability and Bench Marking
4	10	10 –Human Resource Development - Introduction
	11	11 – Strategic framework for HRM and HRD - Vision, Mission and Values,

		Importance of Strategic framework
	12	12 – Challenges to Organisations, Functions of HRD
5	13	13 – Roles of HRD Professionals
	14	14 – HRD Needs Assessment, HRD practices
	15	15 – Measures of HRD performance
6	16	16 – Links to HR, Strategy and Business Goals
	17	17 – HRD Program Implementation and Evaluation - Recent trends
	18	18 – HRD Audit
7	19	19 – Introduction to E-HRM
	20	20 – e- Employee profile
	21	21 – e- selection and recruitment
8	22	22 – Virtual learning and Orientation
	23	23 – e - training and development
	24	24 – e-learning strategies
9	25	25 – e- Performance management and Compensation design
	26	26 – Use of mobile applications in HR functions, Development and Implementation of HRIS
	27	27 – Designing HR portals - Issues in employee privacy & Employee surveys online
10	28	28 – Introduction to Career and Competency Development - Career Concepts, Roles & Career stages
	29	29 – Career planning and Process
	30	30 – Career development Models
11	31	31 – Career Motivation and Enrichment
	32	32 – Managing Career plateaus
	33	33 – Designing Effective Career Development Systems
12	34	34 – Competencies and Career Management
	35	35 – Competency Mapping Models
	36	36 – Equity and Competency based Compensation
13	37	37 – Introduction to Employee Coaching & Counseling - Need for Coaching
	38	38 – Role of HR in coaching, Coaching and Performance
	39	39 – Skills forEffective Coaching
14	40	40 – Coaching Effectiveness -
	41	41 – Need for Counseling
	42	42 – Role of HR in Counseling
15	43	43 – Components of Counseling Programs
	44	44 – Counseling Effectiveness
	45	45 – Employee Health and Welfare Programs

Reference Books

1. Randy L. Desimone, Jon M. Werner – David M. Mathis, Human Resource Development,Cengage Learning, 7th Edition, 2016.
2. Jeffrey A Mello, Strategic Human Resource Management, Cengage Learning, 3rd edition,2011.
3. Paul Boselie. Strategic Human Resource Management. Tata McGraw Hill.2011
4. Robert L. Mathis and John H. Jackson, Human Resource Management, Cengage Learning,2007.
5. Pulak Das. Strategic Human Resource Management- A Resource Driven Perspective-Cengage Learning 4th Indian Reprint; 2013.
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7. Randall S Schuler and Susan E Jackson. Strategic Human Resource Management.Wiley Publications; 2007.

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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : I MBA
Subject : 21MBAV01 - Advanced Excel Applications
Staff-in-Charge : Dr. A. G. Sudha
Semester and Year : Even Semester - 2022-2023

Course Outcome:

Students will be able to understand all the advanced excel applications

Week No.	Hour No.	Topic & Description
1	1	What IF analysis
2	2	Logical Functions
3	3	Logical Functions
4	4	Data Validation
5	5	Data Validation
6	6	Lookup Functions
7	7	Lookup Functions
8	8	Pivot Tables
9	9	Pivot Tables
10	10	Charts and Slicers
11	11	Charts and Slicers
12	12	Excel Dashboard
13	13	Excel Dashboard
14	14	VBA Macro
15	15	VBA Macro

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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : I MBA
Subject : 21MBA23 - Human Resource Management
Staff-in-Charge : Dr. A. G. Sudha
Semester and Year : Even Semester - 2022-2023

Course Objectives:

To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

Course Outcomes:

1. Students would have gained knowledge on the various aspects of HRM
2. Students will gain knowledge needed for success as a human resource professional.
3. Students will develop the skills needed for a successful HR manager
4. Students would be prepared to implement the concepts learned in the workplace.
5. Students would be aware of the emerging concepts in the field of HRM

Week No.	Hour No.	Topic No. & Description
1	1	Overview of the Subject
	2	**PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT**
	3	Evolution of human resource management
2	4	The importance of the human capital
	5	Role of human resource manager
	6	Challenges for human resource managers
3	7	Trends in Human resource policies
	8	Computer applications in human resource management
	9	Human resource accounting and audit
4	10	**HUMAN RESOURCE PLANNING AND RECRUITMENT**
	11	Importance of Human Resource Planning
	12	Forecasting human resource requirement
5	13	Matching supply and demand
	14	Internal and External sources
	15	Organizational Attraction
6	16	Recruitment - Theories, Methods and Process
	17	Selection - Theories, Methods and Process
	18	Induction and Socialization- Theories, Methods and Process

Week No.	Hour No.	Topic No. & Description
7	19	**TRAINING AND DEVELOPMENT**
	20	Types of training methods
	21	Purpose of Training
8	22	Benefits of Training
	23	Resistance
	24	Executive development programme
9	25	Common practices of EDP - Benefits
	26	Self-development
	27	Knowledge management
10	28	**EMPLOYEE ENGAGEMENT**
	29	Compensation plan – Reward
	30	Motivation – Application of theories of motivation
11	31	Career management
	32	Mentoring
	33	Development of mentor – Protégé relationships
12	34	Job Satisfaction
	35	Employee Engagement
	36	Organizational Citizenship Behavior: Theories, Models
13	37	**PERFORMANCE EVALUATION AND CONTROL**
	38	Method of performance evaluation –
	39	Feedback – Industry practices
14	40	Promotion, Demotion, Transfer and Separation
	41	Implication of job change
	42	The control process – Importance
15	43	The control process – Methods
	44	Requirement of effective control systems grievances - Causes - Implications
	45	Redressal methods

Reference Books

1. Gary Dessler and Biju Varkkey, Human Resource Management, 14th Edition, Pearson Education Limited, 2015.
2. David A. Decenzo, Stephen P Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student Edition, 11th Edition, 2014.
3. Luis R Gomez-Mejia, David B Balkin, Robert L Cardy, Managing Human Resource. PHI Learning, 2012
4. Bernadin , Human Resource Management ,Tata Mcgraw Hill,8th edition, 2012.
5. Wayne Cascio, Managing Human Resource, McGraw Hill,2015.
6. Ivancevich, Human Resource Management, McGraw Hill, 2012.
7. Uday Kumar Haldar, Juthika Sarkar, Human Resource management. Oxford, 2012 12th Edition, 2012.

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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : II MBA
Subject : 21MBA31 – Strategic Management
Staff-in-Charge : Dr. M. Senthil / Dr. A. G. Sudha
Semester and Year : Odd Semester – 2022-2023

Course Objectives:

1. To learn the major initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, and to equip with skills required to manage business and non-business organizations at senior levels. The course adopts a functional approach to management developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

Course Outcomes:

1. Ability to understand the Strategic management process and social responsibility of business organizations.
2. In-depth understanding about the need for developing competitive advantage for organizations.
3. Provides insights into various corporate and business level strategies.
4. Facilitates to identify the various control systems required for organizational strategy implementation process.
5. Enhances the cognitive knowledge about various strategic issues and development of new business models.

