



**St. ANN'S COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)  
CHIRALA – 523187, ANDHRA PRADESH, INDIA  
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**COURSE STRUCTURE & SYLLABUS  
For PG – R22  
PG - MASTER OF BUSINESS ADMINISTRATION**

*(Applicable for batches admitted from 2022-2023)*



**St. ANN'S COLLEGE OF ENGINEERING & TECHNOLOGY  
(AUTONOMOUS)  
CHIRALA – 523187, ANDHRA PRADESH, INDIA**

**(Accredited by NBA, NAAC with 'A' Grade, accredited by IE (I) & Permanently Affiliated to JNTUK)  
Recognized by UGC under Section 2(f) & 12(B) of UGC Act, 1956**

**ST. ANN'S COLLEGE OF ENGINEERING & TECHNOLOGY: CHIRALA**  
**(AUTONOMOUS)**  
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Academic Calendar for M Tech/MCA/MBA I Semester for the AY - 2022-23

<b>I Semester</b>			
<b>Description</b>	<b>From</b>	<b>To</b>	<b>Weeks</b>
<b>Commencement of Class Work</b>	25.10.2022		
<b>Induction Classes</b>	25.10.2022	4.11.2022	2W
<b>I Unit of Instruction</b>	7.11.2022	31.12.2022	8W
<b>I Mid Examinations</b>	26.12.2022	31.12.2022	1W
<b>II Unit of Instruction</b>	02.1.2023	25.2.2023	8W
<b>II Mid Examinations</b>	20.2.2023	25.2.2023	1W
<b>Preparation and Practicals</b>	27.2.2023	4.3.2023	1W
<b>End Examinations</b>	6.3.2023	18.3.2023	2W
<b>Commencement of II Semester Class Work</b>	<b>20.3.2023</b>		
<b>II Semester</b>			
<b>Commencement of Class Work</b>	20.3.2023		
<b>I Unit of Instructions</b>	20.3.2023	13.5.2023	8W
<b>I Mid Examinations</b>	8.5.2023	13.5.2023	1W
<b>II Unit of Instructions</b>	15.5.2023	8.7.2023	8W
<b>II Mid Examinations</b>	3.7.2023	8.7.2023	1W
<b>Preparation and Practicals</b>	10.7.2023	15.7.2023	1W
<b>End Examinations</b>	17.7.2023	29.7.2023	2W
<b>Commencement of II Year Class Work</b>	<b>21.8.2023</b>		

*M. Venu Gopala Rao*  
**Principal**  
 (Dr M Venu Gopala Rao)

**ACADEMIC REGULATIONS (R22) - PG COURSE  
STRUCTURE & DETAILED SYLLABUS**

**For**  
**PG – TWO YEAR DEGREE COURSE**  
*(Applicable for batches admitted from 2022-2023)*



**St. ANN'S COLLEGE OF ENGINEERING & TECHNOLOGY  
(AUTONOMOUS)  
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# **ACADEMIC REGULATIONS (R22) FOR POST GRADUATE DEGREE COURSES**

Applicable for the students of PG Courses from the Academic Year 2022-23 onwards. The Post Graduate Degree in M Tech/MCA/MBA of Jawaharlal Nehru Technological University Kakinada shall be conferred on candidates who are admitted to the program and who fulfil all the requirements for the award of the Degree.

## **1. ELIGIBILITY FOR ADMISSION**

- 1.1 Admission to the above program shall be made subject to eligibility, qualification and specialization as prescribed by the University from time to time.
- 1.2 Admissions shall be made based on merit/rank obtained by the candidates in the qualifying Entrance Test conducted by the University or based on any other order of merit as approved by the University, subject to reservations as laid down by the Govt. from time to time.

## **2. AWARD OF DEGREE**

- 2.1 A student shall be declared eligible for the award of the M. Tech/MCA/MBA Degree, if he pursues a course of study in not less than two and not more than four academic years.
- 2.2 **The student shall register for all 68/80/102 credits and secure all the 68/80/102 credits.**
- 2.3 The minimum instruction days in each semester are 90.

## **3. PROGRAM OF STUDY**

- 3.1 M Tech
- 3.2 MCA
- 3.3 MBA

### **3.1 M Tech:**

The following specializations are offered at present for the M Tech Program:

1. M Tech- Transportation Engineering offered by the Department of Civil Engineering
2. M Tech- Power Systems offered by the Department of Electrical and Electronics Engineering
3. M Tech- Thermal Engineering offered by the Department of Mechanical Engineering
4. M Tech- Embedded System offered by the Department of Electronics and Communication Engineering
5. M Tech- Computer Science & Engineering offered by Department of Computer Science and Engineering

### **3.2 MCA:**

Master of Computer Applications is offered by the Department of Master of Computer Applications

### **3.3 MBA:**

Master of Business Administration is offered by the Department of Master of Business Administration

## **4. ATTENDANCE**

- 4.1 A student shall be eligible to write the Semester End Examinations if he/she acquires a minimum of 75% of attendance in aggregate of all the subjects/courses, and with minimum 50% in each course including practicals.

- 4.2 Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) in each semester shall be granted by the College Academic Committee.
- 4.3 Shortage of Attendance **below** 65% in aggregate shall not be condoned and such candidates will not be eligible to write their end semester examination of that class.
- 4.4 Students whose shortage of attendance is not condoned in any semester are not eligible to write their end semester examination of that class.
- 4.5 A prescribed fee shall be payable towards condonation of shortage of attendance.
- 4.6 A student shall not be promoted to the next semester unless, he/she satisfies the attendance requirement of the present semester, as applicable. They may seek re-admission into that semester when offered next. If any candidate fulfills the attendance requirement in the present semester, he shall not be eligible for re-admission into the same class.

## 5. EVALUATION

- 5.1 A student shall be eligible to write the Semester End Examinations if he/she acquires a minimum of 75% of attendance in aggregate of all the subjects/courses, and with minimum 50% in each course including practicals
- 5.2 The performance of the candidate in each semester shall be evaluated subject-wise, with a maximum of 100 marks for theory and 100 marks for practical, based on Internal Evaluation and Semester End Examination.
- 5.3 For the theory subjects 60 marks shall be awarded based on the performance in the Semester End Examination and 40 marks shall be awarded based on the Internal Evaluation. The internal evaluation shall be made based on two Mid Term-Examinations conducted one in the middle of the semester and the other immediately after the completion of instruction. Each midterm examination will be evaluated based on a descriptive examination for 20 marks and assignments/case study/mini project/seminar for 20 marks. The descriptive examination will be conducted for a total duration of 90 minutes with 4 questions (without choice), each question for 05 marks. End semester examination will be conducted for 60 marks for all FIVE (5) questions (one question from one unit) to be answered (either or). Internal marks can be calculated with 80% weightage for better of the two mid exams and 20% weightage for another mid exam.

Example:

**Final internal Marks = (Best of (Mid-1/Mid-2) marks x 0.8 + Least of (Mid-1/Mid-2) marks x 0.2)**

- 5.4 For practical subjects, 60 marks shall be awarded based on the performance in the Semester End Semester Examinations and 40 marks shall be awarded based on the day-to-day performance as Internal Marks. The internal evaluation based on the day-to-day work-10 marks, record- 10 marks and the remaining 20 marks to be awarded by conducting an internal laboratory test. The end examination shall be conducted by the examiners, with a breakup mark of Procedure-20, Experimentation-20, Results-10, Viva-voce-10.
- 5.5 For Mini Project with Seminar, a student under the supervision of a faculty member, shall collect the literature on a topic and critically review the literature and submit it to the department in a report form and shall make an oral presentation before the Project Review Committee consisting of Head of the Department, supervisor/mentor and two other senior faculty members of the department. For Mini Project with Seminar, there will be only internal evaluation of 50 marks. A candidate must secure a minimum of 50% of marks to be declared successful.
- 5.6 A candidate shall be deemed to have secured the minimum academic requirement in a subject if he secures a minimum of 40% of marks in the Semester End Examination and a

minimum aggregate of 50% of the total marks in the Semester End Examination and Internal Evaluation taken together.

- 5.7 In case the candidate does not secure the minimum academic requirement in any subject (as specified in 5.6) he must re-appear for the Semester End Examination in that subject. A candidate shall be given one chance to re-register for each subject provided the internal marks secured by a candidate are less than 50% and has failed in the semester end examination. In such a case, the candidate must re-register for the subject(s) and secure the required minimum attendance. The candidate's attendance in the re-registered subject(s) shall be calculated separately to decide upon his eligibility for writing the end examination in those subject(s). In the event of the student taking another chance, his internal marks and semester end examination marks obtained in the previous attempt shall stand cancelled. For re-registration the candidates must apply to the college by paying the requisite fees and get approval from the college before the start of the semester in which re-registration is required.
- 5.8 In case the candidate secures less than the required attendance in any re-registered subject(s), he shall not be permitted to write the Semester End Examination in that subject. He shall again re-register the subject when next offered.
- 5.9 Laboratory examination for PG courses must be conducted with two Examiners, one of them being the laboratory class teacher or teacher of the respective college and the second shall be an external examiner appointed by the college from the panel of examiners submitted by the respective department.

## **6. EVALUATION OF PROJECT/DISSERTATION WORK**

Every candidate shall be required to submit a thesis or dissertation on a topic approved by the Project Review Committee.

