



# **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, KURNOOL**

**(An Autonomous Institute affiliated to JNTUA, Ananthapuramu)**

**NAAC Accreditation with 'A' Grade, Permanent Affiliation Status from JNTUA**

**Pasupula Village, Nandikotkur Road, Kurnool – 518002, Andhra Pradesh, India,**

**[www.gpcet.ac.in](http://www.gpcet.ac.in)**

## **CURRICULUM FRAMEWORK**

**PG – MASTER OF BUSINESS ADMINISTRATION**

**Under R-19 Regulations**

**MBA - Regular Two-Year Degree Program**

**(For batch admitted in the Academic Year 2020 - 2021)**

**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,  
(Autonomous)**

**PROGRAMME CURRICULUM STRUCTURE UNDER R19 REGULATIONS**

**MASTER OF BUSINESS ADMINISTRATION**

| <b>I SEMESTER (I YEAR)</b> |                                       |                         |   |   |                |  |          |       |
|----------------------------|---------------------------------------|-------------------------|---|---|----------------|--|----------|-------|
| <b>Course Code</b>         | <b>Title of the Course</b>            | <b>Periods per Week</b> |   |   | <b>Credits</b> | <b>Scheme of Examination<br/>Maximum Marks</b> |          |       |
|                            | Subject                               | L                       | T | P | C              | Internal                                       | External | Total |
| B2701                      | Management & Organisational Behaviour | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2702                      | Business Environment & Law            | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2703                      | Managerial Economics                  | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2704                      | Accounting for Managers               | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2705                      | Statistics for Managers               | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2706                      | Business Communication                | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2707                      | Data Science                          | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2708                      | Business Communication Lab            | 0                       | 0 | 2 | 2              | 40   | 60       | 100   |
| B2709                      | Data Science Lab                      | 0                       | 0 | 2 | 2              | 40   | 60       | 100   |
|                            | Total                                 | 28                      | 0 | 4 | 32             | 360  | 540      | 900   |

| <b>II SEMESTER (I YEAR)</b> |                               |                         |   |   |                |  |          |       |
|-----------------------------|-------------------------------|-------------------------|---|---|----------------|--|----------|-------|
| <b>Course Code</b>          | <b>Title of the Course</b>    | <b>Periods per Week</b> |   |   | <b>Credits</b> | <b>Scheme of Examination<br/>Maximum Marks</b> |          |       |
|                             | Subject                       | L                       | T | P | C              | Internal                                       | External | Total |
| B2710                       | Human Resource Management     | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2711                       | Marketing Management          | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2712                       | Business Research Methods     | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2713                       | Financial Management          | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2714                       | Applied Operations Research   | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2715                       | Operations Management         | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2716                       | Management Information System | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2717                       | Data Analytics Lab            | 0                       | 0 | 2 | 2              | 40   | 60       | 100   |
| B2718                       | Internship                    | 0                       | 0 | 2 | 2              | 0  | 0        | 0     |
|                             | Total                         | 28                      | 0 |   | 32             | 320  | 480      | 800   |

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**MASTER OF BUSINESS ADMINISTRATION**

| <b>I SEMESTER (II YEAR)</b> |  |                         |   |   |                |  |          |       |
|-----------------------------|--|-------------------------|---|---|----------------|--|----------|-------|
| <b>Course Code</b>          | <b>Title of the Course</b>               | <b>Periods per Week</b> |   |   | <b>Credits</b> | <b>Scheme of Examination<br/>Maximum Marks</b> |          |       |
|                             | Subject                                  | L                       | T | P | C              | Internal                                       | External | Total |
| B2719                       | Business Ethics and Corporate Governance | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2720                       | Entrepreneurship Development             | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2721                       | Strategic Management                     | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2722                       | Elective I                               | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2723                       | Elective II                              | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2724                       | Elective III                             | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2725                       | Elective IV                              | 4                       | 0 | 0 | 4              | 40   | 60       | 100   |
| B2718                       | Internship                               | 0                       | 0 | 2 | 2              | 50   | 0        | 50    |
|                             | Total                                    | 28                      | 0 | 2 | 30             | 330  | 420      | 750   |

| <b>II SEMESTER (II YEAR)</b> |                                   |                         |   |    |                |  |          |       |
|------------------------------|-----------------------------------|-------------------------|---|----|----------------|--|----------|-------|
| <b>Course Code</b>           | <b>Title of the Course</b>        | <b>Periods per Week</b> |   |    | <b>Credits</b> | <b>Scheme of Examination<br/>Maximum Marks</b> |          |       |
|                              | Subject                           | L                       | T | P  | C              | Internal                                       | External | Total |
| B2726                        | International Business Management | 4                       | 0 | 0  | 4              | 40   | 60       | 100   |
| B2727                        | E-Business                        | 4                       | 0 | 0  | 4              | 40   | 60       | 100   |
| B2728                        | Elective V                        | 4                       | 0 | 0  | 4              | 40   | 60       | 100   |
| B2729                        | Elective VI                       | 4                       | 0 | 0  | 4              | 40   | 60       | 100   |
| B2730                        | Project WORK                      | 0                       | 0 | 16 | 8              | 80   | 120      | 100   |
|                              | Total                             | 16                      | 0 | 16 | 24             |  |          |       |

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| LIST OF SUBJECT FOR ELECTIVES IN II YEAR I SEMSTER |   |
|--|---|
| Course Code  | Title of the Course                           |
| ELECTIVE I   |   |
| B2722(A)   | Cost and Management Accounting                |
| B2722(B)   | Strategic Management Accounting               |
| B2722(C)   | Human Resource Planning                       |
| B2722(D)   | Human Resource Development                    |
| B2722(E)   | Product and Brand Management                  |
| B2722(F)   | Customer Relationship Management              |
| B2722(G)   | Advanced Data base Management Systems         |
| B2722(H)   | System analysis and design                    |
| ELECTIVE II  |   |
| B2723(A)   | Security Analysis and portfolio Management    |
| B2723(B)   | Financial Institutions and Market Services    |
| B2723(C)   | Compensation and Reward Management            |
| B2723(D)   | Performance Management                        |
| B2723(E)   | Advertising and Sales Promotion Management    |
| B2723(F)   | Integrated Marketing Communications           |
| B2723(G)   | Data Mining for Business Intelligence         |
| B2723(H)   | Business Analytics                            |
| ELECTIVE III                                       |   |
| B2724(A)   | Banking and Financial Services Management     |
| B2724(B)   | Risk Management and Insurance                 |
| B2724(C)   | Strategic Human Resource Management           |
| B2724(D)   | Organizational Theory, Design and Development |
| B2724(E)   | Consumer Behaviour                            |
| B2724(F)   | Retail Management                             |
| B2724(G)   | Enterprise Resource Planning                  |
| B2724(H)   | Decision Support Systems                      |
| ELECTIVE IV  |   |
| B2725(A)   | Corporate Finance                             |
| B2725(B)   | Labour Laws and Legislations                  |
| B2725(C)   | Rural Marketing                               |
| B2725(D)   | Software Project Management Quality           |
| B2725(E)   | MOOCs   |

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| LIST OF SUBJECT FOR ELECTIVES IN II YEAR II SEMSTER |   |
|---|---|
| Course Code   | Title of the Course                     |
| ELECTIVE V  |   |
| B2728(A)  | International Financial Management      |
| B2728(B)  | Financial Derivatives                   |
| B2728(C)  | Global Human Resource Management        |
| B2728(D)  | Knowledge Management                    |
| B2728(E)  | International Marketing                 |
| B2728(F)  | Digital Marketing                       |
| B2728(G)  | Intellectual Property Rights            |
| B2728(H)  | Supply Chain Management                 |
| ELECTIVE VI   |   |
| B2729(A)  | International Trade Finance             |
| B2729(B)  | Corporate Taxation & Financial Planning |
| B2729(C)  | Employee Empowerment                    |
| B2729(D)  | Industrial Relations and Labour Welfare |
| B2729(E)  | Services Marketing                      |
| B2729(F)  | Sales and Distribution Management       |
| B2729(G)  | Corporate Information Management        |
| B2729(H)  | Information Systems, Control and Audit  |

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**COURSE STRUCTURE**

**I – SEMESTER**

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**COURSE STRUCTURE  
B2701 – MANAGEMENT & ORGANIZATIONAL BEHAVIOUR**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**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 Behaviour.

**Course Pre/co requisites**

["The course has no specific prerequisite and co requisite"]

**2. Course Outcomes (COs)**

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

- B2701: 1. Understand the various concepts, theories and principles of management, its role in the professional organizations.
- B2701: 2. Analyze individual and group behaviour, and understand the implications of organizational behaviour on the process of management.
- B2701: 3. Identify different motivational theories and evaluate motivational strategies used in a variety of organizational settings.
- B2701: 4. Evaluate the validity of various leadership styles and strategies and apply them in conflict management practices.
- B2701: 5. Design effective organizational structure and evaluate their impact on employees.
- B2701: 6. Apply organizational change and culture strategies to enhance value of organizations.

**3. Course Syllabus**

**UNIT I**

**Role of Management:** Concept – Significance – Functions – Principles of Management - Patterns of Management: Scientific – Behavioural – Systems – Contingency.

**UNIT II**

**Decision Making & Controlling:** Process – Techniques. Planning – Process – Problems - Making It Effective. Controlling - System of Controlling – Controlling Techniques – Making Controlling Effective.

**UNIT III**

**Individual Behaviour & Motivation:** 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:** 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.

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### **UNIT V**

**Organisational Behaviour:** Organizing Process – Departmentation Types – Making Organizing Effective –Organisational culture- Types of culture – Organisational Culture Vs Organisational climate – Conflict Management -Change Management.

#### **4. Books and Materials**

##### **Text Books:**

1. Stephen P. Robbins, *Organisational Behaviour*, Pearson Education
2. Subbarao P, *Management and Organisational Behaviour*, Himalaya Publishing House
3. Koonz,Weihrich and Aryasri, *Principles of Management*, Tata McGraw Hill.

##### **References:**

1. S.S.Khanka, S.Chand, *Organisational Behaviour* , Himalaya Publishing House
2. Mishra .M.N ,Vikas, *Organisational Behaviour* ,
3. Pierce Gordner, *Management and Organisational behaviour*, Cengage



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**COURSE STRUCTURE  
B2702 – BUSINESS ENVIRONMENT AND LAW**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

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

**Course Pre/Co requisites**

["The course has no specific prerequisite and co requisite"]

**2. Course Outcomes (COs)**

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

B2702: 1. Understand the concepts of Industrial Policy 1991 & its impact on the business.

B2702: 2. Understand the concepts related to WTO, GATS, TRIMS & TRIPS.

B2702: 3. Understand the concepts of Monetary, fiscal & Trade Policies.

B2702: 4. Understand the basics of contracts.

B2702: 5. Analyze the right to information Act 2005.

B2702: 6. Describe the companies act 1956 rules & case studies.

**3. Course Syllabus**

**UNIT I**

**Introduction to Business Environment:** - Meaning, Components of Business Environment.- Industrial policy of 1991, Liberalization, Privatization and Globalization

**UNIT II**

**Monetary, Fiscal and Trade Policy:** 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-**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):** Kinds of Companies, Formulation of Companies, Incorporation, and 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:** Scope and Application of IT Act, 2000- Digital signature e-governance, penalties and adjudication, cyber regulations appellate, tribunals, duties of subscribers - Right to Information Act, 2005 –GST Act 2017.

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### **4. Books and Materials**

#### **Textbooks:**

1. Essentials of Business Environment, K.Aswathappa, Himalaya publishers.
2. Mercantile Law - N.D.Kapoor, Sultan Chand & Sons.
3. Merchantile Law- Garg, Sareen, Sharma, Chawla, Kalyani publishers.

#### **References:**

1. Indian Economy, Dutt and Sundaram, S. Chand, New Delhi.
2. Business Environment – Text and Cases, Justin Paul, TMH.
3. Indian Economy- Misra and Puri, Himalaya.
4. Business Environment, Suresh Bedi, Excel.
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.
8. Business law for management, K.R.Bulchandani-Himalaya Publishing.
9. Business law, R.S.N Pillai, Bhagavathi, S.Chand

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**COURSE STRUCTURE  
B2703 – MANAGERIAL ECONOMICS**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### 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 Pre/co requisites

["The course has no specific prerequisite and co requisite"]

### 2. Course Outcomes (COs)

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

- B2703: 1. Understand the basics of managerial economics.
- B2703: 2. Analyze and forecast the demand for the product in the market.
- B2703: 3. Evaluate the production analysis.
- B2703: 4. Identify the essentials of cost concepts.
- B2703: 5. Apply pricing strategies to the various market.
- B2703: 6. Define inflation and business cycle.

### 3. Course Syllabus

#### UNIT I

**Introduction to Managerial Economics** : 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** : 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** : 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** 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

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pricing. Pricing strategies: skimming pricing, penetration pricing, Loss Leader pricing. Pricing of multiple products.

### **UNIT V**

**Inflation and Business Cycles:** 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

#### **4. Books and Materials**

##### **Text Books:**

1. Managerial Economics •Analysis, Problems ,Cases ,Mehta,P.L., Sultan Chand &Sons.
2. Managerial Economics, Gupta, TMH

##### **References:**

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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**COURSE STRUCTURE  
B2704 – ACCOUNTING FOR MANAGERS**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**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 Pre/co requisites**

["The course has no specific prerequisite and co requisite"]

**2. Course Outcomes (COs)**

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

- B2704: 1. The basic knowledge of book keeping and accounting
- B2704: 2. The students are able to understand the Financial Statements and make analysis Financial accounts of a company
- B2704: 3. The students are able to analyze the financial statement of the different companies for taking different accounting decisions
- B2704: 4. Students able to calculate the depreciation to the real assets in different aspects.
- B2704: 5. Students will able to analyze balance sheet of the companies with different methods for different requirements
- B2704: 6. The students will use the company's financial information to the different activities of the business concern.

