G.Pullaiah College of Engineering and Technology

(Autonomous)

(Approved by AICTE | NAAC Accreditation with 'A' Grade | Accredited by NBA (CSE, ECE & EEE) | Permanently Affiliated to JNTUA)

Nandikotkur Road, Venkayapalli (V), Kurnool - 518452, Andhra Pradesh

MASTER OF BUSINESS ADMINISTRATION

ACADEMIC REGULATIONS

GPCET - R19

MBA Regular Two Year Degree Programme

(for the batches admitted from the academic year 2019- 2020)

Preliminary Definitions and Nomenclatures

AICTE: Means All India Council for Technical Education, New Delhi.

Autonomous Institute: Means an institute designated asAutonomous by University Grants Commission(UGC), New Delhi in concurrence with affiliating University (Jawaharlal Nehru Technological University, Ananthapur).

Academic Autonomy: Means freedom to an institute in all aspects of conducting its academic programs,granted by UGC for Promoting Excellence.

Academic Council: The Academic Council is the highest academic body of the institute and isresponsible for the maintenance of standards of instruction, education and examination within the institute. Academic Council is an authority as per UGC regulations and it has the right to take decisions on all academic matters including academic research.

Academic Year: It is the period necessary to complete an actual course of study within a year. Itcomprises two main semesters i.e., (one odd and one even).

Branch: Means specialization in a program like M.Tech degree program in Electronics and Communication Engineering,M.Tech degree program in Computer Science and Engineering etc.

Board of Studies (BOS):BOS is an authority as defined in UGC regulations, constituted by Head of theOrganization for each of the departments separately. They are responsible for curriculum design and updation in respect of all the programs offered by a department.

Backlog Course:A course is considered to be a backlog course, if the student has obtained a failuregrade in that course.

Reregistration: Betterment is a way that contributes towards improvement of the students' grade in anycourse(s). It can be done by re-registering for the course by paying the requisite fee.

Choice Based Credit System: The credit based semester system is one which provides flexibility indesigning curriculum and assigning credits based on the course content and hours of teaching along with provision of choice for the student in the course selection.

Internal Examination: It is an examination conducted towards sessional assessment.

Core: The courses that are essential constituents of each engineering discipline are categorized asprofessional core courses for that discipline.

Course:A course is a subject offered by a department for learning in a particular semester.

Course Outcomes: The essential skills that need to be acquired by every student through a course.

Credit:A credit is a unit that gives weight to the value, level or time requirements of an academic course.The number of 'Contact Hours' in a week of a particular course determines its credit value. One credit is equivalent to one lecture/tutorial hour per week.

Credit point: It is the product of grade point and number of credits for a course.

Cumulative Grade Point Average (CGPA): It is a measure of cumulative performance of a student overall the completed semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.

Curriculum: Curriculum incorporates the planned interaction of students with instructional content,materials, resources, and processes for evaluating the attainment of Program Educational Objectives.

Department: An academic entity that conducts relevant curricular and co-curricular activities, involvingboth teaching and non-teaching staff, and other resources in the process of study for a degree.

Detention in a Course: Student who does not obtain minimum prescribed attendance in a course shall bedetained in that particular course.

Elective Course:A course that can be chosen from a set of courses. An elective can be ProfessionalElective and/or Open Elective.

Evaluation: Evaluation is the process of judging the academic performance of the student in her/hiscourses. It is done through a combination of continuous internal examinations and semester end examinations.

Grade: It is an index of the performance of the students in a said course. Grades are indicated byalphabets.

Grade Point: It is a numerical weight allotted to each letter grade on a 10 - point scale.

Institute: Means G.Pullaiah College of Engineering and Technology, Kurnool unless indicated otherwise by thecontext.

Pre-requisite:A specific course or subject, the knowledge of which is required to complete beforestudent register another course at the next grade level.

Program: Means, PG degree program: Master ofTechnology (M.Tech) / Master of Business Administration (MBA).

Program Educational Objectives: The broad career, professional and personal goals that every studentwill achieve through a strategic and sequential action plan.

Project work: It is a design or research based work to be taken up by a student during his/her Second yearto achieve a particular aim. It is a credit based course and is to be planned carefully by the student.

Registration: Process of enrolling into a set of courses in a semester of a program.

Regulations: The regulations, common to all B.Tech programs offered by Institute, are designated as“GPCET Regulations - R18” and are binding on all the stakeholders.

Semester: It is a period of study consisting of 16 to 18 weeks of academic work equivalent to normally90 working days. Odd semester commences usually in July and even semester in December of every year.

Semester End Examinations: It is an examination conducted for all courses offered in a semester at theend of the semester.

Student Outcomes: The essential skill sets that need to be acquired by every student during her/hisprogram of study. These skill sets are in the areas of employability, entrepreneurial, social and behavioral.

University: Means Jawaharlal Nehru Technological University Ananthapur (JNTUA), Ananthapuramu.

G.Pullaiah College of Engineering and Technology

Regulations for Two Year Master of Business Administration (MBA) Degree programme for the batches admitted from the academic year 2019-20

1. ***Minimum Qualifications for Admission***

   Admission to the M.B.A program shall be made subject to the eligibility, qualifications and specialization prescribed by the University for MBA Program, from time to time. Admission shall be made either on the basis of merit rank obtained by the qualified candidates at an Entrance Test conducted by the State Council for Higher Education / University on the basis of ICET score, subject to reservations prescribed by the University or Government policies from time to time

2. COURSE WORK:

- A Candidate after securing admission must pursue the M.B.A course of study for Four Semesters duration.
- Each semester shall be of 20 weeks duration including all examinations.
- A candidate admitted to a programme should complete it within a period equal to twice the prescribed duration of the programme from the date of admission.

3. ATTENDANCE

- A candidate shall be deemed to have eligibility to write end semester examinations if he has put in at least 75% of attendance on cumulative basis of all subjects/courses in the semester and 50% of minimum attendance should be maintained in each subject.
- Condonation of shortage of attendance up to 10% i.e., from 65% and above and less than 75% may be given by the college on the recommendation of the Principal.
- Condonation of shortage of attendance shall be granted only on genuine and valid reasons on representation by the candidate with supporting evidence.
- If the candidate does not satisfy the attendance requirement, he is detained for want of attendance and shall reregister for that semester. He/she shall not be promoted to the next semester.

4. EVALUATION:

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 Practicals, on the basis of Internal Evaluation and End Semester Examination.

- For the theory subjects 60% of the marks will be for the External End Examination and 40% of the marks will be for Internal Evaluation.
- There shall be five units in each of the theory subjects.
- Two midterm Examinations shall be held during the semester. First midterm examination shall be conducted for I, II and half of III unit syllabus and second midterm examination shall be conducted for the remaining syllabus. In each mid examination a student shall answer all three questions in 2 hours of time without seeking any choice. Final internal marks for a total of 40 marks shall be arrived at by considering

the marks secured by the students in both mid examinations with 80% weightage to the better mid exam and 20% to the other.

The Following pattern shall be followed to the end examination

- Five questions shall be set from each of the five units with either/or type for 10 Marks each and 6th question shall be the case study for 10 marks.
- All the questions have to be answered compulsorily.
- Each question may consist of one, two or more bits.
- For practical subjects, 60 marks shall be for the End Semester Examinations and 40 marks will be for internal evaluation based on the day to day performance.
- For Seminar there will be an internal evaluation of 50 marks. A candidate has to secure a minimum of 50% to be declared successful. The assessment will be made by a board consisting of HOD and two internal experts at the end of the semester instruction.
- Out of a total of 200 marks for the project work, 80 marks shall be for Internal Evaluation and 120 marks for the End Semester Examination. The End Semester Examination (viva-voce) shall be conducted by an External examiner nominated by the HOD & Supervisor as a committee. The evaluation of project work shall be conducted at the end of the IV semester.
- 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 End Examination and a minimum aggregate of 50% of the total marks in the End Semester Examination and Internal Evaluation taken together.
- In case the candidate does not secure the minimum academic requirement in any subject(as specified in 4.8) he has to reappear for the Semester Examination either supplementary or regular in that subject, or repeat the course when next offered or do any other specified subject as may be required.

5. RE-REGISTRATION FOR IMPROVEMENT OF INTERNAL EVALUATION MARKS:

Following are the conditions to avail the benefit of improvement of internal evaluation marks.

