

# ACADEMIC COURSE STRUCTURE & SYLLABUS

Effective from the Academic Year 2020-21

## MBA Two Year Degree Course

[MR20 – Regulations]

In

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION [MBA]



## MALLA REDDY ENGINEERING COLLEGE

[Autonomous]

(An UGC Autonomous Institution, Approved by AICTE and Affiliated to JNTUH Hyderabad,  
Recognized under 2(f) & 12 (B) of UGC Act 1956, Accredited by NAAC with 'A' Grade (II Cycle)  
Maisammaguda, Dhulapally (Post Via Kompally), Secunderabad-500100

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**MALLA REDDY ENGINEERING COLLEGE [AUTONOMOUS]  
MR20 - ACADEMIC REGULATIONS (CBCS)  
For MBA [REGULAR] DEGREE PROGRAMME**

Applicable for the students of Master of Business Administration [MBA] [Regular] programme admitted from the Academic Year **2020-21**.

The MBA Degree of Jawaharlal Nehru Technological University, Hyderabad shall be conferred on candidates who are admitted to the programme and who fulfill all the requirements for the award of the Degree.

**INSTITUTION VISION**

To be a premier centre of professional education and research offering quality programs in a socio-economic and ethical ambience.

**INSTITUTION MISSION**

1. To impart knowledge of advanced technologies using state-of-the-art infrastructural facilities.
2. To inculcate innovation and best practices in education, training and research.
3. To meet changing socio-economic needs in an ethical ambience.

**DEPARTMENT VISION**

To be recognized as a management education center producing committed professionals with managerial competencies in an ethical ambience.

**DEPARTMENT MISSION**

1. To promote a culture of excellence in management education with relevant specializations.
2. To impart managerial competencies using innovative teaching and research practices.
3. To produce management professionals with ethics, leadership and entrepreneurial skills, keeping in view socio-economic and industry requirements.

**PROGRAMME EDUCATIONAL OBJECTIVES [PEOs]**

**PEO I:** To prepare students for their successful career in industry to meet the needs of Indian and Global companies with sound Management skills and Knowledge for lifelong learning and introduce them to professional ethics and sustainable development.

**PEO II:** To develop the ability among students to apply concepts of Management to a Managerial of interdisciplinary systems of the organization.

**PEO III:** To provide opportunity for the students to work in their individual capacity as well as to function as teams in multidisciplinary of Finance, HRM and Marketing to develop attitude towards self-employment through entrepreneurship.

## **PROGRAMME OUTCOMES [POs]**

**Graduates of the MBA program will have:**

**PO1:** Apply knowledge of management theories and practices to solve business problems.

**PO2:** Foster Analytical and critical thinking abilities for data-based decision making.

**PO3:** Ability to develop Value based Leadership ability.

**PO4:** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

**PO5:** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**PO6:** Ability to make intellectual and creative advances for conducting Research in a wider theoretical, practical and policy context.

**PO7:** Able to manage projects in the work environment (Industry) efficiently in respective disciplines and multidisciplinary environments.

**PO8:** Ability to engage in life-long learning independently, with a high level of enthusiasm and commitment to improve knowledge and competence.

**MALLA REDDY ENGINEERING COLLEGE**  
**(Autonomous)**  
**COURSE STRUCTURE – MASTER OF BUSINESS ADMINISTRATION**  
**[MBA]**  
**(Choice Based Credit System)**  
**(MR20 Syllabus - Effective from Academic Year 2020-21 onwards)**  
**Approved Course Structure & Syllabus for Master of Business**  
**Administration (MBA) Programme**

After careful and detailed discussions, the following course structure and syllabus of **Master of Business Administration (MBA)** 2-year programme under MR20 Regulation (for the batches admitting from Academic Year 2020-21 onwards) has been approved by the BOS members.

**I-SEMESTER**

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	AB101	Management and Organizational Behavior	4	-	-	4
2	CC	AB102	Business and Legal Environment	4	-	-	4
3	CC	AB103	Financial Accounting & Analysis	4	-	-	4
4	CC	AB104	Managerial Economics	4	-	-	4
5	CC	AB105	Research Methodology and Statistical Analysis	4	-	-	4
6	CC	AB106	Indian Ethos and Values	4	-	-	4
7	CC	A0H07	English Language communication skills Lab		-	3	2
8	MC	AB108	Business Analysis – (Report and seminar)	-	-	2	-
<b>Total credits</b>				<b>24</b>	<b>-</b>	<b>5</b>	<b>26</b>

**II-SEMESTER**

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	AB201	Marketing management	4	-	-	4
2	CC	AB202	Financial Management	4	-	-	4
3	CC	AB203	Human Resource Management	4	-	-	4
4	CC	AB204	Operations Management	4	-	-	4
5	CC	AB205	Entrepreneurship	4	-	-	4
6	CC	AB206	Operations Research	4	-	-	4
7	CC	AB207	Business Analytics	4	-	-	4
8	MC	AB208	Computer Applications in Business- (Report and seminar)	-	-	2	-
<b>Total credits</b>				<b>28</b>	<b>-</b>	<b>2</b>	<b>28</b>

**\*Students must undergo summer internship of minimum four weeks in the summer vacation and has to give seminar and submit the report of the same in third semester.**

### III-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	AB301	Strategic Management	4	-	-	4
2	CC	AB302	Logistics and supply chain management	4	-	-	4
3	PE	AB303	International Marketing	4	-	-	4
		AB304	Security Analysis and Portfolio Management				
		AB305	Learning and Development				
		AB306	Management of Start-up				
4	PE	AB307	Integrated Marketing Communication	4	-	-	4
		AB308	Financial institutions, markets and services				
		AB309	Employee relations and labour laws				
		AB310	Management of MSME				
5	PE	AB311	Consumer Behavior	4	-	-	4
		AB312	Strategic Management Accounting				
		AB313	Performance management				
		AB314	Family Business Management				
6	PE	AB315	Digital Marketing	4	-	-	4
		AB316	Financial Derivatives and risk management				
		AB317	Strategic Human Resource Management				
		AB318	Creativity, innovation and entrepreneurship				
7	OE	AB319	Management of stress	3	-	-	3
		AB320	Quality Management				
		AB321	Project management				
		AB322	Environment Management				
		AB323	Indian Economy				
8	PR	AB324	Summer Internship & Seminar	--	--	2	2
9	MC	AB325	Research work and article writing-seminar	-	-	2	-
<b>Total credits</b>				<b>27</b>	<b>-</b>	<b>4</b>	<b>29</b>

**IV-SEMESTER**

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	PC	AB401	Management Information System & ERP	4	-	-	4
2	PE	AB402	Services Marketing	4	-	-	4
		AB403	Strategic Investment and Financing Decisions				
		AB404	Compensation and Reward Management				
		AB405	Entrepreneurial Marketing				
3	PE	AB406	Retailing Marketing	4	-	-	4
		AB407	International Financial Management				
		AB408	International Human Resource Management				
		AB409	Entrepreneurial Finance				
4	OE	AB410	Consumer Protection Laws	3	-	-	3
		AB411	Tax Laws and Planning				
		AB412	Disaster Management				
		AB413	Corporate Governance				
		AB414	Indian Constitution				
5	PR	AB415	Comprehensive Viva	---	---	--	2
6	PR	AB416	Project pre submission seminar and Report submission	---	---	2	1
7	PR	AB417	Project Viva-Voce	---	---	3	3
<b>Total credits</b>				<b>15</b>	<b>--</b>	<b>5</b>	<b>21</b>

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: AB101</b>	<b>MANAGEMENT AND ORGANIZATIONAL BEHAVIOR</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the management of an organization.

**MODULE – I**

**[13 Periods]**

**Introduction to Management:** Introduction to management- Nature and Scope- Functions of management- Roles of a manager.

**Evolution of Management:** Theories of Management- Pre-Scientific theory- Classical theory - Scientific, Administrative, Behavioral- Neo-classical theory- Systems and Contingency theory

**MODULE – II**

**[13 Periods]**

**Organizational planning and decision making:** Introduction-Need for planning- Types of planning-Steps in the process of planning-Advantages and limitation of planning.

**Decision making-** Introduction- Problem and opportunity finding- Process of decision making- Techniques of decision making- Leadership styles on decision making.

**MODULE – III**

**[7 Periods]**

**A: Organization structure and Design, motivation:** Principles of organizing, organizational design-Organizational structures.

**B: Motivation:** Introduction- Types of motivation-Theories of motivation-Maslow's needs theory, Two factor theories of motivation, Mc Gregor's theory, ERG theory, and Mc-Cellands needs theory, Valance Theory.

**[6 Periods]**

**MODULE – IV**

**[13 Periods]**

**Organizational Behavior:** Introduction to Organization behavior- Importance of OB, Individual and group behavior - Personality theories, Perception and individual decision making.

**Group Dynamics:** Formation of group- group functions - classification of groups, group properties, group cohesiveness, group decision making process – Organization power and Politics.

**MODULE – V**

**[12 Periods]**

**Communication and control:** Communication-meaning- Methods of communication-communication channels-Barriers to communication.

**Control** - Feedback and feed-forward control-Basic process of control-Problems of control process-Requirements of effective control.

**Reference Books:**

1. Subba Rao.P, “**Management and organization behavior**”, TMH, 2/e, 2010.
2. Robert N. Lussier, “**Management Fundamentals – Concepts, Applications, Skill Development**”, Cengage Learning, First Edition, 2012
3. Stephen P. Robbins, Timothy: “**Organizational Behavior**”, Pearson 14<sup>th</sup> Edition, 2012.
4. L. M. Prasad, “**Principles and Practices of Management**”, Revised Edition, Sulthan Chand Publushings.
5. Udai Pareek, Sushma Khanna, “**Organizational Behavior**”, 3e, Oxford Publishing.
6. Kavitha Sigh, “**Organizational behavior**”, Text and Cases, 3/e, Vikas publishing.

**E Resources:**

1. <http://freevidelectures.com/Course/2689/Management-Science>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=principles-of-management>
3. <http://nptel.ac.in/courses/110105034/>
4. <http://nptel.ac.in/courses/110105033/>
5. <http://nptel.ac.in/courses/110102016/>

**Course Outcomes:****At the end of the course, the student will be able to:**

CO1: Apply knowledge of the history of management and the contributions of important management research to create informed decisions and strategies.

CO2: Analyze the relevance of environmental scanning, planning, and how to take decisions in the context of management.

CO3: Evaluate the principles of organization, structures, and the methods for motivating people in a management context.

CO4: Analyze organizational behavior and group dynamics within a management context.

CO5: Apply the principles of delegating authority and using power to influence people to accomplish tasks effectively through proper communication and control in a management context.

<b>CO- PO Mapping</b> <b>(3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak</b>											
<b>COs</b>	<b>Programme Outcomes(POs)</b>								<b>Programme Specific Outcomes(PSOs)</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3			3		2			3	3	1
<b>CO2</b>			3		3	3			3	2	2
<b>CO3</b>	3				2				3	3	2
<b>CO4</b>			3		3				3	2	1
<b>CO5</b>			3		3	3			2	3	2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: AB102</b>	<b>BUSINESS AND LEGAL ENVIRONMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The aim of this course is to enable students understand legal and regulatory framework for doing business in India.

**MODULE – I**

**[13 Periods]**

**Business Environment:** Environmental scanning- Internal and external; Industrial Policy and Regulatory Structure of India, Industrial policies since Independence, Industrial Policy 1991 and recent developments, Economic Policies: Fiscal Policy, Monetary Policy. India's Trade Policy: Policy changes and Issues, Sector wise trade policies, recent developments, India's new EXIM policy, FEMA.

**MODULE – II**

**[13 Periods]**

**Law of Contract:** Nature of contract and essential elements of valid contract, Performance and discharge of contracts, Remedies for breach of contract, Contingent contracts, contract of Indemnity and guarantee. **The Sale of Goods Act, 1930:** Introduction, formalities of contract of sale, distinguish between sale and agreement to sell Hire purchase agreement, auction sale, Conditions and Warranties, Doctrine of Caveat Emptor, Meaning of the term unpaid seller and rights of an unpaid seller.

**MODULE – III**

**[6 Periods]**

**Negotiable Instruments Act - 1881:** Negotiable Instruments- Promissory Note, Bills of Exchange & Cheque, and their definitions and characteristics, Types of endorsements, Holder- Holder in due course, Discharge of Parties.

**Competition Act, 2002:** Objectives of the Act, salient features, anti-competitive agreements, prevention of abuse of dominant position, combination, competition advocacy, Competition Commission of India

**[6 Periods]**

**MODULE –I V**

**[12 Periods]**

**Indian Partnership Act, 1932:** Introduction, types of partnership and types of partners, Test of Partnership, partnership deed and property of firm, Reconstitution of partnership firm, dissolution of firms, Limited Liability Partnership Act, 2008 Definitions, body corporate, business, partner Concept, salient features, nature of LLP, distinction between LLP, firm and company, Extent and limitation of liability of LLP and its partners, Conversion of LLP, Winding up and Dissolution of LLP

**MODULE – V**

**Companies Act 2013 with amendments up to date:** Company and its formation; Types of companies, Classification of Directors, Appointment, Powers, Duties & liabilities; Doctrine of Ultra Vires, Doctrine of Indoor Management, Doctrine of Constructive Notice; Company meetings, Resolutions, Winding-up of a Company, Modes of winding up.

**Reference Books:**

1. Dr.Vivek Mittal “**Business Environment: Text & Cases**” Excel Books, 2011.
2. K.Aswathappa-“**Essentials of Business Environment -11<sup>th</sup> Edition**” –HPH- 2011.
3. Justin Paul “**Business Environment: Text & Cases**” TMH, 3/e, 2012.
4. Rajkumar “**International Business Environment: Text & Cases**” Excel Books, 2012.
5. K.Ashwathappa “**Essentials of Business Environment: Text, Cases& Exercises**” HPH, 2011.
6. RSN Pillai, Bagavathi, “**Business Law**”, S.Chand, 2013.
7. K.R. Bulchandani,“**Business Law for Management**”, 5/e, Himalaya Publishing House [HPH], 2012.
8. Akhileshwar Pathak: “**Legal Aspects of Business**”, TMH, 4/e, 2013.
9. Nina Godbole & Sunit Belapure “ **Cyber Security**” Wiley India 2012.
10. Ravinder Kumar “**Legal Aspects of Business**”, 2<sup>nd</sup> Edition Cengage Learning, 2012.

**E Resources:**

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv608-Page1.htm>
2. <https://www.icaew.com/en/library/subject-gateways/law/business-law-and-regulation>.
3. <http://nptel.ac.in/courses/110105079/>
4. [https://www.youtube.com/watch?v=O8\\_7Fiu-OKI](https://www.youtube.com/watch?v=O8_7Fiu-OKI)
5. <http://nptel.ac.in/courses/110105038/10>

**Course Outcomes:****At the end of the course, the student will be able to:**

CO1: Learn the basics of business environment and related policies and issues.

CO2: Understand the basics of law of contracts, special contracts and various negotiable instruments and their characteristics

CO3: Gain knowledge of various negotiable instruments and their characteristics along with the basics of competition act.

CO4: Identify about the Indian partnership act and limited liability partnership acts.

CO5: Evaluate about the company act 2013 and latest amendments of the Company act 2013

<b>CO- PO Mapping</b> <b>(3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak</b>											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3		3		2			3
CO2	3	3	3	3					3	3	
CO3	3	1		3	3						3
CO4	3	3	3	3	3				3	2	
CO5	3			1	2	3		3			3

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: AB103</b>	<b>FINANCIAL ACCOUNTING AND ANALYSIS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The objective of this course is to understand the accounting process and to develop skills necessary to evaluate an enterprise's financial position and its operating, investing and financing activities.

**MODULE – I**

**[13 Periods]**

**Introduction to Accounting:** Importance, Objectives and Principles, Accounting Concepts and conventions, and the Generally Accepted Accounting Principles [GAAP], their implications on accounting system; Double entry system–recording business transactions–Classification of accounts—Accounting cycle.

**MODULE – II**

**[13 Periods]**

**The Accounting Process:** Overview, Books of Original Record; Journal and Subsidiary books, ledger, Trial Balance, Classification of capital and revenue expenses, Final Accounts with adjustments.

**MODULE – III**

**[13 Periods]**

**A: Valuation of fixed assets:** Tangible Vs Intangible assets, methods of depreciation; Depreciation concept– Depreciation of Fixed Assets -Methods of depreciation–their impact on measurement of business Accounting.

**B: Inventory Valuation:** Methods of inventory valuation and valuation of goodwill, methods of valuation of goodwill.

**MODULE – IV**

**[12 Periods]**

**Financial Analysis-I:** Statement of Changes in Working Capital, Funds from Operations, paid cost and unpaid costs- Distinction between cash profits and book profits. Preparation and analysis of cash flow statement and funds flow statement.

**MODULE – V**

**[13 Periods]**

**Financial Analysis-II:** Analysis and interpretation of financial statements from investor and company point of view, Horizontal Analysis and Vertical Analysis of Company Financial Statements. Liquidity, leverage, solvency and profitability ratios – Du Pont Chart –Accounting Standards Issued by ICAI, their rationale and growing importance in global accounting environment,–IAS-IFRS-US -Creative Financial Practices and Issues related to quality of disclosures in Reported Earnings, Window Dressing and limitations of financial statements.

**Reference Books:**

1. Dhanesh K.Khatri, “**Financial Accounting & Analysis**”, Tata McGraw-Hill Publishing Limited, New Delhi, 2015.

2. Ashish K .Bhattacharya, “**Financial Accounting & Analysis**” PHI, 2012.
3. V.Rajasekharan, R. Lalitha “**Financial Accounting & Analysis**”, Pearson Education, New Delhi, 2015
4. Paresh Shah, “**Basic Financial Accounting for Management**”, Oxford University Press, New Delhi, 2014.
5. N.Ramachandran, “**Financial Accounting & Analysis**”, Tata McGraw-Hill Publishing Limited, New Delhi, 2015.
6. Maheswari ,“**Financial Accounting**”, IBH, 2015.

**E Resources:**

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv034-Page1.htm>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv637-Page1.htm>
3. <http://www.onlinevideolecture.com/?course=mba-programs&subject>
4. <http://nptel.ac.in/courses/110101004/>
5. <http://nptel.ac.in/courses/110101003/>
6. <http://nptel.ac.in/courses/110107073/>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Identify the importance and principles of accounting.

CO2: Understand the classification of capital and revenue expenses and the concept of depreciation.

CO3: Learn the valuation of inventory & goodwill and also learns statements of financial affairs.

CO4: Prepare, understand, interpret and analyze financial statements with confidence.

CO5: Use the analytical techniques of ratios and financial statement analysis and arriving at conclusions from financial information for the purpose of decision making.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3						2	3	3	2
CO2	3	3				3	3	1		3	2
CO3	3	3		2			3	2		2	2
CO4	3	3		2		3	3	1		2	2
CO5		3		2			1	3	3	2	2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: AB104</b>	<b>MANAGERIAL ECONOMICS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To enable students acquire knowledge to understand the economic environment of an organization.

**MODULE – I [13Periods]**

**Introduction to Managerial Economics:** Definition, Nature and Scope, Relationship with other areas in Economics- The role of managerial economist- Basic economic principles – the concept of opportunity cost, incremental concept, scarcity, Time perspective, discounting principle, risk and uncertainty- coordinial approach to consumer equilibrium.

**MODULE – II [13 Periods]**

**Theory of Demand:** Demand Analysis, Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for forecasting, forecasting techniques. Supply Analysis – Supply function, the Law of Supply, Elasticity of Supply.

**MODULE – III [7 Periods]**

**A: Production Analysis:** Production function, Production functions with one/two variables, Cobb-Douglas Production Function Marginal Rate of Technical Substitution.

**B: Isoquants and Isocosts:** Returns to Scale and Returns to Factors, Economies of scale- Innovations and global competitiveness. **[6 Periods]**

**MODULE – IV [12 Periods]**

**Cost theory and estimation:** Cost concepts, determinants of cost, cost-output relationship in the short run and long run, short run vs. long run costs, average cost curves, Overall Cost leadership.

**Alternative objectives of the firm:** Profit maximization theory, Managerial utility models, Growth maximization models, Behavioral theories of the firm

**MODULE – V [13 Periods]**

**Market Structure and Pricing Practices:** Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly - both the long run and short run, Pricing philosophy.

**Reference Books:**

1. Craig H. Petersen, W. Cris Lewis and Sudhir K. Jain: “**Managerial Economics**”, 14<sup>th</sup> edition Pearson, 2012.
2. G S Gupta, “**Managerial Economics**”, 2<sup>nd</sup> edition, TMH, 2012
3. W. Bruce Allen, “**Managerial Economics Theory**”, Applications, and Cases Viva 7th Edition 2011.
4. Sumitrapal, “**Managerial Economics Cases & Concepts**”, Macmillan, 2011.
5. Geetika, “**Managerial Economics 2<sup>nd</sup> Edition**”, TMH, 2011.
6. H Kaushal & L Palsreva, “**Managerial Economics**” Macmillan, 2012.

**E Resources:**

1. <http://www.learnerstv.com/Free-Economics-video-lecture-courses.htm>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=microeconomics>
3. <http://nptel.ac.in/courses/110105067/>
4. <http://nptel.ac.in/courses/110101005/>
5. <http://nptel.ac.in/courses/109104073/>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Know the basic economic principles and the concepts of managerial economics.

CO2: Understand the concepts of demand analysis, forecasting demand and supply analysis.

CO3: Analyze the production function.

CO4: Learn the cost theory and estimate cost output relationships.

CO5: Know about market structures and pricing practices.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			2		3			2	3	2
CO2	3	3		3		3			3	3	2
CO3	3	3		3						3	2
CO4	3	3		2	3						2
CO5		3		3	3			2			2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: AB105</b>	<b>RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The Objective of the course is to introduce the basic statistics and different statistical tools for data analysis, interpretation, and presentation of reports in different functional areas of Management.

\*Statistical table is required for the students.

**MODULE – I [12 Periods]**

**Research Methodology:** Introduction-Topic-Review of Literature-Research Gaps-Research Questions-Objectives-Hypotheses-Scope of the study-Period of the study-Sampling Techniques-Data Collection-Primary data –Questionnaire design-Secondary data-Data Analysis-Limitations of the study-Appendix-References.

**MODULE – II [13 Periods]**

**Measures of central Tendency:** Mean, Median, Mode, Geometric Mean and Harmonic Mean, Dispersion-Range Quartile deviation, Mean Deviation, Standard deviation and co-efficient of variation Skewness: Karle Pearson co-efficient of skewness, Bowleys co-efficient of skewness Kelleys co-efficient of skewness. Theory and problems, Discussion on direct and indirect methods of solving the problems.  
**Tabulation, Graphical presentation of data:** Histogram, Diagrammatic representation of data: Bar diagram, Multiple Bar diagram, Sub-divided Bar Diagram, Pie Diagram.

**MODULE – III [7 Periods]**

**A: Parametric and Non- Parametric Hypothesis Testing:** Procedure for Testing of Hypothesis, Small Sample Tests: T-Distribution-properties and applications, testing for one and two means, paired t-test. Analysis of Variance, One Way and Two Way ANOVA [with and without Interaction]. Chi-Square distribution: Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes

**B: Non-Parametric Tests:** Sign test for paired data. Rank sum test. Kolmogorov-Smirnov – test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test.

**[6 Periods]**

**MODULE – IV [13Periods]**

**Correlation:** Correlation Analysis-Scatter diagram, Positive and Negative correlation, limits for coefficient of Correlation, Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation, concept of Multiple and partial Correlation.

**MODULE – V****[13 Periods]**

**Regression Analysis:** Concept, least square fit of a linear regression, two lines of regression, Properties of regression coefficients ,Time Series Analysis-Components, Models of Time Series–Additive, Multiplicative and Mixed models; Trend analysis-Free hand curve, Semi averages, moving averages, Least Square methods and Index numbers – introduction ,Characteristics and uses of index numbers ,types of index numbers , un weighted price indexes weighted price indexes, Tests of adequacy and consumer price indexes.

**Reference Books:**

1. Levin R.I., Rubin S. David, “**Statistics for Management**”, 2015, 7th Ed. Pearson.
2. J. K Sharma, “**Business Statistics**”, 2015, 2nd Ed. Pearson.
3. Beri, “ **Business Statistics** ”, 2015, 1st Ed, TMH.
4. Gupta S.C, “**Fundamentals of Statistics**”, 2015, 6th Ed. HPH.
5. Amir D. Aczel and Jayavel Sounder pandian, “**Complete Business Statistics**”, TMH.
6. Levine , Stephan , krehbiel , Berenson –“**Statistics for Managers**” using Microsoft Excel,PHI .