- 6.1 A Project Review Committee (PRC) shall be constituted with Head of the Department and two other senior faculty members in the department.
- 6.2 Registration of Dissertation/Project Work: A candidate is permitted to register for the project work after satisfying the attendance requirement of all the subjects, both theory and practical.
- 6.3 After satisfying 6.2, a candidate must submit, in consultation with his project supervisor, the title, objective and plan of action of his project work for approval. The student can initiate the Project work, only after obtaining the approval from the Project Review Committee (PRC).
- 6.4 If a candidate wishes to change his supervisor or topic of the project, he can do so with the approval of the Project Review Committee (PRC). However, the PRC shall examine whether the change of topic/supervisor leads to a major change of his initial plans of project proposal. If yes, his date of registration for the project work starts from the date of change of Supervisor or topic.
- 6.5 Continuous assessment of Dissertation-I and Dissertation-II during the Semester(s) will be monitored by the PRC.
- 6.6 A candidate shall submit his status report in two stages to the PRC, at least with a gap of 3 months between them.
- 6.7 The work on the project shall be initiated at the beginning of the II year and the duration of the project is two semesters. A candidate is permitted to submit Project Thesis only after successful completion of theory and practical course with the approval of PRC not earlier than 40 weeks from the date of registration of the project work. The candidate must satisfy the requisite attendance criteria before submission of the Thesis.
- 6.8 Three copies of the Project Thesis certified by the supervisor shall be submitted to the department.

- 6.9 The thesis shall be adjudicated by one external examiner selected by the college. For this, the Head of the Department shall submit a panel of 5 examiners, eminent in that field, with the help of the guide concerned.
- 6.10 If the report of the external examiner is not favorable, the candidate shall revise and resubmit the Thesis, in the time frame as decided by the PRC. If the report of the examiner is unfavorable again, the thesis shall be summarily rejected. The candidate has to re-register for the project and complete the project within the stipulated time after taking the approval from the College.
- 6.11 The Head of the Department shall coordinate and make arrangements for the conduct of Viva- Voce examination.
- 6.12 If the report of the external examiner is favorable, Viva-Voce examination shall be conducted by a board consisting of the Supervisor, Head of the Department and the external examiner who adjudicated the Thesis. The Board shall jointly report the candidate's work for a maximum of 100 marks as one of the following:
- A. Excellent
  - B. Good
  - C. Satisfactory
  - D. Unsatisfactory
- 6.13 If the report of the Viva-Voce is unsatisfactory (i.e., < 50 marks), the candidate shall retake the Viva-Voce examination only after three months. If he fails to get a satisfactory report at the second Viva-Voce examination, the candidate has to re-register for the project and complete the project within the stipulated time after taking the approval from the college.

## 7. CUMULATIVE GRADE POINT AVERAGE (CGPA)

The criteria for awarding the grades with respect to the marks obtained is as per the table given below:

Marks Range Theory/ Laboratory (Max – 100)	Marks Range Mini Project/ Project Work or Dissertation (Max – 100)	Letter Grade	Level	Grade Point
≥ 90	≥ 90	O	Outstanding	10
≥80 to <90	≥80 to <90	S	Excellent	9
≥70 to <80	≥70 to <80	A	Very Good	8
≥60 to <70	≥60 to <70	B	Good	7
≥50 to <60	≥50 to <60	C	Fair	6
≥40 to <50	≥40 to <50	D	Satisfactory	5
<40	<40	F	Fail	0
			Absent	0

### 7.1 Computation of SGPA

- The following procedure is to be adopted to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):
- The **SGPA** is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$\text{SGPA (Si)} = \frac{\sum (C_i \times G_i)}{\sum C_i}$$

- Where  $C_i$  is the number of credits of the  $i^{\text{th}}$  course and  $G_i$  is the grade point scored by the student in the  $i^{\text{th}}$  course.

## 7.2 Computation of CGPA

- The **CGPA** is also calculated in the same manner considering all the courses undergone by a student over all the semester of a program, i.e.

$$\text{CGPA} = \frac{\sum (C_i \times S_i)}{\sum C_i}$$

- Where  $S_i$  is the SGPA of the  $i^{\text{th}}$  semester and  $C_i$  is the total number of credits in that semester.
- The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

$$\text{Equivalent Percentage} = (\text{CGPA} - 0.75) \times 10$$

## 8. AWARD OF DEGREE AND CLASS

After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of PG Degree, he shall be placed in one of the following four classes:

Class Awarded	CGPA to be secured	
First Class with Distinction	$\geq 7.75$	Based on the CGPA Secured from the registered credits
First Class	$\geq 6.75$	
Second Class	$\geq 5.75$ to $< 6.75$	
Pass Class	$\geq 4.75$ to $< 5.75$	

The Grades secured, Grade points and Credits obtained will be shown separately in the memorandum of marks.

## 9. WITHHOLDING OF RESULTS

If the student is involved in indiscipline/malpractices/court cases, the result of the student will be withheld.

## 10. TRANSITORY REGULATIONS (For R22)

- 10.1 Discontinued or detained candidates are eligible for re-admission into same or equivalent subjects at a time as and when offered.
- 10.2 The candidate who fails in any subject will be given two chances to pass the same subject. Otherwise, he must identify an equivalent subject as per R22 academic regulations.

## 11. GENERAL

- 11.1 Wherever the words “he”, “him”, “his”, occur in the regulations, they include “she”, “her”, “hers”.
- 11.2 The academic regulation should be read for the purpose of any interpretation. In the case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice-Chancellor is final.
- 11.3 The college may change or amend the academic regulations or syllabi at any time and the changes or amendments made shall be applicable to all the students with effect from the dates notified by the college.



**MALPRACTICES RULES**  
**DISCIPLINARY ACTION FOR / IMPROPER CONDUCT IN EXAMINATIONS**

	<b>Nature of Malpractices/Improper conduct</b>	<b>Punishment</b>
	<i>If the candidate:</i>	
1. (a)	Possesses or keeps accessible in examination hall, any paper, notebook, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the candidate which can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only.
(b)	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him.
2.	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that Semester/year. The Hall Ticket of the candidate is to be cancelled and sent to the institution exam cell.
3.	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred and forfeits the seat. The performance of the original candidate who has been impersonated, shall be cancelled in all the subjects of the examination (including practicals and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all Semester End Examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.
4.	Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all Semester End Examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
5.	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.	Cancellation of the performance in that subject.
6.	Refuses to obey the orders of the Chief Superintendent/Assistant – Superintendent / any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any	In case of students at the college, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The candidates also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.

	other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.	
7.	Leaves the exam hall taking away answer script or intentionally tears the script or any part thereof inside or outside the examination hall.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all Semester End Examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
8.	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat.
9.	If student at the college, who is not a candidate for the examination, or any person not connected with the college indulges in any malpractice or improper conduct mentioned in clause 6 to 8.	Student of the college's expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat. Person(s) who do not belong to the College will be handed over to police and, a police case will be registered against them.
10.	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year.
11.	Copying detected based on internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject and all other subjects the candidate has appeared including practical examinations and project work of that semester/year examinations.
12.	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be reported to the institution for further action and impose suitable punishment.	

**Malpractices identified by squad or special invigilators:**

Punishments to the candidates as per the above guidelines.

**JNTUK Code: F0**  
NAAC 'A' Grade – 1st Cycle  
NAAC 'A' Grade – 2nd Cycle  
Valid upto Dec. 2027



Counseling Code : ANSN  
Recognized Under Section  
2(f) & 12(B) of Ugc Act, 1956

## **St.ANN'S COLLEGE OF ENGINEERING & TECHNOLOGY** **AUTONOMOUS**






(Approved by AICTE, New Delhi & Permanently Affiliated to JNTUK, Kakinada)  
**ACCREDITED BY NBA & INSTITUTION OF ENGINEERS (INDIA)**

# Ragging

Prohibition of ragging in educational institutions Act 26 of 1997

### Salient Features

- > Ragging within or outside any educational institution is prohibited.
- > Ragging means doing an act which causes or is likely to cause Insult or Annoyance of Fear or Apprehension or Threat or Intimidation or outrage of modesty or Injury to a student.

	Imprisonment upto		Fine Upto
Teasing, Embarrassing and Humiliation	 6 Months	+	Rs. 1,000/-
Assaulting or Using Criminal force or Criminal intimidation	 1 Year	+	Rs. 2,000/-
Wrongfully restraining or confine or causing	 2 Years	+	Rs. 5,000/-
Causing grievous hurt, kidnapping or Abducts or rape or committing unnatural offence	 5 Years	+	Rs. 10,000/-
Causing death or abetting suicide	 10 Months	+	Rs. 50,000/-

**In Case of Emergency CALL TOLL FREE NO. : 1800 - 425 - 1288**

**LET US MAKE SACET A RAGGING FREE COLLEGE**

**JNTUK Code: F0**  
NAAC 'A' Grade – 1st Cycle  
NAAC 'A' Grade – 2nd Cycle  
Valid upto Dec. 2027



**Counseling Code : ANSN**  
Recognized Under Section  
2(f) & 12(B) of Ugc Act, 1956

**St.ANN'S COLLEGE OF ENGINEERING & TECHNOLOGY**  
**AUTONOMOUS**

(Approved by AICTE, New Delhi & Permanently Affiliated to JNTUK, Kakinada)

**ACCREDITED BY NBA & INSTITUTION OF ENGINEERS (INDIA)**

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# Ragging

ABSOLUTELY  
NO TO RAGGING

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1. Ragging is prohibited as per Act 26 of A.P. Legislative Assembly, 1997.
2. Ragging entails heavy fines and/or imprisonment.
3. Ragging invokes suspension and dismissal from the College.
4. Outsiders are prohibited from entering the College and Hostel without permission.
5. Girl students must be in their hostel rooms by 7.00 p.m.
6. All the students must carry their Identity Cards and show them when demanded
7. The Principal and the Wardens may visit the Hostels and inspect the rooms any time.