**3. Course Syllabus**

**UNIT I**

**Introduction to Accounting:** 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:** 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:** Introduction to Depreciation - Methods (Simple problems from straightline) 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.

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### **UNIT IV**

**Financial Analysis-I:** 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:** 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.

## **4. Books and Materials**

### **Textbooks:**

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

### **References:**

1. Financial Accounting , 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 and Financial Management, Thukaram Rao, New Age International.
5. Financial Accounting Reporting & Analysis, Stice & Stice, Thomson
6. Accounting for Management, Vijaya Kumar,TMH
7. Accounting for Managers, Made Gowda, Himalaya
8. Accounting for Management , N.P.Srinivasan, & M.Shakthivel Murugan, S.Chand

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**COURSE STRUCTURE  
B2705 – STATISTICS FOR MANAGERS**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

The objective of 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 Pre/Co requisites

["The course has no specific prerequisite and co requisite"]

### 2. Course Outcomes (COs)

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

- B2705:1. Student will able to independently calculate basic statistical parameters (mean, measures of dispersion, correlation co-efficient, indexes.
- B2705: 2. Student will able to choose a statistical method for solving practical problems.
- B2705:3. Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.
- B2705: 4. Use simple/multiple regression models to analyze the underlying relationship between variable through hypothesis testing.
- B2705: 5. Conduct and interpret a variety of hypothesis tests to aid decision making in a business context.
- B2705: 6. Statistically Analyze the basic economic indicators.

### 3. Course Syllabus

#### Unit-I

**Introduction of statistics** – 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:** 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.

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### **Unit-III**

**Probability** – 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-** 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:** Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes - Sign test for paired data.

## **4. Books and Materials**

### **Textbooks:**

1. Statistical Methods, Gupta S.P., S.Chand. Publications

### **References:**

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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**COURSE STRUCTURE  
B2706 – BUSINESS COMMUNICATION**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### 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 Pre/corequisites

["The course has no specific prerequisite and corequisite"]

### 2. Course Outcomes (COs)

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

- B2706: 1. Understand the concepts, theories and principles of communication, its role and importance in Business Communication.
- B2706: 2. Apply the verbal and non-verbal communication skills along with body language.
- B2706: 3. Evaluate various psychologies through communication models, communication Styles.
- B2706: 4. Identify various barriers in communication and ways to improve listening skills.
- B2706: 5. Apply technical writing skills, presentations and interview skills and etiquettes.
- B2706: 6. Develop and prepare effective business letters and reports.

### 3. Course Syllabus

#### UNIT I

**Concept of Communication:** 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:** Advantages and Limitations of Oral Communication, Written Communication – Characteristics, Advantages & Limitations, Nonverbal Communication: Sign language – Body language – Kinesics – Proxemics – Time language and Haptics: Touch language.

#### UNIT III

**Interpersonal Communication:** Communication Styles, Managing Motivation to Influence Interpersonal Communication – Role of emotion in Inter personal Communication.

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### **UNIT IV**

**Barriers of Communication:** Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers, Types of listening.

### **UNIT V**

**Report Writing:** Formal reports – Writing effective letters – Different types of business letters – Interview techniques – Communication etiquettes.

## **4. Books and Materials**

### **Text Books:**

1. C.S.Rayudu, *Business Communication*, Himalaya Publishing House
2. Meenakshi Raman, *Business Communication*, Oxford University Press

### **References:**

1. Shalini Varma, *Business communication*, Vikas Publishing House
2. Raymond V.Lesikar, Neeraja Pandit et al, *Business Communication*, TMH
3. Dr. T. M Farhatulla, *English for Business Communication*, Prism books Pvt. Ltd

# **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

## **COURSE STRUCTURE B2707 – DATA SCIENCE**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### **1. Course Description**

#### **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 Pre/corequisites**

["The course has no specific prerequisite and corequisite"]

### **2. Course Outcomes (COs)**

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

- B2707: 1. Understand the concept of decision making, its importance and various approaches of decision making.
- B2707: 2. To know the fundamentals of statistics
- B2707: 3. Understand the data visualization with Tableau.
- B2707: 4. Understand basics of Python
- B2707: 5. Understand applications of python in data science

### **3. Course Syllabus**

#### **UNIT I**

**Introduction:** Decision making: definition, significance and approaches. Role of technology in decision making and significance of data science in decision making.

#### **UNIT II**

**Statistics:** 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:** 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:** 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 pf Python:** Package Installation Methods, Introduction to Numpy, Pandas and other libraries.

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## **4. Books and Materials**

### **Text Books:**

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

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**COURSE STRUCTURE  
B2708 – BUSINESS COMMUNICATION LAB**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### 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 Pre/Co requisites

["The course has no specific prerequisite and co requisite"]

### 2. Course Outcomes (COs)

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

- B2708:1. Build the Language Proficiency of the students in English with emphasis on LSRW skills
- B2708: 2. Develop communication skills through various language learning activities.
- B2708:3. Summarize the nuances of English speech sounds, stress, rhythm, intonation & syllable division
- B2708: 4. Acquire & exhibit acceptable Etiquettes essential in social & professional settings.
- B2708: 5. Improve the fluency in spoken English & neutralize the mother tongue influence.
- B2708: 6 Effective business communications.

### 3. Course Syllabus

#### Unit-I

**Understanding the need of Communication Skills** for Managers and the importance of effective communication, role play activities and case study analysis

#### Unit-II

**Phonetics** – 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** - 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** – 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.

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### **Unit-V**

**Writing and Reading exercises:-** 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.

**Note :-**       **1) K-Van Solutions-Advanced communication Lab**  
                  **2) Sky pronunciation for Phonetics.**

### **4. Books and Materials**

#### **Reference Books:**

1. Basic Business Communication Skills for empowering the internet generation, LesikarFlatelty, 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.
10. Speaking about Science, A manual for creating clear presentations, Scott Morgan and BarretWhitner, CUP.
11. The Ace of Soft Skills, Gopal Ramesh and Mahadevan Ramesh, Pearson Education.
12. From Campus to Corporate, Ramachandran KK and Karthcik KK, MacMillan India Ltd.
13. Body Language – Your success mantra, Dr. ShaliniVarma, S Chand.

# **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

## **COURSE STRUCTURE B2709 – DATA SCIENCE LAB**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### **1. Course Description**

#### **Course Overview:**

The Objective of the course is to provide basic understanding of applications of information technology and hands on experience to students in using computers for data organization and addressing business needs.

#### **Course Pre/Co requisites**

["The course has no specific prerequisite and co requisite"]

### **2. Course Outcomes (COs)**

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

- B2709:1. Understand the concept of Decision making its importance and various approaches of decision making
- B2709: 2. To Know the fundamentals of statistics.
- B2709:3. Understand the data visualization with tableau.
- B2709: 4. Understand the basics of python.
- B2709: 5. Understand the applications of python in Data science.

### **3. Course Syllabus**

#### **Unit-I**

**Introduction:** Technology in decision making.

#### **Unit-II**

**Statistics:** 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:** Installation of Tableau, Connecting Tableau to various Data File, Measures and Dimensions. Colors, Labeling and formatting, Exporting Work sheet.

#### **Unit-IV**

**Fundamentals of python:** Installation of python/Jupyter Notebook/ SPYDER, Python Syntax, comments, variables, numbers, casting, strings, operators, lists, Tuples and Sets.

#### **Unit-V**

**Applications of python:** Package Installation Methods, Installation of Numpy, Pandas and other libraries.

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### **4. Books and Materials**

#### **Textbooks:**

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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**COURSE STRUCTURE**

**II – SEMESTER**

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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,  
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**COURSE STRUCTURE  
B2710 – HUMAN RESOURCE MANAGEMENT**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The objective of 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 Pre/Co requisites**

["The course has no specific prerequisite and co requisite"]

**2. Course Outcomes (COs)**

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

- B2710:1. Understand the concepts of personal management its importance, principles, objectives, strategies of HRM.
- B2710: 2. To know the designing and developing systems of HRM.
- B2710:3. Understand about organization compensation to employees.
- B2710: 4. Understand training and development techniques.
- B2710: 5. Understand TQM, productivity through industrial relations.
- B2710: 6. Understand the nature & scope of HRM.

**3. Course Syllabus**

**Unit-I**

**Introduction:-** 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:-** Human Resource Planning, Job Design, Job Analysis, Job Evaluation, Job Enlargement, Job Enrichment, Job Rotation, Recruitment & Selection, Placement, Promotion & Transfer.

**Unit-III**

**Compensation Management:-** Introduction, objectives of wages and salaries administration, influencing factors for determining compensation- Monetary and non monetary benefits.

**Unit-IV**

**Human Resource Development:-** Concepts, Development Function, Training and Development, Performance Appraisal & Career Planning and Development.

**Unit-V**

**Recent Trends in HRM:** Outsourcing, Work Life Balance, Quality Circles and Total Quality Management.

## **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

### **4. Books and Materials**

#### **Textbooks:**

1. Personnel 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.

#### **References**

1. Human Resource Management, Aswathappa, 4<sup>th</sup> Edition, TMH 2006
2. Human Resource Management, Ian Beardwell & Len Holden-Macmillan India Ltd.
3. Managing Human Resources: Productivity, quality of work life, profits- Wayne F.
4. Cascio TMH.
5. Strategies HRM by Rajeev Lochan Dhar, Excel Books.
6. Human Resource Management, Text and Cases, VSP Rao, Excel Books 2006.

**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,  
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**COURSE STRUCTURE  
B2711 – MARKETING MANAGEMENT**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**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 3<sup>rd</sup> and 4<sup>th</sup> semester in the stream of Marketing.

**Course Pre/corequisites**

["The course has no specific prerequisite and corequisite"]

**2. Course Outcomes (COs)**

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

- B2711: 1. Understand the basics of marketing management
- B2711: 2. Analyze how to build strong brands and connect with customers.
- B2711: 3. Apply the knowledge on product management and strategies.
- B2711: 4. Identify effective marketing communication channels.
- B2711: 5. Design the delivering value and logistics.
- B2711: 6. Understand the rules of sales management and sales organization.

**3. Course Syllabus**

**UNIT I**

**Understanding Marketing Management:** 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:** 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** 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:** Managing retailing, wholesaling and logistics. Designing and Managing Integrated Marketing Channels

**UNIT V**

**Sales Management:** Nature & Importance of Sales Management, Skills of sales manager, Sales objectives, Concepts of sales organization, Types of sales organization.

## **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

### **4. Books and Materials**

#### **Text Books:**

1. Marketing Management, Phillip Kotler, Kevin Lane Keller, 15<sup>th</sup> edition ,Pearson

#### **References:**

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. Marketing Management, V.S. Ramaswamy and S. Namakumari, McMillan
8. Marketing – concepts and Cases, Etzel, Walker, Stanton, Pandit, TMH

**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,  
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**COURSE STRUCTURE  
B2712 – BUSINESS RESEARCH METHODS**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**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 Pre/corequisites**

["The course has no specific prerequisite and corequisite"]

**2. Course Outcomes (COs)**

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

- B2712: 1. Understand the concepts, theories and models of business research and also the role of business research in real time managerial decisions.
- B2712: 2. Interpret the importance of literature survey to identify the research problem.
- B2712: 3. Develop suitable research methodologies to conduct business research.
- B2712: 4. Apply the principles of research to gather the required data from various sources.
- B2712: 5. Evaluate the gathered data by using appropriate statistical techniques.
- B2712: 6. Prepare and present the research report effectively with the help of visual aids.

**3. Course Syllabus**

**UNIT I**

**Introduction to Business Research:** 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: 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:** 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.

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### **UNIT IV**

**Data Analysis:** An overview of Descriptive, Associational and Inferential- Statistical Measures.

### **UNIT V**

**The Research Report:** 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.

## **4. Books and Materials**

### **Text Books:**

1. O.R Krishnaswami and M. Ranganatham, "*Methodology of Research in Social Sciences*", Mumbai: Himalaya Publishing House, ISBN 81-8318-454-5, 2005.
2. C.R Kothari, *Research Methodology, Methods & Technique*; Hyderabad: New Age International Publishers, 2004

### **References:**

1. R. Ganesan, *Research Methodology for Engineers*, New Delhi: MJP Publishers, 2011.
2. Ratan Khananabis and Suvasis Saha, *Research Methodology*, Universities Press, Hyderabad, 2015.
3. Y. P. Agarwal, *Statistical Methods: Concepts, Application and Computation*, Sterling Publications Pvt., Ltd., New Delhi, 2004.

**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,  
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**COURSE STRUCTURE  
B2713 – FINANCIAL MANAGEMENT**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**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 Pre/co requisites**

B2704 – Accounting For Managers

**2. Course Outcomes (COs)**

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

- B2713: 1. The necessary basic tools for the students so as to manage the finance function
- B2713: 2. 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
- B2713:3. The students are able to know that what are the sources are available to companies to generate required funds.
- B2713: 4. Students are able to understand the long term capital needs of the business Organization.
- B2713: 5. Students will able to know that what the different investment activities are are available to the business concern.
- B2713: 6. Students will know that the importance of the corporate restructure in the Organization.

**3. Course Syllabus**

**UNIT I**

**The Finance function:** 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:** 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:** 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.

**UNIT IV**

**Introduction to Working Capital:** 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



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### **UNIT V**

**The Dividend Decision:** Dividend and Major forms of Dividends – Determinants of dividend policy- Theories of Dividend theories-MM model, Walter's model, Gordon's model.