**E Resources:**

1. <https://www.youtube.com/watch?v=LeQamTHmJXE&index=6&list=PL5CIU1HLDdxh30ls3c8h9VGoIJitr5Rxv>
2. <https://www.youtube.com/watch?v=Z-68YrI2vmc&list=PL5CIU1HLDdxh30ls3c8h9VGoIJitr5Rxv&index=7>
3. <http://nptel.ac.in/courses/110104068/24>
4. <http://nptel.ac.in/courses/105101002/26>
5. <http://nptel.ac.in/courses/105103140/module2/1.pdf>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Understand the basics of research methodology and its process.

CO2: Solve the problems relating to measuring central tendency.

CO3: Know the various Parametric and Non- Parametric Hypothesis Testing methods.

CO4: Analyze various statistical tools used for correlation.

CO5: Apply the concepts of regression and trend analysis.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1				3		2	2		3
CO2	3	3	3			2			3	3	3
CO3	3	3		3	3	3		2	3	3	3
CO4	3	3			3	3			3		
CO5	3	3						2		3	3

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: AB106</b>	<b>INDIAN ETHOS AND VALUES</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites:** NIL

**Course Objectives:** the main objective of the course is to acquaint the students with Ethics and Indian Ethos and values along with its relevance to managerial decision making.

**MODULE-I [12 Periods]**

**Introduction to Indian Ethos:** Indian Ethos- Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, model of management in the Indian socio-political environment, Management Lessons from Kautilya's Arthashastra Indian Heritage in Business, Management, Production and Consumption. Ethics v/s Ethos Indian Management v/s Western Management

**MODULE-II [13 Periods]**

**Indian Systems of Learning:** Learning: Meaning, Mechanisms; Gurukul System of Learning - Meaning, Features, Advantages, Disadvantages; Modern System of Learning- Meanings, Features, Advantages, Disadvantages; Karma- Meaning, Importance of Karma to Managers, Nishkama Karma Laws of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection, Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma.

**MODULE-III [6 Periods]**

**A: Work Ethos and Values:** Work Ethos- Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos. Values: Meaning, Features, Values for Indian Managers, Relevance of Value Based Management in Global Change, Impact of Values on Stakeholders: Employees, Customers, Government, Competitors and Society.

**B: Relevance of values in management:** need for values in global change- Indian perspective; values for managers; holistic approach for managers in decision making; secular versus spiritual values in management, Trans-Cultural Human Values in Management and Management Education, Importance of Value System in Work Culture, teaching ethics.

**[7 Periods]**

**MODULE-IV [13Periods]**

**Stress Management:** Meaning, Types of Stress at Work, Causes of Stress, Consequences of Stress, Problems relating to stress in corporate management –Indian perspective, Stress Management Techniques: Meditation- Meaning, Techniques, Advantages, Mental Health and its Importance in Management, Brain Storming, Brain Stilling, Yoga: Meaning, Significance.

**MODULE-V [13 Periods]**

**Leadership:** Meaning, Contemporary Approaches to Leadership, Joint Hindu Family Business – Leadership Qualities of Karta; **Motivation:** Meaning, Indian Approach to Motivation, Techniques. **Self-Management:** Personal growth and Lessons from

Ancient Indian Education System, Personality Development: Meaning, Determinants, Indian Ethos and Personality Development, science and human values. Trans-cultural human values in management education

**Reference Books:**

1. R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management, Tata Mc Graw Hill
2. Bhatta, S.K., Business Ethics & Managerial Values.
3. Chakraborty, S.K.: Foundation of Managerial Work-Contributions from Indian Thought, Himalaya Publication House, Delhi 1998
4. Nandagopal, Ajith Shankar, Indian Ethos and Values in Management, Tata Mc Graw Hill, 2010
5. Khandelwal Indian Ethos and Values for Managers, Himalaya Publishing House, 2009
6. Biswanath Ghosh, Ethics In Management and Indian Ethos, Vikas Publishing House, 2009
7. S K Chakraborty, Management by Values, Oxford University Press, New Delhi, 2009

**E Resources:**

1. <http://www.lifepositive.com/lpevents/lppublicevent.asp>
2. <http://www.trcb.com/business/management.htm>
3. <http://www.valuequotes.net/chronological.html>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: The various elements of Indian ethos and management lessons from Indian scriptures.

CO2: Understand the Indian system of learning and the concepts of karma.

CO3: Know the work ethos and values and its relevance to management.

CO4: Learn the concepts of management of stress.

CO5: Know the concepts of Indian ethos and personality development.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3									2	
CO2								3	3	3	3
CO3		3			3			2	3	3	3
CO4		3			2			3	3	3	
CO5			3					3			3

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I SEMESTER</b>		
<b>Code: A0H07</b>	<b>ENGLISH LANGUAGE COMMUNICATION</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 2</b>	<b>SKILLS LAB</b>	<b>-</b>	<b>1</b>	<b>2</b>

The Language Lab focuses on the production and practice of sounds of language and familiarizes the students with the use of English in everyday situations and contexts.

**Course Objective:**

To sensitize the students to the intelligibility in their pronunciation of English, speech sounds, word accent, intonation and rhythm. It also helps to improve the fluency in spoken English and make them aware of nuances of major skills, viz listening and speaking skills. Hence it helps to train the students to understand nuances of both verbal and non verbal communication during all activities. The purpose of this course is to develop confidence levels of the students and to face the audience and participate in public speaking.

**MODULE I**

- **Introduction to Phonetics** – Speech Sounds – Vowels and Consonants.
- Word Accent.

**MODULE II**

- **Situational Dialogues** – Role-Play- Expressions in Various Situations – Self-introduction and Introducing others – Greetings – Apologies – Requests – Social and Professional Etiquette .
- Ice-Breaking activity, JAM session and Debate

**MODULE III**

- **Oral Presentation Skills** - Mechanics of Presentations – Methodology of Presentation, Importance of Non-verbal communication during presentations– Nuances of Presentation.
- Describing People, Objects and Situation

**MODULE IV**

- **Group Discussion-** Initiators- Contributor-Informer-Team Leader-Motivator-Creative Contributor , Importance of , Non verbal communication -eye contact, voice characters, posture, gestures, do's and don'ts, Role play and Simulation- Learners assuming the roles of characters and participating in Group discussion, analysis, or prediction with strictly defined goals.

**MODULE V**

- **Interview Skills-** Preparing for the interview, types of interviews, interview session, importance of non verbal communication during the interview, do's and don'ts of interview, follow up and thanking letter.
- **Career Progression-** Job Hunt Process-SWOT analysis, correspondence and browsing the internet to search for a suitable job(s), job application-cover

letter drafting, drafting a winning resume', types of resume's -electronic, video and printed resume's

**Reference Books:**

1. Hughes , John and Mallett , Andrew: *Successful Presentations: DVD and Student's Book Pack: A Video Series Teaching Business Communication Skills for Adult Professionals*
2. Hamcock, *English pronunciation in use (Intermediate)*, Cambridge university Press, 2009
3. Karia , Akash: *Public Speaking Mastery, Speak Like a Winner* , Kindle Edition, 2013.
4. Chrissie: **Handbook of Practical Communication Skills**: Jaico Publishing house, 1999.
5. Daniels, Aubrey: **Bringing Out the Best in People**: Tata McGraw-Hill: New York, 2003.

**E Resources:**

1. <http://www.mindtools.com/CommSkill/ActiveListening.htm>
2. <http://www.slideshare.net/alisonkis/dialogue-and-roleplay-activity>
3. [http://www.hse.ru/pubs/lib/data/access/ram/ticket/2/14309868938d576a532b71360b7354268380727a22/An%20article%20for%20Monika%20\(2010\).pdf](http://www.hse.ru/pubs/lib/data/access/ram/ticket/2/14309868938d576a532b71360b7354268380727a22/An%20article%20for%20Monika%20(2010).pdf)
4. [http://www.mindtools.com/pages/article/newTMC\\_05.htm](http://www.mindtools.com/pages/article/newTMC_05.htm)
5. <http://www.kent.ac.uk/careers/intervw.htm>

**Course Outcomes:**

**After completion of the course, students will be able to:**

- CO1: Understand the nuances of language through audio- visual experience and group activities
- CO2: Neutralize the accent for intelligibility
- CO3: Recognize significance of non-verbal communication and develop confidence to face audience and shed inhibitions.
- CO4: Speak with clarity and confidences thereby enhance employability skills of the students.
- CO5: Give Oral Presentations Confidently.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1				2	2			3		3	3
CO2				3	3			3		3	3
CO3					3	3		3	3	3	3
CO4					3	3		3		3	3
CO5					3	3		3		3	

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: AB108</b>	<b>BUSINESS ANALYSIS – (Report and Seminar)</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: MC</b>		<b>-</b>	<b>-</b>	<b>2</b>

**Prerequisites: NIL**

**Course Objectives:**

The aim of this course is to enable students develop case study analysis ability and presentation skills necessary for personality development and employability.

**EXERCISES (Seminar Presentations)**

1. Presentation on the history and evolution of the company
2. Presentation on SWOT analysis of the company
3. Presentation on the best practices in the functional systems and policies of the company.
4. Presentation on the success story of the founder/ chairman/ CEO of the company
5. Developing a case study or analyzing case studies of respective company in various functional areas.

**Note: Student has to submit a report on a company's Annual Report Analysis using MS-Excel to get the course grade (Satisfactory/ non- satisfactory) at the end of the semester.**

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Know the history and evolution of various companies globally.
- CO2: Gain knowledge of SWOT analysis and also able to know the strengths and weaknesses of various companies.
- CO3: Know the best practices and policies of various companies
- CO4: Know the various contemporary and emerging leaders and their success stories
- CO5: Learn to develop case studies and also analyzing different cases of various companies. And will understand completely about a company through the evaluation in different dimensions.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
<b>COs</b>	<b>Programme Outcomes(POs)</b>								<b>Programme Specific Outcomes(PSOs)</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	1	1			1		1	1	1		1
<b>CO2</b>	1	2	1	2	1	1		2	1	1	
<b>CO3</b>	2	2		1	2	2	2	1	2	1	2
<b>CO4</b>		2	3		2		2	3	1	2	1
<b>CO5</b>	2		2	2		2					

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: AB201</b>	<b>MARKETING MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

Aim is to understand the basic marketing concepts through case studies. It also offers the knowledge of market segmentation, distribution channels and pricing decisions.

**MODULE – I [12 Periods]**

**Introduction to Marketing:** Importance, scope of Marketing, Core Marketing Concepts, Marketing Philosophies, Marketing Environment, Marketing Strategies & Plans, Developed Vs Developing Marketing. Market - Green Marketing.

**MODULE – II [13 Periods]**

**Marketing Mix:** Consumer Decision Making - Creating Customer Value, Analyzing Consumer Markets – Consumer Behavior – cultural, Social & Personal Factors, developing products & brands – product levels- classifying products, product range, line & mix, PLC, new product development.

**MODULE – III [7 Periods]**

**A: Market Segmentation:** Segmentation of consumer market, business market, requirement for effective segmentation.

**B: Market Targeting:** Evaluating market segmentation, selecting target market segmentation, positioning – positioning maps, positioning strategy **[6 Periods]**

**MODULE – IV [13 Periods]**

**Distribution channels and promotion:** Marketing Channels, Channel intermediates and functions, channel structure, channel for consumer products, business and industrial products, alternative channel, channel strategy decisions. The promotional mix, advertising, public relations, sales promotion, personal selling, marketing communication- communication process, communication promotion mix, factors affecting the promotion mix

**MODULE – V [13 Periods]**

**Pricing Decisions & Personal Communication:** Importance of price, cost determinant of price, markup pricing, profit maximization pricing, break even pricing, pricing strategy, ethics of pricing strategy, product line pricing

**Marketing Communication:** WOM, Rural marketing, BOP, relationship Marketing, Digital marketing, Social marketing, post modern marketing, market sustainability and ethics, Global marketing.

**Reference Books:**

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha: “**Marketing Management**”, 13/e, Pearson Education, 2012.
2. Ramaswamy Namakumari, “**Marketing Management**”, TMH 5<sup>th</sup> Edition 2013.
3. Lamb, Hair, Sharma, Mc Daniel: MKTG, “**A South Asian Perspective, Cengage Learning**”, 2012. [For PPT, Case Solutions, video cases, Faculty may visit : login.cengage.com ]
4. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha: “**Marketing Management**”, 13/e, Pearson Education, 2012.
5. Philip Kotler, Gray Armstrong, Prafulla. Y. Agnihotri, Ehsan UL Haque, “**principles of marketing**”, south Asian perspective, 13/edition, Pearson Education, 2012.
6. K.Karunakaran: “**Marketing Management**” [Text and Cases], 2/e, Himalaya Publishing House, 2012.
7. Rajan Saxena: “**Marketing Management**”, 4/e, TMH, 2013.

**E Resources:**

1. <http://freevideolectures.com/Course/2752/Future-of-Marketing>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=marketing-fundamental>
3. <http://nptel.ac.in/courses/110104070/>
4. <http://nptel.ac.in/courses/110104068/>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Understanding the concepts of marketing management.

CO2: Know the various factors that influence on the marketing mix and the customer buying behavior.

CO3: Analyze the concepts of market segmentation and positioning.

CO4: Design the channel of distribution and customer driven promotion strategies and will be able to communicate the decisions towards business development with superior customer value.

CO5: Learn the importance of pricing and the methods of pricing. Also appreciate various mediums of marketing communication.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3		3		2		2		2	
CO2	3	3		3	3	2		3	3	2	3
CO3	3	3		3		2		2			3
CO4		3		1	3			2			3
CO5		3		3	3	2			3		2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: AB202</b>	<b>FINANCIAL MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>4</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To give an overview of problems facing by a financial manager in the commercial world, to introduce you to the concepts and theories of corporate finance that underlie the techniques that are offered as aids for the understanding, evaluation and resolution of financial manager's problems.

\*The students need Discounting Table and Annuity tables for the examination

**MODULE – I**

**[13 Periods]**

**The Finance Function:** Nature and Scope; Evolution of finance function – Its new role in the contemporary scenario –Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare; the Agency relationship and costs; Risk-Return trade off; Concept of Time Value of Money – Future Value and Present value and the basic valuation model.

**MODULE – II**

**[13 Periods]**

**The Investment Decision:** Investment decision process- Project generation, project evaluation, project selection and project Implementation. Developing Cash Flow; Data for New Projects; Capital Budgeting Techniques –Traditional and DCF methods. The NPV vs. IRR Debate; Approaches for reconciliation. Capital budgeting decision under conditions of risk and uncertainty.

**Cost of capital:** Concept and measurement of cost of capital, Debt vs. Equity, cost of equity, preference shares, equity capital and retained earnings, weighted average cost of capital and marginal cost of capital. Importance of cost of capital in capital budgeting decisions.

**MODULE – III**

**[7 Periods]**

**A: Capital Structure Decisions:** Capital structure vs. financial structure - Capitalization, financial leverage, operating leverage and composite leverage. EBIT-EPS Analysis, Indifference Point/Break even analysis of financial leverage.

**B: Capital structure Theories:** The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal.

**[7 Periods]**

**MODULE – IV**

**[12 Periods]**

**Dividend Decisions:** Dividends and value of the firm - Relevance of dividends, the MM hypothesis, Factors determining Dividend Policy-dividends and valuation of the firm-the basic models. Declaration and payment of dividends - Bonus shares - Rights issue, share-splits, Major forms of dividends – Cash and Bonus shares. The theoretical backdrop – Dividends and valuation; Major theories centered on the works of GORDON, WALTER and LITNER. A brief discussion on dividend policies of Indian companies

**MODULE – V****[12 Periods]**

**Working Capital and Management of Current Assets:** Working Capital Management: Components of working capital, gross vs. net working capital, determinants of working capital needs, the operating cycle approach. Planning of working capital, Financing of working capital through Bank finance and Trade Credit – Recommendations of Tandon and Daheja Committee on Working Capital.

**Management of cash:** Basic strategies for cash management, cash budget, cash management techniques/processes. Marketable securities: characteristics, selection criterion, Marketable security alternatives; Management of receivables and Management of inventory- The importance of current assets management in working capital planning.

**Reference Books:**

1. IM Pandey, “ **Financial Management**”, 10<sup>th</sup> Edition, Vikas , 2013.
2. Prasanna Chandra, “**Financial Management Theory and Practice**”, 8<sup>th</sup> Edition. TMH ,2012.
3. M.Y Khan, P K Jain: “**Financial Management-Text and Problems**”, 6<sup>th</sup> Edition, TMH, 2012.
4. P.C.Tulsian,C.A. Bharat Tulsian , “**Financial Management**” S.Chand Publications,2012.
5. IM Pandey, “**Cases in Financial Management**”, TMH, 2/e, 2012.

**E Resources:**

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv183-Page1.htm>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv217-Page1.htm>
3. <http://nptel.ac.in/courses/110105057/>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Know the financial functions and activities of an organization.

CO2: Analyze the capital budgeting decisions and costs of sources of capital.

CO3: Appreciate the various capital structure theories.

CO4: Evaluate the dividend decisions and dividend policies.

CO5: Understand the concepts of working capital management and can manage the short term finance in an efficient manner

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3						2	2		
CO2	3	3				2	3			3	3
CO3	3	3			3	3	3		3	3	3
CO4	3	3		3	3	3		2	3	3	
CO5	3	3		3		3		2			3

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: AB203</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To understand various concepts of HRM and be able to manage the human resources of an organization effectively and efficiently

**MODULE – I [13 Periods]**

**Introduction of HRM:** Introduction to HRM – Scope - Nature- Functions - HR Duties – New Approaches to Organizing HR – The Trends shaping Human Resource Management- Globalization & Competition Trends – Technological Trends – Trends in Nature of Work – Workforce and Demographic Trends – Economic Challenges – HR Score Card developed by TVRLS India.

**MODULE – II [13 Periods]**

**Recruitment and Selection :** Basics of Job Analysis – Methods for Collecting Job Analysis Information – Job Satisfaction – Job Enlargement, Job Enrichment, Job Rotation - HR Planning – Recruitment: Process - Sources of Recruitment – Recruitment of Diverse Work Force – Selection: Process - Types of Interviews – Errors in Interviews – HR Policies & Practices - Placement.

**MODULE – III [6 Periods]**

**A: Training & Development of Employees :** Process [ Analyzing Training needs & Designing the program – Implementing different training program – Implementing Management Development Programs – Evaluating the Training Programs] – Methods of training

**B: Performance Appraisal:** Concept of Performance management, Management Appraisal – Techniques for Performance Appraisal – Career Management – Employer Life Cycle. **[6 Periods]**

**MODULE – IV [13 Periods]**

**Compensation:** Basic Factors in Determining pay structure – Establishing pay rates – Pricing Managerial and Professional Jobs – Special Topics in Compensation – Benefits – Insurance – Retirement Benefits – Personal Services & Family friendly benefits – Salient features of Workmen Compensation Act & Minimum Wages Act.

**MODULE – V [13 Periods]**

**Industrial Relation :** Labor Movement – Collective Bargaining Process – Grievances – Managing Dismissals – Employee Safety and Health – Occupational Safety Law – Work Place Health Hazards Problems & Remedies – Labor Legislation in India: Salient features of Industrial Disputes Acts 1947 – Factories Act, Mines Act- – Equal Employment Opportunity 1990-1991.

**Reference Books:**

1. C.B.Mamoria & V.S.P.Rao, “Personnel Management”, HPH, 2012.
2. K. Aswathappa, “Human Resource Management”, Text and Cases”, TMH, 2011
3. Gary Dessler, “Human Resource Management”, 12<sup>th</sup> Edition, Bigu Markkey, Pearson- 2012.
4. Dennis R. Briscoe et al, “International HRM”, Routledge, 2013.
5. Dr. Anjali Ghanekar, “Essentials of Human Resource Management”, Everest, 2010. \_Indranil Mutsuddi, “Essentials of Human Resource Management”, Newage, 2011.
6. Wayne.F.Cascio, Ranjeet Nambudiri, “Managing Human Resource Management”, 8<sup>th</sup> Edition, TMH, 2010.
7. Dipak Kumar Bhattacharyya “Human Resource Management”, Excel Books, 2012.

**E Resources:**

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv315-Page1.htm>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=human-resource-management>
3. <http://nptel.ac.in/courses/110105069/>
4. <http://nptel.ac.in/courses/122105020/>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Understand the basic HR concepts.

CO2: Learn the process of recruitment, selection.

CO3: Apply the process of performance appraisal, training & development.

CO4: Know the concepts of compensation and employee retention approaches and strategies.

CO5: Identify various industrial & labour legislations in India.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3					3		3
CO2	3	3		2	3			3		3	3
CO3	3	3	3	3		3			3	3	3
CO4	3	3	3	3	3	3		2		3	
CO5	3	3	3	3	3	3		3			3

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: AB204</b>	<b>OPERATIONS MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites:** NIL

**Course Objectives:**

The course aim to introduce concepts of operations management in an organization; it also offers the knowledge of product designing, plant layouts, process designing and management of materials.

**MODULE – I**

**[12 Periods]**

**Introduction to Operations Management:** Functional Subsystems of Organization, Definition, Systems Concept of Production, Types of Production Systems – Flow Shop, Job Shop, Batch Manufacturing, The Project, Productivity, Strategic Management – Corporate Strategic, Generic competitive Strategies, Functional Strategies, Gross Domestic Product and its impact, World Class Manufacturing.

**MODULE – II**

**[13 Periods]**

**Designing operations:** Product Design and Analysis [Definition], new product development-its concepts, Steps of Product Design, Process Planning and Design-Selection of Process, Process Selection Decision, Process Planning Design, Responsibilities of Process Planning Engineer, Steps in Process Planning, Process Research. Value Analysis/Value Engineering – History of Value Analysis/Value Engineering, Function, Aims, Value Engineering Procedure, Advantages and Application Areas; Standardization: Standardization Procedure, Advantages of Standardization, Application of Standardization, Ergonomic Considerations in Product Design.

**MODULE – III**

**[7 Periods]**

**A: Plant Location:** Factors Influencing Plant Location, Break-even Analysis. Single Facility Location Problem, Multi-facility Location Problems – Model for Multi-facility Location Problem, Method of Transformation, Model to Determine X-Coordinates of New Facilities, Model to Determine Y-Coordinate,

**B: Plant Layout-** Plant layout introduction, Classification of Layout, Advantages and limitations of Product Layout, Advantages and limitations of Group Technology Layout, Layout Design Procedure.

**[6 Periods]**

**MODULE – IV**

**[13Periods]**

**Materials Management:** Integrated Materials Management, Components of Integrated Materials Management- Materials Planning, Inventory Control, Purchase Management, Stores Management. Inventory Control- Inventory Decisions, Costs Trade Off. Models of Inventory, Operation of Inventory Systems, Quantity Discount, Implementation of Purchase Inventory Model, Purchasing Management, Stores Management – Incoming Materials Control, Store Accounting, Obsolete Surplus and Scrap Management, ABC Analysis, XYZ Analysis, VED Analysis, FSN Analysis, SDE Analysis.

**MODULE – V****[13 Periods]**

**Project and Maintenance Management:** Concept of Project - Types of Projects - Feasibility Report - Detailed Project Report - Project management techniques-PERT and CPM - Maintenance Management-equipment cycle - Requirements for effective maintenance management.

**Reference Books:**

1. Ajay K Garg, “**Production and Operations Management**”, TMH, 2012.
2. K.Ashwathappa, Sreedhar Bhat, “**Production and Operations Management**”, HPH, 2012.
3. Panneerselvam “**Production and Operations Management**” PHI,2012.
4. H.Kaushal, “**Production / Operations Management**”, Case Study Solutions, MacMillan, 2012.
5. Mahadevan, “**Operations Management: Theory and Practice**”, Second Edition, Pearson, 2010.
6. Dipak Kumar Bhattacharyya, “**Production and Operations Management**”, Universities Press, 2012.
7. J.K, Sharma: “**Operations Research**”, Macmillian, 2013.

**E Resources:**

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv656-Page1.htm>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv728-Page1.htm>
3. <http://freevideolectures.com/Course/2371/Project-and-Production-Management>
4. <http://nptel.ac.in/courses/110106044/>
5. <https://www.youtube.com/watch?v=obzp6biyAN0>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Know the basics of production and operations management.  
 CO2: Analyse product designing, process designing and value engineering.  
 CO3: Appreciate various facility location models and plant layout designs.  
 CO4: Analyze various concept of integrated materials management and various inventory control techniques.  
 CO5: Understand the basic concepts of projects and its maintenance management.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1							3		3	3	
CO2	3	3	3		3	3		3	3	3	3
CO3		3	3		3	3	3	3	3	3	3
CO4		3	3					3		3	
CO5					3		3				2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: AB205</b>	<b>ENTREPRENEURSHIP</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The aim of this subject is to inspire students to become entrepreneurs so that they will emerge as job providers rather than job seekers.

**MODULE – I**

**[13 Periods]**

**Entrepreneurship:** Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship, differences between Entrepreneur and Intrapreneur, Understanding individual Entrepreneurial Mindset and personality, recent trends in entrepreneurship.