- The candidate should have completed the course work for all four semesters pending Project work submission.
- He should have passed all the subjects for which the Internal evaluation marks secured are more than 50%.
- Out of the subjects the candidate has failed in the examinations due to Internal evaluation marks secured being less than 50%, the candidate shall be given one chance for each Theory subject and for a maximum of **three** Theory subjects for Improvement of Internal evaluation marks.
- The candidate has to re-register for the chosen subjects and fulfill the academic requirements.
- For each subject, the candidate has to pay a fee equivalent to one third of the semester tuition fee and the amount is to be remitted in the form of D.D in favour of 'the Registrar, JNTUA' payable at Anantapur along with the requisition through the Principal of the respective college.
- In the event of availing the Improvement of Internal evaluation marks, the internal evaluation marks as well as the End Examinations marks secured in the previous attempt(s) for the reregistered subjects stand cancelled.

6.0MOOCS

Institution intends to encourage the students to do at least one MOOC in III semester of MBAProgramme.

- The MOOC(s) shall be offered for the existing course titles (discipline core or concern electives).
- The department shall give a list of standard MOOCs providers among edx, Udacity, Coursera, NPTEL or any other standard providers, whose credentials are endorsed by the Concerned Principal / HOD.
- The department shall appoint Coordinators / Mentors and allot the students to them who shall be responsible to guide students in selecting online courses and provide guidance for the registration, progress and completion of the same.
- A student shall choose an online course (relevant to his/her programme of study) from the given list of MOOCS providers, as endorsed by the teacher concerned, with the approval of the HOD.
- If the student fails in completing the course with in the III semester, he must complete the course in the IV semester with the special permission from the Principal / HOD of the college.
- No Credits for MOOC(s) shall be awarded to the students.

7. Internship

An Internship in Industry is introduced for 2 credits in the curriculum. The students need to take it up during II semester for a period of four weeks. The student shall submit a technical report along with internship certificate from the Internship organization in order to obtain the 2 credits. The organization in which the student wishes to carry out Internship need to be approved by Internal Department Committee comprising of Head of Department and 2 senior faculty. Alternatively a student can also take up a NPTEL certification course of 8 weeks duration and the 2 credits will be awarded to the student on the submission of necessary NPTEL certificate.

8. CONDUCT OF PROJECT WORK:

Every candidate shall be required to submit thesis or dissertation after taking up a topic approved by the college/ institute.

- Registration of Project work: A candidate is permitted to register for the project work after satisfying the attendance requirement of all the courses (theory and practical courses of I , II and III Sem)
- An Internal Departmental Committee (I.D.C) consisting of HOD, Supervisor and one internal senior expert shall monitor the progress of the project work.
- The work on the project shall be initiated immediately after II semester and continued in the final semester. The candidate can submit Project thesis with the approval of I.D.C. at the end of the IV semester Instruction as per the schedule. Extension of time within the total permissible limit for completing the programme is to be obtained from the Head of the Institution.
- The student must submit status report at least in two different phases during the project work period. These reports must be approved by the I.D.C before submission of the Project Report.
- The viva-voce examination may be conducted for all the candidates as per the IV semester examination schedule.

- ❖ Three copies of the Thesis / Dissertation certified in the prescribed form by the supervisor & HOD shall be presented to the H.OD. One copy is to be forwarded to the Controller of Examinations and one copy to be sent to the examiner.
- ❖ The college shall submit a panel of three experts for a maximum of every 5 students. However, the viva voce examiners will be nominated by the Controller of Examinations.

9. GRADING

After each subject is evaluated for 100 marks, the marks obtained in each subject will be converted to a corresponding letter grade as given below, depending on the range in which the marks obtained by the student fall.

Letter Grade	Marks Range	Grade Point
S	91-100	10
A	81-90	9
B	70-80	8
C	60-69	7
D	55-59	6
E	50-54	5
F	<50	0
Absent	Ab (Absent)	0

A student obtaining Grade F shall be considered failed and will be required to reappear for that subject when the next supplementary examination offered.

Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

The Semester Grade Point Average (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.,

$$\text{SGPA} = \frac{\sum_{i=1}^{n} C_i \times GP_i}{\sum_{i=1}^{n} C_i}$$

where, C_i is the number of credits of the i^{th} subject and GP_i is the grade point scored by the student in the i^{th} course.

The Cumulative Grade Point Average (CGPA) will be computed in the same manner taking into account all the courses undergone by a student over all the semesters of a program, i.e.,

$$\text{CGPA} = \frac{\sum_{j=1}^{m} SGPA_j \times TC_j}{\sum_{j=1}^{m} TC_j}$$

where "$SGPA_j$" is the SGPA of the j^{th} semester and TC_j is the total number of credits in that semester.

Both SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.While computing the SGPA the subjects in which the student is awarded Zero grade points will also be included.

Grade Point:It is a numerical weight allotted to each letter grade on a 10-point scale.

Letter Grade:It is an index of the performance of students in a said course. Grades are denoted byletters S, A, B, C, D, E and F.

10. AWARD OF DEGREE AND CLASS:

A candidate shall be eligible for the award of respective degree if he/she satisfies the minimum academic requirements in every subject and secures 'satisfactory' or higher grade report on his/her thesis/dissertation and viva-voce. Based on overall percentage of marks obtained, the following class is awarded.

Class Awarded	**CGPA Secured**
First class with Distinction	>= 8
First class	>= 7 and < 8
Second class	>= 5 and < 7

11. WITH – HOLDING OF RESULTS:

If the candidate has not paid dues to the College or if any case of in-discipline is pending against him, the result of the candidate shall be withheld and he will not be allowed/ promoted into the next higher semester. The issue of degree is liable to be withheld in such cases.

12. TRANSITORY REGULATIONS:

Candidates who have discontinued or have been detained for want of attendance or who have failed after having undergone the course in earlier regulations and wish to continue the course, are eligible for admission into the unfinished semester from the date of commencement of class work with the same or equivalent subjects as and when subjects are offered,

13. ***Rules of Discipline***

(i) Use of mobile phones with camera, in the campus is strictly prohibited.

(ii) Students shall behave and conduct themselves in a dignified and courteous manner in the campus/Hostels.

(iii) Students shall not bring outsiders to the institution or hostels.

(iv) Students shall not steal, deface, damage or cause any loss to the institution property.

(v) Students shall not collect money either by request or coercion from others within the campus or hostels.

(vi) Students shall not resort to plagiarism of any nature/extent. Use of material, ideas, figures, code or data without appropriate acknowledgement or permission of the original source shall be treated as cases of plagiarism. Submission of material, verbatim or paraphrased, that is authored by another person or published earlier by oneself shall also be considered as cases of plagiarism.

(vii) Use of vehicles by the students inside the campus is prohibited.

(viii) Any conduct which leads to lowering of the esteem of the organization is prohibited.

(ix) Any student exhibiting prohibited behaviour shall be suspended from the institute. The period of suspension and punishment shall be clearly communicated to the student. The student shall lose the attendance for the suspended period

(x) Dress Code

Boys : All the boy students should wear formal dresses. Wearing T-shirts and other informal dresses in the campus is strictly prohibited.

Girls : All the girls students shall wear saree/chudidhar with dupatta

14. Punishments for Malpractice cases – Guidelines

The examinations committee may take the following guidelines into consideration while dealing with the suspected cases of malpractice reported by the invigilators/squad members etc; during end examinations. The punishment may be more severe or less severe depending on the merits of the individual cases.