Week No.	Hour No.	Topic No. & Description
1	1	Strategy and Process
	2	Conceptual framework for strategic management
	3	The Concept of Strategy
2	4	The Strategy Formation Process
	5	Stakeholders in business
	6	Vision, Mission and Purpose - Business definition
3	7	Objectives and Goals
	8	Corporate Governance

	9	Social responsibility - case study
4	10	Competitive Advantage
	11	External Environment
	12	Porter‘s Five Forces Model
5	13	Strategic Groups - Competitive Changes during Industry Evolution
	14	Globalisation and Industry Structure - National Context and Competitive advantage
	15	Resources - Capabilities and Competencies
6	16	Core competencies - Low cost and differentiation
	17	Generic Building Blocks of Competitive Advantage - Distinctive Competencies - Resources and Capabilities durability of competitive Advantage
	18	Avoiding failures and sustaining competitive advantage - Case study
7	19	Strategies - The generic strategic alternatives
	20	Stability, Expansion, Retrenchment and Combination strategies
	21	Business level strategy - Strategy in the Global Environment
8	22	Corporate Strategy - Vertical Integration, Diversification and Strategic Alliances
	23	Building and Restructuring the corporation
	24	Strategic analysis and choice – Managing Growth - Environmental Threat and Opportunity Profile (ETOP)
9	25	Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis
	26	GAP Analysis - Mc Kinsey's 7s Framework
	27	GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card
10	28	Strategy Implementation & Evaluation
	29	The implementation process
	30	Resource allocation
11	31	Designing organisational structure
	32	Designing Strategic Control Systems
	33	Matching structure and control to strategy
12	34	Implementing Strategic change
	35	Politics - Power and Conflict
	36	Techniques of strategic evaluation & control - Case Study
13	37	Managing Technology and Innovation
	38	Strategic issues for Non Profit organisations
	39	Business Models and strategies for Internet Economy - case study
14	40	Challenges in Strategic Management: Introduction, Strategic Management as an Organisational Force

	41	Dealing with Strategic Management in Various Situations, Strategic Management Implications and Challenges
	42	Recent Trends in Strategic Management: Introduction, Strategic Thinking
15	43	Organisational Culture and its Significance
	44	Organisational Development and Change, Change Management
	45	Strategic management in a new Globalised economy

Reference Books

1. Hill. Strategic Management: An Integrated approach, 2009 Edition, Wiley, (2012).
2. John A Parnell. Strategic Management, Theory and practice Biztantra, (2012).
3. Azhar Kazmi, Strategic Management and Business Policy, 3rd Ed., Tata McGraw Hill, 2008
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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : II MBA
Subject : 21MBAE44 - Organizational Design, Change and Development
Staff-in-Charge : Dr. A. G. Sudha
Semester and Year : Odd Semester - 2022-2023

Course Objectives:

1. To help the students to gain knowledge about the concepts of change management and to acquire the skills required to manage any change effectively.
2. To understand the concept and techniques of OD and to enable the skills for the application of OD in organizations.

Course Outcomes:

The student gets to learn about

1. The fundamentals of organizational design and structure
2. Change process, types, and models of change in organizations
3. The fundamentals of organizational development
4. Organizational development Interventions
5. Organizational evolution and sustenance

Week No.	Hour No.	Topic No. & Description
1	1	Organizational Design
	2	Determinants - Components
	3	Basic Challenges of design - Differentiation, Integration
2	4	Centralization, Decentralization
	5	Standardization, Mutual adjustment
	6	Mechanistic and Organic Structures
3	7	Technological Impacts on Design
	8	Environmental Impacts on Design
	9	Importance of Design - Success and Failures in design
4	10	Organizational Change - Meaning
	11	Nature, Forces for change
	12	Change agents - Change process
5	13	Types and forms of change
	14	Models of change - Resistance to change
	15	Individual factors – Organizational factors
6	16	Techniques to overcome change

	17	Change programs
	18	Job redesign
7	19	Organizational Development - Introduction
	20	Evolution
	21	Basic values and assumptions
8	22	Foundations of OD
	23	Process of OD
	24	Managing the phases of OD
9	25	Organizational diagnosis - Process-stages
	26	Techniques - Questionnaire, interview, workshop, task - force - collecting, analyzing
	27	Feedback of diagnostic information
10	28	OD Intervention
	29	Human process interventions
	30	Individual, group and inter-group human relations
11	31	Structure and technological interventions
	32	Strategy interventions
	33	Sensitivity training
12	34	Survey feedback, Process consultation
	35	Team building
	36	Inter-group development
13	37	Organizational Evolution and Sustenance
	38	Organizational life cycle
	39	Models of transformation
14	40	Models of Organizational Decision making
	41	Organizational Learning
	42	Innovation
15	43	Intrapreneurship and Creativity
	44	HR implications
	45	Case Study

Reference Books

1. French & Bell: Organisational Development, McGraw-Hill, 2005
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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : II MBA
Subject : 21MBAE62 – Social Media Web Analytics
Staff-in-Charge : Dr. A. G. Sudha
Semester and Year : Odd Semester – 2022-2023

Course Objectives:

1. To showcase the opportunities that exist today to leverage the power of the web and social media

Course Outcomes:

1. The students will be able to enhance the social media skills.
2. The students will be able to develop a mass communication strategy and guide campaigns.
3. To get an idea of social media policies.
4. Understand the fundamentals and concepts of web analytics.
5. How to effectively use the resulting insights to support website design decisions, campaign optimisation, search analytics, etc.

Week No.	Hour No.	Topic No. & Description
1	1	Introduction - Evolution of online communities
	2	History and Evolution of Social Media
	3	Social Media vs. traditional media
2	4	Social Media Audience and Goals for using Social Media
	5	Understanding Social Media: Strong and weak ties
	6	Influencers
3	7	How ideas travel – Viralness
	8	Social theory and social media
	9	Technological determinism in popular discourse on social media technologies
4	10	Community Building and Management
	11	Science of Social Media
	12	Keys to Community Building
5	13	Promoting Social Media Pages
	14	Linking Social Media Accounts
	15	The Viral Impact of Social Media
6	16	Digital PR - Encourage Positive Chatter in Social Media