#### **4. Books and Materials**

##### **Textbooks:**

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

##### **References**

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

**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2714 – OPERATIONS RESEARCH**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### 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 Pre/Co requisites

["The course has no specific prerequisite and co requisite"]

### 2. Course Outcomes (COs)

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

- B2714:1. Identify and develop operational research models from the verbal description of the real system.
- B2714: 2. Understand the mathematical tools that are needed to solve optimization problems.
- B2714:3. Use mathematical software to solve the proposed models.
- B2714:4. Develop a report that describes the model and the solving technique and analyze the results and propose recommendations in language understandable to the decision making processes in management engineering.
- B2714:5. Apply the decision models to the various real time problems.
- B2714:6. Convert the problem into mathematical problem

### 3. Course Syllabus

#### UNIT I

**Introduction to OR: 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:** 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** – 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.

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### **UNIT IV**

**Game Theory:** Concepts, Definitions and Terminology, Two Person Zero Sum Games, Pure Strategy Games (with Saddle Point), Principle of Dominance, Mixed Strategy Games (Game without Saddle Point), Significance of Game Theory in Managerial Application.

### **UNIT V**

**Project Management:** Rules for drawing the network diagram, Application of CPM and PERT techniques in Project Planning and Control.

## **4. Books and Materials**

### **Textbooks:**

1. Operations Research / S.D.Sharma-Kedarnath

### **References:-**

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, Arthur 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.

# **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

## **COURSE STRUCTURE B2715 – OPERATIONS MANAGEMENT**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### **1. Course Description**

#### **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 Pre/Co requisites**

["The course has no specific prerequisite and co requisite"]

### **2. Course Outcomes (COs)**

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

- B2715:1. Understand the production and operations management (POM), Functions-Historical development, scenario, product and process design with CAD/CAM..
- B2715:2. Analyze the facilities management and aggregate planning with analyses of location of facilities, Layout of facilities, optimization of product process layout, flexible manufacturing and group technology, aggregate planning.
- B2715:3. Describe the concepts of scheduling in job, shop type production, loading, assignment and sequencing techniques.
- B2715:4. Understand work study and quality management with the help of method study and industrial engineering techniques.
- B2715: 5. Plan and implement suitable materials and handling principles and practice in the operations.
- B2715:6. Identify the elements of OM & various transformation processes to enhance productivity & competitiveness

### **3. Course Syllabus**

#### **UNIT I**

**Introduction:** 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:** 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

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Policies For Smoothing, Capacity Utilization, Determination of feasible Production Alternatives

### **UNIT III**

**Scheduling:** 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:** 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:** Introduction, Objectives, Importance of Materials Management-Issues in Materials Management – Functions – Activities –Selection of Materials-Advantages of Materials Management.

## **4. Books and Materials**

### **Textbooks:**

1. Production and Operation Management, Aswathappa K- Himalaya Publishing House
2. "Production and Operations Management" - Dr. K. Sai Kumar, Kalyani Publishers

### **References:**

1. Operations Management and control, Biswajit Banerjee-S.Chand.
2. Production and Operations Management –Dr.K.C.Arora ,2<sup>nd</sup> Edition- 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 Rakesh K.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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**COURSE STRUCTURE  
B2716 – MANAGEMENT INFORMATION SYSTEM**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

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 Pre/Co requisites

["The course has no specific prerequisite and co requisite"]

### 2. Course Outcomes (COs)

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

- B2716:1. Describe the role and impact of information system in the business environment.
- B2716:2. Record the current issues of information technology and relate those issues to the firm.
- B2716:3. Reproduce a working knowledge of concepts and terminology related to IT.
- B2716:4. Identify appropriate strategies to manage the system, implementation process.
- B2716: 5. Assess the relationship between organizations information system and business processes including the processes for customer relationship management and supply chain management.
- B2716:6. Evaluate the role of information system in supporting various levels of business strategy.

### 3. Course Syllabus

#### Unit-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.

#### Unit-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.

#### Unit-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.

#### Unit-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.

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## **Unit-V**

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

## **4. Books and Materials**

### **Textbook:**

1. MIS –Managerial Perspective, D.P.Goyal,Vikas Publications.

### **References:**

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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**COURSE STRUCTURE  
B2717 – DATA ANALYTICS LAB**

| Hours Per Week |   |   | Hours Per Semester |   |    | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|----|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P  | C       | CIE              | SEE | Total |
| 0              | 0 | 2 |                    | 0 | 28 | 2       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The course is to introduce the concept of Analytics for Business and to introduce the tools, technologies & programming languages this is used in day to day analytics cycle and also to understand the various search methods and visualization techniques

**Course Pre/co requisites**

1. B2710 - Human Resource Management
2. B2711 - Marketing Management
3. B2713 – Financial Management

**2. Course Outcomes (COs)**

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

- B2717: 1. Understand the concept of business analytics.
- B2717: 2. Understand the analytics of accounting.
- B2717: 3. Apply the technology in the financial decision.
- B2717: 4. Apply the tools and techniques in marketing & HR concepts.
- B2717: 5. Understand applications of MIS.

**3. Course Syllabus**

**UNIT I**

**Accounting-** Creation of company, Preparation of Ledger, Posting Trial Balance, Profit and loss account, Balance sheet (Sole Traders).

**UNIT II**

**Finance-** Capital budgeting decisions, Calculations of NPV, IRR, Profitable Index, preparation of budget, Calculation of cost of capital.

**UNIT III**

**Marketing-** Storing and retrieving of data of customers, sales, dealers, products and geographical areas (Tables and graphs).

**UNIT IV**

**Human Resource Management-** Employees data base and Salary Administration.

**UNIT V**

**Systems-** Understanding Information Systems, Design of MIS, Internet and Internet tools.

**4. Books and Materials**

**References:**

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.



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**COURSE STRUCTURE**  
**B2718 – INTERNSHIP**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 0              | 0 | 2 | 0                  | 0 | 0 | 2       | 0                | 0   | 0     |

**INTERNSHIP**

As an integral part of curriculum, every student takes up work on internship in an organization with a view to facilitate complimentary learning and greater understanding of real life organization situations. The duration of internship ranges from three to four weeks. The internship guides from among the faculty and provide necessary guidance to the students. The projects are evaluated at the end of the fourth semester by a panel of external, internal and corporate examiners on the basis of a report, a presentation and a viva-voce.

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**COURSE STRUCTURE**

**III – SEMESTER**

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**COURSE STRUCTURE**

**B2719 – BUSINESS ETHICS AND CORPORATE GOVERNANCE**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The objective of the course is to make students aware of ethical and moral issues concerning business both in Indian and International context. It develops sensitivity of students for right ethical practices in conduct of business. It also helps to understand the principles of corporate governance and the concept of social responsibility of the corporate.

**Course Pre/Co requisites**

["The course has no specific prerequisite and co requisite"]

**2. Course Outcomes (COs)**

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

B2719: 1. Illustrate the business concepts and its areas.

B2719: 2. Discover the importance of ethics in business areas.

B2719: 3. Apply the ethical issues in business areas.

B2719: 4. Examine the principles of corporate governance.

**3. Course Syllabus**

**UNIT I**

**Business Ethics and Corporate Ethics** – Meaning, importance, functions, unethical practises and ethical dilemma, ethical theories and approaches, modern decision making - ethical models for decision making, Indian ethos, ethics for managers, ethics in business competition.

**UNIT II**

**Ethical Aspects in Organisation – I** - Marketing ethics and consumer ethics – ethical issues in advertising, criticisms in marketing ethics, ethics in hrm, selection, training and development, ethics at work place, ethics in performance appraisal.

**UNIT III**

**Ethical Aspects in Organisation – II:** Ethics in finance: insider trading, ethical investment - combating frauds, ethical issues in information technology, information security and threats, intellectual property rights, cyber crime.

**UNIT IV**

**Corporate Governance-** Purpose, theories and philosophies of corporate governance

**UNIT V**

**Corporate Governance Structures:** Directors, committees, institutional investors, auditors, corporate social responsibility, stakeholders, environment, social development.

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**4. Books and Materials**

**Textbooks:**

1. A.C. Fernando, *Business Ethics and Corporate Governance*, Pearson Education, 2012.

**References:**

1. Laura P Hartman, *Perspectives in Business Ethics*, Tata McGraw Hill, 2010.
2. Biswanath Ghosh, *Ethics in 1management and Indian Ethos*, Vikas Publishing House Pvt Limited, 2009.

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**COURSE STRUCTURE**

**B2720 - ENTREPRENEURSHIP DEVELOPMENT**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The primary objective of this course is to provide common knowledge on the basics of entrepreneurship, risk and reward. Further, the course addresses on promotion and institutional support by various institutions, ways and means of project planning, feasibility studies, project proposal and report preparation. And, also the schemes of ministry of MSME in development of women & rural entrepreneurship with role of NGO's in organizing EDPs. It also encourages the student to take up local challenges and establish start-ups. Hence, students will be able transform himself/herself from a job seeker to provider.

**Course Pre/corequisites**

["The course has no specific prerequisite and corequisite"]

**2. Course Outcomes (COs)**

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

**B2720.1:** Analyze the nature of entrepreneurship, risk and reward in business scenario.

**B2720.2:** Assess the promotion and institutional support by various agencies in India.

**B2720.3:** Prepare effective and feasible project proposals and project reports.

**B2720.4:** Evaluate the role of ministry of MSME in promotion of small scale industries.

**B2720.5:** Identify the business challenges and opportunities by various case studies.

**3. Course Syllabus**

**UNIT I**

**Nature and forms of entrepreneurship-** features - entrepreneur's competencies, attitude, qualities, and functions, entrepreneurial scenario in India and abroad, small business, importance in Indian economy, types of ownership- sole trading, partnership, important features of various types of businesses, corporate entrepreneurship, intrapreneurship, the role of government in promotion of entrepreneurs.

**UNIT II**

**Institutions supporting business enterprises-** central level institutions - NBMSME, KVIC, The coir board, NSIC, NSTEDB, NPC, EDII, NRDCI, national entrepreneurship development institutes, state level institutions: state directorate of industries & commerce, DIC, SFC, SIDC, SIADB. Other institutions: NABARD, HUDCO, TCO, SIDBI, business incubators.

**UNIT III**

**Project planning and feasibility studies:** the concept of project, project life cycle - project planning, feasibility – project proposal & report preparation.

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### **UNIT IV**

**MSMEs & New Venture Creation:** Concept of MSME, role & importance of MSMEs, growth & development of MSMEs in India, current schemes for MSMEs, business opportunities in India, contents of business plans, presenting a business plan.

### **UNIT V**

**Women & Rural entrepreneurship and EDPs:** Scope - challenges faced by women entrepreneurs, institutions supporting women entrepreneurs, successful cases of women entrepreneurs, need of rural industrialization, role of NGO's in organizing EDPs – need, objectives, and evaluation of entrepreneurship development programs.

## **4. Books and Materials**

### **Text Books:**

1. Dr. Vasanth Desai, *The Dynamics of Entrepreneurial Development and Management*, Sixth edition, Himalaya Publishing House: New Delhi, 2011.

### **Reference Books:**

1. Poornima M Charantimath, *Entrepreneurship Development and Small Business Enterprises*, 2<sup>nd</sup> Edition, Pearson Education India: Bengaluru, August 2013.
  2. S.S. Khanka, *Entrepreneurial Development*, 2<sup>nd</sup> Edition, S. Chand Publishing: New Delhi, ISBN: 9788121918015, 2014.
  3. Robert D Hisrich, Michael P Peters and Dean A Shepherd, *Entrepreneurship*, 6<sup>th</sup> Edition, TATA Mcgraw-Hill: New Delhi, 2007.
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**COURSE STRUCTURE**

**B2721 - STRATEGIC MANAGEMENT**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The primary objective of this course is to enable students have a grasp on various business strategies in general and functional areas of management. Further, students will be able to apply thus concepts, tools & techniques to the practical situations for diagnosing and solving present and future organisational problems. Hence, student will able to solve various issues, challenges and competition with the help of strategic management models.

**Course Pre/corequisites**

["The course has no specific prerequisite and corequisite"]

**2. Course Outcomes (COs)**

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

B2721.1: Define different strategies at different levels for vary business organizations.

B2721.2: Identify Key business issues in light of dynamic business environment.

B2721.3: Analyse the various issues, challenges and competition through internal and external environments analysis.

B2721.4: Apply effective organizational strategies for the current business environment.

B2721.5: Design new strategies for survival, to kill competition and successful business.

**3. Course Syllabus**

**UNIT I**

**Introduction- concepts in strategic management:** strategic management as a process – developing a strategic vision, mission, objectives, policies – factors that shape a company's strategy – environmental scanning -concepts of core competence, crafting a strategy for competitive advantage.

**UNIT II**

**Strategic analysis and choice: tools and techniques:** porter's five force model, bcg matrix, ge model, swot analysis and tows matrix, market life cycle model - organisational learning, and the experience curve.

**UNIT III**

**Strategy formulation-** formulation of strategy at corporate, business and functional levels. strategy alternatives; stability strategy, growth strategy, retrenchment strategy, and combination strategy.

**UNIT IV**

**Strategy implementation-** types of strategies; offensive strategy, defensive strategy, vertical integration, horizontal strategy; tailoring strategy to fit specific industry and company situations,

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strategy and leadership, resource allocation as a vital part of strategy, planning systems for implementation.

### **UNIT V**

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

### **4. Books and Materials**

#### **Text Books:**

1. J.S.Chandan & Nitish Sen Gupta, *Strategic Management*, Vikas Publications, 2013.
2. Francis Cherunilam, *Strategic Management*, 4<sup>th</sup> Revised Edition, Himalaya Publishing House, 2016.