S.no	**Nature of Malpractice/Improper conduct**	**Punishment**
1	Possesses or keeps accessible in examination hall, anypaper, note book, programmable calculators, Cellphones, pager, palm computers or any other form ofmaterial concerned with or related to the course of theexamination (theory or practical) in which he isappearing but has not made use of (material shallinclude any marks on the body of the student whichcan be used as an aid in the course of the examination)	Expulsionfrom the examinationhall and cancellation of theperformance in that course only.
2	Uses objectionable, abusive or offensive language inthe answer paper or in letters to the examiners orwrites to the examiner requesting him to award pass marks	Cancellation of the performance inthat course.
3	Copying detected on the basis of internal evidence,such as, during valuation or during special scrutiny.	Cancellation of the performance inthat course and all other courses thecandidatehasappeared includingpracticalexaminations and projectwork of that semester/yearexaminations.
4	Gives assistance or guidance or receives it from anyother student orally or by any other body languagemethods or communicates through cell phones withany other student or persons in or outside the exam hallin respect of any matter.	Expulsionfromtheexaminationhalland cancellation of theperformance in that course only ofall the studentsinvolved. In caseof an outsider, he will be handedover to

		the police and a case shallbe registered against him.
5	Has copied in the examination hall from any paper,book, programmable calculators, palm computers orany other form of material relevant to the course of theexamination (theory or practical) in which the studentis appearing.	Expulsionfromtheexaminationhall and cancellation of theperformance in that course and allothercourses including practicalexaminations and project work ofthat semester/year.
6	Comes in a drunken condition to the examination hall.	Expulsionfrom the examinationhall and cancellation of theperformance in that course and allothercourses including practicalexaminations and project work ofthat semester/year.
7	Smuggles in the Answer book or takes out orarranges to send out the question paper duringthe examination or answer book during or aftertheexamination	Expulsion from the examination hall andcancellation of performance in thatcourse and all the other courses includingpractical examinations and project workof that semester/year. The student is alsodebarred for two consecutive semestersfrom class work and all examinations.The continuation of the course by thestudent is subject to the academicregulations in connection with forfeit of seat.
8	Refuses to obey the orders of the ChiefSuperintendent/Assistant – Superintendent / anyofficer on duty or misbehaves or createsdisturbance of any kind in and around theexamination hall or organizes a walk out orinstigates others to walk out, or threatens theofficer-in charge or any person on duty in oroutside the examination hall of any injury to hisperson or to any of his relations whether by words,either spoken or written or by signs or by visiblerepresentation, assaults the officer-in-charge, orany person on duty in or outside the examinationhall or any of his relations, or indulges in any otheract of misconduct or mischief which result indamage to or destruction of property in theexamination hall or any part of the College campusor engages in any other act which in the opinion ofthe officer on duty amounts to use of unfair meansor misconduct or has the tendency to disrupt theorderly conduct of the examination.	In case of students of the college, theyshall be expelled from examination hallsand cancellation of their performance inthat course and all other courses of thatsemester/year. The students also aredebarred and forfeit their seats. In case ofoutsiders, they will be handed over to thepolice and a police case shall beregistered against them.
9	Leaves the exam hall taking away answer scriptor intentionally tears up the script or any partthereof inside or outside the examination hall.	Expulsion from the examination hall andcancellation of performance in that courseand all the other courses including practicalexaminations and project work of thatsemester/year. The candidate is also debarredfor two consecutive semesters from classwork and all end examinations. Thecontinuation of the course by the candidate issubject to the academic regulations inconnection with forfeiture of seat.

10	Possesses any lethal weapon or firearm in theexamination hall.	Expulsion from the examination halland cancellation of the performance inthat course and all other coursesincluding practical examinations andproject work of that semester/year. Thestudent is also debarred and forfeits theseat.
11	If student of the college, who is not acandidate for the particular examination orany person not connected with the collegeindulges in any malpractice or improperconduct mentioned in S.No 7 to S.No 9.	For Student of the college : Expulsion fromthe examination hall and cancellation of theperformance in that course and all othercourses including practical examinations andproject work of that semester/year. Thecandidate is also debarred and forfeits theseat. Person(s) who do not belong to theCollege will be handed over to police and, apolice case shall be registered against them.
12	Impersonates any other student inconnection with the examination	The student who has impersonated shall beexpelled from examination hall. The studentis debarred from writing the remaining exams,and rusticated from the college for oneacademic year during which period thestudent will not be permitted to write anyexam. If the imposter is an outsider, he willbehanded over to the police and a case shall beregistered against him. The performance of the original studentwho has been impersonated, shall becancelled in all the courses of the examinationincluding practicals and project work of thatsemsester /year. The student is rusticated fromthe college for two consecutive years duringwhich period the student will not be permittedto write any exam. The continuation of thecourse by the student is subject to theacademic regulations in connection withforfeiture of seat.
13	If any malpractice is detected which is not covered in the above S.No 1 to S.No 12 items, itshall be reported to the college academic council for further action and award suitablepunishment.	
14	Malpractice cases identified during sessional examinations will be reported to theexamination committee nominated by Academic council to award suitable punishment.	

G.PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY

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CURRICULUM STRUCTURE

MASTER OF BUSINESS ADMINISTRATION

I SEMESTER

Code	Course	Category	Periods per Week			Credits	Scheme of Examination Maximum Marks		
			L	T	P		Internal	External	Total
B2701	Management & Organisational Behaviour	PC	4	0	0	4	40	60	100
B2702	Business Environment & Law	PC	4	0	0	4	40	60	100
B2703	Managerial Economics	PC	4	0	0	4	40	60	100
B2704	Accounting for Managers	PC	4	0	0	4	40	60	100
B2705	Statistics for Managers	BS	4	0	0	4	40	60	100
B2706	Business Communication	HS	4	0	0	4	40	60	100
B2707	Data Science	PC	4	0	0	4	40	60	100
B2708	Business Communication Lab	HS	0	0	4	2	40	60	100
B2709	Data Science Lab	CS	0	0	4	2	40	60	100
		TOTAL	**28**	**00**	**08**	**32**	**360**	**540**	**900**

II SEMESTER

Code	Course	Category	Periods per Week			Credits	Scheme of Examination Maximum Marks		
			L	T	P		Internal	External	Total
B2710	Human Resource Management	PC	4	0	0	4	40	60	100
B2711	Marketing Management	PC	4	0	0	4	40	60	100
B2712	Business Research Methods	PC	4	0	0	4	40	60	100
B2713	Financial Management	PC	4	0	0	4	40	60	100
B2714	Operations Research	BS	4	0	0	4	40	60	100
B2715	Operations Management	PC	4	0	0	4	40	60	100
B2716	Management Information System	PC	4	0	0	4	40	60	100
B2717	Data Analytics Lab	CS	0	0	4	2	40	60	100
B2718	Internship	PC	0	0	0	2			
		TOTAL	**28**	**00**	**08**	**32**	**320**	**480**	**800**

G.PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY
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Title of the Course:	**(B2701) MANAGEMENT & ORGANIZATIONAL BEHAVIOUR**				
Branches for which this course is offered:	I –MBA I SEM	L	T	P	C
		4	0	0	4

Course Overview:
The course is to give a basic perspective of Management theories and Practices. This will form foundation to study other functional areas of management and to provide the students with the conceptual framework and the theories underlying Organizational Behavior.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	Understand the concept ofmanagement, its importance and various principals of management.
CO2	To know the functions of management
CO3	Understand about organization & to know behavior of individuals
CO4	Understand groups in organization & motivating people
CO5	Understand leadership qualities & adapt to change & control of conflicts
CO6	Understanding organizational culture, climate and conflict

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3		2									
CO2				1								
CO3						3						
CO4			3									
CO5					2							
CO6							1					

Course Content:			
Unit-I	**Role of Management**	**Lecture Hours:**	11
Concept – Significance – Functions – Principles of Management - Patterns of Management: Scientific – Behavioural – Systems – Contingency.			
Unit-II	**Decision Making & Controlling**	**Lecture Hours:**	14
Process – Techniques. Planning – Process – Problems –– Making It Effective.Controlling - System of Controlling – Controlling Techniques – Making Controlling Effective			
Unit-III	**Individual Behaviour & Motivation**	**Lecture Hours:**	**16**
Understanding Individual Behaviour – Perception – Learning – Personality Types – Johari window- Transactional Analysis- Motivation– Concept of Motivation - Motivational Theories of Maslow, Herzberg, David Mc Clelland, and Porter and Lawler			
Unit-IV	**Group Behavior& Leadership**	**Lecture Hours:**	15
Benefits of Groups – Types of Groups – Group Formation and Development.Leadership and Organizational Culture and Climate:Leadership – Traits Theory – Managerial Grid – Transactional Vs Transformational Leadership – Qualities of good leader- Women Leadership in India.			
Unit-V	**Organisational Behaviour**	**Lecture Hours:**	**10**
Organizing Process – Departmentation Types – Making Organizing Effective –Organisational culture- Types of culture – Organisational Culture Vs Organisational climate - Conflict management -Change Management			

Text Books:	
1	Organisational Behaviour, Stephen P. Robbins, Pearson Education
2	Management and Organisational Behaviour, Subbarao P, Himalaya Publishing House
3	Principles of Management, Koonz,Weihrich and Aryasri, Tata McGraw Hill.
Reference Books:	
1	Organisational Behaviour ,S.S.Khanka, S.Chand
2	Organisational Behaviour , Mishra .M.N ,Vikas
3	Management and Organisational behaviour, Pierce Gordner, Cengage
4	Behaviour in Organizations, Hiriyappa .B.New Age Publications
5	Organisational Behaviour, Sarma, Jaico Publications.
6	Principles of Management ,Murugesan ,Laxmi Publications