	17	Identity in social media: formation of identities, communities, activist movements, and consumer markets
	18	Social Media as business
7	19	Social Media Policies and Measurements
	20	Social Media Policies - Etiquette, Privacy
	21	Ethical problems posed by emerging social media technologies
8	22	The road ahead in social media
	23	The Basics of Tracking Social Media
	24	Social media analytics
9	25	Insights Gained From Social Media
	26	Customized Campaign Performance Reports
	27	Observations of social media use
10	28	Web Analytics - Present and Future
	29	Web Analytics - Data Collection
	30	Web Analytics - Importance and Options
11	31	Overview of Qualitative Analysis
	32	Business Analysis
	33	KPI and Planning
12	34	Critical Components of a Successful Web Analytics Strategy
	35	Web Analytics Fundamentals, Concepts, Proposals & Reports
	36	Web Data Analysis
13	37	Search Analytics
	38	Search engine optimization (SEO)
	39	Non-linear media consumption
14	40	User engagement, user generated content
	41	Web traffic analysis, navigation, usability
	42	Eye tracking, online security, online ethics
15	43	Content management system, data visualization
	44	RSS feeds, Mobile platforms, User centered design
	45	Understanding search behaviors

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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : II MBA
Subject : 21MBAE67 – Talent Acquisition and Management
Staff-in-Charge : Dr. A. G. Sudha
Semester and Year : Odd Semester - 2022-2023

Course Objectives:

- Orient management students on the fundamentals of employee recruitment and selection.
- Provide contemporary knowledge of the theoretical concepts of employee recruitment and selection.
- Present latest knowledge of the applications and issues related to employee recruitment and selection.

Week No.	Hour No.	Topic No. & Description
1	1	Recruitment and Selection Process
	2	Workforce planning
	3	Workforce Assessment
2	4	Employee life cycle
	5	Organizational need assessment
	6	Job Design - Job & Job Families - Position - occupation
3	7	Recruitment analytics
	8	Causes of bad recruitment, metrics of effective recruitment
	9	Yield pyramid ratio
4	10	Recruitment Analysis and Sources of Recruitment
	11	Motivational Job Specification
	12	Functional Specification – process
5	13	DOT/O*Net
	14	Job Description - Job Element Analysis - Identify job competencies
	15	Behavioural Specification
6	16	Quan Competence Framework
	17	Screening, Sourcing and shortlisting - 4S Model
	18	Sources of recruitment, internal and external recruitment methods
7	19	Tools and Techniques in Recruitment Process
	20	Assessment techniques in recruitment process

	21	Interview techniques
8	22	Motivational, behavioural & functional
	23	Behavioural Even Interview process
	24	Key Interviewer skills
9	25	Non – Interview methods
	26	Knowledge Based Filtering - Skill Based Filtering
	27	Attitudinal or Potential Based Filtering
10	28	Talent Management Strategies
	29	Selection and reference check - Making the selection decision
	30	Evaluation methods
11	31	The Ranking Systems - Checklist Scales
	32	Behaviour Anchored Rating Scale (BARS)
	33	Checking references and checking scales
12	34	Reliability and validity of selection instruments
	35	Nepotism
	36	Ongoing Recruitment and Selection Issues
13	37	Use of Technology in Recruitment and Selection
	38	Future of recruitment and selection
	39	AI for Recruiting
14	40	Use of Online Communication Tools
	41	Video Interviews
	42	Mobile recruitment
15	43	Gamification in Recruitment
	44	Predictive analytics and use of NLP in recruitment
	45	Case Study

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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : II MBA
Subject : 21MBAE15 – Financial Modelling
Staff-in-Charge : Dr. S. Gokul Kumar
Semester and Year : Odd Semester – 2022-2023

Course Objectives:

1. Making students to build financial models by including various fields of study viz Financial Management and Derivatives.

Course Outcomes:

1. Develop fast, efficient and accurate excel skills.
2. Design and construct useful and robust financial modeling applications.
3. Recognize efficient financial budgeting and forecasting techniques.
4. Familiarise the students with the valuation modelling of securities.
5. The course establishes the platform for students to develop various portfolio models.

Week No.	Hour No.	Topic No. & Description
1	1	1 – Introduction to Financial Modelling
	2	2 – Need for Financial Modelling
	3	3 – Steps for Effective Financial Modelling
2	4	4 – Introduction to Time Value of Money & Lookup Array Functions
	5	5 – FV, PV, PMT and RATE
	6	6 – NPER, Vlookup, Hlookup, IF and Countif
3	7	7 – Time Value of Money Models
	8	8 – EMI with Single & Two Interest Rates
	9	9 – Loan Amortisation Modelling
4	10	10 – Debenture Redemption Modelling
	11	11 – Bond Valuation
	12	12 – Yield to Maturity (YTM)
5	13	13 – Rate Method Vs IRR Method
	14	14 – Flexi Bond YTM Modelling
	15	15 – Strip Bond YTM Modelling

6	16	16 – Bond Redemption Modelling
	17	17 – Equity Share Valuation
	18	18 – Multiple Growth Rate Valuation Modelling With Growth Rates
7	19	19 – Multiple Growth Rate Valuation Modelling Without Growth Rates
	20	20 – Corporate Financial Modelling
	21	21 – Alt Man Z score Bankruptcy Modelling
8	22	22 – Indifference Point Modelling
	23	23 – Financial Break-Even Modelling
	24	24 – Corporate Valuation Modelling (Two Stage Growth)
9	25	25 – Business Modelling for Capital Budgeting Evaluation
	26	26 – Payback Period Method
	27	27 – Net Present Value Method
10	28	28 – Internal Rate of Return Method
	29	29 – Modified Internal Rate of Return Method
	30	30 – Portfolio Modelling
11	31	31 – Risk
	32	32 – Beta
	33	33 – Annualised Return
12	34	34 – Security Market Line Modelling
	35	35 – Portfolio Risk Calculation (Equal Proportions)
	36	36 – Portfolio Risk Optimisation (Varying Proportions)
13	37	37 – Portfolio Construction Modelling
	38	38 – Derivate Modelling
	39	39 – Option Pay-Off Modelling
14	40	40 – Long Call
	41	41 – Short Call
	42	42 – Put Options
15	43	43 – Option Pricing Modelling
	44	44 – B-S Model
	45	45 – Optimal Hedge Contract Modelling

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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : II MBA
Subject : 21MBAE11 – Security Analysis and Portfolio Management
Staff-in-Charge : Dr. S. Gokul Kumar
Semester and Year : Odd Semester – 2022-2023

Course Objectives:

1. Understand the nuances of stock market operations.
2. Understand the techniques involved in deciding upon purchase or sale of securities.

Course Outcomes:

1. Understand the concept of investment and identify the investment alternatives to investors.
2. Learn the nuances of fundamental analyses and technical analyses.
3. Analyse and evaluate the value of securities.
4. Explain how to construct an efficient portfolio.
5. Explore the various methods through which portfolio evaluation could be done.