#### **Reference Books:**

1. Fred R. David, *Strategic Management Concepts and Cases*, 12<sup>th</sup> Edition, PHI, 2009.
  2. Hill Ireand and Manikutty, *Strategic Management*, 12<sup>th</sup> Edition, Cengage, 2019.
  3. Wheelen & Hunger, *Concepts in Strategic Management and Business Policy*, 12<sup>th</sup> Edition , Pearson Education, 2010.
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**COURSE STRUCTURE**

**B2722 (A) - COST AND MANAGEMENT ACCOUNTING**

(Elective – I)

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

This course describes the cost concepts, cost behaviors, and cost accounting techniques that are applied to manufacturing and service businesses. It provides the knowledge of the use of cost information in support of different strategies. It also helps to the students to frame the different cost reduction strategies that will be useful to the organizations.

**Course Pre/Co requisites**

B2704: Accounting for Managers

**2. Course Outcomes (COs)**

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

B2722 (A): 1. Select the companies that are suffering with the cost concepts.

B2722 (A): 2. Develop the different strategies that will control the cost of the business.

B2722 (A):3. Take the various decisions relating to the business activities in aspect of cost.

B2722 (A):4. Analyse the performance of different companies using the financial Statements.

**3. Course Syllabus**

**UNIT I**

**Nature and scope of accounting:** Cost analysis, concepts and classifications, cost sheets, preparation of cost sheets, tenders and quotations.

**UNIT II**

**Material purchase control:** levels, aspects, need and essentials of material control. Stores control-stores department, EOQ, stores records, ABC analysis, VED analysis.

**UNIT III**

**Labour cost:** computation and control, time keeping-methods of wage payment-time rate and piece rate system-payroll procedures-idle time and overtime-labor turnover.

**UNIT IV**

**Management accounting:** meaning, scope, importance and limitations – management accounting vs. cost accounting - management accounting vs financial accounting.

**UNIT V**

**Analysis and interpretation of financial statements:** nature, objective, tools, methods-comparative statements, common size statements and trend analysis.

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**4. Books and Materials**

**Text Book:**

1. Arora M. N, *A Text book of Cost and Management Accounting*, 10/e, Vikas Publishing House, 2012.

**Reference Books:**

1. Bhabatosh Banerjee, *Cost Accounting: Theory and Practice*, 12/e, PHI. 2009.
  2. M N Arora, *Accounting for Management*, Himalaya Publishing House Pvt. Ltd., 3<sup>rd</sup> Edition, 2016.
  3. Jawaharlal, & Seema Srivastava, *Cost Accounting*, 4/e, TMH. 2008.
  4. Sinha P. K, *Accounting & Costing for Management*, Excel Books, 2010.
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**COURSE STRUCTURE**

**B2722 (B) – STRATEGIC MANAGEMENT ACCOUNTING**

(Elective- I)

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

This course helps the students to gain the knowledge in the management accounting. It helps the students to take various management accounting decisions that are useful to control the cost.

**Course Pre/Co requisites**

B2704: Financial Accounting

B2713: Financial Management

**2. Course Outcomes (COs)**

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

B2722 (B): 1. Understand the concepts of management accounting

B2722 (B): 2. Differentiate the concepts of Cost and Management Accounting.

B2722 (B): 3. Analyse the Business activities to take make or buy decisions.

B2722 (B): 4. Prepare the various budgets that will reduces the cost of operations.

**3. Course Syllabus**

**UNIT I**

**Management accounting vs cost accounting:** Objectives, advantages and limitations of management accounting and cost accounting, role of accounting information in planning and control, cost concepts and managerial use of classification of costs, the management process and accounting, cost analysis and control: direct and indirect expenses, allocation and apportionment of overheads, calculation of machine hour rate, introduction to activity based costing and life cycle costing.

**UNIT II**

**Costing for specific industries:** Unit costing, job costing, cost sheet and tender sheet and process costing and their variants, treatment of normal losses and abnormal losses, inter process profits, costing for by products and equivalent production, introduction, application of marginal costing in terms of cost control, profit planning, closing down a plant, dropping a product line, charging general and specific fixed costs, fixation of selling price.

**UNIT III**

**Make Or Buy Decisions:** Key or limiting factor, selection of suitable product mix, desired level of profits, and diversification of products, closing down or suspending activities, level of activity planning. Break even analysis: application of breakeven point for various business problems, inter firm comparison: need for inter firm comparison, types of comparisons, advantages.

**UNIT IV**

**Budgetary Control:** Budget, budgetary control, steps in budgetary control, flexible budget, different types of budgets: sales budget, cash budget, production budget, master budget,

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performance budgets, material vs. purchase budgets, zero based budgeting, introduction to cost audit and management audit.

### **UNIT V**

**Standard Costing:** Standard cost and standard costing, standard costing vs. budgetary control, standard costing vs. estimated cost, standard costing and marginal costing analysis of variance, material variance, labour variance, sales and profit variance. case studies.

## **4. Books and Materials**

### **Text Books:**

1. Malcolm Smith, *Strategic Management Accounting: Text and Cases*, [Elsevier Science & Technology](#)
2. [S.K. Bhattacharyya](#), [John Dearden](#), *Accounting for Management: Text and Cases*, Vikas Publishing.

### **References:**

1. Singhvi N.M, *Management Accounting: Text and Cases*, Prentice Hall India Learning Private Limited, 2012.
  2. [Zahirul Hoque](#), *Strategic Management Accounting: Concepts, Processes and Issues*, Pearson Education, 2001
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**COURSE STRUCTURE**  
**B2722 (C) – HUMAN RESOURCE PLANNING**  
**(Elective- I)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

This course aims to provide the students with the inputs on the human resources planning theory and concepts. Students will learn about the importance of aligning human resources management with organizational plans and objectives. Students will learn the various elements of human resources planning including strategic planning, recruitment, and forecasting supply and demand.

#### Course Pre/corequisites

B2710 -Human Resource Management

### 2. Course Outcomes (COs)

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

B2722(C). 1 Demonstrate an advanced understanding of the key concepts, theories associated with Human Resource Planning.

B2722(C). 2 Apply the methods and models of HR forecasting to meet the human Resource requirement.

B2722(C). 3 Apply the job redesign techniques for effective manpower utilization.

B2722(C). 4 Develop the staffing policies for downsizing and rightsizing the employees.

B2722(C). 5 Evaluate the Human Resource effectiveness using Human Resource Accounting and HR Audit.

### 3. Course Syllabus

#### UNIT I

**Introduction** - macro and micro level manpower planning, significance, process, factors influencing.

#### UNIT II

**Systems approach to human resource planning:** Manpower inventorying, methods, manpower forecasting, models and techniques

#### UNIT III

**Recruitment:** Sources, evaluation and selection, procedures, techniques, factors influencing recruitment and selection, placement, induction, training, strategies for orienting new employees, career planning.

#### UNIT IV

**Manpower utilization:** Indices and techniques, factors affecting performance, employee retention, human resource recruitment, transfer, promotion, job redesign techniques, job rotation, job enrichment, job enlargement.

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### **UNIT V**

**Staffing policy:** Downsizing, retrenchment, retirement, redeployment and exit strategy, human resource information system, human resource accounting, human resource auditing, human resource audit report for business improvement.

#### **4. Books and Materials**

##### **Text Book(s)**

1. Deepak Kumar Bhattacharya, *Human Resource Planning*, Excel.
2. P. Subba Rao, *Personnel & Human Resource Management*, 2003.

##### **Reference Book(s)**

1. Udaiprakesh and T. V. Rao, *Human Resource System*, Oxford.
  2. Thomas H. Patters: John Wiley, *Manpower Planning and Development of Human Resources*.
  3. Garden, Me Beath, *Organization and Manpower Planning*, Business Books.
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**COURSE STRUCTURE**

**B2722 (D) - HUMAN RESOURCE DEVELOPMENT**

**(Elective-I)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The core objective of this course is to help the students to acquire and develop skill to design rationale decisions in the discipline of human resource development. Further the course emphasizes on the application of training and development practices on manpower to achieve organizational goals. At the end of the course student will able to apply the strategies required to select and develop manpower resources for present and future purposes of the organization. Hence, the students will able to identify, analyse and solve the problems of organisation's in the area of human resource development.

**Course Pre/corequisites**

B2701 - Management & Organizational Behaviour,  
B2710 - Human Resource Management.

**2. Course Outcomes (COs)**

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

B2722 (D).1: Define the role and significance of human resource development practices  
in modern competitive organizations.

B2722 (D).2: Identify and apply various training modules to solve issues at various levels.

B2722 (D).3: Analyze the cost-benefits of training for organizations and human resource.

B2722 (D).4: Develop, analyze and apply advanced training strategies and specifications for the  
development of human resources.

B2722 (D).5: Apply suitable training assessment procedures to evaluate the outcomes.

**3. Course Syllabus**

**UNIT I**

**Introduction to human resource development:** Meaning, significance and objective of human resource development, human resource management and human resource development functions, human resource development challenges.

**UNIT II**

**HRD Need assessment & designing of hrd programs:** Strategic/ organizational analysis- task analysis- person analysis- prioritizing HRD needs, defining the objective of HRD intervention - selecting the trainer - selecting the training methods - preparing training material scheduling an HRD program.

**UNIT III**

**Implementation & evaluation of HRD programs:** Training methods, classroom training approaches, and computer based training, purpose of HRD evaluation, kirkpatrick's evaluation

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frame work, data collection for HRD evaluation - assessing the impact of HRD programs in monetary terms.

### **UNIT IV**

**Career management and development:** Introduction to career management, meaning - stages of life and career development - process of career development, issues in career development.

### **UNIT V**

**HRD & Diversity:** Introduction, organizational culture, labour market changes and discrimination adapting to demographic changes.

## **4. Books and Materials**

### **Text books:**

1. Jon M. Werner and Randy L. DeSimone, *Human Resource development*, 6<sup>th</sup> International Edition, Thomson/ Cenage, 2012.
2. Raymond A Noe, *Employee Training and Development*, 7<sup>th</sup> Edition, Tata McGraw-Hill Education Pvt. Ltd, 2018.

### **References:**

1. John P. Wilson, *Human Resource Development*, 3<sup>rd</sup> Edition, Kogan Page Business Books, 2012.
  2. Tripathi P.C, *Human Resource Development*, 6<sup>th</sup> Edition, Sultan Chand & Sons, ISBN-10: 8180547817, 2010.
  3. Uday Kumar Haldar, *Human Resource Development*, Oxford University Press, 2.010
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**COURSE STRUCTURE**

**B2722 (E) - PRODUCT AND BRAND MANAGEMENT**

(Elective - I)

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The objective of the course is to provide students with detailed knowledge of Classification of Products, Product Mix, Product Line, Product Strategies, Product Positioning Strategies, Product Planning and Development for existing products, New Product Development, Brands in New economy – Brand Hierarchy, Brand Personality, Brand Image, Brand Identity.

**Course Pre/corequisites**

B2711: Marketing Management

**2. Course Outcomes (COs)**

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

B2722 (E): 1.Memorizing the concepts of the Product to have basic idea

B2722 (E): 2.Estimating the strategies for the Product Management

B2722 (E): 3.Executing Branding decisions to with stand in the Market.

B2722 (E): 4.Building equity for the Brand in the market.

B2722 (E): 5. Adapting Branding in various Sectors for building new Brands.

**3. Course Syllabus**

**UNIT I**

**Product Decisions:** Product concepts, product classification, consumer goods and industrial goods classification, product line and product mix, product characteristics, responsibility of product manager, types of product strategies.

**UNIT II**

**Product Management:** Product differentiation, product strategies, stages in the new product development, product positioning strategies, packaging management.

**UNIT III**

**Branding Decisions:** Essentials of good brand name, types of brands, advantages of branding, brand loyalty, brand valuation methods, brand revitalization.

**UNIT IV**

**Creating and Managing Brand Equity:** Advantages of brand equity, brand building strategies, brand extension, new brand failures.

**UNIT V**

**Branding in Different Sectors:** Branding in industrial sector, retail sector, service sector, banking sector and insurance sector.

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## **4. Books and Materials**

### **Text Books**

1. Marketing Management –Philip Kotler, Kevin Lane Keller ,15th Edition, Pearson.

### **Reference Books**

1. Product Management in India, Ramanuj Majumdar, PHI
  2. Product Management ,C.Nandan, , TMH.
  3. Compendium of Brand Management,Chunawalla. S.A, Himalaya
  4. Product & Brand Management,Mathur.U.C , Excel
  5. Brand Positioning, Subroto Sengupta, TMH.
  6. Marketing and Branding, S.Ramesh Kumar, Pearson.
  7. What's in a Brand? , John Philip Jones, TMH
  8. Brand Management – Text & Cases , Harsh V Verma , Excel
  9. Become the Brand of Choice, Jason Hartman, Jaico.
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**COURSE STRUCTURE**

**B2722 (F) CUSTOMER RELATIONSHIP MANAGEMENT**

**(Elective-I)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The core objective of this course is to help the students to understand the role and importance of CRM in customer centric scenario. Further, students will have a broader view on the role those stakeholders, such as internal staff, suppliers and influence groups, who shaping relationships with customers. Hence, this course will help the student in designing innovative strategies with technological support for long-term customer retention.

**Course Pre/co requisites**

B2702 – Business Environment & Law

B2711 – Marketing Management

**2. Course Outcomes (COs)**

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

B2722 (F).1: Define the role of CRM practices in successful business operations.

B2722 (F).2: Identify suitable techniques to define customer's taste and preferences.

B2722 (F).3: Evaluate contextual forces in business such as political, economical  
environmental, ethical, social and technological changes.