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Title of the Course:	**(B2702)BUSINESS ENVIRONMENT AND LAW**				
Branches for which this course is offered:	I –MBA I SEM	L	T	P	C
		4	0	0	4

Course Overview:
The course is to provide the student with a background of various environment factors that have major repercussions on business and sharpen their mind to watch and update the changes that occur constantly in this sphere.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	Understand the concepts 1991 Industrial Policy 1991 and its impact on the business
CO2	Understand the concepts related to GATS, TRIMS, TRIPS and Uruguay round.
CO3	Understand the concepts of Monetary Policy and its determinants.
CO4	Understanding the basics of contracts
CO5	Analyze the right to information act 2005
CO6	Describe the companies act 1956 rules and case studies

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2											
CO2				3								
CO3		3										
CO4					1							
CO5				2								
CO6							3					

Course Content:			
Unit-I	**Introduction to Business Environment**	**Lecture Hours:**	12
Meaning, Components of Business Environment.-Industrial policy of 1991, Liberalization, Privatization and Globalization			
Unit-II	**Monetary,Fiscal and Trade Policy**	**Lecture Hours:**	12
Monetary& Fiscal Policy –, EXIM Policy, Role of EXIM Bank. Balance of Payments: **WTO:**Role and functions of WTO in promoting world trade –TRIPS, TRIMS and GATS, - Dumping and Anti-dumping measures.			
Unit-III	**Law**	**Lecture Hours:**	**14**
Definition -Need, classification and sources of Business Law, Law of Contract -1872 (Part-I)**:** Nature of Contract and essential elements of a valid Contract, Offer and Acceptance. Law of Contract – 1872 (part-II): Consideration, Capacity to Contract and free consent, Legality of the object.			
Unit-IV	**Companies Act, 1956 (Part-I)**	**Lecture Hours:**	14
Kinds of Companies, Formulation of Companies, Incorporation, Company Documents**. Company Act, 1956 (Part-II):** Company Management, Directors, Company meetings, Resolutions, Auditors, Modes of Winding-up of a company.			
Unit-V	**Information Technology Act, 2000**	**Lecture Hours:**	**12**
Scope and Application of ITAct, 2000- Digital signature e-governance, penalties and adjudication,cyber regulations appellate,tribunals,duties of subscribers- Right to Information Act,2005 –GST Act 2017.			

Text Books:	
1	Essentials of Business Environment, K.Aswathappa, Himalaya publishers.
2	Mercantile Law - N.D.Kapoor, Sultan Chand & Sons.
3	Mechantile Law- Garg, Sareen, Sharma, Chawla, Kalyani publishers.
Reference Books:	
1	Indian Economy, Dutt and Sundaram, S. Chand, New Delhi.
2	Business law for management, K.R.Bulchandani-Himalaya Publishing
3	Business law, R.S.N Pillai, Bhagavathi, S.Chand
4	Business Environment – Text and Cases, Justin Paul, TMH
5	Mercantile Law, S.S. Gulshan, 3/e, Excel Books,
6	Legal Aspects of Business, Ravinder Kumar, Cengage.
7	*A Manual of Business Laws,* S.N.Maheshwari & Maheshwari, Himalaya.

G.PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY
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Title of the Course:	**(B2703) MANAGERIAL ECONOMICS**				
Branches for which this course is offered:	I –MBA I SEM	L	T	P	C
		4	0	0	4

Course Overview:
This course is to understand the relevance of economics in business management. This will enable the students to study functional areas of management such as Marketing , Production and Costing from a broader perspective.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	The students will be able to understand the basics of managerial economics.
CO2	The students should able to analyze the demand and forecast the demand for the Product in the market.
CO3	The students will obtain the knowledge on production analysis.
CO4	The students will attain the essentials of cost concepts.
CO5	They will be secure fundamentals on market pricing strategies
CO6	The students will be capable of ground rules of inflation and business cycle.

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2											
CO2			3									
CO3		1										
CO4				2								
CO5			2									
CO6						3						

Course Content:			
Unit-I	**Introduction to Managerial Economics**	**Lecture Hours:**	14
Definition, Nature and Scope, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research - The role of managerial economist. Objectives of the firm**:** Managerial theories of firm, Behavioral theories of firm, optimization techniques, New management tools of optimization			
Unit-II	**Theory of Demand**	**Lecture Hours:**	12
Demand Analysis – Law of Demand - Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for forecasting, forecasting techniques.			
Unit-III	**Production Analysis**	**Lecture Hours:**	**13**
Production function, Isoquants and Isocosts, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Returns to Factors, Economies of scale- Cost concepts - cost-output relationship in the short run and long run, Average cost curves - Break Even Analysis.			
Unit-IV	**Market Structure and Pricing practices**	**Lecture Hours:**	14
Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly. Pricing philosophy – Pricing methods in practice: Price discrimination, product line pricing. Pricing strategies: skimming pricing, penetration pricing, Loss Leader pricing. Pricing of multiple products.			
Unit-V	**Inflation and Business Cycles**	**Lecture Hours:**	**11**
Definition and meaning-characteristics of Inflation- types of inflation - effects of inflation- Anti-Inflationary methods - Definition and characteristics of business cycles-phases of business cycle - steps to avoid business cycle			

Text Books:	
1	Managerial Economics -Analysis, Problems ,Cases ,Mehta,P.L., Sultan Chand &Sons
2	Managerial Economics, Gupta, TMH
Reference Books:	
1	Managerial Economics, D.N.Dwivedi,Eighth Edition,Vikas Publications
2	Managerial Economics, Pearson Education, James L.Pappas and Engene F.Brigham
3	Managerial Economics, Suma Damodaran, Oxford
4	Macro Economics by MN Jhingan-Oxford
5	Managerial Economics- Dr.DM.Mithani-Himalaya Publishers
6	Managerial Economics-Dr.H.L Ahuja-S.Chand and Com pvt ltd, NewDelhi

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Title of the Course:	**(B2704) ACCOUNTING FOR MANAGERS**				
Branches for which this course is offered:	I –MBA I SEM	L	T	P	C
		4	0	0	4

Course Overview:
The course is to provide the basic knowledge of book keeping and accounting and enable the students to understand the Financial Statements and make analysis financial accounts of a company.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	The basic knowledge of book keeping and accounting
CO2	The students are able to understand the Financial Statements and make analysis financial accounts of a company
CO3	The students are able to analyze the financial statement of the different companies for taking different accounting decisions
CO4	Students will able to analyze balance sheet of the companies with different methods for different requirements.
CO5	Students able to calculate the depreciation to the real assets in different aspects.
CO6	The students will use the company's financial information to the different activities of the business concern.

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1		3										
CO2			3									
CO3					1							
CO4		2										
CO5				1								
CO6					3							

Course Content:			
Unit-I	**Introduction to Accounting**	**Lecture Hours:**	14
Definition,Importance, Objectives, uses of accounting and book keeping Vs Accounting, Single entry and Double entry systems, classification of accounts – rules of debit & credit.			
Unit-II	**The Accounting Process**	**Lecture Hours:**	14
Overview, Books of Original Record; Journal and Subsidiary books, ledger, Trial Balance, Final accounts: Trading accounts- Profit & loss accounts- Balance sheets with adjustments, accounting principles.			
Unit-III	**Valuation of Assets**	**Lecture Hours:**	**12**
Introduction to Depreciation- Methods (Simple problems from Straight line method, Diminishing balance method and Annuity method). Inventory Valuation: Methods of inventory valuation (Simple problems from LIFO, FIFO, Valuation of goodwill - Methods of valuation of goodwill.			
Unit-IV	**Financial Analysis -I**	**Lecture Hours:**	12
Analysis and interpretation of financial statements from investor and company point of view, Liquidity, leverage, solvency and profitability ratios – Du Pont Chart -A Case study on Ratio Analysis			
Unit-V	**Financial Analysis-II**	**Lecture Hours:**	**12**
Objectives of 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.			

Text Books:	
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
Reference Books:	
1	Financial Acounting , P.C.Tulisan ,S.Chand
2	Financial Accounting for Business Managers, Asish K. Bhattacharyya, PHI
3	Financial Accounting Management An Analytical Perspective, Ambrish Gupta, Pearson Education
4	Accounting for Management, Vijaya Kumar,TMH
5	Accounting for Managers, Made Gowda, Himalaya
6	Accounting for Management , N.P.Srinivasan, & M.Shakthivel Murugan, S.Chand.