Week No.	Hour No.	Topic No. & Description
1	1	1 – Financial and Economic Meaning of Investment
	2	2 – Characteristics and Objectives of Investment
	3	3 – Investment Process
2	4	4 – Types of Investment
	5	5 – Investment Alternatives
	6	6 – Choice and Evaluation
3	7	7 – Risk and Return Concepts
	8	8 – Valuation of Bonds and Stock
	9	9 – Economic Analysis
4	10	10 – Economic Forecasting and Stock Investment Decisions
	11	11 – Forecasting Techniques
	12	12 – Industry Analysis
5	13	13 – Industry Classification
	14	14 – Industry Life Cycle
	15	15 – Company Analysis

6	16	16 – Measuring Earnings
	17	17 – Forecasting Earnings
	18	18 – Applied Valuation Techniques
7	19	19 – Graham and Dodds Investor Ratios
	20	20 – Fundamental Analysis vs. Technical Analysis
	21	21 – Dow Theory
8	22	22 – Charting Methods
	23	23 – Chart Patterns Trend
	24	24 – Trend Reversals
9	25	25 – Market Indicators
	26	26 – Moving Average and Exponential Moving Average
	27	27 – Oscillators - RSI - ROC – MACD
10	28	28 – Efficient Market Theory and Forms of Market Efficiency
	29	29 – Weak, Semi-Strong, Strong Form
	30	30 – Empirical Tests of Market Efficiency and its Application
11	31	31 – Portfolio Analysis
	32	32 – Reduction of Portfolio Risk Through Diversification
	33	33 – Portfolio Risk
12	34	34 – Portfolio Selection
	35	35 – Feasible Set of Portfolios
	36	36 – Efficient Set and Markowitz Model
13	37	37 – Single Index Model
	38	38 – Construction of Optimum Portfolio
	39	39 – Multi-Index Model
14	40	40 – Capital Asset Pricing Model, Lending and Borrowing
	41	41 – CML, SML and Pricing with CAPM
	42	42 – Arbitrage Pricing Theory
15	43	43 – Portfolio Evaluation
	44	44 – Sharpe's Index, Treynor's Index and Jensen's Index
	45	45 – Mutual Funds and Portfolio Revision

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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : I MBA
Subject : 21MBAL18 – Indian Ethos and Business Ethics
Staff-in-Charge : Dr. R. Jayanthi and Dr. S. Gokul Kumar
Semester and Year : Odd Semester – 2022-2023

Course Objectives:

1. To enable the learners in understanding of the basic concepts of Indian Ethos and familiarise about ethical behaviour and value systems at work.
2. To enable the learners to have exposure on business ethics and ethical business perspectives.

Course Outcomes:

1. The learners are able to apply the basic concepts of Indian ethos and value systems at work.
2. The learners can handle issues of business ethics and offer solutions in ethical perspectives.
3. The learners are professionally efficient and skillful in value systems and culture.
4. The learners are capable in ethically manage business towards well-being of the society.
5. The learners can be socially effective in undertaking business responsibilities.

Week No.	Hour No.	Topic No. & Description
1	1	1 – Indian Ethos
	2	2 – Personality Development
	3	3 – Work Ethos
	4	4 – Values for Professional Managers
2	5	5 – Indian Values
	6	6 – Value Systems
	7	7 – Wisdom for Modern Managers
	8	8 – Management Lessons from the Vedas, Puranas and Indian Religions

3	9	9 – Spirituality in Business Management
	10	10 – Individual Culture and Ethics
	11	11 – Ethical Codes of Conduct and Value Systems
	12	12 – Loyalty
4	13	13 – Ethical Behavior
	14	14 – Ethical Business Issues and Solutions
	15	15 – Social Responsibilities of Business
	16	16 – Indian Ethos
5	17	17 – Personality Development
	18	18 – Work Ethos
	19	19 – Values for Professional Managers
	20	20 – Indian Values
6	21	21 – Value Systems
	22	22 – Wisdom for Modern Managers
	23	23 – Management Lessons from the Vedas, Puranas and Indian Religions
	24	24 – Spirituality in Business Management
7	25	25 – Individual Culture and Ethics
	26	26 – Ethical Codes of Conduct and Value Systems
	27	27 – Loyalty
	28	28 – Ethical Behavior
8	29	29 – Ethical Business Issues and Solutions
	30	30 – Social Responsibilities of Business
	31	31 – Indian Ethos
	32	32 – Personality Development
9	33	33 – Work Ethos
	34	34 – Values for Professional Managers
	35	35 – Indian Values
	36	36 – Value Systems
10	37	37 – Wisdom for Modern Managers
	38	38 – Management Lessons from the Vedas, Puranas and Indian Religions
	39	39 – Spirituality in Business Management
	40	40 – Individual Culture and Ethics
11	41	41 – Ethical Codes of Conduct and Value Systems
	42	42 – Loyalty
	43	43 – Ethical Behavior
	44	44 – Ethical Business Issues and Solutions

12	45	45 – Social Responsibilities of Business
	46	46 – Indian Ethos
	47	47 – Personality Development
	48	48 – Work Ethos
13	49	49 – Values for Professional Managers
	50	50 – Indian Values
	51	51 – Value Systems
	52	52 – Wisdom for Modern Managers
14	53	53 – Management Lessons from the Vedas, Puranas and Indian Religions
	54	54 – Spirituality in Business Management
	55	55 – Individual Culture and Ethics
	56	56 – Ethical Codes of Conduct and Value Systems
15	57	57 – Loyalty
	58	58 – Ethical Behavior
	59	59 – Ethical Business Issues and Solutions
	60	60 – Social Responsibilities of Business

Note:

1. The topics given above are the list of topics suggested for preparation and presentation by students twice during the semester.

2. This will be evaluated by the faculty member(s) handling the course and the final marks are consolidated at the end of the semester. No end semester examination is required for this course.

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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : I MBA
Subject : 21MBA14 – Accounting for Decision Making
Staff-in-Charge : Dr. S. Gokul Kumar
Semester and Year : Odd Semester – 2022-2023

Course Objectives:

1. Acquire a reasonable knowledge in accounts analysis and evaluate financial statements.

Course Outcomes:

1. A thorough grounding of financial accounting concepts.
2. Preparation of financial statement analysis.
3. Understand the management and cost accounting techniques.
4. Apply the management and cost accounting techniques for decision-making.
5. Assess the accountancy standards of practices in India.