**MODULE – II**

**[12 Periods]**

**Starting the venture:** generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.

**MODULE – III**

**[7 Periods]**

**A. Sources of finance:** Various sources of Finance available: Long term sources - Equity Shares, Preference Shares and debentures- Kinds Private Placements- IPO- SEBI- FDI- Institutional Finance - Banks - IDBI, IFCI, IIBI, ICICI, SIDBI, SFC's in India - NBFC's in India - their way of financing in India for small and medium business.

**B. Entrepreneurship development programs in India:** The entrepreneurial journey- Institutions in aid of entrepreneurship development: MDI, NIESBUD, EDII, IED. EDP's of SIDBI.

**[6 Periods]**

**MODULE – IV**

**[12 Periods]**

**Entrepreneurship Development and Government:** Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available.

**Women entrepreneurship:** Role and Importance, Growth of women entrepreneurship in India, Issues & challenges.

**MODULE – V**

**[12 Periods]**

**Entrepreneurship and Law:** Intellectual property Rights-Patents, Copyrights-Trademarks and Trade secrets- Licensing- franchising, Legal issues and challenges of new venture startups.

**Strategic perspectives in entrepreneurship:** Strategic planning-Strategic actions-strategic positioning-Business stabilization- Building the adaptive firms-Understanding the growth stage-Unique managerial concern of growing ventures.

**Reference Books:**

1. Vasant Desai “**Small Scale industries and entrepreneurship**” Himalaya publishing 2012.
2. Nandan H, “**Fundamentals of Entrepreneurship**”, PHI, 2013.
3. D F Kuratko and T V Rao “**Entrepreneurship- A South-Asian Perspective “Cengage Learning”**”, 2012. [For PPT, Case Solutions Faculty may visit : login.cengage.com]
4. Rajeev Roy “**Entrepreneurship**” 2e, Oxford, 2012.
5. B.Janakiram and M.Rizwana- “**Entrepreneurship Development**”, Text& Cases, Excel Books,2011.
6. Shejwalkar, “**Entrepreneurship Development**”, Everest, 2011.
7. Khanka, “**Entrepreneurship Development**”, S.Chand, 2012.

**E Resources:**

1. <http://freevideolectures.com/Course/3641/Entrepreneurship-Through-the-Lens-of-Venture-Capital>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=entrepreneurship>
3. [http://nptel.ac.in/courses/122106032/Pdf/7\\_4.pdf](http://nptel.ac.in/courses/122106032/Pdf/7_4.pdf)
4. <https://www.scribd.com/doc/21516826/Entrepreneurship-Notes>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Analyze the new trends in entrepreneurship and understands the concept of entrepreneurial mind set and personality.
- CO2: Learn the process and various stages involved in starting a new venture.
- CO3: Identify about the various sources of financing new ventures and the institutions offering entrepreneurship development programs in India
- CO4: Know the role of Central Government and State Government in promoting Entrepreneurship and also gains the knowledge of issues and challenges of women entrepreneurship.
- CO5: Know the various legal aspects of entrepreneurship and the challenges of new startups in India. Also understands how the strategy helps in making the startups successful.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1		2	3							
CO2	1	3	3		3				3	3	3
CO3	1	3	3	3					3	3	3
CO4	3	3			2						3
CO5	3	1	3		3						

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: AB206</b>	<b>OPERATIONS RESEARCH</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To introduce students the tools and techniques of quantitative Analysis & operations to equip them to make an optimal managerial decisions

**MODULE I**

**[13 Periods]**

**Operations research:** Introduction, Importance and Scope of OR in business activities, Optimization concept, OR Models: Linear programming, Introduction to LP, Problem formulation, product mix and various managerial applications and Graphical method of problem solving, Alternate solution of LP, Duality in LP, Formulation of dual problems, advantages, its economics interpretation, Sensitivity analysis only just to know no problems need be worked out and software packages to be used to solve LP models.

**MODULE –II**

**[13Periods]**

**Transportation models:** Mathematical Model of transportation problem, Methods for finding Initial feasible solution: Northwest corner Method, Least Cost Method, Vogel’s approximation Method, Test of optimality by MODI Method, Variation transportation, Problems like unbalanced Supply and demand, Degeneracy and its resolution.

**Assignment Model:** Algorithm for solving assignment model, Hungarians Method for solving assignment problem, Maximization case in assignment problem: unbalanced assignment problem, travelling salesman problem. .

**MODULE- III**

**[7 Periods]**

**A:Queuing theory:** Queuing theory (waiting line), Single server/Single Queue, Essential features of queuing system, Single Queue, Operating characteristics of queuing system, Probability distribution in queuing system, Multi server, description of other queuing models (only description)

**B: Sequencing problems:** Processing 'n' jobs through 2 machines, Processing 'n' jobs through 3 machines, No 2 jobs on 'n' machines. **Replacement models-** Replacement of items deteriorating with time, Replacement of items that fail completely, (No group replacement), Decision tree analysis.

**[6 Periods]**

**MODULE –IV****[13 Periods]**

**Decision Theory Anatomy of Decision Theory:** Decision Models: Probabilistic Decision Models: Maximum Likelihood Rule - Expected Payoff Criterion - Competitive Decision Models: Maximin, Minimax, Hurwicz, Laplace Decision Models

**MODULE-V****[12 Periods]**

**Game theory:** Introduction, two person zero - sum games, Saddle point, Dominance theory, description of other models and their managerial application.

**Simulation:** Introduction to basic concepts, Simulation procedures, Application of simulation, critical evaluation of software and using customized software.

**Reference Books:**

1. JK Sharma, Quantitative Techniques, McMillan
2. ND Vohra, Quantitative Techniques in Management, TMH
3. Anderson, Sweeney, Williams, Quantitative Methods for Business, Thomson
4. JK Sharma, Operations Research, McMillan
5. Barry Render, Ralph Stair and Michael Hanna, Quantitative Analysis, Pearson
6. Frederick Hillier and Gerald Lieberman, Operations Research, TMH
7. Natarajan, Balasubramani and Tamilarasi, Operations Research, Pearson

**E Resources:**

1. <http://nptel.ac.in/courses/110106062/>
2. <http://nptel.ac.in/courses/112106131/1>
3. <http://www.nptelvideos.in/2012/12/fundamentals-of-operations-research.html>
4. <http://nptel.ac.in/courses/112106134/1>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Understand basic concepts importance of operation research.  
 CO2: Know the Transportation and Assignment models and its significance.  
 CO3: Apply Queuing theory and Sequencing Problems.  
 CO4: Learn the concepts of Decision Theory Anatomy of Decision Theory.  
 CO5: Design Game theory and simulations problems.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1					3	3		2			3
CO2		3			3	3			3	3	3
CO3		3	3		3		3	2	3	3	
CO4		3	3				3	3		3	3
CO5		3	3				3	2		1	

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: AB207</b>	<b>BUSINESS ANALYTICS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To understand the importance of ever-increasing volume, variety and velocity of data in organization and application of data analytical tools for decision making.

**MODULE- I [12periods]**

**Introduction to Data Analytics:** Introduction to Data- Importance of Analytics- Data for Business Analytics –Big Data - Business Analytics in Practice. Data Visualization – Data Visualization tools, Data queries, Statistical methods for Summarizing data, Exploring data using pivot tables.

**MODULE- II [13 periods]**

**Descriptive Statistical Measures:** Population and samples, Measures of location, Measures of Dispersion, Measures of variability, measures of Association. Probability distribution and Data Modeling – Discrete Probability distribution, Continuous Probability distribution, Random sampling from Probability Distribution, Data Modeling and Distribution fitting.

**MODULE- III [7 periods]**

**A: Predictive Analytics:** Karl Pearson Correlation Techniques - Multiple Correlation- Spearman’s Rank correlation-Simple and Multiple regression- Regressions by the method of least squares

**B: Building good regression models:** Regression with categorical independent variables-Linear Discriminate Analysis-One way and Two Way ANOVA [6 periods]

**MODULE- IV [13periods]**

**Data Mining :** Scope of Data Mining, Data Exploration and Reduction, Unsupervised learning – cluster analysis, Association rules, Supervised learning- Partition Data, Classification Accuracy, prediction Accuracy, k-nearest neighbors, Classification and regression trees, Logistics Regression.

**MODULE- V [13periods]**

**Simulation:** Random Number Generation, Monte Carlo Simulation, What if Analysis, Verification and Validation, Advantages and Disadvantages of Simulation, Risk Analysis, Decision Tree Analysis.

**Reference books:**

1. James Evans, Business Analytics, 2e, Pearson, 2017.
2. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams Essential of Business Analytics, Cengage Learning.
3. Thomas Eri, Wajid Khattack & Paul Buhler : Big Data Fundamentals, Concepts, drivers and Techniques by Prentice Hall of India, New Delhi, 2015

4. Akil Maheswari: Big Data, Upskill ahead by Tata McGraw Hill, New Delhi, 2016
5. Seema Acharya & Subhashini Chellappan: Big Data and Analytics, Wiley Publications, New Delhi, 2015.

**E Resources:**

1. [https://onlinecourses.nptel.ac.in/noc18\\_mg09/preview](https://onlinecourses.nptel.ac.in/noc18_mg09/preview)
2. <http://nptel.ac.in/courses/110104086/13>
3. <https://onlinecourses.nptel.ac.in/noc18-mg11/preview>
4. <http://nptel.ac.in/courses/110106050/>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Understand the basic concepts of data analytics and its relevance to business.
- CO2: Implement the various descriptive statistical measures and their application
- CO3: Learn the tools of predictive analytics and their application for business analysis.
- CO4: Understanding the basic concepts of data mining and its importance in business analytics.
- CO5: Analyze the concepts of simulation and its application to solve business problems

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1				3				2	3		3
CO2		3			3				3	3	3
CO3		3			3	2		3		3	3
CO4		2			3			2	3		
CO5		3		3				2		1	

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: AB208</b>	<b>COMPUTER APPLICATIONS IN BUSINESS – (Report and Seminar)</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: MC</b>		<b>-</b>	<b>-</b>	<b>3</b>

**Prerequisites: NIL**

**Course Objectives:**

The objective of this course is to lay an important foundation to students in managing various computer applications with a special focus on business activities and its requirements.

- **Computer Basics-I:** An overview of the computer system. Windows operating system- MS Word- basics, creating, editing and formatting documents, inserting tables and graphics. MS Power Point- basics, creating presentation, customizing design templates with slide masters, producing presentation. MS Excel- basics, and printing worksheets, preparation of charts. MS Access- basics, designing and creating data base, adding and maintaining data in data in tables, retrieving data using forms and reports.
- **Computer Basics-II:** Entering and editing data MS Excel, performing calculations, formatting and Manipulating Data, using Data Names and Ranges, Filters and Sort and Validation Lists, Basic Formulas and Use of Functions, Advanced Formulas and Functions, Advanced Data Analysis using PivotTables and Pivot Charts. Securing the Excel Document [Protect Cells and Workbook].
- **Computer Applications in Financial Management and Taxation:** Using MS Excel to solve financial management problems- Present Value, Future Value, NPV etc. Online Trading of Securities.
- **Computer Applications in Accounting:** Features of Tally, Completing accounting cycle using Tally software, XBRL, Taxonomy, Filling of Financial statements, Director's report and Auditor Report using XBRL.
- **Computer Applications in Statistical Analysis:** Features of SPSS, Creating files and data entry in SPSS, Preparation of frequency tables and graphs, Computation and interpretation of Mean, Standard Deviation, Standard Error, Simple and multiple correlation, regression, Analysis of variance, t-Test, Chi-Square Test. F-test, ANOVA, and time series.

**Computer Lab Practical's to be done during the course:**

1. Financial statement analysis using MS Excel.
2. Computation of Present value, future value, Net Present Value using MS Excel.
3. Completing accounting cycle using TALLY.
4. Online Trading.
5. Computation of descriptive statistics, correlation, regression using MS Excel/SPSS

References:

1. Tally.ERP 9 Essentials.
2. xbrl.org.
3. iasb.org.
4. spss.org
5. rbi.org.
6. incometax.india.gov.in.
7. xbrl.icai.org.
8. mca.gov.in
9. icai.org.
10. bse.org. nse.org. sebi.org.

**Note: Student has to submit a report on using MS-Excel to get the course grade (Satisfactory/ non- satisfactory) at the end of the semester.**

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Know the Financial statement analysis using MS Excel.
- CO2: Gain knowledge on computation of Present value, future value, Net Present Value using MS Excel knowledge.
- CO3: Know the best practices accounting cycle using TALLY.
- CO4: Know the various online trading.
- CO5: Learn to develop descriptive statistics, correlation, and regression using MS Excel/SPSS.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	2	1	1	2	2	2	3	2	1
CO2	2	1	2		1	2			2	1	1
CO3	1	2	1		3		2	1	1		
CO4	3	3	3	2	3		2	2	1	1	2
CO5	2	1	1	3	1	3		2	2	1	1

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB301</b>	<b>STRATEGIC MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:** The Objective of the course is to enable students have a grasp of various business strategies in general and functional management areas. It will provide a strategic orientation in conduct of the business

**MODULE – I [13 Periods]**

Introduction- Concepts in Strategic Management, Strategic Management as a process –Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company’s strategy – Environmental Scanning -Concepts of Core Competence, Crafting a strategy for competitive advantage.

**MODULE – II [13 Periods]**

Strategic Analysis and Choice: Tools and techniques- Porter's Five Force Model, BCG Matrix, GE Model, SWOT Analysis and TOWS Matrix,. Market Life Cycle Model - and Organizational Learning, and the Experience Curve.

**MODULE – III [12 Periods]**

Strategy Formulation: Formulation of strategy at corporate, business and functional levels. Strategy Alternatives: - Stability Strategy, Growth Strategy, Retrenchment Strategy, and Combination Strategy.

**MODULE – IV [13 Periods]**

Strategy Implementation: Types of Strategies: Offensive strategy, Defensive strategy, vertical integration, horizontal strategy; Tailoring strategy to fit specific industry and company situations, Strategy and Leadership, Resource Allocation as a vital part of strategy – Planning systems for implementation.

**MODULE – V [13 Periods]**

Strategy Evaluation and control – Establishing strategic controls - Role of the strategist - benchmarking to evaluate performance - strategic information systems – Guidelines for proper control- Strategic surveillance -strategic audit - Strategy and Corporate Evaluation and feedback in the Indian and international context.

**Reference Books:**

1. Mital, “Cases in Strategic Management”; 3<sup>rd</sup> Edition, TMH, 2013.
2. P. Subba Rao, “Business Policy and Strategic Management”, 2<sup>nd</sup> Edition, HPH, 2012.
3. Hitt & Ireland and Manikutty,” “Strategic Management: A South Asian Perspective”: Cengage Learning, 9e, 2012. [For PPT, Case Solutions Faculty may visit : login.cengage.com].
4. Mason A Carpenter et al.”Strategic Management: A dynamic Perspective” Pearson, 2e, 2012.
5. A Nag “Strategic Management: Analysis, Implementation & Control” “Vikas Publishing house, 2012.
6. S K Sarangi “Modern Strategic Management” Everest Publishing, 2012.
7. V.S.P. Rao, V. Hari Krishna; “Strategic Management”, 1<sup>st</sup> Edition, Excel Books, 2012.

**E Resources:**

1. <http://freevideolectures.com/Course/3014/Strategic-Management>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv316-Page1.htm>
3. <http://www.onlinevideolecture.com/?course=mba-programs&subject=strategic-management>
4. <http://nptel.ac.in/courses/110108047/>
5. <http://www.nptelvideos.in/2012/12/strategic-management.html>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Know how to scan internal and external environment of an organization, understand different types of strategies

CO2: Understanding the formulation of strategies for gaining competitive advantage.

CO3: Analyze various corporate level strategies and the concept of organizational restructuring.

CO4: Gain knowledge about the corporate implications for global strategies and the risk involved in an international environment.

CO5: Evaluate strategies and take corrective steps

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	1	3		3				3	3
CO2	3	3	3	3	3			3	3		3
CO3	3	3		3	3	3		3	3	3	
CO4	3	3	3	3			3		3		3
CO5	3	3	1	1	3		3	3			

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB302</b>	<b>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To give students an understanding that the problems and issues within the respective fields of logistics are invariably complex, and require clear reasoning and analysis, in order to derive an appropriate course of action. To incorporate and learn the critical elements of Logistics and Supply Chain Management processes.

**MODULE- I**

**[13 Periods]**

**Logistics and Competitive strategy:** Competitive advantage – Gaining Competitive advantage through logistics-Integrated supply chains-Competitive performance - Models in Logistics Management - Logistics to Supply Chain Management – Focus areas in Supply Chain Management-Customer service and retention- Basic service capability Value added services.

**MODULE- II**

**[13 Periods]**

**Measuring logistics costs and performance:** The concept of Total Cost analysis – Principles of logistics costing – Logistics and the bottom-line –Impact of Logistics on shareholder value - customer profitability analysis –direct product profitability – cost drivers and activity-based costing.

**MODULE- III**

**[6 Periods]**

**A: Logistics and Supply chain relationships:** Benchmarking the logistics process and SCM operations –Mapping the supply chain processes –Supplier and distributor benchmarking –setting benchmarking priorities.

**B: Identifying logistics performance indicators:** Channel structure – Economics of distribution –channel relationships –logistics service alliances.

**[6 Periods]**

**MODULE- IV**

**[13Periods]**

**Sourcing, Transporting and Pricing Products:** sourcing decisions and transportation in supply chain – infrastructure suppliers of transport services– transportation economics and pricing – documentation - pricing and revenue management Lack of coordination and Bullwhip Effect - Impact of lack of coordination. - CRM –Internal supply chain management.

**MODULE- V**

**[13 Periods]**

**Managing global Logistics and global Supply Chains:** Logistics in a global economy – views of global logistics- global operating levels – interlinked global economy – The global supply chains -Global supply chain business processes –Global strategy –Global purchasing – Global logistics – Channels in Global logistics –Global alliances –Issues and Challenges in Global supply chain Management.

**Reference Books:**

1. Dr. Gopal Krishnan – “**Material Management review**”, 2002 Pearson New Delhi.
2. G. Raghuram [I.I.M.A.] – “**Logistics and Supply Chain Management**” Macmillian, 2000.
3. Emiko Bonafield- “**Harnessing Value in the Supply Chain**”, Johnwiley: Singapores, 1999
4. R.G. Koragaonkar – “**JIT Manufacturing**”.
5. B.S. Sahay, Macmillian- “**Supply Chain Management**”, 2000.

**E Resources:**

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv210-Page1.htm>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv656-Page1.htm>
3. <http://www.onlinevideolecture.com/?course=mba-programs&subject=supply-chain-management>
4. <http://nptel.ac.in/courses/110106045/>
5. <http://nptel.ac.in/courses/110107074/>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Learn the basic concepts that how organizations gain competitive advantage through logistics.

CO2: Understand the concept of measuring the cost of logistics and impact on shareholders.

CO3: Identify the Logistics and Supply chain relationships.

CO4: Examine the sourcing decisions and transportation Impact in lack of coordination.

CO5: Analyze the trends of logistics in a global economy

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3		3		3					1
CO2				3	3			3	3	3	3
CO3				3	3	3	3		3	3	3
CO4		3					3		3	3	3
CO5				3				3			

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB303</b>	<b>PROFESSIONAL ELECTIVE-VI INTERNATIONAL MARKETING [ MARKETING]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To enable the student understand the Global Markets, formulate of Global Marketing Strategies and Implement.

**MODULE - I** **[13 Periods]**

**Introduction to International Marketing:** Definition, Scope, Features, Difference between Domestic and International Marketing, Why International? International Marketing Theories, Types of Economics & Markets.

**MODULE- II** **[12 Periods]**

**Environment of Global Markets:** Types: Political, Economical, Social, Legal and Technological Environments, EXIM Policy, International Trade and its barriers trade in Goods & Services.

**MODULE- III** **[7 Periods]**

**A. Assessing Global Market Opportunities:** Global vision through Market Research: Market Selection, Role of Culture, Government Policies of Target Markets.

**B. SWOT Analysis:** SWOT Analysis of Target Markets, International Trade Agreements, World Market Stages. **[6 Periods]**

**MODULE - IV** **[13Periods]**

**Developing Global Market strategies:** Segmentation product & services decisions for consumers and Business: Marketing channels and Distribution, Promotion Strategies, Pricing strategies.

**MODULE - V** **[13 Periods]**

**Implementing Global marketing strategies:** Negotiation with customers and selection method, E-Marketing channels organization & controlling of the global marketing programme.

**Reference Books:**

1. P.K.Vasudeva- **“International Marketing”**-4<sup>th</sup> edition-Excel Books-2012.
2. Dr.Gajender Sharma- **“International Marketing”**-1<sup>st</sup> edition-Excel Books-2010.
3. Svend Hollensen, Madhumita Benerjee- **“Global Marketing”**-4<sup>th</sup> Edition-Pearson-2010.
4. Rajagopal –**“International Marketing”**-2<sup>nd</sup> Edition –Vikas -2011.
5. Justin Paul- **“International Marketing”** – Text and Cases, TMH, 2013.
6. Kiefer Lee, Steve Carter-**“Global Marketing Management”**-3<sup>rd</sup> edition-Oxford-2011.

- Warner J.Keogan, Naval K.Bghargava-“**Global Management**”-7<sup>th</sup> Edition-  
Person-2011.

**E Resources:**

- <https://www.youtube.com/watch?v=7ceTukehc4o>
- [http://novellaqalive2.mhhe.com/sites/0073380989/information\\_center\\_view0/supplements.html](http://novellaqalive2.mhhe.com/sites/0073380989/information_center_view0/supplements.html)
- [https://onlinecourses.nptel.ac.in/noc16\\_mg02/](https://onlinecourses.nptel.ac.in/noc16_mg02/)
- <http://nptel.ac.in/courses/110105057/31>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Learn the basic concepts of international marketing and their theories.  
 CO2: Understand about the various environmental factors affecting the global markets.  
 CO3: Analyze the process of assessing global marketing opportunities.  
 CO4: Identify the process of developing global marketing strategies.  
 CO5: Understand the basic concepts of global marketing strategies implementations.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2							1	3	3
CO2	3			3	3			2	3	3	3
CO3	3			3	3	2			3		
CO4		3	3			2		2	3	3	2
CO5		3	3	3						1	

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB304</b>	<b>PROFESSIONAL ELECTIVE-I SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT [FINANCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To make the student better understand the investment environment, alternatives, process and valuation of securities. Also enables the student to gain knowledge of portfolio management and mutual funds.

**MODULE – I**

**[13 Periods]**

**Investment Environment in India:** overview of Indian financial system securities trading in stock markets, Real Vs Financial Assets, Investment alternatives, the investment management process, Investment Vs Speculation.

**Security Analysis:** Fundamental Analysis, Technical Analysis, EMH [Efficient Market Hypothesis], Investor psychology and investment decisions.

**MODULE – II**

**[12 Periods]**

**Portfolio Analysis:** The returns and risks from investing- Markowitz portfolio Theory, Mean- variance approach, portfolio selection-efficient portfolios, The Sharpe single index model-Capital Asset Pricing Model(CAPM), Arbitrage Pricing Theory (APT).

**MODULE – III**

**[7 Periods]**

**A. Bond Valuation:** Types of bonds, Interest rates, Term Structure of interest rates, measuring bond yields, Yield to Maturity, Yield to Call, Yield to Maturity, Holding Period Return.

**B. Bond pricing theorems:** bond duration, Active and Passive bond management Strategies, bond immunization, bond volatility, bond convexity. **[6 Periods]**

**MODULE – IV**

**[13 Periods]**

**Equity Valuation:** Equity Analysis & Valuation, Balance sheet Analysis equity valuation models, intrinsic value & market price, The P/E Ratio & Earnings multiplier Approach, CAGR, Price/Book value, Price/ Sales ratio, Economic Value Added [EVA] and MVA.

**MODULE – V**

**[13 Periods]**

**Mutual Funds:** Introduction to Mutual funds, Types of Mutual Funds Schemes, Structure, NAV[Net Asset Value], Risk and Return, Performance Evaluation Models- Sharpe Model, Treynor Model, Jensen Model, FAMA's Decomposition, Trends in Indian Mutual Funds.

**Reference Books:**

1. ZVI Bodie, Alex Kane, Alan J Marcus : Investments, TMH, 2012.
2. William. F. Sharpe, Gordon J Alexander & Jeffery V Bailey: “**Fundamentals of Investments**”, Prentice Hall, 2012.
3. Reilly, Brown: “**Analysis of Investment and Management of Portfolios**”, 10<sup>th</sup> Edition, Cengage, 2012.
4. Donald E Fischer, Ronald J Jordan: “**Security Analysis and Portfolio Management**”, 6<sup>th</sup> Edition, Pearson, 2012.
5. Jones: “**Invest Analysis**”, Wiley.
6. Prasanna Chandra: “**Investment analysis and Portfolio Management**” 4<sup>th</sup> Edition, TMH, 2012.
7. Punithavathi Pandian : “**Security Analysis and Portfolio Management**”, Vikas. 2012.