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**AUTONOMOUS**

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**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**COURSE STRUCTURE AND SYLLABUS  
For PG –R22  
PG - MASTER OF BUSINESS ADMINISTRATION  
(Applicable for batches admitted from 2022-2023)**



**ST.ANN'S COLLEGE OF ENGINEERING & TECHNOLOGY: CHIRALA  
(AUTONOMOUS)  
MBA - PG – R22**

**COURSE STRUCTURE**

**Year: I Sem: I**

S. No	Category	Course Code	Course Title	Theory/ Lecture (L)	Tutorial (T)	Practical/ Drawing (P)	Self-Study (SS)	Duration in hours	CIE Marks	SEE Marks	Total Marks	Credits
1	PC	22PMB01	Management Theory and Organizational Behaviour	4	--	--	--	4	40	60	100	4
2	PC	22PMB02	Managerial Economics	4	--	--	--	4	40	60	100	4
3	PC	22PMB03	Accounting for Managers	4	--	--	--	4	40	60	100	4
4	PC	22PMB04	Managerial Communication	4	--	--	--	4	40	60	100	4
5	PC	22PMB05	Quantitative Analysis for Business Decisions	4	--	--	--	4	40	60	100	4
6	PC	22PMB06	Business Environment	4	--	--	--	4	40	60	100	4
7	OE	22PMB07	Business Ethics	4	--	--	--	4	40	60	100	4
		22PMB08	Technology Management									
		22PMB99	MOOCs SWAYAM/NPTEL-related to management courses other than listed courses in the syllabus									
8	PC	22PMB09	Laboratory for Business Analysis	--	--	3	--	3	40	60	100	2
<b>TOTAL</b>				<b>28</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>31</b>	<b>320</b>	<b>480</b>	<b>800</b>	<b>30</b>
HS-Humanities & Sciences, BS-Basic Sciences, ES-Engineering Sciences, MC-Mandatory Course, PC-Professional Core, PE-Professional Elective, OE-Open, Elective, PR – Internship / Project												

**Year: I Sem: II**

S. No	Category	Course Code	Course Title	Theory/ Lecture (L)	Tutorial (T)	Practical/ Drawing (P)	Self-Study (SS)	Duration in hours	CIE Marks	SEE Marks	Total Marks	Credits
1	PC	22PMB10	Financial Management	4	--	--	--	4	40	60	100	4
2	PC	22PMB11	Human Resource Management	4	--	--	--	4	40	60	100	4
3	PC	22PMB12	Marketing Management	4	--	--	--	4	40	60	100	4
4	PC	22PMB13	Production & Operation Management	4	--	--	--	4	40	60	100	4
5	PC	22PMB14	Research Methodology for Business Managers	4	--	--	--	4	40	60	100	4
6	OE	22PMB15	Management Information System	4	--	--	--	4	40	60	100	4
		22PMB16	Cross culture management									
		22PMB17	Project Management									
7	PC	22PMB18	Mini project	--	--	3	--	3	25	25	50	2
8	PC	22PMB19	R- Programming Laboratory	--	--	3	--	3	40	60	100	2
<b>TOTAL</b>				<b>24</b>	<b>0</b>	<b>6</b>	<b>0</b>	<b>30</b>	<b>305</b>	<b>445</b>	<b>750</b>	<b>28</b>
HS-Humanities & Sciences, BS-Basic Sciences, ES-Engineering Sciences, MC-Mandatory Course, PC-Professional Core, PE-Professional Elective, OE-Open, Elective, PR – Internship / Project												

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(AUTONOMOUS)  
MBA - PG – R22**

<b>I YEAR: I SEMESTER</b>	<b>22PMB01</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>MANAGEMENT THEORY AND ORGANIZATIONAL BEHAVIOR</b>					

This course is designed to provide students with a foundational understanding of basic concepts and principles of management. It aims to familiarize students with the practice of management for the purpose of taking effective managerial decisions.

**Course Objectives**

- To help the students to understand the functions, responsibilities of managers and its principles.
- To understand the process of planning and decision-making.
- To insights into various type of organization structure and their applicability.
- To enable students to understand significance of organization behavior, individual and group behavior.
- To describe the effective motivation process, leadership and cause of organizational conflicts and change.

**Course Outcomes:**

CO1: Demonstrate understanding of the role and function of managers in an organization.

CO2: Evaluate the different components of planning process and outline the steps of the decision-making process.

CO3: To understand the concept of organization, various types' organization and their suitability.

CO4: Describe the different theories related to Individual behavior in the Organization and Analyze Group Behavioral influence in the organization.

CO5: Demonstrate the ability to motivate, lead the people and resolve the conflicts in the organization.

**UNIT-I: Introduction to Management:** Concept and Nature – importance of management - Functions of Management - Responsibilities and skills of Professional Manager— Levels of Management – Administration vs. Management - Fayol's Principles of Management– Scientific management – Corporate Social responsibility- The Challenges of Management.

**Unit-II: Planning:** Nature and importance of planning- steps in planning process- Types of plans., Decision making: Types of decisions – steps in decision making process– Technique of decision making – Management by Objective (MBO)-Process – significance.

**Unit-III: Organizing:** Nature and purpose of organizing- Principles of organizing- Organization structures- Formal and informal organizations- - Types of organizations -line and staff organizations: – Conflicts between Line and Staff – Delegation of authority - Factors affecting on Delegation of authority - Span of control- VA Graicuna's Theory- centralization- decentralization of authority. Controlling- Nature and importance – process –Requirement for effective control – Features of good control system - Modern techniques of control

**Unit IV: Organizational behavior:** Definition-need and importance of organizational behavior – Nature and scope. Disciplines that contribute to OB field. Individual Differences - Personality- types – Personality Theories - Determinants of Personality - Learning — The learning process- perception.

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**Unit V: Group Behavior:** - Formation of groups- Types of groups-Group norms -Motivation-significance of motivation, theories of motivation - Maslow, Herzberg theory of motivation - Leading-Leadership styles – Theories. Conflict Resolution in Groups and problem-solving Techniques – Organizational change - change process - resistance to change

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit)  
Text books

1. P. Subba Rao: "Management", Himalaya Publishing House, Mumbai, 2010.
2. V.S.P.Rao, Management Text and Cases, Excel, Second Edition, 2012.
3. J S Chandan: "Management Theory and Practice", Vikas Publishing House Limited, 2009
4. Ramaswamy, T: "Principles of Management", Himalaya Publishing House, Mumbai, 2008.
5. Koontz H. and Heinz Weihrich, (3005). Elements of Management. 11/e,MH., New Delhi
6. M.Sakthivel Murgan: Management Principles and Practice, New Age International Publishers,New Delhi.
7. L.M.Prasad, Principles and Practice of Management, 7Ed, S.Chand Publishers, 2007. 2.
8. Weihrich&Koonty, Essentials of Management, TMH, 1990.
9. Stoner James A. F., R. Edward Freeman and Daniel R, Gilbert Jr., (3004). Management, 6/e, Pearson, New Delhi
10. . Fred Lothans (1998) Organizational Behaviour. New Delhi: McGraw- Hill International Edition
11. Udai Pareek (2004) Understanding Organizational Behaviour. New Delhi: Oxford University Press
12. K.Aswathappa (2005) Organizational Behaviour Text cases games. New Delhi: Himalaya PublishingCompany

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)  
CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	3	2	2	1	1	2
<b>CO-2</b>	3	3	2	2	2	2
<b>CO-3</b>	2	2	2	1	2	1
<b>CO-4</b>	3	2	3	2	3	1
<b>CO-5</b>	3	2	3	1	3	1



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<b>I YEAR: I SEMESTER</b>	<b>22PMB02</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>MANAGERIAL ECONOMICS</b>					

**Course Objectives:**

- This subject seeks to equip the students with the analytical tools of Economics and apply the same to rational managerial decision-making.
- It further seeks to develop economic way of thinking in dealing with practical business problems and challenge.
- Students familiarize with Economic behavior of a person and market behavior and also to understand the environment of Business firms.
- The demand conditions of various products and to know the contemporary economic policies.
- To know the concept of national income and GDP.

**Course Outcomes:**

CO1: Students can able to understand basic concept of managerial economic and it significance in business decisions.

CO2: The Learner is equipped with the knowledge of estimating the Demand and demand elasticity's for a product.

CO3: The knowledge of understanding of the Input-Output-Cost relationships and estimation of the least cost combination of inputs.

CO4: The pupil is also ready to understand the nature of different markets and Price Output determination under various market conditions.

CO5: Student can gain the knowledge of national income measurement, inflation and business cycles.

**Unit – I: Introduction of Managerial Economics-** definition, nature, scope, relationship with other disciplines –importance of managerial economist-Demand Analysis: determinants- types of demand-law of demand - elasticity of demand - types of elasticity – significance, Demand forecasting - Law of Supply.

**Unit - II: Production Function** - Cobb Douglas production function, Iso quant, Iso costs, MRTS, least cost combination- law of variable proportions – law of returns to scale – Economies of scale - Innovation and global competitiveness in production.

**Unity – III: Cost Theory -Cost Concept and Types-** Determination of cost -- Estimation - output relationship in short run and long run cost - Break even analysis – (simple problems). Pricing - Pricing objectives and methods.

**Unit - IV: Introduction to Market** – Market structures - perfect competition - Monopoly - Oligopoly - Monopolistic competition – price determination.

**Unit – V: Macro Economics Concept:** National income –Measurement methods and limitation– concept of inflation– types – causes - effects and measures to overcome - Business cycles –Features and phases.