Week No.	Hour No.	Topic No. & Description
1	1	1 – Introduction to Financial, Cost and Management Accounting
	2	2 – Generally Accepted Accounting Principles
	3	3 – Double Entry System
2	4	4 – Preparation of Journal
	5	5 – Preparation of Ledger
	6	6 – Preparation of Trial Balance
3	7	7 – Preparation of Final Accounts
	8	8 – Trading, Profit and Loss Account and Balance Sheet
	9	9 – Reading the Financial Statements
4	10	10 – Analysis of Financial Statements
	11	11 – Financial Ratio Analysis
	12	12 – Interpretation of Ratio for Financial Decisions
5	13	13 – Dupont Ratios
	14	14 – Comparative Statements
	15	15 – Common Size Statements
6	16	16 – Cash Flow (as per Accounting Standard 3)
	17	17 – Funds Flow Statement Analysis

	18	18 – Trend Analysis
7	19	19 – Cost Accounting
	20	20 – Cost Accounts
	21	21 – Classification of Costs
8	22	22 – Job Cost Sheet
	23	23 – Job Order Costing
	24	24 – Process Costing (Excluding Interdepartmental Transfers and Equivalent Production)
9	25	25 – Joint and By Product Costing
	26	26 – Activity Based Costing
	27	27 – Target Costing
10	28	28 – Marginal Costing and Profit Planning
	29	29 – Cost, Volume and Profit Analysis
	30	30 – Break-Even Analysis
11	31	31 – Decision-Making Problems
	32	32 – Make or Buy Decisions
	33	33 – Determination of Sales Mix
12	34	34 – Exploring New Markets
	35	35 – Add or Drop Products
	36	36 – Expand or Contract
13	37	37 – Budgeting and Variance Analysis
	38	38 – Budgetary Control
	39	39 – Sales and Production Budget
14	40	40 – Cash Flow, Fixed and Flexible budget
	41	41 – Standard costing
	42	42 – Variance Analysis (Excluding Overhead Costing)
15	43	43 – Variance Analysis (Excluding Overhead Costing)
	44	44 – Accounting Standards
	45	45 – Accounting Disclosure Practices in India

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2. M.Y. Khan & P.K. Jain, Management Accounting, Tata McGraw Hill, 8th Edition, 2018.
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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : I MBA
Subject : 21MBA22 – Financial Management
Staff-in-Charge : Dr. S. Gokul Kumar
Semester and Year : Even Semester – 2022-2023

Course Objectives:

1. Understand the operational nuances of a Finance Manager.
2. Comprehend the technique of making decisions related to finance functions.

Course Outcomes:

1. Identify the concepts of financial decision of an organisation.
2. Recognize the time value of money.
3. Learn the capital budgeting and cost of capital techniques.
4. Understand how to decide the decision of capital structure and distribution of dividend.
5. Assess the short-term and long-term sources of finance.

Week No.	Hour No.	Topic No. & Description
1	1	1 – Introduction to Finance, Financial Management
	2	2 – Nature, Scope and Functions of Finance
	3	3 – Organization of Financial Functions
2	4	4 – Objectives of Financial Management
	5	5 – Major Financial Decisions
	6	6 – Time Value of Money
3	7	7 – Features and Valuation of Shares and Bonds
	8	8 – Concept of Risk and Return
	9	9 – Single Asset and of a Portfolio
4	10	10 – Capital Budgeting
	11	11 – Principles and Techniques
	12	12 – Nature of Capital Budgeting
5	13	13 – Identifying Relevant Cash Flows
	14	14 – Evaluation Techniques: Payback, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index
	15	15 – Comparison of DCF Techniques

6	16	16 – Concept and Measurement of Cost of Capital
	17	17 – Specific Cost of Capital
	18	18 – Overall Cost of Capital
7	19	19 – Leverages: Operating and Financial Leverage
	20	20 – Measurement of Leverages, Degree of Operating & Financial Leverage
	21	21 – Combined Leverage, EBIT – EPS Analysis
8	22	22 – Indifference Point
	23	23 – Capital Structure – Theories – Net Income Approach, Net Operating Income Approach, MM Approach
	24	24 – Determinants of Capital Structure
9	25	25 – Dividend Decision: Issues in Dividend Decisions
	26	26 – Importance, Relevance & Irrelevance Theories
	27	27 – Factors Determining Dividend Policy, Types of Dividend Policies, Forms of Dividend
10	28	28 – Principles of Working Capital
	29	29 – Concepts, Needs, Determinants
	30	30 – Issues and Estimation of Working Capital
11	31	31 – Receivables Management
	32	32 – Inventory Management
	33	33 – Cash Management
12	34	34 – Working Capital Finance
	35	35 – Commercial Paper, Company Deposit
	36	36 – Trade Credit, Bank Finance
13	37	37 – Long-Term Sources of Finance
	38	38 – Indian Capital Market
	39	39 – New Issues Market
14	40	40 – Secondary Market
	41	41 – Long-Term Finance: Shares, Debentures & Term Loans
	42	42 – Lease
15	43	43 – Hire-Purchase
	44	44 – Venture Capital Financing
	45	45 – Private Equity

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COIMBATORE INSTITUTE OF TECHNOLOGY

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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : II MBA
Subject : 21MBA32– International Business
Staff-in-Charge : Dr. John R. Raj
Semester and Year : Odd Semester – 2022-2023

Course Objectives:

1.To understand and to assess the importance of international business, its main activities and stakeholders and discuss their roles in a globalized economy.

Course Outcomes:

1.An introduction to international business and its frameworks.

2.The environment of international business in politics, culture, trade, and finance.

3.International business strategies and national competitiveness.

4.Functional area strategies production, marketing, human resources, political risk and negotiation, and international financial management.

5.Regional strategies in Emerging Markets and China.

Week No.	Hour No.	Topic No. & Description
1	1	1 –An Introduction to International Business
	2	2 – Globalization, Technology & Innovation
	3	5 – Multinational Enterprises & Foreign Direct Investment
2	4	4 – General Frameworks in International Business
	5	5 - Firm Specific Assets (FSA) / Country Specific Assets (CSA) Matrix
	6	6 – Small and Medium Enterprises
3	7	7 – Multinational Enterprises and National Competitiveness
	8	8 – Resource Based View and VRIO Framework
	9	9 – Dynamic Capabilities
4	10	10 – International Politics
	11	11 – Government Business Cooperation
	12	12 – Economic Integration
5	13	13 – International Culture
	14	14 – Cross Cultural Management

	15	15 – Culture Embodied in National Institutions
6	16	16 – International Trade Theory
	17	17 – Barriers to Trade
	18	18 – Multinational Enterprises & Financial Institutions
7	19	19 – International Finance
	20	20 – Foreign Exchange Markets
	21	21 – International Monetary Fund
8	22	22 – Multinational Strategy
	23	23 – Strategy Formulation
	24	24 – Strategy Implementation, Control & Evaluation
9	25	25 – Organizing Strategy
	26	26 – Organization Structures
	27	27 – Analyzing Key Structural Variables
10	28	28 – Corporate Strategies
	29	29 – National Competitiveness
	30	30 – Integration & Responsibilities
11	31	31 – Production Strategies
	32	32 – Research, Development, and Innovation
	33	33 – International Logistics
12	34	34 – International Market Assessment
	35	35 – Product Strategies
	36	36 – Promotion, Pricing, and Place Strategies
13	37	37 – Human Resource Management
	38	38 – Training & Development
	39	39 – Compensation & Labor Relations
14	40	40 – Political Risk
	41	41 – Negotiation Strategy
	42	42 – International Financial Markets
15	43	43 – Regional Strategies
	44	44 – Emerging Markets - India
	45	45 – Emerging Markets - China

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2. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGraw Hill, New Delhi, 2010.
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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : I MBA
Subject : 21MBA11– Statistics for Management
Staff-in-Charge : Dr. John R. Raj
Semester and Year : Odd Semester – 2022-2023

Course Objective:

1.To understand and to assess the importance of statistical techniques and its application in a business setting to arrive at business decisions.