**E Resources:**

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv216-Page1.htm>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv611-Page1.htm>
3. <http://freevideolectures.com/Course/3012/Security-Analysis-and-Portfolio-Management>
4. <http://www.nptelvideos.in/2012/12/security-analysis-and-portfolio.html>
5. <http://nptel.ac.in/courses/110105036/>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Learn the basics of investment environment and Indian financial system.

CO2: Appreciate the securities using various portfolio analysis models for a better selection of stocks.

CO3: Appraise the various types of bonds and their valuation process.

CO4: Analyze equity stocks using various valuation models.

CO5: Understand the basic mutual fund schemes and their appreciation models.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2		3	3			2			
CO2	3	3	3	3	3				3	3	3
CO3	3	3	3	3	3	3		3	3	3	3
CO4	3	3		3					3	3	
CO5	3	3		2				2		3	1

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB305</b>	<b>PROFESSIONAL ELECTIVE-I LEARNING AND DEVELOPMENT [ HUMAN RESOURCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To understand the concept of Learning with emphasis on training and Development and its role in organizational Development.

**MODULE – I**

**[13 Periods]**

**Introduction to Learning:** Concepts of Learning, Phases in Learning, Learning theories - Reinforcement theory, Social learning Theory, Goal theories, need theories, expectancy theory, Adult Learning theory Information Processing Theory, The Learning Process, The Learning Cycle, Instructional emphasis for learning outcomes.

**MODULE – II**

**[13 Periods]**

**Training Strategy and Designing Training:** The evolution of Training's Role, Strategic Training and development Process, Training needs in different strategies, Models of Training Department. Training needs Assessment, Reasons for planned training. Designing the training program, developing the group and the climate, Trainers and training styles- evaluating training and Follow-on support.

**MODULE – III**

**[6 Periods]**

**A. Training methods** - Traditional methods- Presentation methods, Hands-on methods, Group Building Methods, e-learning and use of technology in training- Technology influence on training and learning, Technology and multimedia

**B. computer- based training:** developing effective online learning, blended learning, mobile technology and training methods, technologies for training Administration.

**[6 Periods]**

**MODULE – IV**

**[13 Periods]**

**Development:** Employee development, Essential ingredients of Management Development, Strategy and Development, Approaches to Employee Development – Formal education, Assessment, Job experiences, Interpersonal Relationships, the development Planning Process, company's strategies for providing development, e-learning and employee development. Electronic MDPs.

**MODULE – V**

**[13 Periods]**

**Contemporary issues in Training and Development:** Orientation training, diversity training, sexual harassment training, team-training, cross functional teams, cross cultural training, training for talent management and competency mapping. Career Management, career management systems, Career paths, Career Plateauing, Coping with career breaks, Training for virtual work arrangements.

**Reference Books:**

1. Raymond A Noe, Amitabh Deo Kodwani, Employee Training and Development, McGraw Hill, 2012.
2. Rolf Lynton, Uday Pareek, Training for Development, Sage, 2012.
3. P. Nick Blanchard, James W. Thacker, A. Anand Ram, Effective Training, 4e, Pearson, 2012.
4. Jean Barbazette - Training Needs Assessment: Methods, Tools, and Techniques- Wiley, 2014
5. G. Pandu Naik, Training and Development, Excel Books, 2011.
6. Steve W. J. Kozlowski, Eduardo Salas, Learning, Training, and Development in Organizations, Routledge, 2010.

**E Resources:**

1. <https://hr.unm.edu/employee-and-organizational-development>
2. <http://managementhelp.org/organizationalchange/>
3. <https://ww2.mc.vanderbilt.edu/vmgtod/>
4. <http://nptel.ac.in/courses/122105020/9>
5. <http://nptel.ac.in/courses/122105020/18>
6. <http://nptel.ac.in/courses/109105121/>

**Course Outcome:**

**At the end of the course, the student will be able to:**

CO1: Learn the concept of learning and theories of Learning

CO2: Evaluating training strategies and how to design Training.

CO3: Understand and Apply the traditional and computer based training methods.

CO4: Develop the essentials and approaches to employee development.

CO5: Analyze the Contemporary issues in Training and Development.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3				3			3		3	3
CO2	3	3	3	3					3	3	3
CO3			3		3			3	3	3	
CO4		3	3		3	3					
CO5		3		2				3			2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB306</b>	<b>PROFESSIONAL ELECTIVE-I MANAGEMENT OF STARTUP [ENTREPRENEURSHIP]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To understand new venture creation opportunities, its resources and requirements for Enterprise Startup.

**MODULE – I**

**[13 Periods]**

**Startup opportunities:** The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Startup - Ideation- Venture Choices - The Rise of The startup Economy - The Six Forces of Change- The Startup Equation- The Entrepreneurial Ecosystem –Entrepreneurship in India- Government Initiatives.

**MODULE – II**

**[13Periods]**

**Startup Capital Requirements and Legal Environment:** Identifying Startup capital Resource requirements - estimating Startup cash requirements - Develop financial assumptions- Constructing a Process Map - Positioning the venture in the value chain - Launch strategy to reduce risks- Startup financing metrics - The Legal Environment- Approval for New Ventures- Taxes or duties payable for new ventures.

**MODULE – III**

**[7Periods]**

**A: Starting up Financial Issues:** Feasibility Analysis - The cost and process of raising capital – Unique funding issues of a high-tech ventures - Funding with Equity  
**B: Financing with Debt:** Funding startups with bootstrapping- crowd funding- strategic alliances.

**[6 Periods]**

**MODULE – IV**

**[13 Periods]**

**Startup Survival and Growth:** Stages of growth in a new venture- Growing with the market - Growing within the industry- Venture life patterns- Reasons for new venture failures- Scaling Ventures - preparing for change - Leadership succession. Support for growth and sustainability of the venture.

**MODULE – V**

**[12 Periods]**

**Planning for Harvest and Exit:** Dealing with Failure: Bankruptcy, Exit Strategies- Selling the business - Cashing out but staying in-being acquired- Going Public (IPO) – Liquidation.

**Reference Books:**

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2. Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
3. S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.

4. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
5. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
6. Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009.

**E Resources:**

1. <http://nptel.ac.in/courses/122106032/26>
2. <http://nptel.ac.in/courses/118105009/50>
3. <http://nptel.ac.in/courses/110105067/>
4. <http://nptel.ac.in/courses/109105122/>
5. [https://www.youtube.com/watch?v=2vCMm1\\_MFpQ](https://www.youtube.com/watch?v=2vCMm1_MFpQ)

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Know the Startup opportunities.  
 CO2: Learn the Legal and other requirements for new ventures.  
 CO3: Understand the Financial Issues of startups.  
 CO4: Know the Sustainability and growth of startups.  
 CO5: Understand the Exit strategies.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	2	2	1	2	2	3	2	1	2
CO2	2	2	2	1	3	3	1	1	1	2	1
CO3	2	2			2		1	1	2	1	1
CO4	1	2	1	1	2	2	2	1	2	2	2
CO5	2	3	2	1		2	1	2	1	2	1

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB307</b>	<b>PROFESSIONAL ELECTIVE-II INTEGRATED MARKETING COMMUNICATION [ MARKETING]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course objective:**

The aim of this course is to enable MBA students to understand management of marketing communication, marketing mix and ethical aspects of marketing communication.

**MODULE-I** **[13 Periods]**

**Understanding Integrated Marketing Communication:** Understanding Marketing Communication, Integrated Marketing Communication, Integrated Marketing Communication as an Integral part of Marketing, Understanding Consumer Behaviour, Understanding the Communication process, Communication Mix.

**MODULE-II** **[13 Periods]**

**Budgeting, Objectives and Evaluation of IMC:** Setting Communication Objectives, DAGMAR Approach to setting objectives and measuring advertising effectiveness, is allocating the Marketing Communication Budget, Conducting research to measure communication effectiveness, Post- Testing tools and techniques, Evaluating other promotional tools and IMC.

**MODULE-III** **[6 Periods]**

**A: Marketing Communication Mix I:** Creative Execution in Advertising, Decision in Print, Execution on Radio, Execution on online and television, getting that 'Big Idea' of creativity.

**B: Marketing Communication Mix II:** Sales Promotion, Direct Marketing, Personal Public Relations, Publicity and Corporate Advertising, Unconventional Promotional Media: Sponsorships, Mobile Advertising, Word Of Mouth, Village Farmers, Out of Home Media, World Wide Web Communications. **[6 Periods]**

**MODULE-IV** **[13 Periods]**

**Strategic communication:** Introduction, relevant theories and models of planned and strategic communication- Methods of internal communication and public relations, Campaign planning, analysis of messages, channels and audiences- Ethical considerations of information, communication and public relations activities.

**MODULE-V** **[13 Periods]**

**Regulation, Social and Ethical Aspects of Advertising and Promotion:-** Federal Regulation of Advertising, regulations of Advertising and Promotion in India, regulation of other Promotional Areas, Social and Ethical Criticisms of Advertising, ethical aspects of Advertising – Truth in Advertising, Advertising to children, Advertising controversial products, Social Aspects of Advertising.

**Reference Books:**

1. Krutishah, Alan D'Souza, Advertising and promotions on IMC Perspective, TMH, 2012.
2. Jaishri Jethwaney, Shruthi Jain, Advertising Management, Oxford, Second edition, 2012.
3. George E Belch, Michael A Belch , Keyoor puravi , Advertising and Promotions – An Integrated Marketing Communications perspective , TMH, 2013.
4. Semenile , Allen, O Guinn , Kaufmann, Advetising and Promotions, An Integrated brand approach, Cengage, 6<sup>th</sup> edition , 2012.
5. SHH Kazmi, Satish K.Batra, Advertising & Sales Promotions, 3<sup>rd</sup> edition , Excel Books, 2011.
6. Terence A. Shimp, Integrated Marketing communication Advertising and Promotion, 8<sup>th</sup> edition Cengage Learning , 2012.
7. S.A.Chunawalla, Advertising Sales and Promotion Management, 4<sup>th</sup> edition, HPH,2012.
8. Dr. Niraj kumar, Integrated Marketing Communication, HPH, 2011.
9. Dinesh Kumar, Marketing Channel, Oxford, 2012.
10. Prof. Ritwik haldar, Advertising and Sales Promotion Management, HPH, 2011

**E-Resources:**

1. nptel.ac.in/courses/110104070/39
2. nptel.ac.in/courses/110105038/33
3. nptel.ac.in/courses/110105078/28
4. nptel.ac.in/courses/110105078/29
5. <https://www.youtube.com/watch?v=dQNRWF1BaTc>

**Course outcome:**

**At the end of the course, the student will be able to:**

- CO1: Learn the integrated marketing communication.  
 CO2: Understand the advertising in print, radio, television, sales promotion, and regulation.  
 CO3: Learn communication Mix.  
 CO4: Analyze the basic concepts of strategic communication.  
 CO5: Apply the Social and ethical aspects of marketing communication.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3					3		
CO2	3	3		3		3			3	3	3
CO3	3	3	3	3	3	3			3	3	3
CO4	3		3	3	3			3	3	3	
CO5	3		3	3	3					3	

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB308</b>	<b>PROFESSIONAL ELECTIVE-II FINANCIAL INSTITUTIONS MARKETS AND SERVICES [FINANCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To give an understanding about Indian Financial system with respect to markets, Institutions and Services.

**MODULE – I**

**[13 Periods]**

**Introduction to the structure of financial system:** Equilibrium in financial markets; Indicators of Financial Development, Financial system and economic development; Financial Sector reforms after 1991 - Regulatory and Promotional Institutions: Function and Role of RBI, Monetary Policy and techniques of monetary control of RBI. The role and functions of SEBI. An update on the performance on Non-statutory Financial organization like IFCI, IRBI, NABARD, SIDBI, and SFCs.

**MODULE – II**

**[13 Periods]**

**The banking and Non-Banking Institutions:** Commercial banks – the public and the private sectors – structure and comparative performance. Co-operative banks- role, Govt. initiatives to strengthen the co-operative banks- The Non-banking financial Institutions: Structure and functioning of Unit Trust of India and Mutual Funds, Growth of Indian Mutual funds and its Regulation-The Role of AMFI. Insurance Companies – Structure and Investment Pattern of LIC, GIC and other insurance companies, Competition, innovation, Role of IRDA, Challenges of Insurance Sector.

**MODULE – III**

**[7 Periods]**

**A: Financial and Securities Markets:** Structure and functions of Call Money Market, Government Securities Market – T-bills market, Commercial Bills market, Commercial paper and certificate of deposits.

**B: Securities markets** – Organisation and structure, listing trading and settlement, SEBI and Regulation of Primary and Secondary Markets.

**[6 Periods]**

**MODULE – IV**

**[13 Periods]**

**Asset/fund based Financial services:** Lease finance, consumer credit and hire purchase finance, factoring definition, functions, advantages, evaluation and forfeiting, bills discounting, housing finance, venture capital financing. Fee-based / Advisory services: Stock broking, credit rating.

**MODULE – V****[12 Periods]**

**Investment Banking:** Introduction, Functions and activities, underwriting, bankers to an issue, debenture trustees, portfolio managers. Challenges faced by investment bankers.

**Reference Books:**

1. Vasant Desai: “**Financial Markets and Financial Services**”, Himalaya,2012.
2. M.Y.Khan: “**Financial Services**”, TMH, 2012.
3. L.M.Bhole: “**Financial Institutions and Markets**”, TMH, 2012.
4. Varanasi.Bhaskar Rao, “**Musings of the Barefoot Bankers, BS Publications:**”, 2012.
5. Pathak: “**Indian Financial Systems**”, Pearson, 2012
6. S.Gurusamy: “**Financial Services and System**”, Cengage,2012
7. Justin Paul and Padmalatha Suresh: “**Management of Banking and Financial Services**”, Pearson, 2012.

**E Resources:**

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv160-Page1.htm>
2. <http://www.investopedia.com/walkthrough/corporate-finance/1/financial-institutions.aspx>
3. [http://www.citigroup.com/citi/about/institutional\\_businesses.htm](http://www.citigroup.com/citi/about/institutional_businesses.htm)
4. [http://nptel.ac.in/courses/110105031/pr\\_pdf/Module-32%20pdf..pdf](http://nptel.ac.in/courses/110105031/pr_pdf/Module-32%20pdf..pdf)
5. [http://nptel.ac.in/courses/122106032/Pdf/7\\_5.pdf](http://nptel.ac.in/courses/122106032/Pdf/7_5.pdf)

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Learn the structure of Indian financial system and various reforms after 1991.

CO2: Understand the knowledge of various banking and non-banking institutions in India.

CO3: Know about various instruments of financial and securities markets.

CO4: Evaluate the concept of asset based financing system and their practices.

CO5: Gain knowledge of investment banking and the challenges in India.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2					3		
CO2	3	3		2	3			3	3	3	3
CO3	3		3	3	3			3	3	3	
CO4	3	1	3	3	3	2			3	3	3
CO5	2			3	3			3			

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB309</b>	<b>PROFESSIONAL ELECTIVE-II EMPLOYEE RELATIONS AND LABOUR LAWS [HUMAN RESOURCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

The aim of the course is to enable HR elective students develop awareness towards labour laws. The students will understand how to deal with legal problems emanating from employer and employee relations in organizations.

**MODULE – I [12 Periods]**

**Employee Relations:** Introduction, Dunlop’s Industrial Relations Systems, Characteristics of Indian IR System; Trade Unions: Union Purpose. Trade Union, Functions, Methods, Politics, Types of Unions, Trade Unions in India: Union Structure and characteristics. Recognition of Unions: States provisions for Recognition, Rights of recognized Unions, Unfair Labour Practices.

**MODULE – II [13 Periods]**

**Collective Bargaining:** Nature and legal framework of collective bargaining – Levels of Bargaining and Agreements- Change in the Labour - management relations in the post-liberalized India- Changes in the legal frame work of collective bargaining, negotiated flexibility, productivity bargaining, improved work relations, public sector bargaining and social security – Negotiating techniques and skills –drafting of an agreement, Labour Welfare work, Labour Welfare officer, Worker’s Participation.

**MODULE – III [7 Periods]**

**A. Employee grievance:** - Grievance Handling Employee Grievances – Causes of Grievances – Grievance Procedure-Conciliation, Arbitration and Adjudication procedural aspects for Settlement of Grievances –Standing Orders- Code Discipline, Industrial employment (Standing orders), Act 1946, Right to Strike: Major Strikers, Tripartite and Bipartite Bodies.

**B. Industrial Disputes:** Meaning, nature and scope of industrial disputes - Causes and Consequences of Industrial Disputes – Role of state Dispute Settlement Machinery and its instruments - Prevention and Settlement of industrial disputes in India- Employee Participation - Managing good industrial relations, The Industrial Dispute Act 1947. **[7 Periods]**

**MODULE – IV [12 Periods]**

**Labour Laws- I:** Payment of Wages Act 1936, Constitutional provisions in respect of wages and remuneration. Minimum Wages Act-1948, Equal Remuneration Act-1976, The Payment of Gratuity Act 1972, The Contract Labour (Regulation & Abolition) Act-1970.

**MODULE – V****[13 Periods]**

**Labour Laws- II:** Payment of Bonus Act -1965(amendments of 2016), Workmen’s Compensation Act, 1923 - Employees State Insurance Act, 1948 - Employees provident fund and miscellaneous provisions Act, 1952 - Maternity Benefit Act, 1961(amendments of 2016), Fatal Accident Act 1855.

**Reference Books:**

1. Dr K S Anandram “**Cases in Personnel Management Industrial Relations and Trade Relations**” Everest, 2012.
2. Arun Monappa,Ranjeet Nambudiri,Selvaraj “ **Industrial Relations and Labour Laws**” , TMH,2012
3. Mamoria, Mamoria, Gankar “**Dynamics of Industrial Relations**” Himalaya Publishing House.2012.
4. A.M.Sharma “**Industrial Relations and Labour Laws**”, Himalaya Publishing House,2013.
5. Ratna Sen “**Industrial Relations-Text and cases**” Macmillan Publishers 2011.
6. Punekar S.D,Deodhar S.B, Saras wathi Sankaren”**Labour Welfare,Trade Unionism and Industrial Relations**”, Himalaya Publishing House,2012.

**E Resources:**

1. <http://guides.lib.uchicago.edu/c.php?g=297682&p=1986660>
2. <https://www.commerce.wa.gov.au/labour-relations/links-industrial-relations-legislation>
3. <http://nptel.ac.in/courses/122105020/10>
4. <http://nptel.ac.in/courses/122105020/12>
5. <http://nptel.ac.in/courses/122105020/17>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Know the basics of Industrial relation system in India.

CO2: To Understand the concept of collective bargaining.

CO3: Gain knowledge of key areas of Employee grievance and industrial disputes act

CO4: Analyze the various labour Laws regarding the payments

CO5: Analyze the various Labour Laws related to bonus, provident fund, etc.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1		3	3	3				2	3		3
CO2			3	3	3			2		3	
CO3				3	3		3		3	3	3
CO4				3	3		3			3	3
CO5				3				2		3	

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB310</b>	<b>PROFESSIONAL ELECTIVE-II MANAGEMENT OF MSME [ENTREPRENEURSHIP]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To understand the setting up and management of MSMEs and initiatives of Government and other institutions support for growth and development of MSMEs.

**MODULE - I [13 Periods]**

**Introduction for Small and Medium Entrepreneurship (SME):** Concept & Definition, Role of Business in the modern Indian Economy SMEs in India, Employment and export opportunities in MSMEs. Issues and challenges of MSMEs

**MODULE - II [13 Periods]**

**Setting of SMEs’:** Identifying the Business opportunity, Business opportunities in various sectors, formalities for setting up an enterprise - Location of Enterprise – steps in setting up an enterprise – Environmental aspects in setting up, Incentives and subsidies, Rural entrepreneurship – Women entrepreneurship.

**MODULE - III [7 Periods]**

**A: Institutions supporting MSMEs:** –Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions, Central level institutions, State level institutions, other agencies

**B: Commercial Bank:** Appraisal of Bank for loans. Institutional aids for entrepreneurship development – Role of DST, SIDCO, NSIC, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureaus. **[6 Periods]**

**MODULE - IV [12 Periods]**

**Management of MSME:** Management of Product Line; Communication with clients – Credit Monitoring System - Management of NPAs - Restructuring, Revival and Rehabilitation of MSME, Problems of entrepreneurs – sickness in SMI – Reasons and remedies — Evaluating entrepreneurial performance

**MODULE - V [13 Periods]**

**Role of Government in promoting Entrepreneurship:** MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB).

**Reference Books:**

1. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2003.
2. Poornima M Charanthimath, Entrepreneurship Development Small Business Enterprises, Pearson, 2006.
3. Paul Burns & Jim Dew Hunt, Small Business Entrepreneurship, Palgrave Macmillan publishers, 2010.
4. Suman Kalyan Chaudhury, Micro Small and Medium Enterprises in India Hardcover, Raj Publications, 2013.
5. Aneet Monika Agarwal, Small and medium enterprises in transitional economies”, challenges and opportunities, DEEP and DEEP Publications.

**E-Resources:**

1. [https://www.youtube.com/watch?v=2vCMm1\\_MFpQ](https://www.youtube.com/watch?v=2vCMm1_MFpQ)
2. <https://www.youtube.com/watch?v=94mO2SxzF8I>
3. <https://freevidelectures.com/course/3645/technology-entrepreneurship/1>
4. <http://www.digimat.in/nptel/courses/video/110105067/L50.html>
5. <http://nptel.ac.in/courses/122106032/26>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Understand the Issues and Challenges in MSMEs  
 CO2: Know the Setting up of MSMEs.  
 CO3: Know the institutions supporting MSMEs and commercial Banks.  
 CO4: Know the Management of MSMEs  
 CO5: Acquainted with Institution and Government support.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	2	2	1	2	2	1	2	1	2
CO2	2	2	2	1	3	3	1	1	1	2	1
CO3	2	2	1		2		1	1	2	1	1
CO4	1	2	1	1	2	2	2	1	2	2	2
CO5	2	3	2	1		2	1	2	2	2	1

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB311</b>	<b>PROFESSIONAL ELECTIVE-III CONSUMER BEHAVIOUR [MARKETING]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The aim of this course is to enable MBA students take marketing decisions keeping in mind the consumer behaviour. It will help them to design primary market research studies for the mutual benefit of consumers and organizations.

**MODULE – I [13 Periods]**

**Introduction to Consumer Behaviour:** Defining consumer behavior-Understanding Consumer through research process, Consumer behaviour in a world of economic instability, Rural Consumer Behaviour, Consumer Segmentation, Targeting and Positioning, Segmentation & Branding, Rural Markets.

**MODULE – II [13 Periods]**

**Environmental Influences on Consumer behaviour:** Influence of Culture, Sub Culture, Social Class, Social Group, Family and Personality, Cross-Cultural Consumer Behaviour.

**MODULE – III [7 Periods]**

**A: Consumer as an Individual:** Personality and Self-concept, Consumer Motivation, Consumer Perception, Consumer Attitudes and Changing Attitudes.

**B: Consumer learning process** Consumer learning and Information Processing, Communication and Consumer Behaviour. **[7 Periods]**

**MODULE – IV [12 Periods]**

**Consumer Decision Making Processes:** Problem Recognition, Search and Evaluation, Purchasing processes, Post purchase behaviour, Models of Consumer decision making, Consumers and the diffusion of Innovations.

**MODULE – V [12 Periods]**

**Consumerism and Ethics:** Roots of Consumerism, Consumer Safety, Consumer Information, Consumer Responsibilities, Marketer responses to consumer issues, Marketing Ethics towards Consumers.

**Reference Books:**

1. Suja R Nair, “Consumer Behaviour in Indian perspective”, 2<sup>nd</sup> edition, HPH, 2013.
2. S. Ramesh kumar, cases in “Consumer Behaviour”, Pearson, 2011.
3. Satish Batra, SHH kazmi, “Consumer Behaviour”-Text and Cases, Excel Books, Second Edition, 2011.
4. Ramanuj Majumdar, “Consumer Behaviour”, PHI, 2011.

- Kardes, Cline, Cronley, “Consumer Behaviour”-Science and Practice, Cengage Learning, 2012.

**E Resources:**

- <http://www.learnerstv.com/Free-Management-Video-lectures-ltv866-Page1.htm>
- [https://onlinecourses.nptel.ac.in/noc17\\_mg05/preview](https://onlinecourses.nptel.ac.in/noc17_mg05/preview)
- <http://nptel.ac.in/courses/110105029/>
- <http://nptel.ac.in/courses/110105054/>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Learn the basic concepts of consumer Behaviour.

CO2: Understand the environmental influences on consumer Behaviour.

CO3: Analyze the perception and attitude of consumers.

CO4: Identifying the consumer decision making process.

CO5: Apply marketing ethics towards consumers.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3		3			3		3
CO2		3		3				3	3	3	3
CO3		3	3		3					3	3
CO4	3	3	3	3	3				3		
CO5	3		3		3	3		3		1	

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB312</b>	<b>PROFESSIONAL ELECTIVE – III STRATEGIC MANAGEMENT ACCOUNTING [FINANCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The objective of the course is to enable the students to the components of product cost, their calculation methods, and their control.