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**Suggested Readings:**

1. D.M. Mithani, "Managerial Economics" 2008, Himalayan Publishing House.
2. R.L. Varshney, K.L. Maheshwari, "Managerial Economics", Sultan Chand Publications.
3. Dominik Salvatore, "Managerial Economics", 2016, 8th Ed. Oxford University Press.
4. Gupta G.S., Managerial Economics, TMH, 1988.
5. P L Mehatha, "Managerial Economics", 8th Ed S. Chand Publishing.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)  
CO – PO and PSO MAPPINGS:**

	PO1	PO2	PO3	PO4	PO5	PO6
CO-1	3	2	1	3	3	2
CO-2	3	2	2	2	1	2
CO-3	2	2	2	1	1	1
CO-4	1	1	1	1	2	1
CO-5	3	2	2	2	1	2

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<b>I YEAR: I SEMESTER</b>	<b>22PMB03</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>ACCOUNTING FOR MANAGERS</b>					

**Course Objective:**

- To understand the basic concepts of Accounting
- To analyze the components and prepare financial statements
- To analyze the financial statements of a company.
- To Understand Cost Classification And Cost Sheet Preparation
- To Understand Techniques Of Costing Its Applications

**Course Outcomes:**

- CO1: Explain the basic concept of financial accounting,  
CO2: Prepare simple final account for sole trader.  
CO3: Explain the basic concept of Cost Accounting and preparation of Cost Sheet.  
CO4: Apply the concepts of inventory costs, EOQ and inventory control in arriving at decisions related to inventory.  
CO5: Apply the Decision Making tools from Marginal costing i.e. CVP, BEP

**Unit – I: Introduction to Accounting:** Meaning, Importance, Objectives, Functions and Principles- Accounting Concepts and conventions- (GAAP), merits and demerits of accounts, Classifications of accounts, Accounting Cycle: journals, ledgers- Trial Balance - Accounting Standards.

**Unit - II: Preparation of final accounts:** Final accounts: Trading accounts- Profit & loss accounts- Balance sheets with adjustments- Classification of capital and revenue expenses- Preparation and presentation of company's final accounts.

**Unit- III: Financial Analysis methods** – comparative and Common size Balance Sheet- interpretation of financial – Ratio analysis- Liquidity, leverage, solvency and profitability ratios –. Fund flow statement - Steps in preparation of fund flow statement, Objectives of Cash flow statement- Preparation of Cash flow statement - Funds flow statement Vs Cash flow statement

**Unit- IV: Cost accounting**–meaning, importance, methods, techniques; classification of costs and cost sheet preparation- Management accounting – concept, need, importance and scope.

**Unit-V: Standard costing and variance analysis** (materials, labour)-Marginal costing and its application in managerial decision making, Break Even Analysis. Budgetary control-meaning, need, objectives, essentials of budgeting, different types of budgets and their preparation.

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**Suggested Readings:**

1. “Financial Accounting”, Dr.S.N. Maheshwari and Dr.S.K. Maheshwari, Vikas Publishing House Pvt. Ltd.,
2. “Accountancy” , M P Gupta & Agarwal , S.Chand
3. “Financial Accounting”, P.C.Tulisan, S.Chand
4. “Financial Accounting for Business Managers”, Asish K. Bhattacharyya, PHI
5. “Financial Accounting Management An Analytical Perspective”, Ambrish Gupta, Pearson Education
6. “Accounting and Financial Management”, Thukaram Rao, New Age Internationals.
7. “Financial Accounting Reporting & Analysis”, Stice&Stice, Thomson
8. “Accounting for Management”, VijayaKumar,TMH 7. “Accounting for Managers”, Made Gowda, Himalaya
9. “Accounting for Management”, N.P.Srinivasan, &M.ShakthivelMurugan, S.Chand
10. Horngen, Sundem& Stratton, Introduction to Management Accounting, Pearson Education, New Delhi.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)  
CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	3	1	2	2	1	2
<b>CO-2</b>	3	2	3	2	2	1
<b>CO-3</b>	2	3	1	2	2	1
<b>CO-4</b>	2	2	1	2	1	1
<b>CO-5</b>	2	2	1	1	1	2

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<b>I YEAR: I SEMESTER</b>	<b>22PMB04</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>MANAGERIAL COMMUNICATION</b>					

**Course Objective:**

- To acquaint the students with fundamentals of communication, help them honing oral, written and non-verbal communication skills and to transform them as effective communicators.
- To gain an overall perspective on the nature of human relationships and its impact on communication
- To understand the psychological underpinnings of human communication.
- To know the letter writing models,,
- To gain knowledge about interviews and techniques.

**Course Outcomes:**

CO1: Student is able to understand how communication takes and its process.

CO2: Student is able to understand types of communication and its importance

CO3 Student is able to understand types of verbal and non verbal communication and able to communicate through writing

CO4 Student is able to understand how can a person able to communicate through non verbal communication.

CO5 Student is able to face interview by preparing a resume on their own

**Unit – I: Fundamentals of Communication:** Introduction -Definition and Purpose of Communication, – Significance of Communication in Management - Scope- Objective of Communication - Process of Communication - Communication Structure in Organization, Barriers & Gateway in Communication - 7 C 'S of Communication - Communication etiquettes.

**Unit – II: Types of communication:** Formal and Informal Communication- Interpersonal and Intrapersonal Communication - Role of emotion in interpersonal communication- barriers to interpersonal communication – Listening skills: Types of listening – Essential of Good listening skills and tips.

**UNIT – III: Verbal Communication– Oral Communication: Advantages and Limitations of Oral Communication, -Interview techniques - Meetings and Managing Meetings Non- Verbal Communication and Body Language: Kinesics, Proxemics, Paralanguage, Haptics, Handshakes Appearance & Posture Appropriate Body Language and Mannerisms for Interviews: Business Etiquettes.**

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**Unit – IV: Written Communication:** Significance of business Correspondence – Essentials of Effective business Correspondence, Characteristics, Advantages & Limitations - Report writing – Formal reports – Writing effective letters (formal, Informal) – Different types of letters (official letters , dummy official letters and business letters) – Resume writing: format and skills-Memos, proposals.

**Unit – V: Presentation Skills:** Prerequisites of Effective Presentation, Format Of Presentation; Practicing Delivery Of Presentation, Assertiveness –Strategies Of Assertive Behavior; Communication Skills For Group Discussion - Types Of Visual Aid, Time Management – Goal Setting.

**Suggested Readings:**

1. Mallika Nawal: “Business Communication”, Cengage Learning, New Delhi, 2012.
2. Meenakshi Rama: “*Business Communication*”, Oxford University Press, New Delhi
3. C.S.G. Krishnamacharyulu And Dr.Lalitha Ramakrishnan, Business Communication, Himalaya Publishing House, Mumbai
4. Paul Turner: “*Organisational Communication*”, Jaico Publishing House, New Delhi.
5. Sathya swaroop debasish, Bhagaban Das” “*Business Communication*”, Phiprivate Limited, New Delhi, 2009.
6. Mallika Nawal: “Business Communication”, Cengage Learning, New Delhi, 2012.
7. Edwin A. Gerloff, Jerry C. Wofford, Robert Cummins Organizational Communication: The Key Stone To Managerial Effectiveness.
8. Meenakshi Rama: “*Business Communication*”, Oxford University Press, New Delhi
9. Paul Turner: “*Organisational Communication*”, Jaico Publishing House, New Delhi.
10. Sathyaswaroop debasish, Bhagaban Das” “*Business Communication*”, Phiprivate Limited, New Delhi, 2009.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)  
CO – PO and PSO MAPPINGS:**

	PO1	PO2	PO3	PO4	PO5	PO6
<b>CO-1</b>	3	2	2	2	2	2
<b>CO-2</b>	2	1	2	1	1	2
<b>CO-3</b>	2	2	2	1	2	1
<b>CO-4</b>	3	2	2	1	1	2
<b>CO-5</b>	3	2	2	2	2	2

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<b>I YEAR: I SEMESTER</b>	<b>22PMB05</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS</b>					

**Course Objective:**

Students would be able to acquire an understanding of descriptive statistical tools like measures of central tendency & measures of variation, probability, Statistical inference and apply these tools to real life situations.

**Course Outcomes:**

CO1 Apply quantitative techniques to translate a real word problem for business decisions and able to understand the concept of linear programming problems.

CO2 Able to understand and apply the concept and Theories of probability.

CO3 Able to understand and analysis of decision making process.

CO4 Analysis the concept of sampling distribution with one sample method.

CO5 Analysis the concept of sampling distribution with two sampling method.

**Unit – I: Measures of Central Tendency** –Measures of Dispersion –Simple Correlation and Regression Analysis, Matrices - Elementary operations of matrices. Permutations and Combinations – Linear Quadratic, Logarithmic and Exponential function.

**Unit - II: Concept of Probability-** Applications of Probability-Addition, Multiplication & Bayee's theorems of probability -Probability Distributions- Binomial, Poisson, Normal and Exponential Probability Distributions.

**Unit -III: Introduction to Decision Theory:** Steps involved in Decision Making, Different environments in which decisions are made, Decision making under uncertainty, Decision making under the conditions of Risk, Decision tree analysis, Graphic displays of the decision-making process.

**Unit – IV: Sampling and Sampling Distributions** –Concepts of Testing Hypothesis-Estimation – Point and Interval Estimates of Averages and proportions of small and Large Samples –Test of significance of one Sample of Mean and Proportion of Large and Small Samples.