Course Outcomes:

1.To compute optimal solutions in business decision-making

2.To assess and evaluate the business results

3.To understand and solve business problems

4.To develop an analytical skill-set that is in demand in both the research and business environments

5.To enable the students to apply statistical techniques in a work setting

Week No.	Hour No.	Topic No. & Description
1	1	1 –Defining and Collecting Data
	2	2 – Defining Variables
	3	5 – Measurement Scales
2	4	4 – Organizing and Visualizing Variables
	5	5 - Numerical Variables
	6	6 – Categorical Variables
3	7	7 – Numerical Descriptive Measures
	8	8 – Measures of Central Tendency
	9	9 – Measures of Variation and Shape
4	10	10 – Basic Probability Concepts
	11	11 – Simple Probability & Joint Probability
	12	12 – Conditional Probability
5	13	13 – Discrete Probability Distributions
	14	14 – Binomial Distribution
	15	15 – Poisson Distribution

6	16	16 – Normal Distribution and Other Distributions
	17	17 – Continuous Probability Distribution
	18	18 –Uniform Probability Distribution
7	19	19 – Sampling Distributions
	20	20 – Sampling Distribution of the Mean
	21	21 – Sampling Distribution of the Proportion
8	22	22 – Confidence Interval Estimation
	23	23 – Confidence Interval Estimate for the Mean (Population Standard Deviation Known)
	24	24 – Confidence Interval Estimate for the Mean (Population Standard Deviation Unknown)
9	25	25 – Confidence Interval Estimate for the Proportion
	26	26 – Determining Sample Size
	27	27 – Confidence Interval Estimates and Ethical Issues
10	28	28 – Fundamentals of Hypothesis Testing
	29	29 – One Sample Test - t Test of Hypothesis for the Mean
	30	30 – One Tail Tests
11	31	31 – Z Test of Hypothesis for the Proportion
	32	32 – Testing Pitfalls and Ethical Issues
	33	33 – Power of the Test
12	34	34 – Two Sample Tests
	35	35 – Comparing the Means of Two Independent Populations
	36	36 – Comparing the Means of Two Related Populations
13	37	37 – Chi - Square and Nonparametric Tests
	38	38 – Difference Between Two Proportions
	39	39 – Difference Among More Than Two Proportions
14	40	40 – Test of Independence
	41	41 – Wilcoxon Rank Sum Test
	42	42 – Krukal-Wallis Rank Test
15	43	43 – Simple Linear Regression
	44	44 – Multiple Linear Regression
	45	45 – Potential Pitfalls in Regression

Reference Books

1. David M. Levine, David M. Stephan, & Kathryn A. Szabat, Statistics for Managers, Pearson Education, 9th Edition, 2021.
2. Prem. S. Mann, Introductory Statistics, Wiley Publications, 9th Edition,2015.
3. T N Srivastava and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 3rd Edition, 2017.
4. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition,2012.

5. David R. Anderson, Dennis J. Sweeney, Thomas A.Williams, Jeffrey D.Camm, James J.Cochran, Statistics for Business and Economics, 13th Edition, Thomson (South – Western) Asia, Singapore, 2016.
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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : I MBA
Subject : 21MBA15– Legal Aspect of Business
Staff-in-Charge : Dr. J.Deepa
Semester and Year : Odd Semester – 2022-2023

Course Objectives:

- The objective of this course is to familiarize the students with various laws that will help them to refine their understanding of how law affects the different aspects of business.

Course Outcomes:

1. Understand the fundamental legal principles in developing various contracts and commercial laws in the business world
2. Identify the common forms of business associations and elements of Corporate Governance
3. Develop insights regarding the laws related to industrial environment
4. Ability to understand the fundamentals of corporate tax and GST
5. Understand the role of consumer rights and cyber laws in the modern business environment

Week No.	Hour No.	Topic No. & Description
1	1	1 – Commercial Law - The Indian Contract Act 1872- Definition of contract, essentials elements and types of a contract
	2	2 – Formation of a contract, performance of contracts- Breach of contract and its remedies, Quasi contracts
	3	3 – Contract Of Agency: Nature of agency, Creation and types of agents
2	4	4 – Authority and liability of Agent and principal
	5	5 - Rights and duties of principal and agents- Termination of agency
	6	6 – The Sale Of Goods Act 1930 -Nature of Sales contract, Documents of title, Risk of loss
3	7	7 – Guarantees and Warranties, performance of sales contracts, conditional sales and rights of an unpaid seller
	8	8 – Negotiable Instruments Act 1881**:** Nature and requisites of negotiable instruments.
	9	9 – Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments
4	10	10 – Company Act 1956 & 2013- Major principles – Nature and types of companies,
	11	11 – Formation, Memorandum and Articles of Association
	12	12 – Prospectus, Power, duties and liabilities of Directors
5	13	13 – Winding up of companies, Corporate Governance
	14	14 – Competition Act 2002 -

	15	15 – Introduction, Definitions
6	16	16 – Enquiry into Certain Agreements
	17	17 – Dominant Position of Enterprise and Combinations
	18	18 – Dominant Position of Enterprise and Combinations
7	19	19 – INDUSTRIAL LAW
	20	20 – An Overview of Factories Act
	21	21 – An Overview of Factories Act
8	22	22 – Payment of Wages Act
	23	23 – Payment of Wages Act
	24	24 – Payment of Bonus Act
9	25	25 – Payment of Bonus Act
	26	26 – Industrial Disputes Act.
	27	27 – Industrial Disputes Act.
10	28	28 – Corporate Tax Planning, Corporate Taxes
	29	29 – Overview of Latest Developments in Indirect tax Laws relating to GST
	30	30 – An introduction including constitutional aspects, Levy and collection of CGST & IGST
11	31	31 – Basic concept of time and value of supply
	32	32 – Input tax credit
	33	33 – Computation of GST Liability,
12	34	34 – Registration, Tax Invoice
	35	35 – Credit & Debit Notes, Electronic Way bill, Returns
	36	36 – Payment of taxes including Reverse Charge
13	37	37 – Consumer Protection Act – Consumer rights, Procedures for Consumer grievances redressal
	38	38 – Types of consumer Redressal Machineries and Forums
	39	39 – Cyber-crimes, IT Act 2000 & 2002
14	40	40 – Cyber Laws, Introduction of IPR, Intellectual Property Laws- Introduction,
	41	41 – Legal Aspects of Patents, Filing of Patent Applications, Rights from Patents , Infringement of Patents
	42	42 – Copyright and its Ownership, Infringement of Copyright
15	43	43 – Civil Remedies for Infringement.
	44	44 – Copy rights, Trade marks, Patent Act
	45	45 – Introduction, Right to Information Act, 2005.