B2722 (F).4: Apply integrate management techniques to meet stakeholder interests.

B2722 (F).5: Plan, design and implement new marketing strategies to catch and up hold  
loyal customers for lifetime with long term consumer welfare.

**3. Course Syllabus**

**UNIT I**

**CRM concepts:** Acquiring customers, customer loyalty and optimizing customer relationships, CRM defined - success factors, the three levels of service/ sales profiling, service level agreements (sales), creating and managing effective sales.

**UNIT II**

**CRM in Marketing:** One-to-one relationship marketing, cross selling & up selling, customer retention, behaviour prediction, customer profitability & value modeling channel optimization - event-based marketing. - CRM and customer service - the call centre, call scripting - customer satisfaction measurement.

**UNIT III**

**Sales Force Automation:** Sales process, activity, contact- lead and knowledge management - field force automation. CRM links in e-business, e-commerce and customer relationships on the internet, enterprise resource planning, supply chain management (SCM), supplier relationship management (SRM), partner relationship management.

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### **UNIT IV**

**Analytical CRM:** Managing and sharing customer data, customer information 2 databases, ethics and legalities of data use, data warehousing and data mining concepts, data analysis, market basket analysis, click stream analysis, personalization and collaborative filtering.

### **UNIT V**

**CRM Implementation:** Defining success factors, preparing a business plan requirements, justification and processes, choosing CRM tools, defining functionalities, home-grown versus out-sourced approaches - managing customer relationships - conflict, complacency, resetting the CRM strategy, selling CRM internally, CRM development team, scoping and prioritizing, development and delivery, measurement.

## **4. Books and Materials**

### **Text Books:**

1. Peelan, E., *Customer Relationship Management*, Pearson Education. ISBN:978-0273681779, 2005.
2. Alok Kumar Rai, *Customer Relationship Management Concept & Cases*, Prentice hall of India private limited, New Delhi, 2011.

### **Reference Books:**

1. Ken, B., *Customer Relationship Management: The Handbook of Key Customer Relationship Management*, Prentice Hall, ISBN: 9780273650317, 2000.
  2. Greenberg, P., *CRM at the speed of light: Capturing and keeping Customers in Internet real time*. Elsevier, ISBN: 0072127821, 2001.
  3. Shanmugasundaram, *Customer Relationship Management*, prentice hall of India private limited, New Delhi, 2008.
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**COURSE STRUCTURE**

**B2722 (G) - ADVANCED DATABASE MANAGEMENT SYSTEMS**  
**(Elective-I)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

This subject is associated with the designing of database for business, scientific and engineering application. By the end of this course the students will be able to write simple and advanced PL/SQL code blocks, use advanced features such as ref cursors and bulk fetches and database designing with normalization. Hence, students will be able to design relational database which will help them in designing DBMS.

#### Course Pre/corequisites

["The course has no specific prerequisite and corequisite"]

### 2. Course Outcomes (COs)

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

B2722 (G).1: Understand the concepts of database management system in an organization and its role in both creation and management of data.

B2722 (G).2: Design databases using data modelling and data normalization techniques.

B2722 (G).3: Construct database queries using relational algebra and calculus.

B2722 (G).4: Understand the concept of a database transaction and related database facilities.

B2722 (G).5: Learn how to evaluate a set of queries in query processing.

### 3. Course Syllabus

#### UNIT I

**Introduction:** History of data base systems. data base system applications, data base system vs. file system; data models: ER model, relational model, other models; database languages: DDL, DML; introduction to the relational model: integrity constraint over relations, enforcing integrity constraints, querying relational data, logical data base design; introduction to views: destroying, altering tables and views; introduction of object database systems: structured data types, operations on structured data, encapsulation and adts, inheritance.

#### UNIT II

**ORDBMS:** Database design for RDBMS, orbms implementation and challenges, oodbms, comparison of RDBMS, oodbms and ORDBMS, introduction to parallel databases, architectures for parallel databases, parallel query evaluation: data partitioning and parallelizing sequential operator evaluation code, parallelizing individual operations, and parallel query optimization.

#### UNIT III

**Distributed Databases:** Introduction to distributed databases: Features of distributed databases Vs centralized databases, Why distributed databases. Levels of transparency, reference architecture for DDB, types of data fragmentation, distribution transparency for read-only and

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update applications, distributed database access primitives, Integrity constraints in distributed databases.

### **UNIT IV**

**Distributed Database Design:** Distributed database design: framework for distributed database design, the design of database fragmentation, allocation of fragments; distributed query processing: equivalence of transformations for queries, transforming global queries into fragment queries, distributed grouping and aggregation functions, parametric queries.

### **UNIT V**

**Query Optimization:** A framework for query optimization, join queries and general queries. non-join queries in a distributed DBMS, joins in a distributed DBMS, cost based query optimization. DBMS Vs IR systems, Introduction to Information retrieval, Indexing for text search, web search engine, managing text in a DBMS, a data model for XML, Querying XML data, and efficient evaluation of XML queries.

## **4. Books and Materials**

### **Text Books:**

1. Raghuramakrishnan and Johannes Gehrke, "Database Management Systems", 3rd Edition, TMH, 2006.
2. S Ceri and G Pelagatti, "Distributed databases principles and systems", 1st Edition, TMH, 2008.

### **Reference Books:**

1. Silberschatz, Korth, "Database System Concepts", 6th Edition, TMH, 2010.
  2. Elmasri R, Navathe S B, Somayajulu D V L N, and Gupta S K, "Fundamentals of Database Systems", 5th Edition, Pearson Education, 2009.
  3. C. J. Date, "Introduction to Database Systems", 8th Edition, Pearson Education, 2009.
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**COURSE STRUCTURE**

**B2722 (H) - SYSTEM ANALYSIS AND DESIGN**  
**(Elective-I)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

This subject is associated with the designing of database for business, scientific and engineering application. Students gain experience in systems analysis and feasibility estimation within a system development project setting aimed at developing an event-driven information system. They also gain practical experience in the use of a CASE tool to produce object and class definitions and to create models. Hence, students will be able to design relational systems.

#### Course Pre/corequisites

["The course has no specific prerequisite and corequisite"]

### 2. Course Outcomes (COs)

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

B2722 (H).1: Define problems and opportunities that initiate projects.

B2722 (H).2: Analyse different issues related to systems analysis and design.

B2722 (H).3: Evaluate a wide range of problems related to the analysis and design of information systems.

B2722 (H).4: Apply specific methodology or tool to analyze a business situation by modeling it using a formal technique.

B2722 (H).5: Develop and design reliable systems with practical specifications.

### 3. Course Syllabus

#### UNIT I

**Overview of Systems Analysis & Design:** Business systems concepts, systems development life cycle (sdlc), life cycle models (waterfall model, prototyping model, incremental model, spiral model, rad model), feasibility analysis, design, implementation, testing & evaluation, business process reengineering: concepts, process involved; case study.

#### UNIT II

**Analysis and Design Methodologies System:** Analysis and design methodologies system requirement specification & analysis: fact finding techniques, data - flow diagrams, data dictionaries, process organization & interactions, decision analysis, standards ( ieee/ iso), data modeling & analysis detailed design modularization: module specification, file design, systems development involving data bases, structured design methodology (sdm) database design output design, input design user interface design.

#### UNIT III

**Object Oriented Analysis & Design Modeling System:** Object oriented analysis & design modeling system requirements using cases, object modeling: object structure, object features, classes &

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objects, key concepts of object oriented approach, object representation methods. object status, state diagram, modeling behaviour in object modeling - use cases, object oriented analysis, object oriented design, modeling & design using uml, activity diagram& swim lane diagram, sequence & collaboration diagram. oo testing strategies & techniques.

### **UNIT IV**

**System Control and Quality Assurance:** System control & quality assurance through testing design objectives reliability & maintenance, software design & documentation tools, top- down, bottom – up and variants, testing strategies & techniques: unit and integration testing, testing practices and plans; system controls, audit trails, case tools.

### **UNIT V**

**Hardware & Software Selection:** Hardware acquisition, memory, process, peripherals, bench marking, vendor selection, software selection, operating system, languages, language processes, performance& acceptance criteria.

## **4. Books and Materials**

### **Text Books:**

1. Kenneth E. Kendall and Julie E. Kendall, *Systems Analysis and Design*, 5th Edition, Prentice Hall TR, 2001.
2. D.E. Avison and G.Fitzgerald, *Information Systems Development: Methodologies, Techniques and Tools*, 5th Edition, Prentice Hall TR, 2008.

### **Reference Books:**

1. Hoffer, J., J. George and J. Valacich, *Modern Systems Analysis and Design*, 3rd Edition, Prentice-Hall, Inc , 2009.
  2. Arthur M. Langer, *Analysis and Design of Information Systems*, 8th Edition, Prentice Hall TR, 2001.
  3. Alan Dennis, Barbara Haley Wixom, *Systems Analysis and Design*, 3rd Edition, Prentice-Hall, Inc, 2005.
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**COURSE STRUCTURE**

**B2723 (A) – SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

(Elective -II)

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

This course helps to the students in identifying the process of investments that are enable to increase the returns for the investment. It is helpful to know the working of capital markets and analysis of securities. It also provides the concepts of portfolio management through the theories of portfolio.

**Course Pre/Co requisites**

B2704: 1. Accounting for Managers

B2713: 2. Financial Management

**2. Course Outcomes (COs)**

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

B2723 (A): 1. Compare the different investment opportunities available in the market.

B2723 (A): 2. Analyse the various risk factor that are involved in the investments.

B2723 (A): 3. Design the effective portfolio for the investments.

B2723 (A):4. Analyse the performance various investments in different securities.

**3. Course Syllabus**

**UNIT I**

**Investment:** Investment Environment, investment process, investment, speculation and gambling, classification of investors, investment avenues, diversification and hedging, factors affecting investment decision, contemporary issues in investment management.

**UNIT II**

**Measurement of Risk and Return:** Revenue return and capital appreciation, holding period – calculation of expected return, risk factors, risk classification – systematic risk – unsystematic risk – standard deviation – variance– beta .

**UNIT III**

**Security Analysis:** Fundamental analysis, economic analysis, forecasting models, techniques used in industry analysis, factors affecting industry analysis, industry life cycle and industry characteristics, tools for company analysis, technical analysis: general principles and techniques of technical analysis, evaluation of technical analysis.

**UNIT IV**

**Portfolio Management :** Meaning and significance of portfolio management, phases of portfolio management: security analysis, portfolio analysis, portfolio selection, rebalancing portfolios: cost benefit analysis of portfolio revision, portfolio evaluation: sharpe's measure, treynor's measure, jensen measure and fama measure, forecasting portfolio performance.

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## **UNIT V**

**Portfolio Theories:** Efficient market hypothesis, forms of market efficiency, random walk theory, markowitz model, arbitrage pricing theory, efficient frontier, factor models: sharpe's single index portfolio selection method, prospect theory, capital asset pricing model (CAPM), security market line (SML) and capital market line (CML).

## **4. Books and Materials**

### **Textbooks:**

1. Ranganathan M. and Madhumathi R., *Security Analysis and Portfolio Management*, Pearson Education, 2012.
2. Prasanna Chandra, *Investment Analysis and Portfolio Management*, Tata McGraw Hill, 2009.

### **References**

1. Bhalla V.K., *Investment Management*, S. Chand, 2008.
  2. Donald E. Fischer and Ronald J. Jordan, *Security Analysis and Portfolio Management*, Pearson Education, 2018.
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**COURSE STRUCTURE**

**B2723 (B) – FINANCIAL INSTITUTIONS, MARKETS AND SERVICES  
(Elective- II)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

This course helps the students to grasp information about the Indian financial system. It will provide the information to the students about the financial markets for investors to invest the funds in long term and short term. It also helps the students to analyse the various services available in the Indian financial system.

**Course Pre/Co requisites**

B2713: Financial Management

**2. Course Outcomes (COs)**

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

B2723 (B): 1. Understand the functions structure of Indian financial system.

B2723 (B):2. Analyse the different types banks with various operations.

B2723 (B):3. Analyse the financial markets for long run investment.

B2723 (B):4. Analyse the financial markets for short term investments like bank deposits etc.

**3. Course Syllabus**

**UNIT I**

**Introduction:** the structure of financial system, elements of financial system and economic development, regulatory and promotional institutions - function and role of RBI, monetary policy and techniques of RBI.

**UNIT II**

**The Banking and Non-banking Institutions:** The public and the private sectors – structure and comparative performance, bank capital and banking innovations, commercial and co-operative banks, the non-banking financial institutions - mutual funds, growth of Indian mutual funds and its regulation. The role of AMFI, insurance companies- role of IRDA.

**UNIT III**

**Financial and securities Markets:** Primary and secondary markets, structure and functions of money market, -call call money market ,government securities market – t-bills market, commercial bills market, commercial paper and certificate of deposits, securities markets:- organization and structure, listing trading and settlement of securities market, the role and functions of SEBI.

**UNIT IV**

**Fund based services:** Lease and hire purchase consumer credit and factoring - definition, functions, advantages, evaluation, venture capital financing, housing finance.

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## **UNIT V**

**Fee-based services** - Stock broking, credit rating, Merchant Banking, portfolio services. Underwriting, Depository services, Challenges faced by investment bankers.

### **4. Books and Materials**

#### **Text Books:**

1. L. M. Bhole ,*Financial Institutions and Markets* , 4/e Tata McGraw Hill.
2. Gordon& Natarajan , *Financial services*, Himalaya publishers.