**Unit – V: Test of significance of Two Samples** –Tests of significance of difference between Means and Proportions of Small and Large Samples –Chi- square Test of Independence of attributes and Goodness of Fit- Analysis of Variance (ANOVA)-One-Way and Two-Way classifications.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

**Suggested Readings:**

1. Fundamentals of mathematical statistics-S.C Gupta & V.K.Kapoor, S. Chand &co, New Delhi.
2. Anand Sharma: Quantitative Techniques for Business decision making. Himalaya publications, New Delhi,2012
3. N.D. Vohra: Quantitative Techniques in Management.-Tata-McGrah Hill private Limited, New Delhi,2011
4. Hamdy, A. Taha: Operations Research:An introduction. Prentice-Hall of India, New Delhi

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5. Gupta S.P: Statistical Methods. S. Chand and Sons, New Delhi.
6. Sancheti.Dc&VK Kapoor, Business Mathematics, S. Chand and Sons, New Delhi
7. Operations Research: S.D, Sharma, Kedarnath & Co, Meerut.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)  
CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	3	2	1	2	1	1
<b>CO-2</b>	3	2	1	3	1	1
<b>CO-3</b>	3	3	1	3	1	1
<b>CO-4</b>	3	2	1	1	1	1
<b>CO-5</b>	3	2	1	1	1	1



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<b>I YEAR: I SEMESTER</b>	<b>22PMB06</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>BUSINESS ENVIRONMENT</b>					

**Course Objective:**

- To provide basic knowledge on components of business environment.
- To understand objectives of five years plans, monetary and fiscal policies.
- To enumerate the fundamentals of Indian economy, business and industry
- To gain knowledge on International business environments and its impact on India business and industry.
- To get insight on NITI Aayog and other relevant acts.

**Course Outcomes**

- CO1-Outline various components of Business Environment,  
 CO2- Demonstrate the knowledge of five years plans and various policies  
 CO3-Apply the knowledge to analyze the current situations and take prudent decisions,  
 CO4- Gain knowledge of international business environment.  
 CO-5.Application of various act in real business situation.

**Unit – I : Business Environment:** Concept- Nature and Significance, Components –Factors effecting environment of Business, Environmental awareness - scanning – business planning, technology impact on business, New trade policy-1991onwards, Industrial Licensing in India.

**Unit – II: Economic Environment of Business:** Nature and significance, Economic Systems. Economic Planning in India, structure of economy –economic policies-Industrial Policies since independence -monetary policy and fiscal policy –Economic Reforms. LPG model –FDI Policy - MNCs in India.

**Unit – III : Political Environment:** Concept and Meaning of Political Environment- Political Institutions- Legislature, Executive and Judiciary- Impact on Business -Social Environment - business ethics- Social Responsibility of Business and Its impact on Business Decisions - Partnership Act.

**Unit – IV: International Business Environment:** Nature – significance– challenges and mechanisms. Balance of Payments - Disequilibrium in BOP - Foreign Trade Policy –EXIM policy– WTO, IPR- TRIPS and TRIMS.

**Unit - V: Miscellaneous Acts:**– NITI Aayog - Consumer Protection Act 1986- Competition Act- 2002, Environment (Protection) Act 1986- Foreign Exchange Management Act (FEMA)-FERA. Information Technology Act.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

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**Suggested Readings:**

1. Business Environment: Test and Cases, PAUL, McGrawHillEducation,3<sup>rd</sup> Ed.
2. Business Environment ---Francis Cherunilam, Himalaya Publishing House
3. A swathappa, K.Business Environment for Strategic Management, HPH.
4. Shaikh Saleem: “Business Environment”, Pearsons, NewDelhi.
5. A swathappa K:“Essentials of Business Environment”, Himalaya Publishing House, New Delhi, 2011.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)  
CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	3	2	2	2	2	2
<b>CO-2</b>	2	1	2	1	1	2
<b>CO-3</b>	2	2	2	1	2	1
<b>CO-4</b>	3	2	2	1	1	2
<b>CO-5</b>	3	2	2	2	2	2

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<b>I YEAR: I SEMESTER</b>	<b>22PMB07</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>BUSINESS ETHICS (OPEN ELECTIVE)</b>					

**OBJECTIVES OF THE COURSE**

- To raise students' general awareness of ethical dilemmas at work
- To better understand differing perceptions of interests in business-related situations
- To present the concept of Corporate Social Responsibility, and explore its relevance to ethical business activity
- To prepare students to play a constructive role in improving the ethical considerations of organizations with which they may become involved.
- To foster more careful, disciplined thinking in trying to resolve issues in business ethics

**LEARNING OUTCOMES:**

Upon successful completion of this course, the student should be able to:

- ❖ Recognize organizational challenges to ethical behavior.
- ❖ Evaluate common beliefs about ethics—especially common beliefs about the role of ethics in business.
- ❖ Demonstrate knowledge of established methodologies of solving ethical problems.
- ❖ apply moral reasoning to specific situations and defend the conclusions of that reasoning, Develop strategies for identifying and dealing with typical ethical issues, both personal and organizational.
- ❖ Demonstrate an understanding of common ethical problems in businesses and other organizations, and determine practical steps that can be taken to address those problems

**Unit – I : Business Ethics The Changing Environment:** Business Ethics- Levels and Principles of Business Ethics-Five Myths about Business Ethics- stages of Moral development Kohlberg’s study-carol Gilligan’s Theo.

**Unit – II : Professional Ethics:** Introduction to Professional Ethics- Ethics in Production and Product Management-Ethics of Marketing - HRM-Ethics of Finance and Accounting -Ethics of Advertisement . Ethical Dilemma -Mounting Scandals-Ethical Issues- Preparatory Ethics: Proactive steps.

**Unit – III : 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. Corporate Governance codes and committees – Global reporting initiative – OECD Principles - Cadbury Committee Report - Kumara Mangalam Birla Committee Report - Narayana Murthy Committee Report - SEBI Guidelines - Role of capital Markets, Regulator, Government in Corporate Governance.

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**Unit - IV: Role of Board:** Functions of the Board, Structure of the Board, role of the board, Role, duties and responsibilities of Directors, Types of Directors, Board as a learning organization, Leveraging Good Governance for Competitive Advantage. Conflicts of Interest, Remedial Actions. Governance Ratings - Merits and Demerits.

**Unit – V : Corporate Social Responsibility:** Definition, Models for Implementation of CSR, Scope of CSR, Steps to attain CSR, Core - BCSD India, Ethics and Social Responsibility of Business, Social Responsibility and Indian Corporations, CSR as a business strategy for sustainable development. **Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

Suggested Readings

1. A. C. Fernando: Business Ethics and Corporate Governance, 2e, Pearson,2018.
2. SK Mandal: Ethics in Business and Corporate Governance, TMH,2012.
3. C.S.V. Murthy: Business Ethics, Himalaya Publishing House,2012.
4. Sateesh Kumar, Corporate Governance, Oxford University Press,2015.
5. Christine A. Mallin, Corporate Governance, Oxford University Press, 4e, South Asia Edition, 2016.
6. Bob Tricker, Corporate Governance Principles, Policies and Practices, Oxford University Press,2015.
7. N. Balasubramanian, Corporate Governance and Stewardship, TMH,2012.
8. A. C. Fernando, Corporate Governance, Principles, Policies and Practices, Pearson,2012.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)**

**CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	3	2	2	2	2	3
<b>CO-2</b>	3	3	3	2	2	1
<b>CO-3</b>	2	2	2	1	1	2
<b>CO-4</b>	1	1	1	2	1	1
<b>CO-5</b>	1	2	1	2	1	1

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<b>I YEAR: I SEMESTER</b>	<b>22PMB08</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>TECHNOLOGY MANAGEMENT (OPEN ELECTIVE)</b>					

**Course objectives:** To understand the growing importance of Corporate Governance in

- To Know the concept of Technology Innovation.
- To understand the collaborative technology strategy.
- To evaluate the research and development in organization.
- To Know the technology forecasting and transfer technology.
- To measure the technological intelligence in the organization challenges.

**Course Outcomes:**

- CO1 To evaluate and implement the new technological innovation methods.
- CO2 To execute the research and development s in technology management.
- CO3 Forecasting the technology innovation.
- CO4 To adopt new Transfer of technology.
- CO5 To execute Technological intelligence.

**Unit-I : The Process of Technological Innovation:** The need for a Conceptual Approach, Technological Innovation as a Conversion Process, Factors Contributing to Successful Technological Innovation, Characteristics of Innovative firms, Dynamics of diffusion, A model of Innovation Adoption, Factors that drive the process of diffusion.

**Unit-II : Technology Strategy:** Collaborative Arrangements in domains of Technology Strategy, Risks of Collaborative Activity, Evolution of Technology Appropriation principles, External Sourcing of Technological Capability, Productivity of in-house R& D, influence of Environmental Trends.

**Unit-III : Research and Development:** Program Planning and Control, Portfolio Planning, Project Planning and Control, Project Termination, Resource Allocation and Management- New Product Development: New Product Development as a Competitive Strategy, Market Research For Developing New Products, Commercialization of Research Outcomes, Industrial Design, Product Architecture and Design For Manufacture, Developing Indigenous Substitute For Raw Materials.

**Unit – IV: Technological Forecasting for Decision Making:** Technological Forecasting, Forecasting System Inputs and Outputs, Classification of Forecasting Techniques, Organization for Technological Forecasting.