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Title of the Course:	**(B2705) STATISTICS FOR MANAGERS**				
Branches for which this course is offered:	I –MBA I SEM	L	T	P	C
		4	0	0	4

Course Overview:
This course is to familiarize the students with the statistical techniques popularly used in managerial decision making. It also aims at developing the computational skill of the students relevant for statistical analysis.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	Student will able to independently calculate basic statistical parameters (mean, measures of dispersion, correlation coefficient, indexes)
CO2	Student will able to choose a statistical method for solving practical problems.
CO3	Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.
CO4	Use simple/multiple regression models to analyse the underlying relationships between the variables through hypothesis testing
CO5	Conduct and interpret a variety of hypothesis tests to aid decision making in a business context
CO6	Statistically analyse basic economic indicators

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3											
CO2		2										
CO3			3									
CO4					3							
CO5			3									
CO6		2										

Course Content:			
Unit-I	**Introduction of statistics**	**Lecture Hours:**	14
Nature & Significance of Statistics to Business, , Measures of Central Tendency- Arithmetic – Weighted mean – Median, Mode – Geometric mean and Harmonic mean – Measures of Dispersion, range, quartile deviation, mean deviation, standard deviation, coefficient of variation – Application of measures of central tendency and dispersion for business decision making.			
Unit-II	**Correlation**	**Lecture Hours:**	12
Introduction, Significance and types of correlation – Measures of correlation – Co-efficient of correlation.Regression analysis – Meaning and utility of regression analysis – Comparison between correlation and regression – Properties of regression coefficients-Rank Correlation.			
Unit-III	**Probability**	**Lecture Hours:**	**14**
Meaning and definition of probability – Significance of probability in business application – Theory of probability –Addition and multiplication – Conditional laws of probability – Binominal – Poisson – Uniform – Normal and exponential distributions.			
Unit-IV	**Testing of Hypothesis**	**Lecture Hours:**	12
Hypothesis testing: One sample and Two sample tests for means and proportions of large samples (z-test), One sample and Two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.			
Unit-V	**Non-Parametric Methods**	**Lecture Hours:**	**12**
Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes - Sign test for paired data.			

Text Books:	
1	Statistical Methods, Gupta S.P., S.Chand.Publications
Reference Books:	
1	Statistics for Management, Richard I Levin, David S.Rubin, Pearson
2	Business Statistics, J.K.Sharma, Vikas house publications house Pvt Ltd
3	Complete Business Statistics, Amir D. Aezel, Jayavel, TMH
4	Statistics for Management, P.N.Arora, S.Arora, S.Chand
5	Statistics for Management , Lerin, Pearson Company, New Delhi.
6	Business Statistics for Contemporary decision making, Black Ken, New age publishers
7	Business Statistics, Gupta S.C & Indra Gupta, Himalaya Publishing House, Mumbai

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Title of the Course:	**(B2706) BUSINESS COMMUNICATION**				
Branches for which this course is offered:	I-MBA I SEM	L	T	P	C
		4	0	0	4

Course Overview:
This Course is to understand the communication concepts and to develop the students' competence in communication at an advanced level. Assuming that the students are fairly proficient in the basic communication skills of listening, speaking, reading and writing in English the course aims to train them in communicating efficiently in the workplace and professional contexts

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	Understand the concept of communication, its importance and various channels of communication
CO2	To know the verbal and non-verbal communication skills, Body Language
CO3	Understand various psychologies through communication models, communication styles
CO4	Understand communication barriers, listening skills
CO5	Learn technical writing skills, interview skills etiquettes
CO6	Developing and delivering effective presentations

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2											
CO2			2									
CO3	1											
CO4		3										
CO5					3							
CO6			2									

Course Content:			
Unit-I	**Concept of Communication**	**Lecture Hours:**	12
Significance, Scope – Communication Process – Essentials of good communication – Channels of Communication – Formal, Informal Communication – Upward, Downward, Horizontal Communication			
Unit-II	**Types of communication**: **Verbal – Oral Communication**	**Lecture Hours:**	14
Advantages and Limitations of Oral Communication, Written Communication – Characteristics, Advantages & Limitations **Nonverbal Communication:** Sign language – Body language – Kinesics – Proxemics – Time language and Hepatics: Touch language			
Unit-III	**Interpersonal Communication**	**Lecture Hours:**	**14**
Communication Styles, Managing Motivationto Influence Interpersonal Communication – Role of emotion in Inter personal Communication			
Unit-IV	**Barriers of Communication**	**Lecture Hours:**	12
Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers, Types of listening			
Unit-V	**Report writing**	**Lecture Hours:**	**11**
Formal reports – Writing effective letters – Different types of business letters -Interview techniques – Communication etiquettes			

Text Books:	
1	Business Communication, C.S.Rayudu, HPH
2	Business Communication, Meenakshi Raman, Oxford University Press
Reference Books:	
1	Business communication, Shalini Varma, Vikas
2	Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH
3	English for Business Communication, Dr.T.M Farhatulla, Prism books Pvt. Ltd
4	English for Business Communication, Dr.T.M Farhatulla, Prism books Pvt. Ltd
5	Business communication for managers, Penrose, Raspbery, Myers, Cengage
6	The Skills of Communication, Bills Scot, Gower publishing company Limited, London
7	Effective Communication, Harward Business School, Harward Business Review No.1214
8	Essentials of Business Communication, Rajendra Pal, JS.Korlahhi, S.Chand

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Title of the Course:	**(B2707) DATA SCIENCE**				
Branches for which this course is offered:	I –MBA I SEM	L	T	P	C
		4	0	0	4

Course Overview:
The course is to give a basic data science theory and Practice. This will form foundation to study decision making and to provide the students with the conceptual framework and the theory underlying decision science.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	Understand the concept of decision making, its importance and various approaches of decision making.
CO2	To know the fundamentals of statistics
CO3	Understand the data visualization with Tableau.
CO4	Understand basics of Python
CO5	Understand applications of python in data science

Course Articulation Matrix												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P011	PO12
CO1			3									
CO2	2											
CO3			1									
CO4				3								
CO5		2										

Course Content:			
Unit-I	**Introduction**	**Lecture Hours:**	14
Decision making: definition, significance and approaches. Role of technology in decision making and significance of data science in decision making			
Unit-II	**Statistics**	**Lecture Hours:**	14
Definition and computation of probability. Measurement of Central tendencies, Dispersion (Variance, Std. deviation, Range), Shape (Skewness and Kurtosis) and their applications. Measures of Spreads, Distributions (Normal, Z-distribution, Binomial, Poisson).			
Unit-III	**Data visualization**	**Lecture Hours:**	**12**
Installation of Tableau. Basics of Tableau. Connecting Tableau to various Data Files. Measures and Dimensions. Colors, Labeling and formatting, Exporting Work sheet.			
Unit-IV	**Fundamentals of python**	**Lecture Hours:**	12
Why is Python preferred for Data Science?. Installation of python/Jupyter Notebook/ SPYDER. Python Syntax, comments, variables, numbers, casting, strings, operators, lists, Tulips and Sets.			
Unit-V	**Applications of python**	**Lecture Hours:**	**12**
Package Installation Methods, Introduction to Numpy, Pandas and other libraries.			

Text Books:	
1	Python- Essential reference: David M. Beazley (2009).
2	Tableau Your Data- Fast and Easy Visual Analysis with Tableau Software: Daniel G. Murray and the InterWorks BI Team(2013).
3	Statistics for Management- Levin and Rubin (2018)

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Title of the Course:	**(B2708) BUSINESS COMMUNICATION LAB**				
Branches for which this course is offered:	I –MBA I SEM	L	T	P	C
		0	0	4	2

Course Overview:
The introduction of Communication Lab is considered essential at I year II semester level. At this stage the students need to prepare themselves for their careers which may require them to listen, to read, speak and write in English both for their professionals and interpersonal communication in the globalised context.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	Build the language proficiency of the students in English with emphasis on LSRW skills
CO2	Develop communication skills through various language learning activities
CO3	Summarize to the nuances of English speech sounds, stress, rhythm, intonation and syllable division
CO4	Acquire and exhibit acceptable etiquette essential in social & professional Settings.
CO5	Improve the fluency in spoken English and neutralize mother tongue influence
CO6	Effective business communications

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1		2										
CO2	3											
CO3			2									
CO4					1							
CO5						3						
CO6		1										

Course Content:			
Unit-I	**Understanding the need of Communication Skills**	**Lecture Hours:**	
For Managers and the importance of effective communication, role play activities and case study analysis			
Unit-II	**Phonetics**	**Lecture Hours:**	
Introduction to sounds of speech, vowels and consonants, phonetic transcription, orthographic transcription, syllabification, word stress, Innovation, Accent, Rhythm and Situational Dialogues			
Unit-III	**Listening exercises**	**Lecture Hours:**	
listening with a focus on pronunciation (ear training): segmental sounds, stress, weak forms, intonation – listening for meaning (oral comprehension) : listening to talks, lectures, conversations, discussions, jokes, riddles etc.			
Unit-IV	**Speaking Skills**	**Lecture Hours:**	
Expressing opinions, Telephone conversations, PPT Presentations, Poster Presentations, Welcome Address (Inviting Dignitaries to department workshops, symposiums and university functions), proposing vote of thanks and Mock Interviews.			
Unit-V	**Writing and Reading exercises**	**Lecture Hours:**	
Reading and writing comprehensions, Note making after reading a text, showing the main idea and supporting ideas and the relationships between them –Practice in writing paragraphs, short essays and summaries etc.			