**MODULE – I**

**[13 Periods]**

**Introduction to management accounting, cost analysis and control:** Management accounting Vs. Cost accounting vs. financial accounting, Role of accounting information in planning and control, Cost concepts and Managerial use of classification of costs. Cost analysis and control: Direct and Indirect expenses, allocation and apportionment of overheads, calculation of machine hour rate. An introduction to activity based costing.

**MODULE – II**

**[13 Periods]**

**Costing for specific industries:** Unit costing, Job Costing, Cost Sheet and tender and process costing and their variants, treatment of normal losses and abnormal losses, inter-process profits, costing for by-products and equivalent production.

**MODULE – III**

**[6 Periods]**

**A: Marginal costing-I:** Introduction, Application of Marginal costing in terms of cost control, profit planning, Closing down a plant.

**B: Charging general and specific fixed costs:** fixation of selling price. Make or buy decisions, key or limiting factor.

**[6 Periods]**

**MODULE – IV**

**[13 Periods]**

**Marginal costing II:** Selection of suitable product mix, desired level of profits, diversification of products, closing down or suspending activities, level of activity planning. Break-even analysis: application of BEP for various business problems. Inter-firm comparison: need for inter-firm comparison, types of comparisons, advantages.

**MODULE – V**

**[13 Periods]**

**Budgetary control:** Budget, budgetary control, steps in budgetary control, Flexible budget, different types of budgets: sales budget, Cash budget, Production budget, Performance budgets, Zero Based Budgeting; An introduction to cost audit and management audit.

**Standard costing:** Standard Cost and Standard Costing, Standard costing Vs Budgetary control, Standard costing Vs estimated cost, Standard costing and Marginal costing, analysis of variance, Material variance, Labor variance and Sales variance.

**Reference Books:**

1. M.Y. Khan, P.K. Jain, “**Management Accounting**”: Theory and Problems, TMH, New Delhi, 4/e, 2007.
2. Manash Gupta, “**Cost Accounting Principles and Practice**”, Pearson Education, 2006.
3. Hansen Mowen, “**Cost and Management Accounting & Control**”, Thompson Publications 2012
4. S.P. Jain and K.L. Narang, “**Cost and Management Accounting**”, Kalyani Publishers, New Delhi, 2006.
5. James Jiambalvo, “**Managerial Accounting**”, John Wiley & Sons, Inc. New Delhi, 2007.
6. Atkinson, Banker, Kaplan and Young, “**Management Accounting**”, PHI, 2006.

**E Resources:**

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv638-Page1.html>
2. <http://nptel.ac.in/courses/110105067/13>
3. <http://nptel.ac.in/courses/110101003/>
4. [http://nptel.ac.in/courses/122106031/slides/8\\_1s.pdf](http://nptel.ac.in/courses/122106031/slides/8_1s.pdf)

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Learn the basics of managerial accounting, cost accounting and control.

CO2: Analyze the different costing methods followed in various industries.

CO3: Apply the marginal costing in cost control and other decisions.

CO4: Evaluate the role of marginal costing in selecting product mix and defining the optimal quantities of production.

CO5: Analyze the different types of budgets and the basics of standard costing.

<b>CO- PO Mapping</b>											
<b>(3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak</b>											
<b>COs</b>	<b>Programme Outcomes(POs)</b>								<b>Programme Specific Outcomes(PSOs)</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3							3		3	3
<b>CO2</b>				3			3		3	3	
<b>CO3</b>		3		3			2		3	3	3
<b>CO4</b>		3	3		2	3			3	3	1
<b>CO5</b>		3	3		2	3		3			

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: BA313</b>	<b>PROFESSIONAL ELECTIVE-III PERFORMANCE MANAGEMENT [HUMAN RESOURCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To give an understanding about performance management and reward system linked with performance.

**MODULE – I [13 Periods]**

**Introduction to Performance Management:** Performance Management and reward systems in context- performance management contribution-aims and roles of PM system- performance planning, performance review, Performance Management process, Performance Management strategic planning.

**MODULE – II [13 Periods]**

**System implementations:** Defining performance- performance dimensions- choosing a Measurement Approach, Measuring Results and Behaviors. Gathering performance Information – appraisal form - a model of rater motivation - implementing a performance Management System- communication plan and training program.

**MODULE – III [6 Periods]**

**A: Performance Management and employee development** – personal developmental plans – supervisor’s role.

**B: Performance Management skills** – coaching- styles – coaching vs mentoring- performance review meetings. **[6 Periods]**

**MODULE – IV [13 Periods]**

Reward Systems and legal issues- pay structures – contingent pay plans - laws affecting performance management. Managing Team performance – team –types of teams and performance.

**MODULE – V [13 Periods]**

Relevant Performance related concepts: Bench marking, Six Sigma, Competency Mapping, Balance Score card, Job Analysis.

**Reference books:**

1. Herman Aguinis, “**Performance Management**” Pearson, 2012.
2. Prem Chadha “**Performance management**” Macmillan, 2012.
3. Ram Kumar Balyan, Vikramender Singh & Suman “**Performance management text and cases**”, Himalaya Publications, 2011.
4. Lance A Berger & Dorothy R Berger “**The Talent Management Hand Book**” 2nd edition TMH, 2013.
5. B D Singh, “**Performance Management System- a holistic approach**” excel Books,2010.
6. Srinivas K Kandula “**Performance Management**” PHI, 2010.

7. R K Sahu: “Performance Management System”, Excel, 2013.

**E Resources:**

1. [https://www.successfactors.com/en\\_us/lp/articles/optimize-performance-management.html](https://www.successfactors.com/en_us/lp/articles/optimize-performance-management.html)
2. <https://www.opm.gov/policy-data-oversight/performance-management/>
3. <http://nptel.ac.in/courses/122102007/24>
4. <http://nptel.ac.in/courses/122102007/25>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Understand the basic concepts of performance management and rewardsystems in an organization.
- CO2: Know the process of collecting performance information and variousmeasuring approaches.
- CO3: To apply how performance management helps inemployee development.
- CO4: To evaluate legal issues of rewards management and also able tomanage the team performance.
- CO5: Analyze various performance management concepts like Benchmarking, Six Sigma, Competency Mapping etc.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3		2		3	3		3
CO2	3	3			3				3	3	3
CO3		3	3		3				3	3	3
CO4		3	3		3					3	
CO5			3		3	3		3			1

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB314</b>	<b>PROFESSIONAL ELECTIVE-III FAMILY BUSINESS MANAGEMENT [ENTREPRENEURSHIP]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To understand the importance of family-owned businesses for achieving Competitive advantage in the market place.

**MODULE-I**

**[13 Periods]**

**Introduction to Family Business:** Family Business as a unique synthesis- Succession and Continuity: The three generation rule- Building Family business that last- The systems theory model of Family Business - Agency Theory of Family business - The stewardship perspective of family business - Competitive Challenges and Competitive advantages of family businesses- The role of Genograms and family messages to understand the family system. Family emotional intelligence - The ECI-U Model.

**MODULE-II**

**[13 Periods]**

**Ownership Challenges and Family Governance:** Shareholder Priorities – Managers vs Owners - Responsibilities of shareholders to the company - Effective Governance of the shareholder - firm relationship – Family Governance: Structure, Challenges to family governance, Managing the challenges of succession. Enterprise Sustainability: Twelve elements of strategic –fit and its implications on family firms.

**MODULE-III**

**[6 Periods]**

**A: Successor Development:** Characteristics of next-generation leaders - Next-generation attributes interests and abilities for responsible leadership- Next-generation personalities-managing interdependence

**B: CEO as an architect of succession and continuity** - Types of CEO Spouse and the transfer of power.

**[6 Periods]**

**MODULE-IV**

**[13 Periods]**

**Strategic Planning and Transgenerational Entrepreneurship:** Life cycle stages influencing family business strategy - Turning core competencies into competitive advantage – The unique vision of family-controlled businesses - Strategic regeneration- The Business Rejuvenation matrix - Intrapreneurship.

**MODULE-V**

**[13 Periods]**

**The Future of Family Business:** New Leaders of the Evolution - Three states of evolution- Continuity and culture - changing the culture - The change formula - Organization Development approaches to change - Commitment planning - Organic competencies and business's future - Thriving through competition - Institutionalizing the change.

**Reference books:**

1. Ernesto J.Poza, Mary S. Daughterty, Family Business, 4e, Cengage Learning, 2015.
2. Frank Hoy, Pramodita Sharma, Entrepreneurial Family Firms, Prentice Hall, 2010
3. Sudipt Dutta, Family Business in India, Sage Publications, 1997.
4. Laura Hougaz, Entrepreneurs in Family Business Dynasties: Stories of Italian-Australian Family Businesses over 100 years, Springer, 2015.
5. John L. Ward, Keeping the Family Business Healthy: How to Plan for Continuing Growth, Profitability and Family Leadership, Palgrave Macmillan, 2011.
6. M. Nordqvist, T. Zellweger, Transgenerational Entrepreneurship: Exploring Growth and
7. Performance in Family Firms across Generations, Edward and Elgar Publishing Limited, 2010.

**E-Resource:**

1. <https://freevideolectures.com/course/3645/technology-entrepreneurship/1>
2. <http://www.digimat.in/nptel/courses/video/110105067/L50.html>
3. <http://nptel.ac.in/courses/122106032/26>
4. <https://www.youtube.com/watch?v=94mO2SxzF8I>
5. [www.digimat.in/nptel/courses/video/110105067/L50.html](http://www.digimat.in/nptel/courses/video/110105067/L50.html)

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Know the Perspectives in Family Business.  
 CO2: Learn the Ownership Challenge and Family Governance.  
 CO3: Understand the Successor Development strategies.  
 CO4: Know the Strategic Planning and Transgenerational Entrepreneurship.  
 CO5: Understand the New Leaders of the Evolution and Change.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	1		1		1	1	2	1	1
CO2	2	3	2		1	2		1	1	2	1
CO3	2	2	1	1	2		1	1	2	1	1
CO4	2	2	1	1	2	2	1	1	3	1	1
CO5	1	1	2	1	1	1	2	2	1	2	2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB315</b>	<b>PROFESSIONAL ELECTIVE – IV DIGITAL MARKETING [MARKETING]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

The objective of this course is to expose the student to digital marketing mainly for lead generation and retention activities in both business to business and business to consumer environments.

**MODULE-I [12Periods]**

**Introduction of Digital Marketing:** Digital Marketing meaning- need of digital marketing- Digital Marketing Vs Traditional Marketing- Digital Marketing Process- Creating digital marketing strategy- Digital Marketing era and the way forward.

**MODULE-II [14 Periods]**

**Search Engine Optimization:** What is Search Engine?, Type of Search Engines, Search Engine Optimization Types- SEO life cycle- Difference between Organic and Inorganic- Keyword Research -Google Trends- On-Page Optimization- Off-Page Optimization.

**Social Media Optimization:** Social Media- importance- Social Media Marketing- Branding - Paid Advertising – Blogging- Face book –Twitter- LinkedIn- Slide Share- Social Media Management Tool (SMMT).

**MODULE-III [6 Periods]**

**A: Google Adwords:** Navigating through Google AdWords- Understanding Google AdWords Structure- Writing Ads in Google AdWords

**B: Google Tools:** Keyword Planner Tool- Google Webmaster Tool- Google Analytics- Reporting and Analysis Tool. **[6 Periods]**

**MODULE-IV [13Periods]**

**Email Marketing:** How Email works?- Challenges while sending bulk emails- Solution over challenges- Types of email marketing- Email marketing Tools- Designing of Email template- Email marketing scheduler- Email marketing success tracking - Lead Generation For Business.

**MODULE-V [13 Periods]**

**Other forms of Digital marketing:** Mobile marketing- Inbound marketing-content marketing- E-commerce marketing- affiliate marketing- YouTube channel marketing.

**Reference books:**

1. Vandana Ahuja, **Digital Marketing – Oxford Higher Education-2015**
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha: **Marketing Management**, 13/e, Pearson Education, 2012.
3. Michael miller, **B2B Digital Marketing: Using the Web to Market Directly to Businesses**, 1/e, Pearson Education.
4. Dave Chaffey, Fiona Ellis-Chadwick, **Digital Marketing: Strategy, Implementation and Practice**, Pearson, 6<sup>th</sup> edition -2015.
5. Jeanniey Mullen, David Daniels, **Email Marketing: an Hour a Day**, Times Knowledge series- 2010.

**E Resources:**

1. <http://freevidelectures.com/Course/2752/Future-of-Marketing>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=marketing-fundamental>
3. <http://nptel.ac.in/courses/110104070/>
4. <http://nptel.ac.in/courses/110104068/>

**Course out comes:****At the end of the course, the student will be able to:**

- CO1: Learn the basics of digital marketing and also be able to develop a comprehensive digital marketing strategy
- CO2: Understand the concept of search engine and its optimization process.
- CO3: Analyze Concepts Google Adwords And Tools And Its Application In Digital Marketing.
- CO4: Apply the email marketing in successful digital marketing.
- CO5: To compare the benefits of emerging platforms of digital marketing like YouTube marketing, mobile marketing-commerce marketing... etc.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1				3		2		3	3	1	
CO2		2	3		3	2		3	3	3	3
CO3		2	3		3	2		3	3	3	3
CO4		2	2		3	2		3		3	3
CO5		2	3			2		3			

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB316</b>	<b>PROFESSIONAL ELECTIVE-IV FINANCIAL DERIVATIVES AND RISK MANAGEMENT [ FINANCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:** To give an understanding about the derivatives in stock, commodity and Forex markets.

**MODULE-I** **[13 Periods]**

**Introduction to Derivatives** – Development and Growth of Derivative Markets, Types of Derivatives, Fundamental linkages between spot & Derivative Markets, The Role of Derivatives Market, Uses & Misuses of derivatives. Participants in derivatives market, Insider Trading.

**MODULE –II** **[13 Periods]**

**Future and Forward Market** structure of forward and Future Markets, Mechanics of future markets, Hedging Strategies, Using futures, Determination of forward and future prices, Interest rate futures, Currency futures and Forwards.

**MODULE –III** **[6 Periods]**

**A: Options** – Distinguish between Options and Futures, Structure of Options Market, Principles of Option Pricing, Option Pricing Models: The Binomial Model, The Black – Scholes Merton Model.

**B: Basic Option Strategies,** Advanced Option Strategies, Trading with Options, Hedging with Options, Currency Options. **[6 Periods]**

**MODULE –IV** **[13 Periods]**

**Swaps** – Concept and Nature, Evolution of Swap Market, Features of Swaps, Major types of Swaps, Interest Rate Swaps, Currency Swaps, Commodity Swaps, Equity Index Swaps, Credit Risk in Swaps, Credit Swaps, using Swaps to Manage Risk, Pricing and Valuing Swaps.

**MODULE –V** **[13 Periods]**

**Commodity Market Derivatives-** Introduction, Types, Commodity Futures and Options, Swaps. Commodity Exchanges- MCX, NCDEX- Role, Functions & Trading. (Refer : M.Ranganatham & R.Madhumathi)

**Reference Books:**

1. John C Hull: Options, Futures and other derivatives, , Pearson , 2012.
2. M.Ranganatham & R.Madhumathi : Derivatives and Risk Management, Pearson, 2012
3. Robert A Strong: Derivatives – An Introduction, Thomson, 2012
4. Gupta: Financial Derivatives, PHI 2012
5. Dubofsky, Miller: Derivatives Valuations and Risk Management, Oxford. 2012

6. Don M. Chance, Robert Brooks: Derivatives and Risk Management Basic, Cengage. 2012.
7. Sundaram Das, Derivatives – Principles and Practice, McGraw Hill, 2012.

**E Resources:**

1. <http://nptel.ac.in/courses/110105036/37>
2. <http://nptel.ac.in/courses/110105035/37>
3. <https://www.youtube.com/watch?v=KuJkFqBWpl0>
4. [https://www.youtube.com/watch?v=DacchSabC\\_o](https://www.youtube.com/watch?v=DacchSabC_o)
5. [https://www.youtube.com/watch?v=zo\\_dLUoyqjc](https://www.youtube.com/watch?v=zo_dLUoyqjc)

**Course out comes:**

**At the end of the course, the student will be able to:**

CO1: Know the basics of concepts of derivative market.

CO2: Learn the concepts and valuation of Forwards and futures.

CO3: Analyze the structure, concepts and valuation of options.

CO4: Apply the concepts, types and valuation of swaps.

CO5: Understand the various commodity exchanges and different types of commodity derivatives.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1		2				2		3		3	1
CO2		2			3			3	3	1	
CO3	3	2			3			3	3	3	3
CO4	3	3			3	3		3	3	3	
CO5	3					3		3			1

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB317</b>	<b>PROFESSIONAL ELECTIVE-IV STRATEGIC HUMAN RESOURCE MANAGEMENT [HUMAN RESOURCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites:** NIL

**Course Objective:**

To give an understanding about strategic Human Resource planning, implementation, training and development and evaluation.

**MODULE-I** **[13 Periods]**

**Human Resource Strategy:** Introduction to Strategic Human Resource Management - valuation objectives and Importance of Human Resources Strategy- Strategic fit – A conceptual framework -Human Resources contribution to strategy - Strategy driven role behaviors and practices – Theoretical Perspectives on SHRM approaches – Linking business strategies to HR strategies.

**MODULE –II** **[13 Periods]**

**Strategic Human Resource Planning:** Objectives, benefits, levels of strategic planning- Activities related to strategic HR Planning-Basic overview of various strategic is planning models-Strategic HR Planning model-Components of the strategic plan.

**MODULE – III** **[6 Periods]**

**A: Strategy Implementation:** Strategy implementation as a social issue-The role of Human Resource-Work force utilization and employment practices

**B: Resourcing and Retention strategies-**Reward and Performance management strategies.

**[6 Periods]**

**MODULE-IV** **[13 Periods]**

**Strategic Human Resource Development:** Concept of Strategic Planning for HRD Levels in Strategic HRD planning-Training and Development Strategies-HRD effectiveness.

**MODULE-V** **[13 Periods]**

**Human Resource Evaluation:** Overview of evaluation - Approaches to evaluation, Evaluation Strategic contributions of Traditional Areas - Evaluating Strategic Contribution of Emerging Areas-HR as a Profit centre and HR outsourcing strategy.

**Reference Books:**

1. Charles R. Greer: “Strategic Human Resource Management” - A General Manager Approach - Pearson Education, Asia
2. Fombrum Charles & Tichy: “Strategic Human Resource Management” - John Wiley Sons, 1984
3. Dr. Anjali Ghanekar “Strategic Human Resource Management” Everest Publishing House, Pune 2009

4. Tanuja Agarwala “Strategic Human Resource Management” Oxford University Press, New Delhi 2014

**E Resources:**

1. [nptel.ac.in/courses/110105069/](http://nptel.ac.in/courses/110105069/)
2. [https://onlinecourses.nptel.ac.in/noc18\\_mg18/announcement](https://onlinecourses.nptel.ac.in/noc18_mg18/announcement)
3. <https://www.youtube.com/watch?v=Fa8E3tCDIpo>
4. [www.nptelvideos.com/discipline.php?name=management](http://www.nptelvideos.com/discipline.php?name=management)
5. <https://www.youtube.com/watch?v=1GjQkqgN95w>

**Course out comes:**

**At the end of the course, the student will be able to:**

CO1: Learn the basics of the conceptual understanding of Human Resource Strategy.

CO2: Understand the concept of the actives related to Human Resource Planning.

CO3: Apply the basic concepts of strategic implementation and retention strategies.

CO4: Analyze the basic concepts of Human Resource Development and its effectiveness.

CO5: Evaluate the concepts of Human Resource evaluation its contributions and approaches

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3							3	3	3
CO2		3	3		3				3	3	3
CO3		3	3		3	3		3	3		
CO4	3		3			3		3	3	3	2
CO5						2					

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB318</b>	<b>PROFESSIONAL ELECTIVE-IV CREATIVITY, INNOVATION AND ENTREPRENEURSHIP [ ENTREPRENEURSHIP]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To understand the creativity and innovation aspects in an enterprise management.

**MODULE – I**

**[13 Periods]**

**The Creativity Phenomenon:** Creative Cerebration- Creative Personality and Motivation –Creative Environment- Creative Technology- Creativity Training- Puzzles of Creativity- Spiritual and social roots of creativity- Essence, Elaborative and Expressive Creativities- Quality of Creativity- Existential, Entrepreneurial and Empowerment Creativities – Criteria for evaluating Creativity- Credible Evaluation- Improving the quality of our creativity.

**MODULE – II**

**[13Periods]**

**Mastering Creative Problem Solving:** Structuring of ill- defined problems- Creative Problem solving- Models of Creative problem solving- Mechanisms of Divergent thinking- Useful mechanisms of convergent thinking- Techniques of Creativity Problem solving

**MODULE – III**

**[7 Periods]**

**A: Creative Intelligence:** Creative Intelligence abilities - A model of Creative Intelligence – Convergent thinking ability - Traits Congenial to creativity - Creative Personality and forms of creativity-

**B: Motivation and Creativity:** Blocks to creativity- fears and Disabilities- Strategies for Unblocking- Energy for your creativity- Designing Creativogenic Environment.

**[6 Periods]**

**MODULE – IV**

**[13 Periods]**

**Innovation Management:** Concept of Innovation- Levels of Innovation- Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods- Theories of outsourcing New Product Development: Transaction Cost, Resource Based, Resource Dependence, Knowledge Based Theories.

**MODULE – V**

**[12 Periods]**

**Micro and Macro Perspectives of Innovation:** Systems Approach to Innovation- Innovation in the context of Emerging Economies- Organizational factors affecting innovation at the firm level- Leadership and Innovations- Open Innovation- Innovation Framework- Innovations developed by Open Technology Communities.



<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB319</b>	<b>OPEN ELECTIVE-I MANAGEMENT OF STRESS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To obtain the basic concepts of Stress management for managerial problem solving and self management.

**MODULE - I [10 Periods]**

**Understanding the nature of stress:** The Meaning of Stress - The Body's Reactions to Stress - Sources of Stress across the Lifespan- Adaptive and Maladaptive Behavior- Individual and Cultural Differences

**MODULE - II [9 Periods]**

**Understanding your Stress Level:** Role of Thoughts, Beliefs and Emotions, Stress and major Psychological disorders, DIY- Do It Yourself strategies in stress management.

**MODULE - III [5 Periods]**

**A: Strategies of stress management and prevention:** Challenging Stressful Thinking - Problem Solving and Stress Management - Psychological and Spiritual Relaxation Methods - Physical Methods of Stress Reduction, maladaptive coping strategies.

**B: Preparing for the Future:** College and Occupational Stress - Care of the Self: Nutrition and Other Lifestyle Issues - Stress and Conflict in Relationships **[5 Periods]**

**MODULE – IV [10 Periods]**

**Emotional regulation, time management and life skills:** Dialectical tensions, emotional regulation and coping constructs, Negative emotions-relation to stress, Physical manifestations of certain emotions, Identify key dimensions of time management

**MODULE - V [10 Periods]**

**Stress and coping applications in a global context; emotional intelligence:** The connection between social support and stress, the types of social support, Recognize the role of communication and relationships in managing stress in academic and work performance, emotional intelligence and conflict management frameworks

**Reference Books:**

1. Aldwin, Carolyn M. "Stress coping and development – An Integrative Perspective", The Guilford Press.2007.
2. Alex, Roney and Cooper, Cary. "Professionals on work place stress", John Wiley and Sons Ltd., 1997.

3. Armstrong, Michael. "A Handbook of Human Resource Management Practice" 10th edition, Kogan Page, 2006, pg. 839-844.
4. Ashwathappa, K. " Human Resource and Personnel Management-Text and Cases ", 4th Edition, Tata Mcgraw Hill, 2005.
5. Batra, Promod. "Simple ways to manage Stress", Thompson Press, India.1995.
6. Beehr, Terry, A. "Psychological Stress in the Workplace", Routledge Publications. New York. 1995.
7. Bolton, C Sharon. "Emotion Management in the Workplace" Palgrave, Mc Millan New York, 2005.

**E Resources:**

1. [nptel.ac.in/courses/121105009/](http://nptel.ac.in/courses/121105009/)
2. [nptel.ac.in/courses/122108038/39](http://nptel.ac.in/courses/122108038/39)
3. [nptel.ac.in/syllabus/121105009/](http://nptel.ac.in/syllabus/121105009/)
4. [www.nptelvideos.com/lecture.php?id=1064](http://www.nptelvideos.com/lecture.php?id=1064)
5. [www.nptelvideos.in/2012/11/concept-evolution-of-management-thought.html](http://www.nptelvideos.in/2012/11/concept-evolution-of-management-thought.html)

**Course Outcomes:**

**At the end of the course, students will be able to**

- CO1: Understand the nature and sources of stress.  
 CO2: Understanding the Stress Levels  
 CO3: Understand the strategies of stress management and the concepts of preparing for future.  
 CO4: Learn various Emotional regulation, time management and life skills.  
 CO5: Understand the coping applications of stress in the global context.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2			2	3	2		1			
CO2	2	2	2	1	2	2	1			1	2
CO3		2	1				3	2	2	3	
CO4	2			3	1	1	1		2	1	2
CO5	3	1	2	2	1	2	2	2	1	2	1

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB320</b>	<b>OPEN ELECTIVE –I QUALITY MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The objective of this course is to facilitate students appreciate the quality concepts and develop an understanding of tools and techniques relating to total quality management.