#### **References:**

1. Financial Services and markets, Dr.Punithavathy Pandian, Vikas
  2. Financial Markets and services, Appannaiah, Reddy and Sharma, HPH
  3. Indian Financial System, Ramachandra and others, HPH
  4. Investment Institutions and Markets, Jeff Madura, Cengage, 1<sup>st</sup> Edition.
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**COURSE STRUCTURE**

**B2723(C) – COMPENSATION & REWARD MANAGEMENT**

(Elective- II)

| Hours Per Week |   |   | Hours Per Semester |    |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|----|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T  | P | C       | CIE              | SEE | Total |
| 3              | 1 | 0 | 42                 | 14 | 0 | 4       | 30               | 70  | 100   |

**1. Course Description**

**Course Overview**

This course will provide both the underlying concepts along with the latest practices so that students will understand the many factors that need to be addressed to ensure an effective total compensation and benefits program. Students completing this course will have a practical, comprehensive understanding of the complexities of reward systems, along with an in-depth appreciation of the key ingredients necessary to ensure their successful implementation in any organizational setting.

**Course Pre/corequisites**

B2710-Human Resource Management

**2. Course Outcomes (COs)**

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

**B2723(C).1** Define basic concepts of compensation and rewards management strategies to achieve organizational goals.

**B2723(C).2** Determine the performance based compensation system for business excellence

**B2723(C).3** Determine the performance based compensation system for business excellence

**B2723(C).4** Prepare compensation plan, CTC, wage survey and calculate various bonus

**B2723(C).5** Assess the incentives methods to pay incentives

**3. Course Syllabus**

**UNIT I**

**Introduction to Compensation:** Definition of compensation, basic concepts of compensation. (wages, salary, benefits, DA, consolidated pay, equity based programs, commission, reward, remuneration, bonus etc.), types of compensation management - the pay model, strategic pay policies, strategic perspectives of pay, strategic pay decisions, best practices vs. best fit options.

**UNIT II**

**Job Evaluation:** Definition of job evaluation, major decisions in job evaluation, job evaluation methods, final result - pay structure - various methods of calculation of compensation: straight halsey premium bonus plan, halsey weir premium plan, rowan premium bonus plan, Emerson efficiency plan, bedeaux point method, based on productivity, Taylor differential piece rate method, Merrick's multiple piece rate plan, gantt's task & bonus wage plans.

**UNIT III**

**Determining External Competitiveness and Benefits Management:** Definition of competitiveness, pay policy alternatives, wage surveys, interpreting survey results, pay policy line, pay grades benefits: benefits determination process, value of benefits, legally required benefits, retirement, medical, & other benefits.

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### **UNIT IV**

**Performance Based Compensation System:** Employee contributions: pay for performance (pfp): rewarding desired behaviours, designing pfp plans, merit pay/variable pay, compensation of special groups, compensation strategies for special groups.

### **UNIT V**

**Incentives:** Positive & negative incentives, types of individual incentives: incentive plans for blue collar workers: individual incentive plans: based on time & based on productivity. Group incentive plans: pristin's plan, scanlan plan, profit sharing, co-partnership, cafeteria compensation plan, ESOP, incentive plans for white collar worker: straight salary, straight commission, combination plans.

## **4. Books and Materials**

### **Text Book(s)**

1. Compensation & Reward Management, BD Singh, 2nd edition, Excel books, 2012.

### **Reference Book(s)**

1. Compensation, Milkovich & Newman, 9th edition, 2017, Irwin/McGraw-Hill.
  2. Compensation and Benefit Design, Bashker D. Biswas, FT Press, 2012.
  3. An Introduction to Executive Compensation, Steven Balsam, Academic Press, 2002.
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**COURSE STRUCTURE**

**B2723 (D) – PERFORMANCE MANAGEMENT**

(Elective- II)

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 42                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The objective of the course is to provide an outline of performance management of individuals in the organization. The prerequisite for the course is knowledge of HRM.

**Course Pre/corequisites**

1. B2710 – HUMAN RESOURCE MANGEMENT

**2. Course Outcomes (COs)**

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

B 2723(D).1 Revise HRM & PFM to know the significance of them.

B 2723(D).2 Determine Mentoring & Monitoring Process to conduct meetings.

B 2723(D).3 Implement Counselling Process to develop employees

B 2723(D).4 Assess Appraisal methods to know the performance of Employees

B 2723(D).5 Adapt Learning organizations for overall development of the employees.

**3. Course Syllabus**

**UNIT I**

**Introduction to Performance management:** Concept –Performance management vs performance appraisal--Performance management vs Human resource management- Purposes- Significance:

**UNIT II**

**Mentoring and Monitoring:** Concept of mentoring - Benefits of mentoring - Characteristics of mentor- Mentoring process-Group mentoring -Benefits -Types of Group Mentoring – Pitfalls  
Monitoring performance - Performance reviews: Objectives, Frequency of Review, Conducting review meetings, Problems in conducting meetings- Guidelines for conducting meetings.

**UNIT III**

**Coaching and counselling:** Coaching for performance improvement -. Concept - Tips for effective coaching  
Counselling -Functions of counselling- Steps in counselling process

**UNIT IV**

**Annual Stock taking:** Stock taking of performance -Uses –Appraisal system design : Process and approaches - Appraisal methods - MBO and Assessment centre -360 degree appraisal - Balanced score card. Stock taking of potential- Appraisal for reward - Appraisal for recognition

**UNIT V**

**Learning organisation:** Concept of learning organisation- Learning approaches- Learning sources - Importance of learning-. Characteristics of learning organisation- Reward and compensation Management -Concept and types of compensation- Objectives - Competitive compensation design - Fringe benefits- Objectives –Factors influencing fringe benefits - Types of fringe benefits.

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**4. Books and Materials**

**Text Book(s)**

1. Performance Management, Bagchi, Cengage Learnings.

**Reference Book(s)**

1. Performance Appraisal and Management, Sharma, Davinder, HPH
  2. Performance Management, Herman, Aguinis, Pearson Education.
  3. Performance Appraisal and compensation Management, Goel, PHI Learnings.
  4. Performance Management and Appraisal Systems, T.V.Rao, Response.
  5. Performance management, Kandula, PHI.
  6. 360 Degree Feedback and Assessment and Development Centres, T.V.Rao, Excel.
  7. Performance Management, Michael Armstrong, Kogan Page.
  8. Performance Management, A.S.Kohli, T.Deb, Oxford.
  9. Performance Management, Dinesh k.Srivatsava, Excel.
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**COURSE STRUCTURE**

**B2723 (E) – ADVERTISING AND SALES PROMOTION MANAGEMENT**

(Elective- II)

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The course is for those who will be responsible for planning and implementing advertising and promotion programs, most likely as company product or brand managers or advertising managers. The course deals with principal areas relevant to planning, building and evaluation of advertising and promotion activities.

**Course Pre/corequisites**

["The prerequisite for reading this course is basics in Marketing Management"]

**2. Course Outcomes (COs)**

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

**B2723 (E).1:** Develop a working knowledge of the models of communication models, and important fundamentals in developing effective ad programs.

**B2723 (E).2:** Evaluate cases of advertising and sales Promotion programs.

**B2723 (E).3:** Prepare to comprehensive communication plan..

**B2723 (E).4:** Design ads in creative way and implement promotion activities in a new trend.

**B2723 (E).5:** Develop the public relations, ad agencies, and personal selling tactics.

**3. Course Syllabus**

**UNIT I**

**Advertising:** Changing concept, role of advertising in a developing economy, a critical appraisal, types of advertisement consumer, industrial, institutional, retail, trade and professional, advertisement in marketing mix, Advertising department and advertisement manager.

**UNIT II**

**Organising for Advertising:** objectives and functions - Role of advertisement agencies functioning of advertisement agencies. Advertising agency skills and service, client agency relationship. Visual layout, art work, production traffic copy, effective use of words, devices to get greater readership interrelation.

**UNIT III**

**Advertisement budgets and effectiveness:** Types, determining optimal expenditure, decision models, sales response and decay, communication, state, competitive share, Pre-testing, post testing, experimental designs.

**UNIT IV**

**Sales Promotion:** Importance and scope; Need and objectives of sales promotion; Consumer promotion; channel promotion; Timing of sales promotion; Measurement of impact of sales promotion; sales promotion budgeting.

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## **UNIT V**

**Publicity and public relations:** Relevance, scope and importance. Methods of publicity. different types of publics and their role in marketing; Managing publics; Methods of publicity; Publicity materials; Public relations officer- role and functions; Personal selling strategy- importance and role; Scope of personal selling.

### **4. Books and Materials**

#### **Textbooks**

1. Advertising, Sales and Promotion Management, S.A.Chunawalla, Himalaya.

#### **References:**

1. Integrated Advertising, Promotion and Marketing Communications, Clow, Baack, Pearson.
  2. Integrated Advertising, Promotion and Marketing Communications, Kruti Shah, Alon D'Souza, TMH.
  3. Advertising and Promotion- An Integrated Marketing Communication approach, Shimp, Cengage.
  4. Advertising & Sales Promotion, SHH Kazmi, Satish Batra, Excel.
  5. Advertising Management with integrated Brand Promotion, O'Guinn, Allen, Semenik, Cengage.
  6. Advertising Management, Jethwaney, Jain, Oxford.
  7. Contemporary Advertising, Arens, TMH.
  8. Sengupta, Subroto: Brand Positioning, Strategies for Competitive Advantages, Tata McGraw Hill
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
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**COURSE STRUCTURE**

**B2723 (F) – INTEGRATED MARKETING COMMUNICATIONS**

**(Elective- II)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The field of integrated marketing communications (IMC) and its role in the marketing mix. Emphasis is placed on understanding the role for advertising and other promotional tools in the IMC program of an organization to achieve effective marketing campaigns based on clear objectives, market segmentation and target marketing, within established time and cost parameters. The development of an IMC program requires an understanding of the overall marketing process, communications theory and processes, marketing communications tools, consumer behavior, and marketing communications organization structures and operations.

**Course Pre/corequisites**

["The prerequisite for reading this course is basics in Marketing Management"]

**2. Course Outcomes (COs)**

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

**B2723 (F).1:** Know how IMC fits into the marketing mix.

**B2723 (F).2:** Assess the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process.

**B2723 (F).3:** Examine the process by which integrated marketing communications programs are planned, developed, executed and measured.

**B2723 (F).4:** Develop an awareness of the connection between marketing communications tools, and how each can be used effectively- individually or in an integrated mix.

**B2723 (F).5:** Obtain a practical, real-world application of IMC theory.

**3. Course Syllabus**

**UNIT I**

**Introduction to IMC:** Role of IMC in marketing process, IMC planning model, Marketing and promotion process model. Communication process, steps involved in developing IMC programme, Effectiveness of marketing communications Purpose, Role, Functions, Types, Advertising Vs Marketing mix, Advertising appeal in various stages of PLC.

**UNIT II**

**Understanding communication process:** Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, the standard learning Hierarchy, Attribution Hierarchy, and low 20% involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model

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### **UNIT III**

**Planning for Marketing Communication (Marcom):** Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget.

### **UNIT IV**

**Developing the Integrated Marketing Communication Programme:** Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity , event sponsorships etc. Creative strategy in implementation and evaluation of marcom- Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning,

### **UNIT V**

**Measuring Effectiveness and control of Promotional Programmes:** Meaning and importance of measuring communication effectiveness, The testing process, measuring the effectiveness of other promotional tools and IMC. The ethical, social, and legal aspects of advertising and promotion-, Social Communication Different legislative and self regulatory codes controlling advertising and promotions in India viz. advertising councils code, print media codes, broadcasting media codes and regulations governing sales promotion, packaging, direct marketing and internet marketing.

## **4. Books and Materials**

### **Text Books:**

1. Advertising & Promotion- An Integrated Marketing Communications, George Belch, Michael Belch & Keyoor Purani, TATA McGraw Hill.

### **References:**

1. Advertising Management, Jaishri Jethwaney & Shruti Jain, Oxford University Press
  2. Advertising & Promotions: An IMC perspective, Kruti Shah and Alan D'Souza, Tata McGraw Hill
  3. Advertising and Promotion- An Integrated Marketing Communication approach, Shimp, Cengage.
  4. Advertising & Sales Promotion ,SHH Kazmi, Satish Batra, Excel.
  5. Advertising Management with integrated Brand Promotion, O'Guinn, Allen, Semenik, Cengage.
  6. Advertising & Promotion: An IMC approach, Terence A. Shimp Pub., Cengage Learning
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**COURSE STRUCTURE**

**B2723 (G)-DATA MINING FOR BUSINESS INTELLIGENCE**

**(Elective-II)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description:**

**Course Overview**

This course is introduced to drive the students to reach the depth of data science with mining and business intelligence concepts. It covers basic concepts, decision trees, model evaluation, classifications, association and cluster analysis. This helps the student to choose the career path in data science and architect the data for better decision making.

**Course Pre/corequisites**

["The prerequisite for reading this course is basics in Marketing Management"]

**2. Course Outcomes**

B2723 (G): 1 Apply the principles of business intelligence in the commercial segment

B2723 (G): 2 Analyze the data mining classification technique for data differentiation

B2723 (G): 3 Design and deploy appropriate classification techniques

B2723 (G): 4 Apply the association rules for mining the data

B2723 (G): 5 Cluster the high dimensional data for better organization of the data

**3. Course Syllabus**

**UNIT I**

**Introduction:** What is Data Mining, Motivating Challenges, The Origins of Data Mining, Data Mining Tasks.

**Data:** Types of Data, Data Quality, Data Preprocessing, Measures of Similarity and Dissimilarity.

**Exploring Data:** Summary Statistics, OLAP and Multidimensional Data Analysis.

**UNIT II**

**Basic Concepts, Decision Trees, and Model Evaluation:** Preliminaries, General Approach to Solving a Classification Problem, Decision Tree Induction, Model Over fitting, Evaluating the Performance of a Classifier, Methods for Comparing Classifiers.