Text Books:	
1	**K-Van Solutions-Advanced communication Lab**
2	**Sky pronunciation for Phonetics**
Reference Books:	
1	Basic Business Communication Skills for empowering the internet generation, LesikarFlately, Tata McGraw Hill
2	Business Communication for Managers, Penrose, Rasberry and Myers, Cengage
3	A Text Book of English Phonetics for Indian Students by, T.Balasubramanian, McMillan
4	Oxford Advanced Learner's Dictionary
5	BCOM, Mala Sinha, Cengage
6	Business Communication, Bovee, Pearson
7	Business Communication, Locker, Kaczmarek, Tata McGraw Hill.
8	Speaking and Writing for Effective Business Communication, Francis, MacMillan India Ltd
9	Business Communication, Asha Kaul, PHI

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Title of the Course:	**(B2709) DATA SCIENCE LAB**				
Branches for which this course is offered:	I –MBA I SEM	L	T	P	C
		0	0	4	2

Course Overview:
The course is to give a practical knowledge of data science. This will form foundation to study decision making and to provide the students with the conceptual framework and the theory underlying decision science.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	Understand the concept of decision making, its importance and various approaches of decision making.
CO2	To know the fundamentals of statistics
CO3	Understand the data visualization with Tableau.
CO4	Understand basics of Python
CO5	Understand applications of python in data science

Course Articulation Matrix												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P011	PO12
CO1			3									
CO2	2											
CO3			1									
CO4				3								
CO5		2										

Course Content:			
Unit-I	**Introduction**	**Lecture Hours:**	14
- Technology in decision making			
Unit-II	**Statistics**	**Lecture Hours:**	15
- Measurement of Central tendencies - Measurement of Dispersion (Variance, Std. deviation, Range) - Measurement of Shape (Skewness and Kurtosis) - Measures of Spreads, Distributions (Normal, Z-distribution, Binomial, Poisson)			
Unit-III	**Data visualization**	**Lecture Hours:**	11
- Installation of Tableau. - Connecting Tableau to various Data Files. - Measures and Dimensions. Colors, Labeling and formatting, Exporting Work sheet.			
Unit-IV	**Fundamentals of python**	**Lecture Hours:**	12
- Installation of python/Jupyter Notebook/ SPYDER. - Python Syntax, comments, variables, numbers, casting, strings, operators, lists, Tulips and Sets.			
Unit-V	**Applications of python**	**Lecture Hours:**	12
- Package Installation Methods - Installation of Numpy, Pandas and other libraries.			

Text Books:	
1	Python- Essential reference: David M. Beazley (2009).
2	Tableau Your Data- Fast and Easy Visual Analysis with Tableau Software: Daniel G. Murray and the InterWorks BI Team(2013).
3	Statistics for Management- Levin and Rubin (2018)

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Title of the Course:	**(B2710)HUMAN RESOURCE MANAGEMENT**				
Branches for which this course is offered:	I-MBA II SEM	L	T	P	C
		4	0	0	4

Course Overview:
The course is to provide basic knowledge of functional area of Human Resource Management. This will be the prerequisite for enabling students to take any HRM stream electives offered in third and fourth semesters.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	Understand the concept of Personnel management, its importance,principles,objectives,strategies of HRM
CO2	To know the designing & developing systems of HR
CO3	Understand about organization compensation to executives & non-Executives
CO4	Understand Training & Development Techniques
CO5	Understand TQM ,Productivity through industrial relations
CO6	Understand the nature and scope of HRM

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3											
CO2		3										
CO3			2									
CO4					1							
CO5							2					
CO6			3									

Course Content:			
Unit-I	**Introduction**	**Lecture Hours:**	12
Meaning of HR and HRM**,** Nature & Scope of HRM, Functions of HRM, Role and Objectives of HRM, Personnel Management, Policies and Strategies of HRM			
Unit-II	**Designing and Developing HR systems**	**Lecture Hours:**	13
Human Resource Planning, Job Design, Job Analysis, Job Evaluation, Job Enlargement, Job Enrichment, Job Rotation, Recruitment & Selection, Placement, Promotion & Transfer			
Unit-III	**Compensation Management**	**Lecture Hours:**	**13**
Introduction, objectives of wages and salaries administration, influencing factors for determining compensation- Monetary and non monetary benefits.			
Unit-IV	**Human Resource Development**	**Lecture Hours:**	14
Concepts, Development Function, Training and Development, Performance Appraisal & Career Planning and Development.			
Unit-V	**Recent Trends in HRM**	**Lecture Hours:**	**14**
Outsourcing, Work Life Balance, Quality Circles and Total Quality Management.			

Text Books:	
1	Personnal and Human Resource Management – Text and cases, P. Subbarao, Himalaya
2	Human Resource Management, Noe A.Raymond, John Hollenbeck, Barry Gerhart and Patrick Wright, Tata McGraw Hill
Reference Books:	
1	Human Resource Management, Aswathappa, 4th Edition, TMH 2006
2	Human Resource Mangement, Ian Beardwell & Len Holden-Macmillan India Ltd
3	Managing Human Resources: Productivity, quality of work life, profits- Wayne F
4	Strategies HRM by Rajeev Lochan Dhar, Excel Books.
5	Human Resource Management, Text and Cases, VSP Rao, Excel Books 2006

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Title of the Course:	**(B2711) MARKETING MANAGEMENT**				
Branches for which this course is offered:	I-MBA II SEM	L	T	P	C
		4	0	0	4

Course Overview:
The course is to have the basic concepts of Marketing which is one of the important areas of functional management. This is a pre-requisite for taking up any elective paper in 3rd and 4th semester in the stream of Marketing.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	The students will be able to understand the basics of marketing management
CO2	The students should able to analyse how to build strong brands and connect with customers.
CO3	The students will obtain the knowledge on product management and strategies.
CO4	The students will attain setting marketing communication channels.
CO5	They will be secure fundamentals on delivering value and logistics.
CO6	The students will be capable of ground rules of sales management and sales organization.

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1		3										
CO2			3									
CO3	1											
CO4				2								
CO5					3							
CO6		2										

Course Content:			
Unit-I	**Understanding Marketing Management**	**Lecture Hours:**	13
Concepts of Marketing, Marketing Strategies & Plans, Creating long term loyalty relationships, Marketing mix,PLC, Analyzing Competitors ,Conducting Marketing research			
Unit-II	**Connecting with Customers & Building Strong Brands**	**Lecture Hours:**	14
Analyzing Consumer Markets, Analyzing Business Markets, Tapping into global markets, Identifying market segments and targets, Crafting Brand Positioning, Creating Brand Equity-Addressing Competition and driving growth			
Unit-III	**Creating & Communicating Value**	**Lecture Hours:**	**12**
Setting product strategy, Designing & managing services, Introducing new market offerings. Developing pricing strategies & programmes.Designing & Managing Integrated Marketing Communications, Advertising & Sales Promotions, Events and experiences, Managing digital communication - online, social media & mobile, Personal selling			
Unit-IV	**Delivering Value**	**Lecture Hours:**	13
Managing retailing, wholesaling and logistics. Designing and Managing Integrated Marketing Channels			
Unit-V	**Sales Management**	**Lecture Hours:**	**12**
Nature & Importance of Sales Management, Skills of sales manager, Sales objectives, Concepts of sales organization, Types of sales organization.			