Reference Books

1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India,2017.
2. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2017.
3. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill, 6th Edition, 2018.

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5 Sinha P.K, Dr. Vinod Singhania, Text Book of Indirect Tax, Taxman Publication, New Delhi
6. Taxmann, GST Manual with GST Law Guide & Digest of Landmark Rulings, 11th Edition, 2019
7. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2015.
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12. V.S. Datey, GST Ready Reckoner, 9th edition, 2019

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2. https://en.wikipedia.org/wiki/Indian_company_law
3. https://en.wikipedia.org/wiki/Labour_law
4. https://en.wikipedia.org/wiki/Goods_and_Services_Tax_(India)
5. https://en.wikipedia.org/wiki/Consumer_protection
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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : II MBA
Subject :21MBAE56– Data Mining for Business Intelligence
Staff-in-Charge :Dr. J.Deepa
Semester and Year : Odd Semester – 2022-2023

Course Objectives:

- To know how to derive meaning form huge volume of data and information
- To understand how knowledge discovering process is used in business decision making.

Course Outcomes:

1. Learn to apply various data mining techniques into various areas of different domains.
2. Be able to interact competently on the topic of data mining for business intelligence. Know the basics of data mining processes, algorithms, & systems well enough to interact with CTOs, expert data miners, consultants, etc.
3. Apply various prediction techniques.
4. Learn about supervised and unsupervised learning technique.
5. Develop and implement a basic trainable neural network (or) a fuzzy logic system to design and manufacturing.

Week No.	Hour No.	Topic No. & Description
1	1	1 –Introduction to Data Mining
	2	2 – Data Mining
	3	3 – Text mining
2	4	4 – Web mining
	5	5 – Spatial mining
	6	6 – Process mining
3	7	7 – Data ware house
	8	8 – Data ware house
	9	9 – Datamarts
4	10	10 – Data mining process
	11	11 – KDD, CRISP-DM, SEMMA and Domain-Specific
	12	12 – Classification and Prediction performance measures
5	13	13 – RSME, MAD, MAP, MAPE
	14	14 – Confusion matrix
	15	15 – Receiver Operating Characteristic curve & AUC;
6	16	16 – Validation Techniques
	17	17 – Hold-out, k-fold Cross validation, LOOCV,

	18	18 – Random Sub sampling and bootstrapping
7	19	19 – Prediction Techniques
	20	20 – Data visualization
	21	21 – Time series
8	22	22 – Time series
	23	23 – ARIMA
	24	24 – Winter Holts
9	25	25 – Vector Autoregressive analysis
	26	26 – Vector Autoregressive analysis
	27	27 – Multivariate regression analysis
10	28	28 – Classification And Clustering Techniques
	29	29 – Classification
	30	30 – Decision trees,
11	31	31 – k nearest neighbour
	32	32 – Logistic regression
	33	33 – Determination of Sales Mix
12	34	34 – Discriminant analysis
	35	35 – Clustering
	36	36 – Market basket analysis
13	37	37 – Machine Learning And AI
	38	38 – Genetic algorithms
	39	39 – Neural network
14	40	40 – Fuzzy logic
	41	41 – Support Vector Machine
	42	42 – Optimization techniques
15	43	43 – Ant Colony
	44	44 – Particle Swarm
	45	45 – DEA

Reference Books

1. Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers, 2006
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.
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4. Ralph Kimball and Richard Merz, The data warehouse toolkit, John Wiley, 3rd Edition, 2013.
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2 https://en.wikipedia.org/wiki/Text_mining
3 https://en.wikipedia.org/wiki/Cluster_analysis
4. https://en.wikipedia.org/wiki/Machine_learning
5. https://en.wikipedia.org/wiki/Artificial_intelligence

COIMBATORE INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : I MBA
Subject : 21MBA26 – Business Analytics
Staff-in-Charge : Dr. John R. Raj
Semester and Year : Even Semester – March 2023- July 2023

Course Objective:

- Use business analytics for decision-making
- To apply the appropriate analytics and generate solutions
- Model and analyses the business situation using analytics.

Course Outcomes:

-Ability to understand the role of Business Analytics in decision making
-Ability to identify the appropriate tool for the analytics scenario
-Ability to apply the descriptive analytics tools and generate solutions
-Understanding of Predictive Analytics and applications.
-Knowledge of Prescriptive Analytics and demonstrating business process improvement.

No.	Hour No.	Topic No. & Description
1	1	Introduction to Business Analytics.
	2	Define business analytics-Terminology, process and Importance.
	3	State some typical examples of business applications in which analytics would be beneficial.
2	4	Relationship with organizational decision making process. Data Visualization.
	5	Bar charts, Histograms, Pie charts.
	6	Scatter Plots, Normality Plot and Stem & Leaf Diagrams.
3	7	Descriptive Statistics.
	8	Measures of Location, Dispersion and Skewness
	9	BA for competitive advantages. Probability Distributions and Data Modeling
4	10	Managing BA personnel-Binomial & Poisson Distribution
	11	Normal Distribution & Sampling and Estimation
	12	Data and Technology.
5	13	Organizational structure aligning BA-Confidence Interval Estimation
	14	Hypothesis Testing - One Sample Tests - Two sample Tests
	15	Managing and information policy –Data Quality
6	16	Explain the purpose of regression analysis and provide examples in business Introduce Simple Linear Regression-
	17	Use a scatter chart to identify the type of relationship between two variables.
	18	List the common types of mathematical functions used in predictive modeling. Change in BA
7	19	Introduction to DA-Fit the models to the data.
	20	Explain how least-squares regression finds the best-fitting regression model.