**Transfer of Technology:** Modes of technology transfer, Price of technology transfer, Negotiation for price of MOT.

**Unit – V: Technological Intelligence:** Levels of Technological Intelligence, External Vs Internal Technological Intelligence, Mapping Technological Environment, Mechanism for Data Collection, Analytic Tools, and Managing Environmental Analysis in organizations, Contemporary challenges in mapping the technology environment.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

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**Suggested Readings:**

1. Tarek Khalil, Management of Technology -The Key to Competitiveness and Wealth, Tata McGraw Hill, Boston, 2015.
2. V. K. Narayanan, Managing Technology and Innovation for Competitive Advantage, Pearson Education, 2015.
3. Norma Harison and Samson, Technology management – Text and cases, TMH,2015
4. Shane, Technology Strategy for Managers and Entrepreneurs, Pearson, 2015.
5. Khandwala, Corporate Creativity, TMH, 2015.
6. Lucy C. Morse, Daniel L. Babcock: Managing Engineering and Technology,6e, Pearson.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)**

**CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	2	1	2	2	1	1
<b>CO-2</b>	2	1	1	2	1	2
<b>CO-3</b>	3	2	1	1	2	1
<b>CO-4</b>	2	1	2	1	2	2
<b>CO-5</b>	2	2	1	2	1	2

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<b>I YEAR: I SEMESTER</b>	<b>22PMB09</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>3</b>	<b>2</b>
<b>LAB FOR BUSINESS ANALYSIS</b>					

**COURSE OBJECTIVES:**

To Understand the Students Basics Of The Computer Knowledge With Financial Software Knowledge.

**COURSE OUTCOMES:**

CO 1 Create a workbook, Enter data in a worksheet

CO 2 Format a worksheet, Format numbers in a worksheet, Create an Excel table , Filter data by using an AutoFilter , Sort data by using an AutoFilter

CO 3 Apply conditional formatting

CO 4 Print a worksheet, Using Print Preview & Other Utilities

CO 5 Use Formulas like V Lookup, H Lookup, Count, Sum, Subtotal,

**Unit- I : Introduction of software MS office, SQL.** Introducing spreadsheet: Choosing the correct tool; Creating and Saving; Spreadsheet workspace; Managing the workspace; Entering and editing data; Data entry; Selecting cells; Saving time when entering data. Presenting a spreadsheet; Number and date/time format tools; Percentages; Dates and Times; Currency; Text; Performing calculations; Basic arithmetic; Using functions; Replicating formulae; Absolute cell addressing; References between worksheets.

**Unit -II Ranges and functions:** Creating named ranges; Using named ranges; Finding and inserting functions; Excel – Functions: what if, Conditional count, sum and average, Multiple criteria with count, sum and if. Time and date calculations.

**Unit- III Basic of Accounting:** Type of Accounts, Rules of Accounting, Principles of concepts and conventions, double entry system, book keeping Mode of Accounting, Financial Statements, Transaction, Recording Transactions. Getting the functional with Tally, Creation and setting up of company in Tally.

**Unit- IV Accounting Masters in Tally-** Features- Configurations- Setting up Account Heads.

**Unit- V Inventory in Tally-** Stock – groups – Stock Categories - Godowns / Location Units of Measure - Stock Items - Creating Inventor y Masters for National Traders.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)**

**CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	1	1	2	1	2	2
<b>CO-2</b>	2	3	1	3	3	2
<b>CO-3</b>	2	3	1	2	2	2
<b>CO-4</b>	1	2	1	3	1	1
<b>CO-5</b>	1	1	1	2	2	1

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<b>I YEAR:</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>II SEMESTER</b>	<b>22PMB10</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>FINANCIAL MANAGEMENT</b>					

**Course Objectives:**

- To provide necessary basic for the students as to finance function and Scope and major decision of financial management.
- To familiarize the student with the concepts of long term and short term, EBIT-EPS & Theories of capital structure.
- To understand various methods of evaluating investment proposals
- To understand the dividend decisions and its impact on value of firm
- To understand basic concept of working capital and procedure of estimating working capital.

**Course Outcomes:**

**CO1:** Understanding of the overall role Scope and importance of the finance function.

**CO2 :** Understand various source of funds and application of EBIT - EPS and theories in determining optimum capital structure

**CO3:** Demonstrate the ability of evaluating various investment decisions by apply capital budgeting techniques

**CO4 :** Determining firm's optimal payout ratio (dividend policy) and its impact on value of firm. **CO5:** Analysis and estimate working capital needs of the company and apply methods to measure the efficiency of currents assets

**Unit – I: Introduction to Financial Management:** Concept - Nature and Scope – Functions of Finance - Evolution of financial Management - The new role in the contemporary scenario – Goals and objectives of financial Management – Major decisions of financial manager.

**Unit-II: Financing Decision:** Sources of finance - Concept and financial effect of leverage – Capital Structure meaning – Determinants – Features of optimum capital structure – EBIT – EPS analysis – Indifference level of EBIT- Theories of Capital Structure -**Cost of capital**-cost of equity, cost of preference, cost of debentures and retained earnings, Weighted Average Cost of Capital (WACC).

**Unit –III: Investment Decision:** Concept and Techniques of Time Value of Money – Nature and Significance of Investment Decision- Capital Budgeting Process – Estimation of Cash flows — Techniques of Investment Appraisal – Discounting and Non Discounting Methods.

**Unit-IV: Dividend Decision:** Meaning and Significance – Major forms of dividends – Theories of Dividends – Determinants of Dividend – Dividends Policy – valuation of the firm – Bonus Shares – Stock Splits – Dividend policies of Indian Corporate.

**Unit-V: Working capital Management:** Meaning - Classification and Significance of Working Capital – Components of Working Capital – Factors determining the Working Capital – Estimating



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Working Capital requirement — Currents Assets Management: Cash management: Receivables management.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

**Suggested Readings:**

1. I.M. Pandey: “Financial Management”, Vikas Publishers, New Delhi, 2013.
2. Khan and Jain: Financial Management, Tata McGraw Hill, New Delhi,
3. Prasanna Chandra: “Financial Management Theory and Practice”, Tata McGrawHill
4. 2011.
5. G.Sudharshan Reddy: Financial Management Principle and practice, ”, Himalaya Publishing House, Mumbai.
6. Sudhindra Bhatt: Financial Management Principle and practice, , Excel, Second Edition, 2012.
7. Brigham,E.F: “Financial Management Theory and Practice”, Cengae Learning, New Delhi, 2013
8. P.Vijaya Kumar, M.Madana Mohan, G. Syamala Rao: “Financial Management”, Himalaya Publishing House, New Delhi, 2013.
9. RM Srivastava, Financial Management, Himalaya Publishing house, 4th edition.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)  
CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	2	2	1	2	2	1
<b>CO-2</b>	2	2	-	1	1	-
<b>CO-3</b>	3	2	1	1	1	-
<b>CO-4</b>	1	1	-	1	-	-
<b>CO-5</b>	2	2	1	1	1	-

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<b>I YEAR: II SEMESTER</b>	<b>22PMB11</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>HUMAN RESOURCE MANAGEMENT</b>					

**Course objectives:**

After successfully completing this program, you should be able to:

- Effectively manage and plan key human resource functions within organizations
- Examine current issues, trends, practices, and processes in HRM
- Contribute to employee performance management and organizational effectiveness
- Problem-solve human resource challenges, Develop employability skills for the Canadian workplace
- Develop effective written and oral communication skills

**Course Outcomes:**

- CO1 Explain Nature of HRM, Scope, Functions and Objectives, HRM Policies and practices.
- CO2 Implement Recruitment & Selection through different sources & tests
- CO3 Undertake Training and Development programs at different levels
- CO4 Measure Employee Appraisal & provide Compensation
- CO5 Analyze Performance feedback,& follow Performance Appraisal Methods

**Unit –I: Human Resources Management:** Meaning –Significance - Characteristics of HRM- Evolution of HRM- HR policies - Functions of HRM-Objectives of HRM-Role and position of HR department - Qualities of HR Manager-HRM – changing, global perspective challenges- environment-cross cultural problems- Emerging trends in HRM.

**Unit-II: Human Resources Procurement:** Job Analysis – Job Description - Job Specification- Need for HR planning-determining the demand for work force – Recruitment- Objectives- Process, Sources of recruitment-Selection Procedure-Tests and Interview Techniques- Mobility of employees -Induction and Orientation.

**UNIT-III: Training and Development:** Concept and Process - Training Need Assessment-Training Methods-Evaluation of Training Programs-Career Planning and Development - Job design –evaluation - job enrichment - Job rotation - - Management development - HRD concepts.

**UNIT-IV: Human Resource Development:** Performance Appraisal- Objectives, Traditional and modern methods - Latest trends in performance appraisal - - Wage Structure- Wage and Salary Policies- Determinants of Payment of Wages- Wage Differentials – Minimum wage Act 1948- Incentive Payment Systems – Employee Attrition rate Measurements .

**Unit-V: Human Resource Maintenance:** Industrial relations- Welfare Management-Nature and concepts – statutory and non- statutory welfare measures –Employees Participation- Managing work place Stress - Quality Circles.

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**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

**Suggested Readings:**

1. K Aswathappa: —Human Resource and Personnel Management, Tata McGraw Hill, New Delhi, 2013.
2. N.Sambasiva Rao and Dr. Nirmal Kumar: —Human Resource Management and Industrial Relations, Himalaya Publishing House, Mumbai.
3. Mathis, Jackson, Tripathy:—Human Resource Management: A south- Asian Perspective, Cengage Learning, New Delhi, 2013.
4. Subba Rao P: —Personnel and Human Resource Management-Text and Cases, Himalaya Publications, Mumbai, 2013.
5. MadhurimaLall, Sakina QasimZasidi: —Human Resource Management, Excel Books, New Delhi, 2010.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)**

**CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	3	2	2	1	2	3
<b>CO-2</b>	2	3	2	3	2	2
<b>CO-3</b>	2	2	3	2	3	1
<b>CO-4</b>	2	3	2	2	2	2
<b>CO-5</b>	1	2	1	1	2	2

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<b>I YEAR: II SEMESTER</b>	<b>22PMB12</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>MARKETING MANAGEMENT</b>					

**Objectives:**

- To familiarize the students with the marketing concepts and develop their analytical skills, as well as conceptual abilities.
- To make students to acquaint knowledge about the product, pricing, promotion and place.
- To develop understanding on Consumer and business buying behavior
- The course introduces the student to concepts, Market segmentation, Customer satisfaction, Pricing and service marketing.
- Demonstrate the current trends & development in the market.