**MODULE – I**

**[10 Periods]**

**Principles and Practices-I:** Introduction,- Gurus of TQM,- Historic Review,- Benefits of TQM-Leadership, characteristics of Quality leaders.-The Deming Philosophy-Quality councils-Strategic Planning- Customer Satisfaction- Customer perception of Quality-service Quality, -Customer Retention-Employee Involvement-Employee survey-Empowerment-Gain sharing-Performance Appraisal.

**MODULE – II**

**[10 Periods]**

**Principles and Practices-II:** Continuous process Improvement - the Juran trilogy - The PDCA Cycle-Kaizen- Reengineering. Supplier Partnership- Partnering-Sourcing-Supplier Selection- Supplier rating-Performance Measures-Basic concept-Strategy-Quality cost- Bench marking- reasons for bench marking-Process-Understanding current performance-Pitfalls and criticism of benchmarking.

**MODULE – III**

**[5 Periods]**

**A: Tools and Techniques-I:** Information Technology- Computers and the quality functions –Information quality Issues-Quality management System- Benefits of ISO registration-ISO 9000 series Standards-Internal Audits.

**B: Environmental Management System:** ISO 14000 series-Benefits of EMS-Relation to Healthy and safety-Quality Function Deployment-The voice of the Customer- Building a House of Quality-QFD Process.

**[5 Periods]**

**MODULE – IV**

**[10 Periods]**

**Tools and Techniques-II:** Quality by Design- Benefits-Communication Model-Failure Mode and Effective Analysis-Failure Rate, FMEA Documentation-The process of FMEA Documentation-Product liability-Proof and Expert Witness. Total Productive Maintenance- promoting the Philosophy and Training-Improvements and needs- Autonomous Work groups.

**MODULE – V**

**[9 Periods]**

**Management Tools:** Management Tools,-Introduction-Forced field Analysis-Tree diagram- Process decision Program Chart-Statistical Process Control-Cause and Effect diagram-Histogram-state of control– Process Capability- Experimental Design-Hypothesis-Orthogonal Design-Two factors and Full factors-Quality Strategy for Indian Industries-Quality Management in India.

### Reference Books:

1. Sridhara bhat, “Total Quality Management Texts and Cases”, Himalaya, 2015.
2. Dr.S.Kumar , “Total Quality Management”, University Science Press ,2015.
3. Joel E Ross : “Total Quality Management”, 3<sup>rd</sup> Edition,CRC press,2015.
4. Dale H.Besterfeild, carlon Besterfeild: “Total Quality Management”, Pearson Education, 2015.
5. Poornima M charantimath “Total Quality Management”, Pearson Education, 2015.
6. Kanishka Bedi: “Quality Management”, Oxford, 2015.

### E Resources:

1. <http://www.vutube.edu.pk/vu-lectures/viewcategory/173/total-quality-management>
2. <https://www.youtube.com/watch?v=uNNP60MEaYw>
3. <http://nptel.ac.in/courses/122105020/13>
4. <http://nptel.ac.in/courses/110101010/downloads/mod2/Module%20II-Lec3.pd>
5. <http://nptel.ac.in/courses/110105039/25>

### Course Outcomes:

**At the end of the course, the student will be able to:**

- CO1: Learn the basics of TQM and its evolution.  
CO2: Know the various principles and practices under TQM.  
CO3: Appreciate the Quality management System and the standards like ISO, EMS and QFD etc.  
CO4: Know the tools and techniques relating to total quality management.  
CO5: Appreciate the various management tools under Total Quality Management system.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	1		1		1	1	2	1	1
CO2	2	3	2		1	2		1	1	2	1
CO3	2	2	1	1	2		2	1	2	1	1
CO4	2	2	1	1	3	2	1	1	3	1	1
CO5	1	1	2	1	1	1	2	2	1	2	2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB321</b>	<b>OPEN ELECTIVE –I PROJECT MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The objective of this course is to lay an important foundation to students in managing projects with a special focus on every phase such as project planning, execution, monitoring and evaluation.

**MODULE – I**

**[13 Periods]**

**Introduction:** Introduction-Project management-What is Project Management-why Project Management-Project Lifecycle- Project Management Research in brief, Project Management today, Organization strategy and structure and culture, Forma of organization structure, stake holder management, organization culture, creating a culture for Project Management.

**MODULE – II**

**[13Periods]**

**Project Planning:** Defining the project Planning, Approaches to project screening and selection, Work breakdown structure, financial Module, Getting Approval and compiling a project charter, setting up a monitoring and controlling process.

**MODULE – III**

**[6 Periods]**

**A: Project Execution:** Initiating the Project, Controlling and Reporting project objectives, conducting project Evaluation.

**B: Managing Risk:** Four Stage Process, risk management an integrated approach, cost Management, Creating a project Budget.

**[6 Periods]**

**MODULE – IV**

**[13 Periods]**

**Leading Project Teams:** Building a project Team, Characteristics of a Effective project Team, achieving gross - functional co-operation, virtual project teams, Conflicts management, Negotiations

**MODULE – V**

**[13 Periods]**

**Performance Measurement and Evaluation:** Project control cycles, monitoring project performances, earned value management, Human factors in project Evaluation and control, Project termination, Types of project terminations, Project management: current and future trends in project management.

**Reference Books:**

1. R. Panneerselvam, P. Senthilkumar, “**Project Management**”, PHI, 2015.
2. Gray, Larson: “**Project Management**”-Tata McGraw Hill-2015.
3. Jeffery K.Pinto:“ **Project Management**”-Pearson Education-2015.
4. Enzo Frigenti: “**Project Management**”-Kogan, 2015.
5. Thomas M.Cappels: “**Financially Focused Project Management**”, SPD, 2008.

**E Resources:**

1. <http://freevidelectures.com/Course/3648/Project-Management-Professional>
2. [http://videlectures.net/cleanbalkans2011\\_cesko\\_pm/?q=management](http://videlectures.net/cleanbalkans2011_cesko_pm/?q=management)
3. <http://nptel.ac.in/courses/110104073/>
4. <http://nptel.ac.in/courses/110105039/14>

**Course Outcomes:****At the end of the course, the student will be able to:**

- CO1: Understand the basic concepts of project management and its life cycle.
- CO2: Plan a project and identify various approaches to project screening and selection.
- CO3: Evaluation of project and manage the risk
- CO4: Creating a project team and can manage the conflicts and negotiations.
- CO5: Evaluating the current and future trends in project management

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1			3					2	
CO2		3		3				3			3
CO3	3	3				2	3		3		
CO4	3	2		3			3				
CO5	3	3		2		3	3	3			2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB322</b>	<b>OPEN ELECTIVE-I ENVIRONMENT MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits:3</b>		<b>3</b>		

**Pre-requisite:** NIL

**Course Objectives:** An interdisciplinary approach to complex environmental problems using basic tools of the natural and social sciences, including geo systems, biology, chemistry, economics, political science and international processes.

**MODULE I** **[9 Periods]**

**Ecosystems:** Definition, Scope and Importance of ecosystem, Concept of ecosystem, Classification of ecosystems, Structure and Structural Components of an ecosystem, Functions of ecosystem, Food chains, food webs and ecological pyramids - Flow of energy.

**MODULE II** **[10 Periods]**

**Natural Resources:** Classification of Resources: Living and Non-Living resources, Renewable and non-renewable resources. Water resources: use and over utilization of surface and ground water, floods and droughts, Dams: benefits and problems. Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources – case studies. Energy resources: growing energy needs - introduction to renewable and non renewable energy sources.

**MODULE III** **[5 Periods]**

**A: Environmental Pollution and Control:** Classification of pollution and pollutants, Causes, effects and control technologies. Air Pollution: Primary and secondary pollutants, Automobile and Industrial pollution, Ambient air quality standards. Water pollution: Point and non-point sources of pollution, Major pollutant of water and their sources, drinking water quality standards.

**B: Soil Pollution:** Soil as sink for pollutants, Impact of modern agriculture on soil, degradation of soil. Marine Pollution: Misuse of International water for dumping of hazardous waste, Coastal pollution due to sewage and marine disposal of industrial effluents. E-waste and its management.

**[5 Periods]**

**MODULE IV:** **[9 Periods]**

**Global Environmental Problems and Global effects:** Green house effect, Green House Gases (GHG), Global Warming, Sea level rise, climate change and their impacts on human environment. Ozone depletion and Ozone depleting substances (ODS). Deforestation and desertification. International conventions / Protocols: Earth summit, Kyoto protocol and Montréal Protocol.

**MODULE V:** **[10 Periods]**

**Towards sustainable future:** Concept of Sustainable Development, Threats to Sustainability, Population and its explosion, Crazy Consumerism, Over-exploitation of resources, Strategies for Achieving Sustainable development, Environmental Education, Conservation of Resources, Urban Sprawl, Sustainable Cities and Sustainable Communities, Human health, Role of IT in Environment, Environmental Ethics, Environmental Economics, Concept of Green Building, Clean Development Mechanism (CDM).

**Reference Books:**

1. R.Rajagopalan, “**Environmental studies From crisis to cure**”, Oxford University Press 2nd Edition, 2005.
2. Anubha Kaushik, C.P.Kaushik, “**Environmental studies**” New age International Publishers,4th Edition,2012
3. Erach Bharucha, “**Environmental studies**” University Grants Commission, and University Press,1stEdition, 2005. M.Anji Reddy “**Text book of Environmental Science and Technology**” 3rd Edition, 2007
4. Richard T.Wright, “**Environmental Science: towards a sustainable future**” PHL Learning, Private Ltd. New Delhi, 2nd Edition., 2008.
5. Gilbert McMasters and Wendell P.Ela, “**Environmental Engineering and science**”,3rd Edition, PHI Learning Pvt. Ltd., 2008.

**E Resources:**

1. <http://www.gdrc.org/uem/ait-terms.html> (Glossary of Environmental terms).
2. <http://www.environmentalscience.org/> (Environmental sciences Lectures series).
3. Journal of earth science and climatic change (OMICS International Journal).
4. Journal of pollution effects & control (OMICS International Journal).
5. [nptel.ac.in/courses/120108004/](http://nptel.ac.in/courses/120108004/)

**Course Outcomes:**

**At the end of the course, students will be able to**

- CO1: Realize the importance of ecosystem, its structure, and services. To make the students aware of different natural functions of ecosystem, this helps to sustain the life on the earth.
- CO2: Use natural resources more efficiently.
- CO3: Understand the impacts of human actions on the environment, its effects and minimizing measures to mitigate them.
- CO4: Identify environmental issues and problems at local, national and international level.
- CO5: To know more sustainable way of living.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	3	2	3	2	3	
CO2	2				2		2				
CO3	2	2	3	2			2	2			
CO4		1		1		1		1			
CO5	1	1	1	1		1		1	1	1	2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB323</b>	<b>OPEN ELECTIVE-I INDIAN ECONOMY</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits:3</b>		<b>3</b>		

**Prerequisites: NIL**

**Course Objectives:**

The objective of this course is to facilitate students appreciate the quality concepts and develop an understanding of Indian economy, their major issues, National income analysis.

**MODULE - I**

**[9 Periods]**

**Indian Economy:** An Introduction- The background—main features, geographic size; Endowment of natural resources—land, water, forest and energy with emphasis on recent policies in these areas; population—size, composition, quality and growth trends; Occupational distribution and rural urban migration; Population policy—need and present status.

**MODULE - II**

**[10 Periods]**

**Major Issues:** their Dimensions and Categories Mass poverty—extent and incidence; Unemployment—types, causes and consequences; Population pressure—economic effects; Inequality—extent, consequences and remedies; Regional imbalance—extent, consequences and remedies; Inflation in India (WPI, CPI, CPIIW, CPI-AL); Trends in inflation; Parallel economy in India—causes and consequences.

**MODULE - III**

**[5 Periods]**

**A: National income Analysis:** National income Analysis and the Current FYP National income and per-capita income—sectoral and regional distribution; Estimates of national income in India—CSO estimates of GDP growth

**B: Current five year plan:** An analysis of current five year plan—broad objectives, targets and sectoral analysis; A critique of the previous FYP.

**[5 Periods]**

**MODULE - IV**

**[10 Periods]**

**Economic Planning in India:** Major controversies on planning in India-with special reference to broad goals and achievements of various plans; From central planning to indicative planning; Decentralized planning—73rd and 74th constitutional amendments; A critique of Indian economic planning.

**MODULE - V**

**[9 Periods]**

**India and the World India and WTO:** Indian agriculture, Indian industry and foreign trade agreements, IPRS, TRIPS, TRIMS, GATS and New EXIM policy; India and SAARC—issues and recent developments; India and ASEAN—prospects for India; Indo-China economic cooperation.

**Reference Books:**

1. Ruddardutt & K.P.M. Sundaram, 2006. Indian Economy. S.Chand & Co. New Delhi.
2. Surry, M. M. 2004. Indian Economy in 21st Century. Indian Tax Foundation

3. Kapila, Uma. 2004. Indian Economy since Independence. Academic Foundation New Delhi.
4. Agarwal A.N. 1999. Indian Economy. Wiley Eastern Ltd., New Delhi
5. Jalan , B. 2002. The Indian Economy- Problems and Prospects. Viking, New Delhi
6. Sen R.K. and B. Chatterjee, 2002. Indian Economy; Agenda for 21st Century (Essays in Honour of Professor P. R. Brahmanda). , Deep & Deep Publications, New Delhi.
7. Dhingra, C. 2001. Indian Economy Resource Planning Development and Problems. Sultan Chand & Sons, New Delhi.
8. Chakarvarty, S. 1987. Development Planning: the Indian experience. Oxford University Press, New Delhi
9. Tax Foundation of India 2001. Report on External sector Reforms 1991-2001

**E Resources:**

1. [nptel.ac.in/courses/109104045/6](http://nptel.ac.in/courses/109104045/6)
2. [nptel.ac.in/courses/109104045/22](http://nptel.ac.in/courses/109104045/22)
3. [nptel.ac.in/courses/109106058/](http://nptel.ac.in/courses/109106058/)
4. [https://www.youtube.com/watch?v=tsg\\_-DuRt60](https://www.youtube.com/watch?v=tsg_-DuRt60)
5. <https://www.youtube.com/watch?v=vhSRO4mfeaM>

**Course Outcomes:**

**At the end of the course, students will be able to:**

- CO1: Learn the background, features and population of present status.
- CO2: Know the concepts and issues of mass poverty, unemployment and population pressure.
- CO3: Know the National income analysis and current Five year planning.
- CO4: Understanding the major issues and controversies of economic planning of India.
- CO5: Know different policies and prospects of India and WTO.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	3	2	3	2	3	
CO2	2				2		2				
CO3	2	2	3	2			2	2			
CO4		1		1		1		1			
CO5	1	1	1	1		1		1	1	1	2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB324</b>	<b>SUMMER INTERNSHIP &amp; SEMINAR</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 2</b>		<b>-</b>	<b>-</b>	<b>4</b>

**Prerequisites: NIL**

**Course Objectives:**

Aim of summer internship is to give an opportunity to the MBA students to have practical exposure related to the job they prefer to do after MBA. Summer internship is to acquire practical knowledge by working in any organization. Through working for one to two months in any organization of their choice, students should learn how to do routine work related to the functional area of their interest.

**Approach to decide Summer Internship:** After careful analysis of the job market, students are expected to understand what type of job will be suitable to their knowledge and skill set. Students are advised not to ignore their first degree and the specialization they want to do at MBA level, before deciding the summer internship. Students may work in any organization like banks, hospitals, hotels, insurance companies, charitable trusts, NGOs, Government departments etc. or work with any professional [like chartered accountants, doctor, lawyers, real estate, temples/ religious institutions etc.], small or big or any entrepreneur, manager of any business organization and understand how they are doing business. They can visit the shops, petrol bunks, dealers, distributors, retailers, companies or their branch offices in their nearby cities, towns and villages to understand their business model.

Presentation of their experiences through working and observation during the summer internship will enable them to enhance their creativity towards solutions for the issues and challenges of the business organizations or professionals with whom they are associated.

Students should take covering letter/s, addressed to the organization/professional, before second mid of first semester and approach the organizations. They can use their own contacts or seek assistance from the faculty and head of the MBA department of the college to pursue the process of getting the summer internship. College is also expected to constantly approach companies and professionals and try to explore opportunities of providing summer internship to their MBA students. Students are also expected to put their serious efforts to get the summer internship because there is huge competition for getting summer internships and organizations are also expressing their inability to provide summer internship to the large number of students pursuing MBA.

**Report:** A brief report of explaining their analysis and understanding the organization they work should be presented. There is no need to present information available in the websites. Students should give reference to the web link with a brief note on what the web site contains. While there is no limit on the number of pages, about 30 pages should be sufficient for submission followed by presentation.

**Course Outcomes:****At the end of the course, the student will be able to:**

CO1: Know the organization structure and its functions.

CO2: Learn routine work which they would prefer to do after MBA. They can also continue with the same organization or professional for the MBA mini projects and final project also.

CO3: Learn the organizational dynamics in terms of organizational behavior, culture, competition, future strategies and change initiatives of the organization.

CO4: Gain the practical exposure related to the job of their interest.

CO5: Acquire practical knowledge by working in any organization.

<b>CO- PO Mapping</b> <b>(3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak</b>											
<b>COs</b>	<b>Programme Outcomes(POs)</b>								<b>Programme Specific Outcomes(PSOs)</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	2	1		1		1	1	2	1	1
<b>CO2</b>	2	3	2		1	2		1	1	2	1
<b>CO3</b>	2	2	1	1	2		2	1	2	1	1
<b>CO4</b>	2	2	1	1	3	2	1	1	3	1	1
<b>CO5</b>	1	1	2	1	1	1	2	2	1	2	2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: AB325</b>	<b>RESEARCH WORK AND ARTICLE WRITING- SEMINAR</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: MC</b>		<b>-</b>	<b>-</b>	<b>2</b>

**Prerequisites: NIL**

**Course Objectives:**

The aim of this course is to enable students develop Research orientation in Business and ability to write the research article.

1. Writing from Research.
2. Finding a Topic.
  - a. How to go beyond reading about problems to drawing a problem out of it
  - b. Posing good questions for your research to answer
  - c. How to write for your reader
  - d. Writing a draft
3. Organizing Ideas and Setting Goals.
4. Sources- Traditional sources and new media
5. Gathering Information
6. Understanding and Avoiding Plagiarism
7. Reading and Evaluating Resources.
  - a. Primary and secondary sources
  - b. Finding reliable sources
8. Advancing Ideas and Theories to bring the Completed Outline of research
9. Academic Language and Visuals in Research.
10. Writing Introductions and Conclusions
11. Revising, Proofreading and Formatting
12. Electronic Research Projects and Conference Papers.( Presenting your research )
13. In-class Workshop on Papers-Conference-style Presentation of Research Paper.

**EXERCISES (Seminar Presentations)**

1. Presentation on the research design
2. Article writing key points.( reference with any journals)
3. Application of statistical tools using ms-excel, SPSS or any relevant software.
4. Presentation on the plagiarism check.
5. Presentation on article

**Note: Student has to publish an article in any recognized journal (Satisfactory/ non- satisfactory) at the end of the semester.**

**Course Outcomes:****At the end of the course, the student will be able to:**

CO1: Know about work.

CO2: Gain knowledge with reference to various journals.

CO3: Know the various statistical tools and software's.

CO4: Know the importance of plagiarism in research work.

CO5: Learn to write article for various journals.

<b>CO- PO Mapping</b> <b>(3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak</b>											
<b>COs</b>	<b>Programme Outcomes(POs)</b>								<b>Programme Specific Outcomes(PSOs)</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	2	1		1		1	1	2	1	1
<b>CO2</b>	2	3	2		1	2		1	1	2	1
<b>CO3</b>	2	2	1	1	2		2	1	2	1	1
<b>CO4</b>	2	2	1	1	3	2	1	1	3	1	1
<b>CO5</b>	1	1	2	1	1	1	2	2	1	2	2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB401</b>	<b>MANAGEMENT INFORMATION SYSTEM &amp; ERP</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The objective of this course is to introduce the Management Information Systems along with the concepts of enterprise resource planning (ERP) and their application in organizations.

**MODULE – I [13 Periods]**

**Introduction:** MIS importance, definition, nature and scope of MIS, Structure and Classification of MIS, Information and Systems Concept, Types of Information, Information systems for competitive advantage.

**Business Applications of Information Systems:** E-Commerce, ERP Systems, DSS, Business Intelligence and Knowledge Management System.

**MODULE – II [12 Periods]**

**Management of IS:** Information system planning, system acquisition, systems implementation, evaluation & maintenance of IS, IS Security and Control.

**MODULE – III [7 Periods]**

**A: Building Information Systems:** System Development Stages, System Development Approaches, Systems Analysis and Design- Requirement Determination, Strategies for Requirement Determination.

**B: Structured Analysis Tools:** System Design – Design Objectives, Conceptual Design, Design Methods, Detailed system design. **[6 Periods]**

**MODULE – IV [13Periods]**

**Introduction to ERP:** Overview of ERP, MRP, MRPII and Evolution of ERP, Integrated Management Systems, Reasons for the growth of ERP, Business Modeling, Integrated Data Model, Foundations of IS in Business, Obstacles of applying IT, ERP Market- ERP Modules: Finance, Accounting Systems, Manufacturing and Production Systems, Sales and Distribution Systems, Human Resource Systems, Plant Maintenance System, Materials Management System, Quality Management System, ERP System Options and Selection, ERP proposal Evaluation.

**MODULE – V [13 Periods]**

**Benefits of ERP:** Reduction of Lead Time, On-Time Shipment, Reduction in Cycle Time, Improved Resource Utilization, Better Customer Satisfaction, Improved Supplier Performance, Increased Flexibility, Reduced Quality Costs, Improved Information Accuracy and Design Making Capabilities.

**ERP Implementation and Maintenance:** Implementation Strategy Options, Features of Successful ERP Implementation, Strategies to Attain Success, User Training, Maintaining ERP & IS.

**Reference Books:**

1. A K Gupta, Sharma “**Management of Systems**” Macmillan, 2012.
2. Murthy, “**Management Information System**”, Himalaya, 2013.
3. D P Goyal, “**Management Information Systems – Managerial Perspective**”, MacMillan, 3rd Edition, 2010.
4. Dr Milind M Oka “**Cases in Management Information system ‘Everest’**”, 2012.
5. Jawadekar, “**MIS Text and Cases**”, TMH, 2012.
6. Arpita Gopal, “**MIS for Strategic Business Processes**”, Excel, 2009.
7. Rajaraman, “**Information Technology**”, PHI, 2013.

**E Resources:**

1. <http://freevidelectures.com/Course/2687/Management-Information-System>
2. <http://www.webopedia.com/TERM/M/MIS.html>
3. <http://www.aptean.com/additional-crm-and-erp-related-links-pages/erp-resources-folder/erp-system-definition>
4. <http://nptel.ac.in/courses/122105022/>
5. <http://nptel.ac.in/courses/110999907/>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Learn the basics of management information system and the business applications of information system.

CO2: Learn knowledge of managing an Information System efficiently.

CO3: Understand the process of system design and can build an Information System.

CO4: Identify about various models of ERP and their applications in an organization.

CO5: Apply the various benefits of ERP system and also learn about the implementation and maintenance of an ERP system.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1				3				3	3		
CO2		3				2			3	3	3
CO3	3		3		3	3	3	3	3		3
CO4	3		3	3	3		2	3	3	1	
CO5	3		3		3						

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB402</b>	<b>PROFESSIONAL ELECTIVE-V SERVICES MARKETING [ MARKETING]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites:** NIL

**Course Objective:**

To facilitate the students about the concepts of Services Market and service marketing

**MODULE –I** **[13 Periods]**

**Foundations of Service Marketing:** What are Services? Why Services Marketing? Role of Services in Modern Economy, Service and Technology, characteristics of services compared to goods, Services Marketing Mix, staying focusing on customer, Gaps model of Service Quality-Customer Gap, Provider Gap, and Closing Gap.

**MODULE –II** **[13 Periods]**

**Focus on the Consumer:** Consumer behaviour in services, Consumer expectations in service, consumer perceptions of service, Understanding Consumer Requirements-listening to customers through research, building customer relationships, service recovery.

**MODULE –III** **[6 Periods]**

**A: Aligning Service Design and Standards:** Service innovation and design-challenges; types of service innovations, stages in service innovation and development; Service blueprinting, high performance service innovations.