**UNIT III**

**Classification-Alternative techniques:** Rule-Based Classifier, Nearest-Neighbor Classifiers, Bayesian Classifiers, Artificial Neural Networks, Support Vector Machines, Ensemble Methods, Class Imbalance Problem, Multiclass Problem.

**UNIT IV**

**Association Analysis- Basic Concepts and Algorithms:** Problem Definition, Frequent Item set Generation, Rule Generation, Compact Representation of Frequent Item sets, Alternative Methods for Generating Frequent Item sets, FP-Growth Algorithm, Evaluation of Association Patterns, Effect of Skewed Support Distribution.

**UNIT V**

**Cluster Analysis- Basic Concepts and Algorithms:** Overview, k-means, Agglomerative Hierarchical Clustering, DBSCAN, Cluster Evaluation. **Cluster Analysis-Additional Issues and Algorithms:**

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Characteristics of Data, Clusters, and Clustering Algorithms, Prototype-Based Clustering, Density-Based Clustering, Graph-Based Clustering-Minimum Spanning Tree (MST) Clustering, Chameleon, Scalable Clustering Algorithms-Scalability-General Issues and Approaches, BIRCH, CURE.

### **4. Books and Materials**

#### **Text Books:**

1. Introduction to Data Mining, Pang-Ning Tan, Vipin Kumar, Michael Steinbach, Pearson.
2. Data Mining: Concepts and Techniques, Jiawei Han and Micheline Kamber, Morgan Kaufmann Publishers, Elsevier, Second Edition, 2006

#### **Reference Books:**

1. Data Mining Principles & Applications, T.V. Suresh Kumar, B. Eswara Reddy, Jagadish S Kallimani, Elsevier
  2. Data Mining Techniques and Applications an Introduction, Hongbo Du, Cengage Learning
  3. Data Mining Techniques, Arun K Pujari, Second Edition, Universities Press
  4. Data Mining, Pudi, Oxford University Press.
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**COURSE STRUCTURE**  
**B2723 (H) - BUSINESS ANALYTICS**  
**(Elective-II)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course overview

The course is designed to help the students to learn the concepts of information technology, statistics and its applications in decision making process of business operations. Further, it emphasizes on range of activities, including business analytics, which is comprised of standard and ad hoc reports, queries and alerts, and quantitative methods, including statistical analysis, forecasting/ extrapolation, predictive modeling, optimization and simulation. Hence, student will be able to make right decisions and right time with right information.

#### Course Pre/corequisites

["The course has no specific prerequisite and corequisite"]

### 2. Course Outcomes (COs)

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

B2723 (H).1: Define the applications of Business Analytics in multiple business domains and scenarios.

B2723 (H).2: Identify business opportunities by using business analytics and intelligence.

B2723 (H).3: Analyse data graphically by creating a variety of plots using the appropriate visualization tools of R.

B2723 (H).4: Design effective analytical applications with alternative techniques.

B2723 (H).5: Develop thought process to think like a data scientist/business analyst.

### 3. Course Syllabus

#### UNIT I

**Business Analytics Basics:** Definition of analytics, evolution of analytics, need of analytics, business analytics vs business analysis, business intelligence vs data science, data analyst vs business analyst, types of analytics, tools for analytics. Concept of insights. Importance of data in business analytics, differences between data, information and knowledge, various stages of an organization in terms of data maturity, options for organizations in the absence of good quality data.

#### UNIT II

**Analytical decision-making:** Analytical decision-making process, characteristics of the analytical decision making process. Breaking down a business problem into key questions that can be answered through analytics, characteristics of good questions, skills of a good business analyst, overview of business analytics applications in - marketing analytics, hr analytics, supply chain analytics, retail industry, sales analytics, web & social media analytics, healthcare industry, energy

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analytics, transportation analytics, lending analytics, sports analytics. Future of Business Analytics.

### **UNIT III**

**Fundamentals of R:** R environment, Downloading and Installing R, Using command line in R, Help, File operations in R -Reading from and Writing to a file, Writing your first code in R, Importing data from spreadsheets, text files, SAS, SPSS, Connect to RDBMS from R using ODBC, basic SQL queries in R, exploration and transformation activities, basics of web scraping.

### **UNIT IV**

**Data types & Data Structures in R:** Data types in r and its appropriate uses, program structure in r, flow control: for loop, if condition, while conditions and repeat loop, debugging tools, concatenation of data, combining vars , cbind, rbind, sapply, apply, tapply functions, built-in functions in r for inspecting data, summarize data, SQL join in r. Introduction to data structure in r, vectors, lists, scalars, data frames, matrices, arrays, factors, use of data structures in different conditions, advantage of using a particular approach.

### **UNIT V**

**Data Visualization:** Concept of data visualization, popular data visualization tools, exploratory data analysis(EDA), data cleaning, data inspection, uses of the functions, using graphical functions in r for data visualization. Customizing Graphical Parameters to improvise plots, understanding GUIs like Deducer and R Commander, introduction to Spatial Analysis.

## **4. Books and Materials**

### **Text Books:**

1. Johannes Ledolter, *Data mining and business analytics with R*, John Wiley & Sons, 2013.

### **Reference Books:**

1. Bill Franks, *The analytics revolution: how to improve your business by making analytics operational in the big data era*, Hoboken: Wiley, 2012.
  2. Shmueli Patel and Bruce, *Data Mining for Business Intelligence, Concepts, Techniques and Applications*, Wiley, 2016.
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**COURSE STRUCTURE**

**B2724 (A) – BANKING AND FINANCIAL SERVICES MANAGEMENT**

(Elective – III)

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

This course helps the students to grasp how banks raise their sources and how they deploy the collected deposits. It will provide the concept of e-banking and the risks associated in e-banking. It also helps the students to analyse the various banks interest rates and the various types of loans proposed by banks.

**Course Pre/Co requisites**

B2713: Financial Management

**2. Course Outcomes (COs)**

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

B2724 (A): 1. Understand the functions of the banks

B2724 (A): 2. Understand the E-Banking and threats

B2724 (A): 3. Analyse the Credit capacity of the firms

B2724 (A):4. Analyse the performance of banks in deposits and loans etc.

**3. Course Syllabus**

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

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### **UNIT IV**

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

### **UNIT V**

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

## **4. Books and Materials**

### **Text Books:**

1. Padmalatha Suresh and Justin Paul, *Management of Banking and Financial Services*, Pearson Education, 2014.
2. Meera Sharma, *Management of Financial Institutions – with emphasis on Bank and Risk Management*, PHI, 2008.

### **References:**

1. Peter S. Rose and Sylvia C. and Hudgins, *Bank Management and Financial Services*, Tata McGraw Hill, 2006.
  2. Jeff Madura, *Financial Institutions & Markets*, 10th edition, Cengage, 2014.
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**COURSE STRUCTURE**

**B2724 (B) – RISK MANAGEMENT AND INSURANCE**

(Elective- III)

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

This course helps the students to know about the insurance business in India. It helps the students to analyse the different risks associated with invests and management of risks of various business operations. It helps the students to understand the various steps involved the insurance policies and other activities.

**Course Pre/Co requisites**

B2713: Financial Management

**2. Course Outcomes (COs)**

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

B2724 (B): 1. Understand the concept of risk and insurance.

B2724 (B): 2. Understand steps required in taking the insurance contract.

B2724 (B): 3. Analyse the different insurance companies in aspect of risk.

B2724 (B):4. Analyse the various types of insurances that are available in the insurance market.

**3. Course Syllabus**

**UNIT I**

**Introduction to Risk:** Types of Risks facing Business and Individuals, Risk Management Process, Risk Management Methods, Risk Management Techniques. Insurance as a Risk Management: Techniques Principles of Insurance

**UNIT II**

**Requirements of an Insurance Contract:** Distinguishes Characteristics of Insurance Contracts, Role of Agents and Brokers. Risk Aversion and Risk Management: by Individuals & Corporations, Loss Control, Types of Loss Control, Optional Loss Control when Costs and Benefits are known.

**UNIT III**

**Indian Insurance Industry:** Life Insurance, General Insurance – Growth, Development Role of Insurance in the economy, Regulation of Indian Insurance Business.

**UNIT IV**

**Risk Management and Shareholders Wealth:** Risk Retention / Reduction Decision, Alternative risk Management, Analysis of insurance coverage: legal aspects of insurance contracts – insurance contract analysis – property and liability coverage.

**UNIT V**

**Benefit Programs:** Health care financing and health insurance – employee benefit plans– designing issues in employee benefit plan. .

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**4. Books and Materials**

**Text Books:**

1. Padmalatha Suresh and Justin Paul, *Management of Banking and Financial Services*, Pearson Education, 2014.
2. Meera Sharma, *Management of Financial Institutions – with emphasis on Bank and Risk Management*, PHI, 2008.

**References:**

1. Peter S. Rose and Sylvia C. and Hudgins, *Bank Management and Financial Services*, Tata McGraw Hill, 2006.
  2. Jeff Madura, *Financial Institutions & Markets*, 10th edition, Cengage, 2014.
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**COURSE STRUCTURE**

**B2724 (C) – STRATEGIC HUMAN RESOURCE MANAGEMENT**

(Elective – III)

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

This course aims to provide the students with the inputs on how to link the HRM functions to the corporate strategies and to understand how HR can be utilised as a strategic resource.

**Course Pre/corequisites**

B2710 -Human Resource Management

**2. Course Outcomes (COs)**

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

B2724(C). 1 Demonstrate an advanced understanding of the key concepts, theories associated with Strategic Human Resource Management.

B2724(C). 2 Formulate HRM policies to attain corporate goals

B2724(C). 3 Develop strategies to manage Human Resources

B2724(C). 4 Appraise development and performance of Human Resources

B2724(C). 5 Analyze employee relations to ensure effective work environment

**3. Course Syllabus**

**UNIT I**

**Corporate Strategy and Human Resource Management:** The HRM and approaches to HRM; social organisation of the work place and its strategic importance; human resource policies; integrating Human Resource Strategies with corporate strategies; Human Resource Management as an approach to organisation design and the role of HRM in organisation management.

**UNIT II**

**Hr Planning Process, Techniques/Methods:** HR planning in an ongoing organisation; integrating HR plans with other plans and management functions.

**Future Directions of HR Planning:** Developing HR information system, inflow and resourcing plans; recruitment and selection strategies; alternative to recruitment; selection methods and techniques; role of consultants and assessment centres in recruitment and selection and retention policies.

**UNIT III**

**Developing Human Resources and Concept of HRD:** HRD as a strategic approach to employee performance: HRD and TQM; HRD experience in different industries; corporate training and development strategies.

**UNIT IV**

**Performance management:** Concept, process: performance management appraisal: team performance management and evaluation. Compensation and Rewards management and Reward strategies; HRM approach to rewards management.

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## **UNIT V**

**Strategic Management of Employee Relations:** HRM approach to employee relations: HRM values and employee relations; negotiating employee relations.

**Change management:** creating employee commitment through the HRM approach; HRM and culture management; employees' involvement and participation in decision-making and management of organization; HRM and trade unions: HRM changes in management control systems: HRM accounting.

## **4. Books and Materials**

### **Text Book(s)**

1. Kenneth Andrew, *A Concept of Corporate Strategy*.
2. Gary Dessler, *Human Resource Management*

### **Reference Book(s)**

1. Jackson, S. and R. Schuler, *Managing Human Resources Through Strategic Partnerships*, South-Western Thomson Learning, latest edition.
  2. Boxall P. and J Purcell, *Strategy and Human Resource Management*, Palgrave Latest Edition.
  3. Noe, R., Hollenbeck, J. R., Gerhart, B., & Wright, P. M. *Human Resource Management*, McGraw-Hill, latest Edition.
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**COURSE STRUCTURE**

**B2724 (D) - ORGANISATIONAL THEORY, DESIGN & DEVELOPMENT**  
**(Elective-III)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The core objective of this course is to transform the students as change agents; who can improve human resources, productivity and organizational effectiveness. Further the course emphasizes on the application of psychology in change process, organizational diagnosis, organizational interventions and human resource metrics. At the end of the course student will be able to solve the unstructured problems of the corporations with structured interventions. Hence, students will be able to adopt new knowledge of behavioural science from the theories underlying organizational development.

**Course Pre/corequisites**

19E00101-Management & Organizational Behaviour,  
19E00201-Human Resource Management,  
19E00304B - Human Resource Development.

**2. Course Outcomes (COs)**

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

- B2724 (D).1: Apply the concepts, theories and principles of organization development.
- B2724 (D).2: Identify and apply different change models to solve issues at various levels.
- B2724 (D).3: Analyze key issues of organization by applying action research programmes.
- B2724 (D).4: Design new interventions to solve unstructured problems of individual, teams and organizations at different level.
- B2724 (B).5: Apply the knowledge of psychology in different management scenario.

**3. Course Syllabus**

**UNIT I**

**Organization Development** –Definition – Characteristics - Contributory Stems, Values, Assumptions, Beliefs in OD - Ethical issues in OD.

**UNIT II**

**Foundations of OD-** Systems Outlook- Third Wave Management and Organization Transformation.

**UNIT III**

**Diagnostic Process and Areas of Diagnosis** –Action Research- As a Process and Approach- OD.

**UNIT IV**

**Interventions classification** – Team Interventions – Intergroup Interventions- Third party peace-making intervention, Structural Interventions- Comprehensive Interventions and Training Experience, Other Interventions- T- Groups, Behaviour Modelling, Life and Career Planning.