**Learning Outcome:**

CO1 Formulate a marketing plan that will meet the needs or goals of a business or organization.

CO2 Formulate strategies for developing new and/or modified products concepts, goods and services that respond to evolving market needs.

CO3 Develop strategies for the efficient and effective placement distribution of products, concepts, goods, and services that respond to evolving markets.

CO4 Conduct market research to provide information needed to make marketing decisions.

CO5 employ the management techniques of planning, organizing, directing, and controlling of marketing functions and activities in response to the business needs of the organization

**Unit – I: Introduction to Marketing:** Definition, nature, scope & importance of marketing - Fundamentals of Marketing Concept – selling concept, production concept, modern marketing concept, Societal marketing. Functions of Marketing, Marketing vs selling-Marketing environment. **Unit**

**–II: Market Segmentation:** Concept- Process of Market Segmentation. Basis for Segmenting Consumer Markets. Evaluation and selection of target markets–Target marketing strategies, Positioning: Concept - developing and communicating positioning strategies.

**Unit-III: Product and Pricing:** Product Mix- Product life cycle - strategic implications -New product development. - Pricing- Objectives - Methods – Brand and Branding – Types – Branding Strategies – packing and packaging

**Unit –IV: Marketing Communication:** Communication Process – Communication Mix – Integrated Marketing Communication - Managing Advertising - Sales Promotion - Public relations and Direct Marketing - Sales force – Determining the Sales Force Size - Sales force Compensation.

**Unit –V: Distribution, Marketing Organization and Control :** Channels of Distribution -Factors Affecting in selection of distribution channels - Channel functions - Channel Levels - -Intensive - Selective and Exclusive Distribution - Organizing the marketing department – Marketing

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implementation - Annual Plan control, Efficiency Control, Profitability Control and Strategic Control- Profitability Control - Efficiency Control - Strategic Control. Marketing Audit- – green marketing – marketing information system.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

**Suggested Readings:**

1. Marketing Mgt. by Philip Kotlar (PHI)
2. Arun Kumar, N. Meenakshi Marketing Management, Vikas Publishing House N. Delhi
3. Ramaswamy, V.S.& Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.
4. Chandrasekhar K.S,Vijaynicole, Marketing management- text and cases, Tata Mc GrawHill
5. Saxena, R, Marketing management, Tata McGraw-Hill Publishing Co., New Delhi.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)**

**CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	3	2	1	2	3	2
<b>CO-2</b>	2	2	2	1	2	1
<b>CO-3</b>	3	2	2	3	1	2
<b>CO-4</b>	2	1	3	1	2	1
<b>CO-5</b>	2	2	1	3	1	1

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<b>I YEAR: II SEMESTER</b>	<b>22PMB13</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>PRODUCTION AND OPERATIONS MANAGEMENT</b>					

**Course Objective:**

- To gain the knowledge of function, scope and importance of production and operations management.
- To understand production design , plant layouts and selection of plant location.
- To get insight into production planning and control.
- To understand forecasting and capacity planning.
- To understand various quality management tools and techniques

**Course outcome**

CO1.Adapt the key concepts and the strategic role of operations management in creating and enhancing a firm's competitive advantages

CO2. Identify and plant production and operations activities such as product and process design, facility location selection and layout, total quality, production planning, and inventory management

CO 3. Assess the significance of various tools and techniques production planning

CO 4. Formulate mathematical models and apply suitable tools in solving business optimization problems

CO5.Assess the importance of preventive measures and formulates maintenance strategy to reduce loss and improve quality

**Unit – I:** Introduction - Production and Operations Management - Nature and Scope – Importance - Function-Manufacturing& Theory of Constraint -Recent trends in Operations Management – concept of contract manufacturing

**Unit – II:** Product Designing & Process Selection – Product Design – stage in product design Process –Plant Location – Factors influencing the plant location– Plant Layout – Types – Work Study- Techniques of work study – Method Study – work measurement – job design.

**Unit – III:** Production Planning and Control –Stages in PPC –Type of Production systems - Value Analysis – Process –types of Value Analysis- Value Engineering Procedure – Optimal Production Strategies- Scheduling and Sequencing of Operations - Just in Time (JIT) & lean system.

**Unit –IV Forecasting & Capacity Planning:** Methods of Forecasting-Overview of Operation Planning- Aggregate production planning -Material requirement planning-Production strategies- Capacity Requirement Planning -Supply Chain Management- Purchase Management.

**Unit – V: Inventory and Quality Management**–Inventory Management– Objectives – Inventory Control Techniques-Statistical quality control – Control Charts – Acceptance SamplingQuality

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Management – Definition – Dimensions – Cost of Quality -Quality Circles-Continuous improvement (Kaizen) -ISO (9000&14000 Series)- Total Quality Management- Six Sigma.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

**Suggested Readings:**

1. Aswathappa K & Shridhara Bhat K.: Production and Operations Management, Himalaya Publishing House, Mumbai, 2009.
2. B. Mahadevan: Operations Management-Theory and Practice, Pearson Education, 2008.
3. Elwood S. Buffa & Rakesh K. Sarin: Modern Production/Operations Management, Wiley Edition, 2009.
4. Chunawalla& Patel: Production and Operations management, Himalaya Publishing House, Mumbai, 2009.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)**

**CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	2	2	1	2	2	1
<b>CO-2</b>	2	1	1	1	1	1
<b>CO-3</b>	2	2	1	1	1	1
<b>CO-4</b>	2	2	1	1	2	1
<b>CO-5</b>	3	2	1	1	1	1

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<b>I YEAR: II SEMESTER</b>	<b>22PMB14</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>RESEARCH METHODOLOGY FOR BUSINESS MANAGERS</b>					

**Course Objective:**

- To develop understanding of the basic framework of research process
- To identify various sources of information for literature review and data collection
- To understand the data analysis and presentation
- To understand various statistical tools and their applicability in research.
- To enable them to write a research report and thesis.

**Course Outcomes:**

- CO1 – understand advanced design, methodologies and analysis in business research methods, including key terms, classifications and systematic applications to the research data and design of a research project
- CO2- Apply knowledge in collecting data from various sources.
- CO3- Demonstrate knowledge in data analysis and interpretation .
- CO4- Applying appropriate statistical techniques in the analysis of data
- CO5- Demonstrate the abilities in preparing research reports.

**Unit - I : INTRODUCTION:** Nature and Importance of Research - Objectives of Research- Types of Research - Defining Research Problem - Social Research - -Role of Business Research- - Ethical Issues in Business Research. Research Process.

**Unit – II : DATABASE:** Primary and Secondary data- Tools and Techniques of collecting data- Methods of collecting data - Sampling Design and Sampling Procedures –Types - Designing Questionnaire- Measurement and Scaling Techniques – sources of secondary data.

**Unit - III: SURVEY RESEARCH and Data Analysis:** Research Design– Selection - Field Work Management - Data processing- Editing - Coding- Classification of Data- Data Analysis and tabulation- interpretation tables and diagrammatical and graphical representation of the data.

**Unit – IV: STATISTICAL INFERENCE:** Formulation of Hypothesis - Tests of Hypothesis- Null Hypothesis and Alternative Hypothesis- Procedure for testing Hypothesis - Parametric and Non Parametric Test - t-test, f-test, z-test, Factor Analysis, Cluster Analysis, Chi-Square test. Multi-Variant Analysis: Classification - Analysis of Dependence and interdependence, Bi-variant analysis, tests of differences, ANNOVA Test.

**Unit – V: Data Analysis and Report Writing:** Discriminate Analyses-Factor Analysis-Types of reports-parts of report and presentation of reports.



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**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

**Suggested Readings:**

1. C.R. Kothari: Research Methodology, methods and Techniques New Age International Publisher.
2. Navdeep and Gupta: "Statistical Techniques & Research Methodology", Kalyani Publishers.
3. A. Bhujangarao, Research Methodology, Excel Books, 2008.
4. A.N. Sadhu, Amarjit Singh, Research methodology in social sciences, 7<sup>th</sup> Edition Himalaya Publications.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)**

**CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	3	3	2	2	2	1
<b>CO-2</b>	3	2	2	2	2	2
<b>CO-3</b>	2	3	2	2	1	-
<b>CO-4</b>	2	3	-	2	-	2
<b>CO-5</b>	2	2	1	1	1	1

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<b>I YEAR: II SEMESTER</b>	<b>22PMB15</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>MANAGEMENT INFORMATION SYSTEM- (Open Elective)</b>					

### Course Objectives

The objective of the course is to provide the basic concepts of systems concepts and Management of Information System and utility of the systems for the managerial decisions.

### Course Outcomes

CO 1: To Learn Need, Purpose and Objectives of MIS.

CO 2: Implement Data Base Management Systems and Relational Data Base Management Systems

CO3: Evaluate Information ERP, CRM, and DSS as a strategic resource.

CO 4: To know Mainframe, Product based MIS evaluation.

CO 5: To learn Information Security Control and Quality Assurance.

**I. MIS An overview** - Introduction, Need for MIS and IT nature and scope of MIS, MIS characteristics, Structure of MIS, role of MIS in global business. Challenges of Managing MIS.