**B: New Service Development:** Processes, Customer defined service, standards, influencing factors, types, and development, Physical Evidence and the Services cape.

**[6 Periods]**

**MODULE –IV** **[13 Periods]**

**Delivering and Performing Service:** Employee's roles in service delivery, customer's roles in service delivery, delivering service through intermediaries and electronic channels, managing demand and capacity.

**MODULE –V** **[13 Periods]**

**Managing Service Promises:** Integrated services marketing communications-need for coordination, five categories of strategies to match service promises with delivery, Pricing of Services-three key ways that service prices are different for customers, approaches to pricing services, pricing strategies that link to the four value definitions.

**Reference Books:**

1. John E.G.Bateson, K.Douglas Hoffman : Services Marketing, Cengage Learning, Fourth Edition, 2012.
2. R. Srinivasan, Services Marketing the Indian context, 3<sup>rd</sup> edition, PHI,2012.
3. Harsh V.Varma: Services Marketing text and cases, Pearson, Second edition, 2012.
4. Ravi Shanker : Services Marketing - The Indian Prespective, Excel Books, 2011.

5. Vinnie Jauhari, Kirti Dutta: Services- Marketing, Operations and Management, Oxford University Press,2012.
6. Govind Apte : Services Marketing, Oxford Press, 2011.
7. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Services Marketing, 7<sup>th</sup> edition Pearson 2013.
8. K.Rama Mohan Rao, Services Marketing, 2<sup>nd</sup> edition Pearson, 2011.
9. Dr. S. Shajahan, Services Marketing, 2<sup>nd</sup> edition, HPH, 2012.
10. Ramneek Kapoor, Justin Paul, Biplab Halder, Services Marketing Concepts and Practices, TMH, 2011.

**E- Resources:**

1. [business.linkedin.com/Linkedin/Video-Ads](https://business.linkedin.com/Linkedin/Video-Ads)
2. [nptel.ac.in/downloads/110105078/](https://nptel.ac.in/downloads/110105078/)
3. [https://onlinecourses.nptel.ac.in/noc18\\_mg16/announcements](https://onlinecourses.nptel.ac.in/noc18_mg16/announcements)
4. [nptel.ac.in/courses/110104070/43](https://nptel.ac.in/courses/110104070/43)
5. <https://www.youtube.com/watch?v=C8DLhhPFqpU>

**Course outcome:**

**At the end of the course, the student will be able to:**

- CO1: Identifying the Roles and characteristics of servicing marketing.  
 CO2: Understand consumer behavior in services  
 CO3: Evaluate how to align service design and standards, delivering service  
 CO4: Learn employee's role in service delivery.  
 CO5: Analyze managing services promises

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1		3						2	3		
CO2	3	3		3	3	2	3		1	2	2
CO3	1		3	3		2		2	2	2	
CO4	3	3	3	2	3	2	3	2		1	
CO5	3	3	3	2	3		3	2	2	2	2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB403</b>	<b>PROFESSIONAL ELECTIVE-V STRATEGIC INVESTMENT AND FINANCING DECISIONS [FINANCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To develop an understanding of the role of financial strategy, in the investing, financing and resource allocation decisions within an organization. To develop an understanding of the various strategies those are in use to trade off risk and return

**MODULE – I [14 Periods]**

**Investment decisions under conditions of Risk and uncertainty:** Concepts of risk and uncertainty. Risk Analysis in Investment Decisions. Risk adjusted rate of return, certainty equivalents, probability distribution of cash flows, decision trees, sensitivity analysis and Monte Carlo Approach to Simulation. Investment Decisions under capital constraints: Capital Rationing Vs. Portfolio. Portfolio Risk and diversified projects.

**MODULE – II [12 Periods]**

**Types of Investments and disinvestments:** Project abandonment decisions, Evidence of IRR. Multiple IRR, Modified IRR, Pure, simple and mixed investments. Lorie Savage Paradox. Adjusted NPV and impact of inflation on capital budgeting decisions.

**MODULE – III [7 Periods]**

**A: Critical analysis of appraisal techniques:** Discounted pay back, post pay back, surplus life and surplus pay back, Bail-out pay back, Return on Investment, Equivalent Annual Cost.

**B: Terminal Value:** single period constraints, multi-period capital constraint and an unresolved problem, NPV mean variance analysis, Hertz Simulation and Hillier approaches. Significance of information and data bank in project selection.

**[6 Periods]**

**MODULE – IV [12 Periods]**

**Strategic Analysis of selected investment decisions:** Lease Financing, Leasing vs. Operating Risk, borrowing vs. procuring. Hire purchase and Installment decisions. Lease Risk Management, Leasing as a Financing Decision, Advantages of Leasing, and Leasing Decision in practice.

**MODULE – V [13 Periods]**

**Financing Decisions:** Mergers and Acquisitions Basic Issues, Strategy, Diversification and Mergers and Acquisitions, Theories of Mergers, Types of Mergers, Cost of Mergers, Government guidelines for Takeover, Problems on Mergers & Acquisitions and cases.

**Reference Books:**

1. Ravi M Kishore “ **Strategic Financial Management**”, Taxman 2012.
2. Prasanna Chandra: Projects: “**Planning, Analysis, Financing Implementation and Review**”, 6/e, TMH, 2012.
3. Nikiforos T. Laopodis, ”**Understanding Investments-Theories and Strategies**”, Routledge, 2013.
4. I.M. Pandey: “**Financial Management**”, Vikas 2012.
5. Brigham & Ehrhardt: “**Financial Management**”, Text and Cases, Cengage, 2012.
6. G.V.Satya Sekhar, “**Strategic Financial Management**” , Himalaya Publishing House 2012
7. MY Khan and PK Jain: “**Financial Management**”: Text, Problems & Cases, TMH, 2012.

**E Resources:**

1. <https://www.vidyarthiplus.com/vp/thread-24197.html#.WQGNDdKGPIU>
2. [http://www.efmaefm.org/0EFMAMEETINGS/EFMA%20ANNUAL%20MEETINGS/2016-Switzerland/papers/EFMA2016\\_0505\\_fullpaper.pdf](http://www.efmaefm.org/0EFMAMEETINGS/EFMA%20ANNUAL%20MEETINGS/2016-Switzerland/papers/EFMA2016_0505_fullpaper.pdf)
3. <https://www.simplilearn.com/discounted-cash-flow-methods-npv-v-video>
4. <http://www.accaglobal.com/in/en/student/exam-support-resources/foundation-level-study-resources/ffm/ffm-technical-articles/discounted-payback.html>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Analyze investment decisions under risk and uncertainty.

CO2: Understand the process of investment and disinvestment and their types.

CO3: Appraise various capital budgeting techniques.

CO4: Identify the process of strategic analysis of investment decisions.

CO5: Analyze the financial aspects of corporate restructuring

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3					2			3	2	
CO2		2				3			3	3	3
CO3	3	3			3		2		3	3	3
CO4					3					3	
CO5	3			2					1		

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB404</b>	<b>PROFESSIONAL ELECTIVE-V COMPENSATION &amp; REWARD MANAGEMENT [HUMAN RESOURCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

It enables the student understand the concepts issues and challenges of compensation and reward management.

**MODULE – I**

**[13 Periods]**

**Compensation management:** An Introduction: Compensation Management, Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation for Special Groups, Significant Compensation- Job Evaluation, Grading and Compensation Structure: Concept of Salary Structure, Salary Progression, Methods of Payment, Public sector pay Management.

**MODULE – II**

**[13 Periods]**

**The Pay Model Strategy:** The Totality of Decisions, Defining Internal Alignment, Job Analysis, Evaluating Work, Job Evaluation, person-based Structures.

**Defining Competitiveness:** Designing pay levels, Mix and pay structures, pay for performance. The Evidence pay for performance plans, Public Sector pay management and Legal challenges.

**MODULE – III**

**[7 Periods]**

**A: Employee Benefits and Services:** Concept and Nature of Benefits, Classification of Employee Benefits, Employee Benefit Programs, Long term Incentive plans.

**B: Strategic Perspectives on Benefits:** Factors Influencing Choice of Benefit Program, Administration of Benefits and Services, Employee Services – Designing a Benefit Package.

**[6 Periods]**

**MODULE – IV**

**[13 Periods]**

**Employee Rewards & Recognition:** Concept of Reward Management, Developing Reward Policies, Reward Strategy, Developing Total Reward Approach, Reward Management in Service Sector and manufacturing sector, Factors affecting Reward Management Policies in, Process of Designing a Successful Reward Strategy.

**MODULE – V**

**[12 Periods]**

**International Compensation:** concept, global compensation practices, Expatriate Compensation and its Objectives, Elements of Expatriate's Compensation Package, Problems in Compensation Management.

**Reference Books:**

1. Kanchan Bhatia “**Compensation Management**” Himalaya, 2012.
2. B D Singh “**Compensation and Reward Management**” Excel books,2012.
3. Joseph J.Martocchio “**Strategic Compensation**” Pearson, 2012.
4. Henderson “**Compensation Management in a Knowledge Based World**” 3e, Pearson, 2012.
5. Luis R.FGomez- Mejia “**Compensation and Organizational Performance**” Yesdee Publishing, 2012.
6. Michale Armstrong “**Employee Reward**” University Press, 2012.
7. Barry Gerhart, “**Compensation**” Sage, 2012.

**E Resources:**

1. [https://en.wikipedia.org/wiki/Reward\\_management](https://en.wikipedia.org/wiki/Reward_management)
2. <http://managementhelp.org/payandbenefits/>
3. <http://www.accaglobal.com/in/en/student/exam-support-resources/professional-exams-study-resources/p5/technical-articles/reward-schemes-for-employees-and-management.html>
4. [http://nptel.ac.in/courses/122106031/Pdfs/4\\_1.pdf](http://nptel.ac.in/courses/122106031/Pdfs/4_1.pdf)
5. <http://nptel.ac.in/courses/122105020/17>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Know the basic concepts of compensation and compensation management.

CO2: understand the concept of Pay model strategy and also learns the process of defining competitiveness.

CO3: Understand the various benefits and services offered to an employee at organization.

CO4: Identify the basics of reward management system in various sectors.

CO5: Analyze the issues and problems of international compensation management system.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2						3	2	3	3
CO2		2		3				3	3	3	
CO3		3			3	3			3	3	3
CO4		3		3	3	2				3	
CO5		3		3							3

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB405</b>	<b>PROFESSIONAL ELECTIVE-V ENTREPRENEURIAL MARKETING [ENTREPRENEURSHIP]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To understand the marketing challenges and to apply marketing tools and models for an entrepreneurial marketing.

**MODULE – I [13 Periods]**

**Introduction to Entrepreneurial Marketing** – Meaning, Characteristics, Functions, Marketing Challenges, Marketing Mix (6P's). Identifying entrepreneurial marketing opportunities, market research, demand forecasting.

**MODULE – II [13 Periods]**

**Enterprise Growth:** Concept of Enterprise Growth, forms, types, structures of organizational growth, Gazelles and Mice, Growth Objectives – operative and strategic targets, Growth Analysis – Portfolio analysis, ERRC Grid, SWOT-analysis, and raising entrepreneurial finance.

**MODULE – III [6 Periods]**

**A: Growth Strategies and Models:** Growth Strategies – concept and forms, Internal, External, and Cooperative growth strategies.

**B: Growth models:** Life-cycle and Phase model, integrated life-cycle model (evolutionary), Greiner's growth model (revolutionary), and Complexity management (process) model. **[7 Periods]**

**MODULE – IV [13Periods]**

**Entrepreneurial Market Development Strategies:** Positioning, Segmentation, targeting, entrepreneurial communication strategy, entrepreneurial pricing strategy, entrepreneurial distribution strategy, building customer relationships, marketing plans.

**MODULE – V [12 Periods]**

**Entrepreneurial Marketing Tools:** Concept, Guerrilla Marketing, Ambush / Free ride Marketing - Tools of entrepreneurial marketing – Buzz, Social Media, Viral Marketing.

**Reference Books:**

1. Edwin J. Nijssen, Entrepreneurial marketing An Effectual Approach 2e, Routledge, 2017.
2. Leonard Lodish, Howard Lee Morgan, Amy Kallianpur, Entrepreneurial Marketing, Wiley Publishers, 2001.
3. Zubin Sethna, Paul Harrigan, Rosalind Jones, Entrepreneurial Marketing: Global Perspectives, Emerald Group Publishing, 2013.
4. Bruce D. Buskirk, Molly Lavik, Entrepreneurial Marketing: Real Stories and Survival Strategies, Thomson, 2004.

5. Ian Chaston, Entrepreneurial Marketing: Sustaining Growth in All Organisations, Palgrave Macmillan, 2016.
6. Marc Longman, Entrepreneurial Marketing: A Guide for Startups & Companies With Growth Ambitions, Garant Publishers, 2011.

**E-Resources:**

1. [nptel.ac.in/courses/122106032/26](http://nptel.ac.in/courses/122106032/26)
2. [nptel.ac.in/courses/110105067/](http://nptel.ac.in/courses/110105067/)
3. [nptel.ac.in/courses/118105009/50](http://nptel.ac.in/courses/118105009/50)
4. <https://freevideolectures.com/course/3645/...entrepreneurship/15>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Learn the Marketing mix of an enterprise.  
 CO2: Understand the concepts, objectives of growth enterprise.  
 CO3: Learn Growth and marketing strategies.  
 CO4: Understand the Market Development strategies.  
 CO5: Learn the Entrepreneurial marketing tools.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3		1	2							
CO2		2			1	3		3	1	1	1
CO3			3	3	3		2	2	3	2	2
CO4	3	2				3	3	1	2	2	1
CO5	2	3	1	3	2		1				

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB406</b>	<b>PROFESSIONAL ELECTIVE-I RETAILING MANAGEMENT [ MARKETING]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:** To facilitate the students about the concepts of Retailing through cases so that interested students can choose retailing as their career.

**MODULE –I [13 Periods]**

**Introduction to Retail Management** - Meaning of Retail & Retailing, History, types, functions, utilities, theories of retailing, e-tailing, structure of Indian retail industry, retailing in Asia, global retailing, retailing in Europe, service retailing, FDI retailing, Rural marketing, ethics in retailing.

**MODULE –II [13 Periods]**

**Understanding Shoppers & Shopping** - Shopping Environment, shopping in a Socio Cultural Contest, shopping process shopping behaviour, demographics of Indian shoppers, psychographic profile of Indian shoppers, lifestyle of Indian shoppers, shopping patterns in India.

**MODULE –III [7 Periods]**

**A: Delivering Value through Retail Functions:** Classification of formats, ownership-based, store based, non-store based, other retail formats, Value Based Model of store format choice, attribute based model of store format choice

**B: Competitive market place:** Marketing Structure, the demand side of retailing, non price decisions, types of competition, evolution of retail competition, future changes in retail competition.

**[6 Periods]**

**MODULE –IV [13 Periods]**

**Pricing & Supply Chain Management** - Pricing Objectives & Policies, Interactive Pricing Decisions, different Pricing Strategies, Price Adjustment Strategies. SCM-introduction, drivers of SCM, SCM & competitive advantages, types of supply chain-supply chain length, width, control of supply chain, framework of Supply Chain Management-SCM network structure, Supply Chain Business Process, SCM components, Retail Inventory Management, Retail Logistics Management, EDI in SCM.

**MODULE –V [12 Periods]**

**Retail Buying & Managing Retail Operations**-objectives of buying, organization buying, retailing buying behavior, models of buying behavior, buyer-responsibilities, merchandising & assortment plans-merchandise plan, merchandise plan for basic stocks retail buying groups, negotiations in retail, contract in retail, store layout & design, merchandise display-fixtures, positioning of merchandise, materials & finishes – floors, interior walls, ceilings, lightings, music, graphics-exterior signage, interior signage, layouts for e-retailers.

### Reference Books:

1. Lusch, Dunne, Carver, Introduction to Retailing, 7<sup>th</sup> Edition, Cengage Learning, 2013.
2. **Suja Nair**, Retail Management, Himalaya Publication House, 2012.
3. **Aditya Prakash** Tripathi, Noopur Agrawal, Fundamentals of Retailing (text and cases), Himalaya Publication House, First Edition, 2009.
4. Swapna Pradhan, Retail Management-Text & Cases, TMH, 2013.
5. Dr. Harjit Singh, Retail Management a global perspective text and cases, S.Chand, 2011.
6. Michael levy, Barton Weits, Ajay Pundit, Retailing Management, McGraw-Hill, 2011.
7. David Gilbert, Retail Marketing Management, 2<sup>nd</sup> edition, Pearson, 2013
8. Shridhar Bhat, Supply Chain Management, HPH, 2012
9. Amit Sinha, Supply Chain Management, TMH, 2012
10. Piyush Kumar Sinha, Dwarika Prasad Uniyal, Managing Retailing, 2<sup>nd</sup> Edition, Oxford, 2012.

### E-Resource:

1. [nptel.ac.in/courses/110104070/37](http://nptel.ac.in/courses/110104070/37)
2. [nptel.ac.in/courses/110104070/35](http://nptel.ac.in/courses/110104070/35)
3. [nptel.ac.in/courses/110104070/36](http://nptel.ac.in/courses/110104070/36)
4. [nptel.ac.in/courses/110104070/](http://nptel.ac.in/courses/110104070/)
5. <https://www.youtube.com/watch?v=YjQNiCvVY5A>

### Course outcome:

**At the end of the course, the student will be able to:**

CO1: Understand Modern Retailing Concepts and will able to link it to cases tounderstand the present Retailing Trends.

CO2: Know the relevance of shopper's Behaviour and shopping environment.

CO3: Analyze classification and other retail formats in a competitive marketplace.

CO4: Evaluate the Pricing Objectives & Policies and supply chain management.

CO5: Applying to Retail Buying & Managing Retail Operations.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1				3					3		
CO2			3				3		3		
CO3	3		3		3			3	3	3	3
CO4			3	3	3			3			
CO5		2							3		3

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB407</b>	<b>PROFESSIONAL ELECTIVE – VI INTERNATIONAL FINANCIAL MANAGEMENT [FINANCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The objective of the course is to provide students with a broad view of International Monetary Systems and its understanding to enable a global manager to do business in a global setting and give an understanding about MNC Financial Management.

**MODULE – I [12 Periods]**

**International Financial Management:** An overview, Importance, nature and scope, International Business Methods, Recent changes and challenges in IFM

**MODULE – II [13 Periods]**

**International Flow of Funds:** Balance of Payments [BoP], Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade flows, Agencies that facilitate International flows. Indian BoP Trends. International Monetary System: Evolution, Gold Standard, Bretton Woods's system, the flexible exchange rate regime, evaluation of floating rates, the current exchange rate arrangements, the Economic and Monetary Union [EMU].

**MODULE – III [6 Periods]**

**A: Foreign Exchange Market:** Function and Structure of the Forex markets, major participants, types of transactions and settlements dates, Foreign exchange quotations.  
**B: Process of arbitrage:** speculation in the forward market - Currency Futures and Options Markets, Overview of the other markets – Euro currency market, Euro credit market, Euro bond market, International Stock market. **[7 Periods]**

**MODULE – IV [13Periods]**

**Exchange Rates:** Measuring exchange rate movements, Factors influencing exchange rates. Government influence on exchange rates – exchange rate systems. Managing Foreign exchange Risk. International arbitrage and interest rate parity.

**Relationship between inflation:** interest rates and exchange rates – Purchasing Power Parity – International Fisher Effect – Fisher Effect.

**MODULE – V [13 Periods]**

**Asset-liability Management:** Foreign Direct Investment, International Capital Budgeting, International Capital structure and cost of capital. International Portfolio Management. International Financing: Equity, Bond financing, parallel loans - International Cash management, accounts receivable management, inventory management. Payment methods of international trade, trade finance methods, Export – Import bank of India, recent amendments in EXIM policy, regulations and guidelines. A brief on international Tax.

**Reference Books:**

1. Madhu Vij: “**International Financial Management**”, Excel, 2012.
2. Sharan.V: “**International Financial Management**” 5Th Ed.PHI2012
3. Jeff Madura: “**International Corporate Management**”, Cengage, 2012. [For PPT, Case Solutions Faculty may visit : login.cengage.com]
4. P.G.Apte: **International Financial Management** , TMH 2012.
5. Alan C.Shapiro: **Multinational Financial Management**, John Wiley, 2012
6. Ephraim Clark: **International Finance** , Second Edition, Thomson.
7. S.Eun Choel and Risnick Bruce: **International Financial Management**, TMH, 2012

**E Resources:**

1. <http://freevidelectures.com/Course/3503/International-Finance>
2. [www.rbi.org.in/home.aspx](http://www.rbi.org.in/home.aspx)
3. [exim.indiamart.com/act-regulations/fema-2000-ii.html](http://exim.indiamart.com/act-regulations/fema-2000-ii.html)
4. [www.economist.com/markets/bigmac/](http://www.economist.com/markets/bigmac/)
5. <http://nptel.ac.in/courses/110105031/>
6. <http://textofvideo.nptel.iitm.ac.in/110105057/lec1.pdf>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Learn the basic concepts of International Financial Management and its challenges.

CO2: Understand the various concepts of international monetary system.

CO3: Know the structure and functions of foreign exchange markets and also learns the basics of other markets.

CO4: Demonstrate about the exchange rate system and the factors affecting the exchange rate.

CO5: Gain the knowledge on managing assets and liabilities globally.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3				2	2		
CO2	3	2	3	2	3	2	3			3	3
CO3	3		3		3	3	3	3	3	2	2
CO4	3	3	3	2	3	2	2	3	3	3	
CO5		2	3	2		2	2	3			1

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB408</b>	<b>PROFESSIONAL ELECTIVE-VI INTERNATIONAL HUMAN RESOURCE MANAGEMENT [ HUMAN RESOURCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites:** NIL

**Course Objective:** To understand the growing significance of international Human Relations management in the context of Global workforce.

**MODULE – I** **[13 Periods]**

**Introduction and Overview:** Global Market Context-Key Perspective in Global Workforce Management - Cultural Foundations of International Human resource Management- Understanding culture-Major models of National Culture- final Caveats on Culture and Global Workforce Management- Changes and challenges in the Global Labor Market- Globalization-Technological Advancement- change in labour force Demographics and Migration-Emerging on the contingent workforce- Offshore sourcing- global workforce Management challenges.

**MODULE- II** **[13 Periods]**

**The key role on International HRM:** key role on International HRM in Successful MNC Strategy-Knowledge Transfer-Global Leadership training and Development-Strategic Control Needs-Competitive strategy of Multinational corporations-Structuring for Optimal global Performances- Linking Human Resource management practices to Competitive Strategy and Organization Structure-Paradigm Shift of international Human Resource Management form contingency model to Process Development.

**MODULE – III** **[6 Periods]**

**A:Global Human Resource Planning :** From strategy to Decision about work Demand and labour supply External Environment Scanning- Job Design for Meeting global Strategy work demand HR planning for the Long term-

**B:Global Staffing:** General Actors Affecting Global Staffing-Global Recruitment of Human Resources-Global selection of Human Resources. **[6 Periods]**

**MODULE – IV** **[13 Periods]**

**Global Workforce Training and Development :** Strategic role of Training and Development in the global Market Place- Fundamental concepts and principles for Guiding global Training and Development- Training imperative for the global workforce- Managing International Assignments- Expatriate Preparation, Foreign Assignment an Repatriation-International Assignments considerations for Special Expatriates-New and Flexible International Assignments.

**MODULE – V** **[13 Periods]**

**Global workforce performance Management:** Performing Management Process-Important consideration for Global Performance Management-Planning and Implementing Global Performance Appraisal- Compensation for a Global workforce-Managing Compensation on a global Scale: Fundamental Practices-Key compensation

for Expatriates, HCN's and TNC's – Global Employee Relations- current ER issues- Influence of MNC's and Union on Global ER.

**Reference Books:**

1. Charles M Vance and Yongsunpaik, Managing Global Work force, PHI, 2009.
2. Mark E.Mendenhall, Gary R.Oddou, Gunter K.Stahl, Reading and Cases in International Human Resource Management, Routledge, Fourth Edition, 2007.
3. Tony Edwards and Chris Rees: International Human Resource Management, Pearson, 2009.
4. Nilanjan Sengupta, Mousumi S. Bhattacharya, Excel Books, 2007.
5. Peter Dowling, International Human Resource Management: Managing People in a Multinational Context, 5e, Thomson, 2008.
6. K. Ashwathappa, Sadhna Dash, International Human Resource Management, Tata Mc Graw Hill, 2008.
7. S. K. Bhatia, International Human Resource Management, Deep & Deep Publications, 2005.

**E-Resource:**

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Understand Perspective in Global workforce Management

CO2: Identifying the Role of IHRM in Successful MNC.

CO3: Learn the Global human Resource Planning.

CO4: Get acquainted with Training and development of Global employees.

CO5: Know the concepts of Performance Management of Global employees.