Text Books:	
1	Marketing Management, Phillip Kotler, Kevin Lane Keller, 15th edition ,Pearson
Reference Books:	
1	Marketing, A South Asian Prospective, Lamb, Hair, Sharma, Mcdaniel, Cengage
2	Marketing Asian Edition Paul Baines Chris Fill Kelly page, Oxford
3	Marketing Management 22e, Arun Kuar, Menakshi, Vikas publishing
4	Marketing in India, Text and Cases, S.Neelamegham, Vikas
5	Marketing Management, Rajan Saxena, TMH
6	Marketing – The Core, Kerin, Hartley and Rudelius, McGraw Hill, Irwin
7	Case Studies in Marketing, The Indian Context, Srinivasan, PHI
8	Marketing Management, V.S. Ramaswamy and S. Namakumari, McMillan
9	Marketing – concepts and Cases, Etzel, Walker, Stanton, Pandit, TMH
10	Introduction to Marketing theory and practice, Adrian Palmer , Oxford University Press

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Title of the Course:	**(B2712) BUSINESS RESEARCH METHODS**				
Branches for which this course is offered:	I-MBA II SEM	L	T	P	C
		4	0	0	4

Course Overview:
The course is to have a general understanding of statistics as applicable to business and its use in areas of management research. The Course addresses the methods of research with an emphasis on various stages that are necessary to obtain and process information to enable well informed decision-making. It allows the students to grasp and comprehend the methods and techniques used in research and provide with the knowledge and skill to undertake research.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	Understand the Concepts, Theories and Models of Business Research and also the role of Business Research in real time Managerial Decisions.
CO2	Know the Research Process i.e., Problem Identification, Literature Survey, Statement of the Problem, Objectives, Hypothesis Development & Research Design.
CO3	Able to collection and analyze the data from various sources. And also able to design and prepare Structured Questionnaires and Interviews.
CO4	Evaluate the collect data by applying various Descriptive, Associational and Inferential Statistical Measures.
CO5	Gain the knowledge on Research Report, Preparation and effective Presentation.
CO6	To provide an insight into the application of dynamic analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3											
CO2			2									
CO3						1						
CO4		3										
CO5	2											
CO6			1									

Course Content:			
Unit-I	**Introduction to Business Research**	**Lecture Hours:**	13
Definition-Types of Business Research. Scientific Investigation, Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites. Role of Business Research in Managerial Decisions			
Unit-II	**The Research Process**	**Lecture Hours:**	15
Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis. The Research Design: Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study -Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales- Rating Scales- Ranking Scales- Reliability and Validity - Sampling and Methods of sampling			
Unit-III	**Collection and Analysis of Data**	**Lecture Hours:**	**12**
Sources of Data-Primary and Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews- Observational Surveys: Questionnaire Construction: Organizing Questions- Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires.			
Unit-IV	**Data Analysis**	**Lecture Hours:**	11
An overview of Descriptive, Associational and Inferential- Statistical Measures.			
Unit-V	**The Research Report**	**Lecture Hours:**	**13**
Research Reports-Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report- Acknowledgements – References-Appendix - Guidelines for Preparing a Good Research report - Oral Presentation			

Text Books:	
1	Research Methodology – methods & Techniques, C.R. Kothari, Vishwa prakashan
2	Research Methods for Business–A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pte.Ltd, Singapore
3	Research Methodology(Concepts and cases) Deepak Chawla Neena Sondhi-Vikas publishing
Reference Books:	
1	An Introduction to Management for Business Analysis, Speegal, M.R., McGraw Hill
2	Research Methodology in Management, Michael, V.P., Himalaya Publishing House
3	Research Methodology, Dipak Kumar. Bhattacharya, Excel Books.
4	Research Methodology (Concepts and cases) Deepak Chawla Neena Sondhi-Vikas publishing
5	Research Methodology ,Dr.Vijay Upagade and Dr.Aravind Shende

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Title of the Course:	**(B2713) FINANCIAL MANAGEMENT**				
Branches for which this course is offered:	I-MBA II SEM	L	T	P	C
		4	0	0	4

Course Overview:
The course is to provide the necessary basic tools for the students so as to manage the finance function. The students should be able to understand the management of the financing of working capital needs and the long term capital needs of the business organization.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	The necessary basic tools for the students so as to manage the finance function
CO2	The students should be able to understand the management of the financing of working capital needs and the long term capital needs of the business organization
CO3	The students are able to know that what are the sources are available to companies to generate required funds
CO4	Students are able to understand the long term capital needs of the business Organization.
CO5	Students will able to know that what are the different investment activities are Available to the business concern.
CO6	Students will know that the importance of the corporate restructure in the Organization.

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3											
CO2		3										
CO3			2									
CO4		2										
CO5	1											
CO6				1								

Course Content:			
Unit-I	**The Finance function**	**Lecture Hours:**	11
Nature and Scope. Importance of Finance function – The role in the contemporary scenario – Goals of Finance function; Profit Vs Wealth maximization			
Unit-II	**The Investment Decision**	**Lecture Hours:**	14
Investment decision process – Project generation, Project evaluation, Project selection and Project implementation. Capital Budgeting methods– Traditional and DCF methods. The NPV Vs IRR Debate			
Unit-III	**The Financing Decision**	**Lecture Hours:**	**15**
Sources of Finance – A brief survey of financial instruments. The Capital Structure Decision in practice: EBIT-EPS analysis. Cost of Capital: The concept, Measurement of cost of capital – Component Costs and Weighted Average Cost. The Dividend Decision.			
Unit-IV	**Introduction to Working Capital**	**Lecture Hours:**	11
Concepts and Characteristics of Working Capital, Factors determining the Working Capital, Working Capital cycle-Management of Current Assets – Cash, Receivables and Inventory, Financing Current Assets			
Unit-V	**The Dividend Decision**	**Lecture Hours:**	**10**
Dividend and major forms of dividends- Determinants of dividend policy- Theories of Dividend – MM Model, Walter's model, Gordon's model.			

Text Books:	
1	Financial management –V.K.Bhalla ,S.Chand
2	Financial Management, I.M. Pandey, Vikas Publishers.
3	Financial Management--Text and Problems, MY Khan and PK Jain, Tata McGraw- Hill
Reference Books:	
1	Financial Management , Dr.V.R.Palanivelu , S.Chand
2	Principles of Corporate Finance, Richard A Brealey etal., Tata McGraw Hill
3	Fundamentals of Financial Management, Chandra Bose D, PHI
4	Financial Managemen , William R.Lasheir ,Cengage
5	Financial Management – Text and cases, Bringham & Ehrhardt, Cengage
6	Case Studies in Finance, Bruner.R.F, Tata McGraw Hill, New Delhi
7	Financial management , Dr.M.K.Rastogi ,Laxmi Publications

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Title of the Course:	**(B2714) OPERATIONS RESEARCH**				
Branches for which this course is offered:	I-MBA II SEM	L	T	P	C
		4	0	0	4

Course Overview:
The course is to provide the basic tools of Operations Research in solving the management problems through modeling and using mathematical approach.

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	Identify and develop operational research models from the verbal Description of the real system.
CO2	Understand the mathematical tools that are needed to solve optimization problems
CO3	Use mathematical software to solve the proposed models.
CO4	Develop a report that describes the model and the solving technique, analyze the results and propose recommendations in language understandable to the decision-making processes in Management Engineering.
CO5	Apply the decision models to various real time problems
CO6	Convert the problem into a mathematical model.

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1		3										
CO2			2									
CO3					3							
CO4		3										
CO5	1											
CO6						3						

Course Content:			
Unit-I	**Introduction to OR**	**Lecture Hours:**	14
Meaning, Nature, Scope& Significance of OR - Typical applications of Operations Research. **The Linear Programming Problem** – Introduction, Formulation of Linear Programming problem, Limitations of L.P, Graphical solution to L.P.P, Simplex Method, Artificial Variable techniques, Two Phase Method, Variants of the Simplex Method			
Unit-II	**Transportation Problem**	**Lecture Hours:**	14
Introduction, Transportation Model, Finding initial basic feasible solutions, Moving towards optimality, Unbalanced Transportation problems, Transportation problems with maximization, Degeneracy **Assignment Problem** – Introduction, Mathematical formulation of the problem, Solution of an Assignment problem, Hungarian Algorithm, Multiple Solution, Unbalanced Assignment problems, Maximization in Assignment Model			
Unit-III	**Sequencing**	**Lecture Hours:**	**10**
Job sequencing, Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, n jobs through m machines, Two jobs and m Machines Problems.			
Unit-IV	**Game Theory**	**Lecture Hours:**	12
Concepts, Definitions and Terminology, Two Person Zero Sum Games, Pure Strategy Games (with Saddle Point), Principal of Dominance, Mixed Strategy Games (Game without Saddle Point), Significance of Game Theory in Managerial Application			
Unit-V	**Project Management**	**Lecture Hours:**	**12**
Rules for drawing the network diagram, Application of CPM and PERT techniques in Project Planning and Control.			