**II. Data resource management** - Data base concepts, The traditional approaches, the modern approaches (Data base management approaches) DBMS, Data models, Data ware housing and mining.

**III. Business application of IS** - Enterprise systems, ERP, CRM, SCM, DSS, Types of decisions, Decision support techniques, Decision making and Role of MIS, Business intelligence and Knowledge management systems.

**IV. Management of IS** - Project planning, SDLC, System development models, Project management, system analysis, system design, Implementation process, Product based MIS evaluation, Cost /Benefit based evaluation, Process based calculation, System maintenance.

**V. Security, Ethical & Social Issues:** IS security threats, Protecting IS, IS Security Technologies, The disaster recovery plan, IS Ethical Issues, social issues.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit**

### References:

1. Managerial Perspective, D.P.Goyal,Vikas Publications
2. Management Information Systems, C Laudon and Jane P.Laudon, et al, Pearson Education.
3. MIS, Hossein Bidgoli, Nilanjan Chattopadhyay, Cengage Learning
4. Management Information Systems Text & Cases, W S Jawadekar, Tata McGraw-Hill

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**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)**

**CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	2	2	1	1	2	1
<b>CO-2</b>	3	1	1	2	2	2
<b>CO-3</b>	2	1	1	2	1	1
<b>CO-4</b>	1	2	1	1	1	1
<b>CO-5</b>	2	1	2	2	1	1

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<b>I YEAR: II SEMESTER</b>	<b>22PMB16</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>CROSS CULTURE MANAGEMENT - (Open Elective)</b>					

**Course objectives:** To understand the growing importance of Corporate Governance in

- To study the concept of cross culture Management.
- To know the global business in the communication culture.
- To identify the skills and knowledge the organization culture.
- To develop the global human resource management in global scenario.
- To evaluate the corporate organization culture.

**Course Outcomes:**

CO1 To implement the cross culture Management in the organization.

CO2 To gain the knowledge of the main parameters characterizing the national culture and methodology of its measurement.

CO3 The process of the communication culture for global business scenario

CO4 To execute the global human resource management in global scenario.

CO5 To understand the global human resource management.

**Unit –I: Introduction – Concept of Culture** for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stakeholders [managers, employees, shareholders, suppliers, customers and others] –An Analytical framework.

**Unit –II: Culture and Global Management – Global Business Scenario and Rol of Culture.** Framework for Analysis Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & High-Performance Winning Teams and Cultures; Culture Implications for Team Building.

**Unit –III: Cross Culture –Negotiation & Decision Making –Process of Negotiation and Needed Skills & Knowledge Base –Overview with two illustrations from multicultural contexts [India –Europe/ India –US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.**

**Unit –IV: Global Human Resources Management –Staffing and Training for Global Operations – Expatriate – Developing a Global Management Cadre.. Motivating and Leading; Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included] –Retention strategies.**

**Unit –V: Corporate Culture –The Nature of Organizational Cultures Diagnosing the As is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change**

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Phase; Measurement of ongoing Improvement.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

**Suggested Readings:**

1. Cashby Franklin, Revitalize your corporate culture: PHI, Delhi
2. Deresky Helen, International Management: Managing Across Borders and Cultures, PHI, Delhi
3. EsennDrlarry, Rchildress John, The Secret of a Winning Culture: PHI, Delhi

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)**

**CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	2	1	2	1	2	1
<b>CO-2</b>	2	2	1	2	1	1
<b>CO-3</b>	3	1	2	2	1	2
<b>CO-4</b>	2	1	2	1	2	1
<b>CO-5</b>	2	2	2	1	1	2

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<b>I YEAR: II SEMESTER</b>	<b>22PMB17</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>PROJECT MANAGEMENT - (Open Elective)</b>					

**COURSE OBJECTIVES:**

- The objective of this course is to enable the students to gain basic knowledge about the concept of project management, project life-cycle and project appraisal.
- To acquaint the students about various issues of project management.
- To make them understand the concepts of Project Management for planning to execution of projects.
- To make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.
- Make them capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.

**COURSE OUTCOMES:**

Course Outcomes On completion of this course, the students will be able to: CO1

Understand project characteristics and various stages of a project.

CO2 Understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic.

CO3 Analyze the learning and understand techniques for Project planning, scheduling and Execution Control.

CO4 Understand the contract management, Project Procurement, Service level Agreements and productivity.

CO5 Understand the How Subcontract Administration and Control are practiced in the Industry. Apply the risk management plan and analyze the role of stakeholders.

**Unit -I: Basics of Project Management** –Concept–Project environment –Types of Projects – Project life cycle –Project proposals –Monitoring project progress –Project appraisal and Project selection – Causes of delay in Project commissioning–Remedies to avoid overruns. Identification of Investment opportunities – Sources of new project ideas, preliminary screening of projects –Components for project feasibility studies.

**Unit- II: Market feasibility** -Market survey –Categories of Market survey –steps involved in conducting market survey–Demand forecasting techniques, sales projections.

**Unit- III: Technical and Legal feasibility:** Production technology, materials and inputs, plant capacity, site selection, plant layout, Managerial Feasibility Project organization and responsibilities.

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Legalities – Basic legal provisions. Development of Program Evaluation & Review Technique (PERT) –Construction of PERT (Project duration and valuation, slack and critical activities, critical path interpretation) –Critical Path Method (CPM)

**Unit- IV: Financial feasibility** –Capital Expenditure –Criteria and Investment strategies –Capital Investment Appraisal Techniques (Non DCF and DCF) –Risk analysis –Cost and financial feasibility –Cost of project and means of financing —Estimation of cash flows –Estimation of Capital costs and operating costs; Revenue estimation –Income – Determinants – Forecasting income –Operational feasibility - Breakeven point – Economics of working.

**Unit -V: Project Implementation and Review:** Forms of project organization –project planning – project control –human aspects of project management –prerequisites for successful project implementation –project review –performance evaluation –abandonment analysis.

**Relevant cases have to be discussed in each unit and in examination case is Compulsory from any unit.**

**Suggested Readings:**

1. Vasanth Desai, Project Management, 4th edition, Himalaya Publications 2018
2. Prassana Chandra, Project Management, 7th edition, Tata McGraw Hill Education (India)Pvt Ltd.

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)**

**CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	2	1	1	3	2	3
<b>CO-2</b>	1	3	1	2	2	1
<b>CO-3</b>	2	2	3	1	1	2
<b>CO-4</b>	2	2	2	3	2	3
<b>CO-5</b>	2	2	2	3	2	3

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<b>I YEAR: II SEMESTER</b>	<b>22PMB19</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>3</b>	<b>2</b>
<b>R- PROGRAMMING LAB</b>					

**COURSE OBJECTIVE:**

- Use R for statistical programming, computation, graphics, and modeling,
- Write functions and use R in an efficient way,
- Fit some basic types of statistical models
- Use R in their own research,
- Be able to expand their knowledge of R on their own.

**COURSE OUTCOMES:**

- CO1 List motivation for learning a programming language
- CO2 Access online resources for R and import new function packages into the R workspace
- CO3 Import, review, manipulate and summarize data-sets in R
- CO4 Explore data-sets to create testable hypotheses and identify appropriate statistical tests
- CO5 Perform appropriate statistical tests using R Create and edit visualizations

**UNIT-I:** All the theory content here below shall be executed with examples. Introduction, How to run R, R Sessions and Functions, Basic Math, Variables, Data Types, Vectors, Conclusion, Advanced Data Structures, Data Frames, Lists, Matrices, Arrays, Classes.

**UNIT-II:** R Programming Structures, Control Statements, Loops, - Looping Over Non vector Sets,- If-Else, Arithmetic and Boolean Operators and values, Default Values for Argument, Return Values, Deciding Whether to explicitly call return- Returning Complex Objects, Functions are Objective, No Pointers in R, Recursion, A Quicksort Implementation-Extended Extended Example: A Binary Search Tree.

**UNIT-III:** Doing Math and Simulation in R, Math Function, Extended Example Calculating Probability Cumulative Sums and Products-Minima and Maxima- Calculus, Functions Fir Statistical Distribution, Sorting, Linear Algebra Operation on Vectors and Matrices, Extended Example: Vector cross Product Extended Example: Finding Stationary Distribution of Markov Chains, Set Operation, Input /out put, Accessing the Keyboard and Monitor, Reading and writer Files,

**UNIT-IV:** Graphics, Creating Graphs, The Workhorse of R Base Graphics, the plot Function – Customizing Graphs, Saving Graphs to Files.

**UNIT-V:** Probability Distributions, Normal Distribution- Binomial Distribution- Poisson Distributions Other Distribution, Basic Statistics, Correlation and Covariance, T-Tests,-ANOVA.



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**REFERENCE BOOKS:**

1. The Art of R Programming, Norman Matloff, Cengage Learning
2. R for Everyone, Lander, Pearson
3. R Cookbook, Paul Teetor, O'Reilly
4. R Programming By Dr.T. Murali Mohan , S.Chand Publications.
5. Garrett Grolemund, Hands on Programming with R, O'Reilly

**Contribution of Course Outcomes (CO's) towards the achievement of program outcomes (PO's) and Program Specific Outcomes (PSO's) (Strong – 3, Moderate – 2, Weak – 1)**

**CO – PO and PSO MAPPINGS:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO-1</b>	1	1	2	1	2	2
<b>CO-2</b>	2	3	1	3	3	2
<b>CO-3</b>	2	3	1	2	2	2
<b>CO-4</b>	1	2	1	3	1	1
<b>CO-5</b>	1	1	1	2	2	1