	21	Use functions to find least-squares regression coefficients.
8	22	Multiple Linear Regression Models –Visualization and exploring data
	23	The applications of Regression Models in Business
	24	Draw conclusions for tests of hypotheses about regression coefficients.-sampling and estimation
9	25	Interpret confidence intervals for regression coefficients. Probability Distribution.
	26	Calculate standard residuals.
	27	List the assumptions of regression analysis and describe methods to verify them.
10	28	Introduction to Predictive Analytics- Understand the three basic types of optimization models.
	29	Apply the four-step process to develop a mathematical model for an optimization problem.
	30	Exploring and visualizing data-Recognize different types of constraints in problem statements.
11	31	State the properties that characterize linear optimization models.
	32	Illustrate and solve two-variable linear optimization problems graphically.
	33	Formulate and solve linear optimization models for a variety of applications in business.
12	34	Understand how to plan, monitor, and control projects with the use of PERT and CPM.
	35	Determine earliest start, earliest finish, latest start, latest finish, and slack times for each activity, along with the total project completion time and total project cost.
	36	Understand the important role of software in project management.-Data mining for PA
13	37	Introduction to Prescriptive analytics-ERT/CPM/Cost
	38	Login and Data driven model.
	39	List the three elements needed to characterize decisions with uncertain consequences.
14	40	Construct a payoff table for a decision situation.
	41	Apply average, aggressive, conservative, and opportunity-loss decision strategies for problems involving minimization and maximization objectives.
	42	Assess risk in choosing a decision. Non Linear Optimization
15	43	Apply expected values to a decision problem when probabilities of events are known.
	44	Find the risk profile for a decision strategy.
	45	Compute the expected value of perfect information. –Demonstrating business performance

Reference Books

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2. Marc J Schniederjans, Dara G Schniederjans and Christopher M Starkey, "Business Analytics Principles, Concepts, and Applications - What, Why and How" , Pearson Ed, 2014.
3. Christian Albright S and Wayne L. Winston, "Business Analytics - Data Analysis and Decision Making", Fifth edition, Cengage Learning, 2015.

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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : I MBA
Subject : 21MBAE03– EVENT MANAGEMENT
Staff-in-Charge : Dr. J.Deepa
Semester and Year : Even Semester – 2022-2023

Course Objectives:

- This course is designed to provide an introduction to the principles of event management.
- The course aims to impart knowledge on the various events and how these events can be organized successfully.

Course Outcomes:

1. Learning about structure and code of ethics of events
2. Exploring and getting to know about event planning and regulations
3. Understand about event marketing, planning and strategies
4. Enhance professional skills in event management
5. Analyze the safety measure of event management

Week No.	Hour No.	Topic No. & Description
1	1	1 – Event Context-History & Evolution
	2	2 – Types of events
	3	3 – MICE
2	4	4 – Types of Meeting
	5	5 – Trade Shows, Conventions, Exhibitions-
	6	6 – Structure of event industry
3	7	7 – Event Management as a profession
	8	8 – Perspectives on event: Government, Corporate & Community
	9	9 – Code of Ethics
4	10	10 – Event Planning & Legal Issues -Conceptualizing the event
	11	11 – Host, sponsor, Media, Guest, Participants, Spectators – Crew
	12	12 – Design of concept – Theme and content development
5	13	13 – Visualization – Event objectives – Initial planning – Budgeting
	14	14 – Event design and budget checklist , Preparation of functional sheets
	15	15 – Timing – Contracts and Agreements
6	16	16 – Insurance, Regulation
	17	17 – License and Permits
	18	18 – Negotiation.
7	19	19 – Event Marketing - Role of Strategic Marketing Planning

	20	20 – Pricing
	21	21 – Marketing Communication Methods & budget
8	22	22 – Elements of marketing communication
	23	23 – Managing Marketing Communication
	24	24 – Role of Internet
9	25	25 – Sponsorship – Event sponsorship
	26	26 – Strategy – Managing Sponsorships
	27	27 – Measuring & Evaluating sponsorship
10	28	28 – Event Operation , Site Selection , Types of location , Venue Requirements ,Room, Stage, Audi-Visual,
	29	29 – Lighting, Performers, Decors, Caterer, Photography & Videographer
	30	30 – Protocols , Guest list , Guest demographics , Children at event , Invitation
11	31	31 –Media – Freelance Event Operation
	32	32 – Road show - Food & Beverage –
	33	33 – Entertainment
12	34	34 – Event Logistics – Supply of facilities
	35	35 – Onsite logistics – Control of event logistics
	36	36 – Evaluation & Logistics
13	37	37 – Safety & Event Evaluation
	38	38 – Risk assessment ,Safety officer, Medical Manager
	39	39 – Venue, Structural safety , Food safety, Occupational safety
14	40	40 – Fire Prevention , Sanitary facilities , Vehicle traffic
	41	41 – Waste Management.
	42	42 – Event Impact
15	43	43 – Event Evaluation Process
	44	44 – Service Quality
	45	45 – Customer Satisfaction.

Reference Books

1. Lynn Van Der Wagen, Event Management for Tourism, Cultural Business & Sporting Events, 4 th Edition, Pearson Publications, 2014.
2. Lynn Van Der Wagen, & Brenda R. Carlos, Successful Event Management.
3. Judy Allen, Event Planning 2nd Edition, Wiley & Sons, Canada, 2014.
4. G.A.J. Bowdin, Events Management ,Elseiver Butterworth
5. John Beech, Sebastian Kaiser & Robert Kaspar, The Business of Events Management, Pearson Publication, 2014.
6. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2014.
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DEPARTMENT OF MANAGEMENT STUDIES

TEACHING PLAN

Class : I MBA
Subject : 21MBAV02– Negotiation Skills
Staff-in-Charge : Dr. J.Deepa
Semester and Year : Even Semester – 2022-2023

Course Objectives:

- This course is designed to provide an introduction to the Negotiation model.
- The course aims to impart knowledge on the managing multi-party negotiations

Course Outcomes:

1. To improve students ability to negotiate skills in competitive as well as collaborative situations.
2. To increase students level of awareness of the negotiation process.
3. To make students familiar with specific concepts and principles that will enhances their negotiation effectiveness.
4. To reflect on students' personal style and the impact it has on others.

Week No.	Hour No.	Topic No. & Description
1	1	1 – Introduction to the Negotiation model.
2	2	2 – Negotiation as Managing Skill.
3	3	3 – Principles of Negotiation.
4	4	4 – How to prepare and manage a process of negotiation depending on the situation (competitive as collaboration). How to manage competitive negotiation?
5	5	5 – The Competitive –Collaborative tension in negotiation.
6	6	6 – Co-petition. How to manage a collaborative negotiation?
7	7	7 – Creative negotiation.
8	8	8 – Processes of Negotiation and Preparation. How to derive creative solution in a Negotiation?
9	9	9 – Team Negotiation.
10	10	10 – Dynamic of a Team Negotiation and Key Strategies.
11	11	11 – Integrating Competitive & Collaborative Strategies.
12	12	12 – Managing Deadlocks and multivariable negotiations.
13	13	13 – Understanding different styles of negotiations and their respective impact over one another.
14	14	14 – Managing multi-party negotiations.
15	15	15 – Managing multi-party negotiations.

Reference Books

1. NEGOTIATION SKILLS - How to Influence People with Persuasion and Manipulation Techniques Learn how to Analyze PeopleMichael Branson, Nov 2020.
2. Negotiation: The Brian Tracy Success Library **,** Brian Tracy , Manjul Publishing House February 2018.