Text Books:	
1	Operations Research / S.D.Sharma-Kedarnath
Reference Books:	
1	Introduction to O.R/Hiller & Libermann (TMH).
2	Operations Research /A.M.Natarajan,P.Balasubramani,A. Tamilarasi/Pearson Education
3	Operations Research: Methods & Problems / Maurice Saseini, Arhur Yaspan & Lawrence Friedman. Pearson
4	Quantitative Analysis For Management/ Barry Render, Ralph M. Stair, Jr and Michael E. Hanna
5	Operations Research / R.Pannerselvam, PHI Publications
6	Operations Research / Wagner/ PHI Publications

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Title of the Course:	**(B2715) OPERATIONS MANAGEMENT**				
Branches for which this course is offered:	I-MBA II SEM	L	T	P	C
		4	0	0	4

Course Overview:
The course is to enable students to understand the production Planning and Controlling aspects of a typical production and operations organization. To study understand the concepts of work study and Quality management

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	Understand the Production and Operations Management (POM), Functions-Historical development, scenario and product and process design with CAD or CAM
CO2	Analyze theFacilities Management & Aggregate Planning with the analysis of Location of facilities, Layout of facilities, Optimization of Product Process layout, Flexible manufacturing and group technology, Aggregate planning
CO3	Describe the concept of Scheduling in job, Shop type production, Shop-loading, Assignment and Sequencing techniques
CO4	Understand Work study & Quality Management with the help of Method study and Industrial Engineering Techniques
CO5	Plan and implement suitable materials handling principles and practices in the operations
CO6	Identify the elements of operations management and various transformation processes to enhance productivity and competiveness.

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3											
CO2			2									
CO3	1											
CO4				3								
CO5			2									
CO6					1							

Course Content:			
Unit-I	**Introduction**	**Lecture Hours:**	12
Overview of Production and Operations Management (POM) Function, Historical Development of POM, POM scenario Today.Product and Process Design - Product and Process Development, Manufacturing Process Technology, CAD/CAM analysis			
Unit-II	**Facilities Management&Aggregate Planning**	**Lecture Hours:**	14
Location of Facilities, Layout of Facilities, Optimization of Product/Process Layout, Flexible Manufacturing and Group Technology: Aggregate Planning - Preparation of Aggregate Demand Forecast, Specification of Organisational Policies For Smoothing, Capacity Utilization, Determination of feasible Production Alternatives			
Unit-III	**Scheduling**	**Lecture Hours:**	**12**
Scheduling In Job, Shop Type Production, Shop- Loading, Assignment and Sequencing, Scheduling In Mass, Line of Balance, Methods of Production Control ,World class production			
Unit-IV	**Work Study & Quality Management**	**Lecture Hours:**	14
Method Study, Work measurement, Work Design, Job Design, Work Sampling, Industrial Engineering Techniques. Economics of Quality Assurance Inspection and Quality Control, Acceptance Sampling, Theory of control charts, control charts for variables and control charts for attributes			
Unit-V	**Materials Management**	**Lecture Hours:**	**12**
Introduction, Objectives, Importance of Materials Management-Issues in Materials Management –Functions – Activities –Selection of Materials-Advantages of Materials Management.			

Text Books:	
1	Production and Operation Management, Aswathappa K- Himalaya Publishing House
2	"Production and Operations Management" - Dr. K. Sai Kumar, Kalyani Publishers
Reference Books:	
1	Operations Management and control, Biswajit Banerjee-S.Chand
2	Production and Operations Management –Dr.K.C.Arora ,2nd E.- University Science Press
3	Production and Operations Management, R. Panneerselvam: PHI Learning Private Ltd
4	Production Management , Martand T Telsang-S.Chand
5	Modern Production/Operations Management, Elwood S.Buffa and RakeshK.Sarin,Wiley
6	Production and Operations Management, SN Chary, Tata McGraw Hill, New Delhi
7	Operations Management, Mahadevan, Pearson Education, New Delhi
8	Production and Operations Management-Text and Cases, Upendra Kachru, Excel Books

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Title of the Course:	(B2716)MANAGEMENT INFORMATION SYSTEM				
Branches for which this course is offered:	I –MBA II SEM	L	T	P	C
		4	0	0	4

Course Overview:
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:	
After successful completion of the course, the student will be able to:	
CO1	Describe the role and impact of information systems in business environment
CO2	Record the current issues of information technology and relate those issues to the firm
CO3	Reproduce a working knowledge of concepts and terminology related to information technology
CO4	Identify appropriate strategies to manage the system implementation process
CO5	Assess the relationship between organizations, information systems and business processes, including the processes for customer relationship management and supply chain management
CO6	Evaluate the role of information systems in supporting various levels of business strategy

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1		3										
CO2				1								
CO3			2									
CO4	1											
CO5					3							
CO6		2										

Course Content:			
Unit-I	**MIS An overview**	**Lecture Hours:**	12
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.			
Unit-II	**Data resource management**	**Lecture Hours:**	15
Data base concepts, The traditional approaches, the modern approaches (Data base management approaches) DBMS, Data models, Data ware housing and mining.			
Unit-III	**Business application of IS**	**Lecture Hours:**	**13**
Enterprise systems, ERP, CRM, SCM, DSS, Types of decisions, Decision support techniques, Decision making and Role of MIS, Business intelligence and Knowledge management systems.			
Unit-IV	**Management of IS**	**Lecture Hours:**	12
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.			
Unit-V	**Security, Ethical &Social Issues**	**Lecture Hours:**	**12**
IS security threats, Protecting IS,IS Security Technologies, The disaster recovery plan, IS Ethical Issues, social issues.			

Text Books:	
1	MIS –Managerial Perspective, D.P.Goyal,Vikas Publications.
Reference Books:	
1	Management Information Systems, C Laudon and Jane P.Laudon, et al, Pearson Education
2	MIS, Hossein Bidgoli, Nilanjan Chattopadhyay, Cengage Learning
3	Management Information Systems Text & Cases, W S Jawadekar, Tata McGraw-Hill.
4	Introduction to Information Systems, Rainer, Turban, Potter, WILEY-India
5	Management Information Systems, James A. Obrein, Tata McGraw-Hill
6	Management Information Systems, Dharminder and Sangeetha, 1/e, Excel books.
7	Cases in MIS, Mahapartra,PHI
8	Management Information Systems, Gordon B. Davis & Margrethe H.Olson, Tata McGraw-Hill

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Title of the Course:	**(B2717)DATA ANALYTICS LAB**				
Branches for which this course is offered:	I-MBA II SEM	L	T	P	C
		0	0	4	2

Course Outcomes:	
After successful completion of the course, the student will be able to:	
CO1	Understand the concept of business analytics
CO2	To know the analytics of accounting
CO3	Understand the financial decision
CO4	Understand marketing & HR analytics
CO5	Understand applications of MIS

Course Articulation Matrix:												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1			3									
CO2	2											
CO3			1									
CO4				3								
CO5		2										

Course Content:			
Unit-I	**Accounting**	**Lecture Hours:**	13
Creation of company, Preparation of Ledger, Posting Trial Balance, Profit and loss account, Balance sheet(Sole Traders).			
Unit-II	**Finance**	**Lecture Hours:**	16
Capital Budgeting decisions, Calculations of NPV, IRR, Profitable Index **,** preparation of budget, Calculation of cost of capital			
Unit-III	**Marketing**	**Lecture Hours:**	**10**
Storing and Retrieving of data of customers, sales, dealers, products and geographical areas(Tables and graphs).			
Unit-IV	**Human Resource Management**	**Lecture Hours:**	10
Employees data base and Salary Administration			
Unit-V	**Systems**	**Lecture Hours:**	**15**
Understanding Information Systems , Design of MIS **,** Internet and Internet tools**.**			

Reference Books:	
1	Ms Office-Sanjay Saxena
2	Ms Office Excel-Frye, PHI publications
3	Ms Office Access- Step by step, PHI publications
4	Reading material on accounting packages.
5	SPSS User manual