<b>CO- PO Mapping</b>											
(3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1		3						2			
CO2				3	3				3	3	3
CO3		3	3		3			3	3		3
CO4				3					3	1	3
CO5								2			

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB409</b>	<b>PROFESSIONAL ELECTIVE-VI ENTREPRENEURIAL FINANCE [ENTREPRENEURSHIP]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To understand the role of Entrepreneurial Finance, Planning and valuation of an Enterprise.

**MODULE – I [13 Periods]**

**Finance for Entrepreneurs:** Principles of Entrepreneurial Finance- Role of Entrepreneurial Finance- The successful venture life cycle- Financing through venture lifecycle- Life Cycle approach for teaching - Entrepreneurial finance. Developing Business Idea, Business Model. Screening venture opportunities: Pricing / Profitability considerations, Financial, / harvest Considerations. Financial Plans and Projections.

**MODULE- II [13 Periods]**

**Organizing and Operating the Venture:** Financing a New venture, Seed, Startup and First Round Financing Sources- Financial Boot Strapping, Business Angel Funding, First Round Financing Opportunities. Preparing and Using Financial Statements: Obtaining and Recording the resources to start and Build a new venture, Asset and Liabilities and Owners Equity in Business, Sale expenses and profits Internal Operating Schedules, Statement of cash flows, Operating Break even Analysis. Evaluating operating and financial performance using ratio analysis.

**MODULE – III [6 Periods]**

**A: Financial Planning:** Financial Planning throughout the Venture's life cycle, Short Term cash planning tools, projected monthly financial statements. Types and costs of Financial Capital: Implicit and Explicit financial capital costs  
**B: Financial Markets:** Determining the cost of Debt Capital, Investment Risk, Estimating the cost of Equity Capital, Weighted average cost of capital. **[6 Periods]**

**MODULE – IV [13 Periods]**

**Venture Valuation:** Valuing Early stage Ventures, Venture Worth, Basic Mechanics of valuation, developing the projected financial statements for a discounted Cash Flow Valuation, Accounting Vs Equity Valuation Cash Flow. Venture Capital Valuation Methods: Basic Venture Capital Valuation Method, Earnings Multiplier, and Discounted Dividends.

**MODULE – V [13 Periods]**

**Financing for the Growing Venture:** Professional Venture Capital, Venture Investing Cycle, Determining the fund objectives and policies, Organizing the new fund, Soliciting investments in the new fund, Capital Call, Conducting due diligence and actively investing, arranging harvest or liquidation, Other financing alternatives: Facilitators, Consultants and Intermediaries, Banking and Financial Institutions,

Foreign Investors, State and Central Government Financing Programmes. Receivables Lending and Factoring, Mortgage Lending, Venture Leasing.

**Reference Books:**

1. Leach/ Melicher, Entrepreneurial Finance, 5e, 2015.
2. Steven Rogers, Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur 3e, Tata Mc Graw Hill, 2014.
3. Douglas Cumming, Entrepreneurial Finance, Oxford University Press, 2012.
4. M J Alhabeeb, Entrepreneurial Finance: Fundamentals of Financial Planning and Management for Small Business, Wiley, 2015.
5. Philip J. Adelman, Alan M. Marks, Entrepreneurial Finance, 5e, Pearson, 2011.

**E-Resource:**

1. [nptel.ac.in/courses/122106032/26](http://nptel.ac.in/courses/122106032/26)
2. [nptel.ac.in/courses/110105067/](http://nptel.ac.in/courses/110105067/)
3. [nptel.ac.in/courses/118105009/50](http://nptel.ac.in/courses/118105009/50)
4. <https://freevidelectures.com/course/3645/...entrepreneurship/25>
5. <https://freevidelectures.com/course/3645/technology-entrepreneurship/26>

**Course Outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Learn Financing through venture life cycle.
- CO2: Understand the Organizing and operating the enterprise.
- CO3: Learn the Financial Planning of an enterprise.
- CO4: Know the Valuation of an enterprise.
- CO5: Learn Financing for growing enterprises.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	1		1		1	1	2	1	1
CO2	2	3	2		1	2		1	1	2	1
CO3	2	2	1	1	2		2	1	2	1	1
CO4	2	2	1	1	3	2	1	1	3	1	1
CO5	1	1	2	1	1	1	2	2	1	2	2

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB410</b>	<b>OPEN ELECTIVE-II CONSUMER PROTECTION LAW</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: Nil**

**Course Objectives:**

To understand the consumer protection law, policies, cases and issues for a consumer.

**MODULE- I [10 Periods]**

**An introduction to consumer protection law and policies:** Development of market and consumer relations, Globalization and consumerism, Consumer movement in the global context, Legal frame work and policy challenges

**MODULE- II [10 Periods]**

**Consumer rights:** Genesis of the consumer rights – UN role, Right to safety, Right to be informed, Right to choose, Right to be heard and assured. Right to redressal, Right to consumer education.

**MODULE- III [5 Periods]**

**A: Legislative framework on consumer protection in India:** Evolutionary steps of Consumer Protection Laws in India- a historical perspective, Some Consumer friendly Legislations, Prevention of Food Adulteration Act, 1954- Consumer Protection Act, 1986.

**B: Salient features of consumer protection act:** Objective of the legislation, Definitions, Three tire system of grievance redressal system, Jurisdiction of the Consumer Forums, Complainants under the C.P. Act.

**[5 Periods]**

**MODULE- IV [9 Periods]**

**Case law in consumer protection:** Goods – Case laws on manufacturing defects, Service Sector – Airlines, Banking, Insurance, Housing, Medical negligence, Lawyers negligence.

**MODULE- V [9 Periods]**

**Emerging issues in consumer protection and law:** WTO and Consumer Protection, E-Commerce and Consumer Rights, Role of Civil Society in Consumer Protection, Access to justice and Consumer Laws, ADR in resolution of Consumer disputes, Data protection

**Reference Books:**

1. Law of Consumer Protection in India, D.N. Saraf, N.M. Tripathi (1990).
2. Public Utility Services under the Consumer Protection Act, Mamta Rao, Deep & Deep, (1999).

3. Is it Really Safe? Girimaji & Roy, CUTS, (2004).
4. State of the Indian Consumer, CUTS, (2001).
5. Consumer Protection, Dr. V.K. Agarwal, 6th edition, Bharat, (2008).
6. Consumer Protection Law in India : An Eco-Legal Treatise on Consumer Justice, R.K. Nayak, N.M. Tripathi, (1991).
7. International Perspective on Consumers Access to Justice, Ed. Rickell & Telfer, (2003).
8. International Consumer Protection, Dennis Cambell, (1995).
9. Consumer Law in the information society, Wilhelm & son et. al. (2001).
10. Consumer Law, Iain Ramsay, (1992).
11. Consumer Protection in the 21st Century: A Global Perspective, William T. Vukowich, (2002).

**E- Resources:**

1. [www.digimat.in/](http://www.digimat.in/)
2. <https://study.com/academy/.../what-is-intellectual-property-law-definition-and-rights.h...>
3. <https://www.youtube.com/watch?v=7asg2nTRVKY>
4. [https://www.youtube.com/watch?v=\\_\\_2LZvEc-5E](https://www.youtube.com/watch?v=__2LZvEc-5E)

**Course outcomes:**

**At the end of the course, the student will be able to:**

- CO1: Understand the basic concepts of consumer protection law and policies.  
 CO2: Understand the basic legal issues and consumer rights.  
 CO3: Gain the knowledge on Legislative framework, Salient features of consumer protection act.  
 CO4: Learn the cases on consumer protection Law  
 CO5: Learn the emerging issues in consumer protection and law

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	2	1	1	1		2	1	1
CO2	2	3	2	2	2	2	1	1	1	1	1
CO3	2	2	2		2		1	2	1	1	1
CO4	2	2	2	3	1		2	1	2		1
CO5	2	2	2	2	1			2	2	1	1

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB411</b>	<b>OPEN ELECTIVE-II TAX LAWS AND PLANNING</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites:** Nil

**Course Objectives:**

The main objective of this course is to enable the students to understand the various tax laws and also to provide the basic knowledge of tax planning in different categories like individuals, corporate, firms, HUFs and AOPs etc.

**Module 1: Tax laws in India:** Introduction to Taxation, Structure, types of Taxes, Broad Schema of Income Tax Law, Finance Acts, Fundamental principles of Tax laws, taxation and constitution of India, Income Tax act 1961, Income tax rules, Goods and services Tax Law,

**Module 2: Computation of Taxable income and liability:** Rates of Taxes Applicable to Different Types of Taxpayers like individuals, corporate, firms, HUFs and AOPs etc. Computation of table income under different heads of income-House property, Profit and gain from business or profession, Capital gain and income other sources, Taxable and Exempt Incomes, Deduction from Gross Total income, carry forward and set off of losses in case of companies, Minimum Alternative Tax.

**Module 3:**

**A: Tax Planning:** concept, objectives and factors to be considered for Tax Planning, Tax avoidance and tax evasion. Tax Planning of Specific Categories of Income, Tax Planning for Firms, HUFs and AOPs- partnership firm under Income Tax Law,

**B:** Tax planning with corporate dividend, Dividend policy- bonus shares. Tax planning with reference to specific managerial decisions- Make or Buy, Own or Lease, Purchase by installment or by Hire, Repair, Replace, Renewal or Renovation, shut down or continue.

**Module 4: Tax Planning with Reference to Nature of Business:** Relevance of Tax Provisions in Deciding the Nature of Business, Tax Provisions for Certain Types of Businesses, Businesses given Special Tax Treatment, Tax Provisions for Offshore Banking Units and Special Tax Zones, Tax implications of financing decisions.

**Module 5: International Taxation:** Diversity in taxation among countries, Basic principles of international taxation, Factors affecting double taxation, Unilateral and bilateral reliefs for double taxation, Anti- Avoidance measures, tax treaty, transfer pricing, International tax arbitrage, E-Commerce taxation.

**References:**

1. Taxmann's Guide to Taxation Laws (Amendment) Act 2019 (2020 Edition) by Taxmann
2. Student's Handbook on Taxation (Includes Income Tax and GST Law) by T. N . Manoharan.
3. Goods & Services Tax, Laws, Concepts and Impact Analysis-Bloomsbury – Dr. Sanjiv Agarwal & Sanjeev Malhotra
4. GST Ready Reckoner- Taxmann – V.S. Datey , 14th Edition.
5. Comprehensive Guide to Tax Laws by Dr. Yogendra Bangur
6. Taxmann's Direct Taxes Law & Practice (Professional Edition)-As Amended by Finance Act 2020 (Asst.Years 2020-21 & 2021-22) by Dr. Vinod K Singhania, Dr. Kapil Singhania
7. Systematic Approach to Taxation Containing income tax & GST (42nd Edition) by Dr. Girish Ahuja & Dr Ravi Gupta
8. Taxation Laws by K. Rai

**Course Outcomes:**

**At the end of the course, the student will be able to:**

CO1: Know the Tax laws in India.

CO2: Gain knowledge on Computation of Taxable income and liability.

CO3: Know the Tax Planning, corporate tax planning.

CO4: Know the Tax Planning with Reference to Nature of Business various online

CO5: Learn to develop International Taxation.

<b>CO- PO Mapping</b> <b>(3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak</b>											
<b>COs</b>	<b>Programme Outcomes(POs)</b>								<b>Programme Specific Outcomes(PSOs)</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3										
<b>CO2</b>		2		2					3	2	2
<b>CO3</b>	3		3	3	3	1	3	2		2	1
<b>CO4</b>		3	3		2		2	2	2	2	
<b>CO5</b>	1		1	1		3	3	2	2		

2020-2021 Onwards (MR-20)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: AB412	OPEN ELECTIVE-II DISASTER MANAGEMENT	L	T	P
Credits:3		3		

**Prerequisites:** NIL

**Course Objectives:**

The aim of the course is to explain the role and significance of management in tackling disaster situations and to understand various perspectives of disaster management.

**MODULE – I** **[10 Periods]**

**Disaster Management:** Concept, Definition, Objectives, Scope, Dimensions, Challenges, Ecological planning for sustainability & sustainable development in India- Sustainable rural development: A Remedy to Disasters-Role of Panchayats in Disaster mitigations

**MODULE – II** **[9 Periods]**

**Types of disasters & effects/ damages due to disasters:** Natural disasters: Unpredictable disasters– Earthquake, disasters, Ecological disasters.

**MODULE – III** **[5 Periods]**

**A: Disaster Management:** Disaster preparedness – community based disaster management–emergency response.

**B: Socio economic system:** Factors affecting mitigation measures, Factors affecting damages. **[5 periods]**

**MODULE – IV** **[9 Periods]**

**Disaster Management Cycle:** Prevention, Mitigation, and Preparedness; Tools, Methods, and Technologies to Manage Disasters, Planning for Disaster Preparedness and Management.

**MODULE – V** **[10 Periods]**

**Disasters and Development:** Disasters and the Government- Disaster Management Act 2005, Environmental policies & programmes in India- Institutions & National Centers for Natural Disaster reduction, Environmental Legislations in India, Awareness, Conservation Movement, Education & Training

**Reference Books:**

1. M. Saravana Kumar –“**Disaster Management**”, Himalaya Publishing House.
2. B. K. Khanna –“**All You Wanted to Know about Disasters- New India Publishing Agency**”, New Delhi.
3. David Alexander –“**Natural Disasters - UCL Press**”, London.
4. Rajib Shaw, R.R. Krishnamurthy –“**Disaster Management Global Challenges and Local Solutions- Universities Press**”, Hyderabad.

**E Resources:**

1. <http://www.ndma.gov.in/en/>
2. <http://www.wcpt.org/disaster-management/what-is-disaster-management>
3. [http://iare.ac.in/sites/default/files/lecture\\_notes/dm%20notes.pdf](http://iare.ac.in/sites/default/files/lecture_notes/dm%20notes.pdf)
4. <https://www.slideshare.net/PIRATERHINO/disaster-management-ppt>

**Course outcome:****At the end of the course, the student will be able to:**

- CO1: Learn the basic concepts of disaster management  
CO2: Know the various types of disasters and its effects.  
CO3: Know about socio economic system in India.  
CO4: Learn about the disaster management tools and methods.  
CO5: Know the role of government in managing the disasters and the legal enactments of disaster management.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	2	1	1	1		2	1	1
CO2	2	3	2	2	2	2	1	1	1	1	1
CO3	2	2	2		2		1	2	1	1	1
CO4	2	2	2	3	1		2	1	2		1
CO5	2	2	2	2	1			2	2	1	1

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB413</b>	<b>OPEN ELECTIVE-II CORPORATE GOVERNANCE</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To understand the growing importance of Corporate Governance in Indian and Global Context.

**MODULE – I [13 Periods]**

**Corporate Governance:** Introduction to Corporate Governance - Major Corporate Governance Failures- Need for Corporate Governance - Corporate Governance in India, Theories of Corporate Governance - Agency Theory, Stewardship Theory, and Stakeholder Theory – Convergence- Problems of Governance in Companies.

**MODULE – II [13 Periods]**

**Corporate Governance codes and committees** – Global reporting initiative – OECD Principles - Cadbury Committee Report - Kumara Mangalam Birla Committee Report – Naresh Chandra Committee Report - Narayana Murthy Committee Report - SEBI Clause 49 Guidelines- Corporate Governance Committees - Role of capital Markets, Regulator, Government in Corporate Governance.

**MODULE – III [6 Periods]**

**A: Board and Leadership-** The board of Directors, Structure of the Board, role of the board, Role, duties and responsibilities of Directors, Types of Directors, Board as a learning organization,

**B: Leveraging Good Governance** for Competitive Advantage, Conflicts of Interest, Remedial Actions, Governance Ratings- Merits and Demerits. **[6Periods]**

**MODULE – IV [12 Periods]**

**Models of Corporate Governance-** Affect of Context and culture on corporate governance-Anglo Saxon Model- The UK Common wealth principles based Model- The German Model - The Japanese Business Network Model- Indian Model of corporate governance- forces for convergence and differentiation in corporate governance.

**MODULE – V [13 Periods]**

**Whistle-blowing and CSR in Corporate Governance:** The Concept of whistle-blowing; types of whistle-blowers; whistle-blower policy; the whistle-blower legislation across countries; developments in India. Corporate Social Responsibility (CSR): Corporate philanthropy; CSR-an overlapping concept; corporate sustainability reporting; CSR through triple bottom line; relation between CSR and corporate governance; environmental aspect of CSR; CSR initiatives in India.

### Reference Books:

1. Sateesh Kumar, Corporate Governance, Oxford University Press, 2015.
2. Christine A. Mallin, Corporate Governance, Oxford University Press, 4e, South Asia Edition, 2016.
3. Bob Tricker, Corporate Governance Principles, Policies, and Practices, Oxford University Press, 2015.
4. N. Balasubramanian, Corporate Governance and Stewardship, TMH, 2012.
5. A. C. Fernando, Corporate Governance, Principles, Policies and Practices, Pearson, 2012.
6. Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, New Delhi
7. V Balachandram, V Chandrasekaran, “Corporate Governance”, Ethics and Social Responsibility, PHI, 2011.
8. SK Mandal: “Ethics in Business and Corporate Governance”, TMH, 2/e, 2012.
9. Geethika,RK Mishra, “Corporate Governance Theory and Practice”,Excel,2011.
10. K.Praveen Parboteeach, “Business Ethics”, Routledge, 2013.

### E Resources:

1. <https://www.slideshare.net/lizakhanam/business-ethics-and-corporate-governance-15588903>
2. <http://www.enterweb.org/ethics.htm>
3. <http://nptel.ac.in/courses/110105079/>
4. <http://nptel.ac.in/courses/109104032/>

### Course Outcome:

**At the end of the course, the student will be able to:**

CO1: Understand the need for Corporate Governance in India.

CO2: Know the OECD principles of corporate governance.

CO3: Gain knowledge on Role of Board in Corporate Governance.

CO4: Analyze of different models in Corporate Governance.

CO5: Know the concepts of whistle-blowing and CSR in Corporate Governance.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3							2			3
CO2				3				3	3	3	3
CO3			3		3				3		3
CO4	3		3	2	3		2		3	3	
CO5							3				3

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB414</b>	<b>OPEN ELECTIVE-II INDIAN CONSTITUTION</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To understand the importance of Indian constitution, Administration, Concept and Development of Human Rights, election commission

**MODULE-I [12Periods]**

**Introduction to Indian Constitution:** Constitution' meaning of the term, Indian Constitution- Sources and constitutional history, Features- Citizenship, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy

**MODULE-II [13 Periods]**

**Union Government and its Administration** Structure of the Indian Union: Federalism, Centre- State relationship, President: Role, power and position, PM and Council of ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha, The Supreme Court and High Court: Powers and Functions; **State Government and its Administration** Governor: Role and Position, CM and Council of ministers, State Secretariat: Organisation, Structure and Functions

**MODULE-III [6 Periods]**

**A: Local Administration** District's Administration head: Role and Importance, Municipalities: Introduction, Mayor and role of Elected Representative, CEO of Municipal Corporation,

**B: Pachayati raj:** Introduction, PRI: Zila Pachayat, Elected officials and their roles, CEO Zila Pachayat: Position and role, Block level: Organizational Hierarchy (Different departments), Village level: Role of Elected and Appointed officials, Importance of grass root democracy **[6 Periods]**

**MODULE-IV [12 Periods]**

**Concept and Development of Human Rights:** Meaning Scope and Development of Human Rights, United Nations and Human Rights – UNHCR, UDHR 1948, ICCPR 1996 and ICESCR 1966, **Human Rights in India:** Protection of Human Rights Act, 1993 (NHRC and SHRC), First, Second and Third Generation Human Rights, Judicial Activism and Human Rights.

**MODULE-V**

**[13Periods]Election Commission:** Election Commission- Role and Functioning,



<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB415</b>	<b>COMPREHENSIVE VIVA</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 2</b>		-	-	-

**Prerequisites: NIL**

**Course Objectives:**

Aim of the viva is to make student to go through the conceptual frame work of all that has been learnt in the course of the first two years of MBA programme and answer clearly, concisely and cogently to questions posed enabling the student to prepare for proper articulation in the domain of management studies. The preparation for comprehensive viva *inter alia* will enable student to face any job interview and tests on selection for admission into research programmes in management and science with adequate confidence. The successful completion of Comprehensive Viva should signal firm grasp of all the subjects learnt in the entire programme of MBA.

1. Firm grounding of fundamentals of core subjects of management.
2. The ability to put across the concepts with ease and good clarity.
3. The ability to use the theoretical framework to solve specific management problems.
4. Demonstrating one's competency in management subjects.

**Course outcome:**

**At the end of the course, the student will be able to:**

- CO1: Face questions on any core subjects of management as well as all the subjects.
- CO2: Answer any subjective questions in the specific stream of elective.
- CO3: Gain the confidence to face any job interview.
- CO4: Gain the ability to enter into any research programmes in management with adequate confidence.
- CO5: The successful completion of Comprehensive Viva should signal firm grasp of all the subjects learnt in the entire programme of MBA.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1				1			1		1	1
CO2	3	1	2	1			2	2	3		2
CO3	1	2	1	3	2	1			2	2	
CO4		2		3	1	2	2	1		1	2
CO5						3			2	2	1

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB416</b>	<b>PRE SUBMISSION SEMINAR AND REPORT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 1</b>		-	-	<b>2</b>

**Prerequisites: NIL**

**Course Objectives:**

The final project work of MBA consists of three stages as clearly described in the guideline for project work. The progress on the first stage of formulating research methodology and the second stage of data analysis is indeed crucial before one can take up the final stage of writing the project report. The seminar on pre submission of project report is aimed at providing an opportunity to present the work on the first two stages of project work before an enlightened audience and have a critical assessment of the work carried out so far. The process would give the student sufficient feedback to be incorporated at the time of writing the project report.

**Course Outcome:**

**At the end of the course, the student will be able to:**

- CO1: Put across his work on the main project.
- CO2: Under go for critical assessment and provide an opportunity to make any online corrections.
- CO3: Get incorporated with suggestions from the internal guide for better and improved work.
- CO4: Know the documentation process of the project work.
- CO5: Know the overall conclusion for the project.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
<b>COs</b>	<b>Programme Outcomes(POs)</b>								<b>Programme Specific Outcomes(PSOs)</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>						2					
<b>CO2</b>	1	2			1		1			2	2
<b>CO3</b>	2		2	2	1	2		1	2	2	2
<b>CO4</b>			3		3		2	2	2		
<b>CO5</b>		2						3			

<b>2020-2021 Onwards (MR-20)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: AB417</b>	<b>PROJECT VIVA - VOCE</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>-</b>	<b>-</b>	<b>6</b>

**THE FINAL PROJECT IS DIVIDED IN TO STAGE-I, STAGE-II AND MAIN PROJECT REPORT AND VIVA.**

**Prerequisites: NIL**

**Course Objectives:**

Aim of multi stage evaluation is to enable students do original work on their own so that they can get the benefit in terms of gaining practical knowledge and possible employment.

**Stage I: RESEARCH METHODOLOGY [Chapter I of the Main Report] -**

Students should be advised to do final MBA projects on topics close to the job they prefer to do after MBA. The faculty should guide them and focus on the methodology of doing a project so that the students can understand how to study the problems they come across while working. The following is the suggested check list for doing STAGE I of the project.

Topic:

.....  
.....  
.....  
.....  
.....

**Chapter I**

- Brief Introduction:
- Review of literature:
- Research Gaps:
- Research Questions:
- Objectives of the study:
- Hypotheses:
- Scope of the study:
- Period of the study:
- Sample:
- Data Collection:
- Primary Data:
- Secondary Data:

## Stage II: STATISTICAL ANALYSIS - [Chapter II of the main report]

**Approach:** Students should collect data for the main project from CMIE Prowess DATABASE or any other source or from the field. Students are expected to use relevant statistical tools using Excel, SPSS, MINI TAB, or R and make a **Seminar Presentation**. This will be the **CHAPTER II: Data Analysis** of the main report

**Stage III: MAIN PROJECT REPORT AND VIVA** [Chapter III of the Main Report].

In addition to the above two stages the students should write the third chapter on Data Interpretation, Conclusion & Suggestions and submit the final report by including the following.

### Course Outcomes:

- CO1: Student should be able to develop a research design for their topic of research.
- CO2: Student will be able to understand the data requirements and collect data relevant for a research study.
- CO3: Student will be able to analyze the organizational data and interpret results.
- CO4: Student will be able to analyze the findings and suggestion of the topic.
- CO5: Student will be able to give the overall conclusion of the topic.

### Reference Books:

- Appendix I: Questionnaire [if any].
- Appendix II: Definition of concepts, models, formulas used in the report.

NOTE: faculty should advise students to give only references to the websites and journals and not to directly download in the project report. Maximum 24% can be downloaded and rest should be original.

**After the submission of the report by consolidating the work done in stage 1, 2 and 3, an external viva will be held by the Institute to give the marks as per the University guidelines 2018-19.**

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	3	2	3	2	3	
CO2	2				2		2				
CO3	2	2	3	2			2	2			
CO4		1		1		1		1			
CO5	1	1	1	1		1		1	1	1	2