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## **UNIT V**

**Consultant Issues** – System Ramifications – Power politics in OD – Future of OD.

### **4. Books and Materials**

#### **Text Books:**

1. French, Wendell, Bell, Cecil H, Zawacki, Robert A, *Organisation Development and Transformation*, 5th Edition, McGraw-Hill, ISBN-13: 978-0256241167, 2005.
2. French and Bell, *Organization Development*, 6th edition, Pearson: USA, 2006.

#### **Reference Books:**

1. Cummins & Worley, *Organisation Development Change*, Cengage Learning, 2008.
  2. S. Ramnarayan & T.V Rao, *Organization Development: Accelerating Learning and Transformation*, 2<sup>nd</sup> Edition, Sage Response, 2011.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2724 (E) – CONSUMER BEHAVIOUR**  
**(Elective-III)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The primary objective of this course is to provide common knowledge on consumers, consumer behaviour in the market place and their impact on marketing strategies of the business firms. Further, the course focuses upon the key concepts of consumer decision-making process and the various factors that influence consumer purchase process. Hence, at the end of the course students will be able to develop marketing strategies that are consumer based and create and enhance customer value.

**Course Pre/corequisites**

B2711 – Marketing Management

**2. Course Outcomes (COs)**

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

B2724 (E).1: Define the role and significance of consumer behaviour in modern business operations.

B2724 (E).2: Identify major factors which influence consumer purchase behaviour.

B2724 (E).3: Analyze the cost-benefits for the consumer, company and society.

B2724 (E).4: Develop communication skills both oral and written in marketing contexts.

B2724 (E). 5: Apply suitable marketing strategies for market development and growth.

**3. Course Syllabus**

**UNIT I**

**Introduction to consumer behavior:** Understanding consumers and market segments. Consumer behavior and marketing strategy, Psychographic Dimensions-consumer motivation, Perception, personality, Information processing, Attitude formation and attitude change.

**UNIT II**

**Social and Cultural Environment :** Economic, Demographic, Cross Cultural and socio-cultural influences, Social Stratification, Reference Groups and family influences, personal influence.

**UNIT III**

**Communication and consumer behavior:** Process, designing persuasive communication and diffusion of Innovations. Models of Buyer behavior- Howard –Sheth Model, EKB Model, Webster and Wind Model.

**UNIT IV**

**Consumer decision process :** High and Low Involvement, Pre-purchase processes, Purchase ,post purchase process, Consumption and Evaluation, Brand Loyalty and Repeat Purchase Behavior.

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# **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

## **UNIT V**

**Consumerism:** The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism, and marketer responses to consumer issues. Consumer protection Act 1986, Consumer disputes Redressal agencies and Commission.

### **4. Books and Materials**

#### **Text Book:**

1. Leon Schiffman and Joseph L. Wisenblit, *Consumer Behavior*, 12<sup>th</sup> Edition, Pearson, 2019.
2. Rajeev Kumra, *Consumer Behaviour*, Himalaya Publishing House, ISBN, 9350240149, 2015.

#### **References:**

1. Ramesh Kumar, *Consumer Behaviour*, Pearson Education, 2010.
  2. Suja R. Nair, *Consumer Behaviour in Indian Perspective*, Himalayan Books, 2011.
  3. Dr Purnima Sharma, *Consumer Behaviour*, Om Publications, 2016.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2724 (F) RETAIL MANAGEMENT**  
**(Elective-III)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

The course is for those who are interested to excel their career in retailing and the course is offered to gain knowledge which helps the student for his future. The course deals with the important topic of Visual merchandising which deals with the art and science of tastefully displaying the merchandise to the customers in order to enhance store ambience and at the same time aiding the customer in all stages of the purchasing.

#### Course Pre/corequisites

["The prerequisite for reading this course is basics in Marketing Management"]

### 2. Course Outcomes (COs)

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

**B2724 (F).1:** Define the role and significance in retail business in modern business.

**B2724 (F).2:** Identify the retail strategic planning and process of choosing a location.

**B2724 (F).3:** Design store layout by using retail space planning and allied performance measures.

**B2724 (F).4:** Apply the approach of visual merchandising to promote retail business.

**B2724 (F).5:** Assess the role of colour, wall, music, lights, physical material etc. in the context of retail planning.

### 3. Course Syllabus

#### UNIT I

**Introduction to Retailing:** Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing.

#### UNIT II

**Understanding the Retail Consumer and market segments:** Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consume Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.

#### UNIT III

**Retail Location Selection:** Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location.

## **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

### **UNIT IV**

**Merchandise Management:** Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analysing Merchandise performance.

### **UNIT V**

**Retail Space Management and Emerging trends in retailing:** Definition of Space Management, Store layout and Design, Visual Merchandising, Promotions Strategy, POP Displays. Changing nature of retailing, organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector.

## **4. Textbooks and References**

### **Text Books:**

1. Suja Nair; Retail Management, HPH
2. A.J.Lamba, "The Art of Retailing", 1st edition, Tata Mc GrawHill, New Delhi, 2003.

### **References:**

1. Swapna Pradhan : Retailing Management, 2/e, 2007 & 2008, TMH
  2. K. Venkataramana, Retail Management, SHBP..
  3. James R. Ogden & Denise T.: Integrated Retail Management
  4. A Sivakumar : Retail Marketing , Excel Books
  5. Levy & Weitz : Retail Management -TMH 5th Edition 2002
  6. Chetan Bajaj : Retail Management -Oxford Publication.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**

**B2724 (G) - ENTERPRISE RESOURCE PLANNING**

**(Elective-III)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The objective of this course is to provide contemporary knowledge on the theory and practice of Enterprise Resource Planning. Further it helps the student to understand the concepts of ERP systems, their architecture, and different modules of ERP in detailed. Hence, student will be able to apply ERP knowledge in business operations to achieve multidimensional growth.

**Course Pre/co requisites**

["The course has no specific prerequisite and co requisite"]

**2. Course Outcomes (COs)**

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

B2724 (G).1: Define different modules of ERP for manufacturing and service companies.

B2724 (G).2: Make basic use of ERP, and its role in integrating business functions.

B2724 (G).3: Analyze the strategic options for ERP identification and adoption.

B2724 (G).4: Design the ERP implementation strategies.

B2724 (G).5: Create reengineered business processes for successful ERP implementation.

**3. Course Syllabus**

**UNIT I**

**Introduction to ERP:** Overview of ERP, MRP-I, MRP-II and Evolution of ERP, Business Modeling, ERP related technologies, Business Process Re-engineering (BPR) – BPR Process, Myths regarding BPR, ERP Architecture.

**UNIT II**

**Business Intelligence Systems:** Data Mining, Data Warehousing, On-line Analytical Processing (OLAP), On-line Transaction Processing (OLTP)

**UNIT III**

**ERP Modules:** Finance Controlling, Accounting System, Manufacturing and Production Systems. Sales and Distribution Systems, Human Resource Systems. Plant Maintenance System, Material Management System, Quality Management System.

**UNIT IV**

**ERP Implementation:** ERP Implementation life cycle, ERP package selection, ERP Implementation process, ERP project teams, ERP operation and Maintenance

**UNIT V**

**ERP Products:** SAP, Oracle, Microsoft Dynamic, People Soft, Baan and their impact on enterprise applications.

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**4. Textbooks and References**

**Text Books:**

1. Mahadeo Jaiswal & Ganesh Vanapalli, Enterprise Resource Planning, Volume 2, Issue 1, Macmillan, 2005.
2. Singla, Enterprise Resource Planning, 2<sup>nd</sup> Edition, Cengage Learnings, 2016.

**Reference Books:**

1. Alexis Leon, Enterprise Resource Planning, TMH, 2012.
  2. Motiwala, Enterprise Resource Systems, 2<sup>nd</sup> Edition, Pearson, 2012.
  3. Y. Venugopal Rao, Enterprise Resource Planning and MIS, Excel Books Private Limited: New Delhi, 2011.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**

**B2724 (H) - DECISION SUPPORT SYSTEM**  
**(Elective-III)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

This course aims to provide students with fundamental knowledge on decision support systems for managers and IS developers. Further, this course explores topics in computer-based decision support systems with a practical focus on the application of information technology to the solution of management problems. Topics include management support systems, decision making systems, data mining for business and intelligent system. Hence, student will able to apply the information technology to the solution of management problems.

**Course Pre/corequisites**

["The course has no specific prerequisite and corequisite"]

**2. Course Outcomes (COs)**

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

B2724 (H).1: Define role and significance of decision support systems for decision making

B2724 (H).2: Identify and select suitable decision support systems to generate innovative business solutions.

B2724 (H).3: Design effective analytical applications with alternative techniques.

B2724 (H).4: Analyse the business problems by using information technology.

B2724 (H).5: Improve the timeliness and quality of inputs to the decision process.

**3. Course Syllabus**

**UNIT I**

**Introduction to Decision Support Systems:** How decision support system evolved, decision support system benefits, systems, information quality and models, dataflow diagram information quality, types of decision support system, decision support system hierarchy, generalizing decision support system categories.

**UNIT II**

**Building and Implementing Decision Support System:** Decision support system on the center corporate systems, internet and client/ server, computing in decision support system, decision support system on standalone system, choosing a decision support system hardware environment.

**UNIT III**

**Decision Support System Software Tools:** Standard package, specialized tools and generators, programming language for decision support system, building decision support system. Decision support system development process, project development participants, overcoming resistance of change, models in decision support system.

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# **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

## **UNIT IV**

**Group Decision Support System:** Why group decision support system, group vs. individual activities, media richness and task types, types of group decision support system, group decision support system in use today, group ware products.

## **UNIT V**

**Data Warehousing:** What is a data warehousing, data warehousing concept, the data warehousing database, database structure, getting the data into the data warehouse, metadata.

## **4. Books and Materials**

### **Text Books:**

1. Efreem G.Mallach, *Decision Support and Data Warehouse Systems*, 5<sup>th</sup> Edition, Tata McGraw Hill, 2012.
2. Efraim Turban, *Decision Support and Business Intelligence Systems*, 3rd Edition, Pearson, 2012.

### **Reference Books:**

1. Nina Godbole and Sunit Belapure, *Cyber Security*, 4th Edition, Wiley India, 2012.
  2. Jawadekar, *MIS Text and Cases*, 6th Edition, Tata McGraw Hill, 2012.
  3. Dr.Milind M Oka, *Cases in Management Information system*, 3rd Edition, Everest, 2012.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2725 (A) – CORPORATE FINANCE**  
**(Elective- IV)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

This course will provide an overview on how corporations deal with funding sources, capital structuring and investment decisions. It will enable the students to mobilise the funds and get acquainted with knowledge on foreign direct investment.

**Course Pre/corequisites**

B2713 – Financial Management

**2. Course Outcomes (COs)**

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

B2725 (A):1 Analyze the types and sources of capital to make capital decisions.

B2725 (A):2 Apply both traditional and discounting techniques of capital budgeting to allocate the funds.

B2725 (A):3 Develop appropriate capital structure based on cost of capital and leverage.

B2725 (A):4 Assess the control over mobilisation of funds by various regulatory authorities.

B2725 (A):5 Evaluate foreign direct investments and short term financing in the corporations.

**3. Course Syllabus**

**UNIT I**

**Introduction to Corporate Finance:** Meaning, principles of corporate finance, significance of corporate finance, amount of capitalisation, over capitalisation and under capitalisation, fixed capital and working capital funds. Introduction to ownership securities: ordinary shares, reference shares, creditorship securities, debtors and bonds, convertible debentures, concept of private placement of securities

**UNIT II**

**Capital Structure And Leverage:** Introduction to capital structure theories, EBIT EPS analysis for capital structure decision, cost of capital, cost of debt, cost of preference shares, cost of equity shares and cost of retained earnings, calculation of weighted cost of capital. Introduction to concept of leverage- operating leverage, financial leverage and combined leverage

**UNIT III**

**Time Value of Money:** Introduction to time value of money — compounding and discounting introduction to basics of capital budgeting (time value of money based methods) NPV and IRR (Net Present Value and Internal Rate of Return) importance of risk and return analysis in corporate finance

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## **UNIT IV**

**Mobilisation Of Funds:** Public deposits and RBI regulations, company deposits and SEBI regulations, protection of depositors, RBI and public deposits with NBFCs, foreign capital and collaborations

**Foreign Direct Investment (FDI):** Emerging trends in FDI, global depository receipts, policy development, capital flows and equity debt. Brief introduction and sources of short-term finance, bank overdraft, cash credit, factoring.

## **4. Books and Materials**

### **Textbooks:**

1. Richard A.Brealey, Stewart C.Myers and Mohanthy, Principles of Corporate Finance, Tata McGraw Hill, 9th Edition, 2011.
2. I.M.Pandey, Financial Management, Vikas Publishing House Pvt., Ltd., 12th Edition, 2012.

### **References:**

1. Brigham and Ehrhardt, Corporate Finance - A focused Approach, Cengage Learning, 2nd Edition.
  2. M.Y Khan, Indian Financial System, Tata McGraw Hill, 6th Edition.
  3. Website of SEBI
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**

**B2725 (B) – LABOUR LAWS & LEGISLATIONS**

(Elective- IV)

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 64                 | 0 | 0 | 4       | 30               | 70  | 100   |

**1. Course Description**

**Course Overview**

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

**Course Pre/co requisites**

B2710-Huaman resource management

**2. Course Outcomes (COs)**

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

B2725 (B).1: Define Industrial Relations & Characteristics of Trade Unions to run the organization smoothly.

B2725 (B).2: Analyze the Disputes & settle the disputes to maintain coordination

B2725 (B).3: Assess different dispute settlement methods which best suits the organization.

B2725 (B).4: Determine the wage Policy about how to pay salaries to employees

B2725 (B).5: Define various acts which are framed by government for success of business.

**3. Course Syllabus**

**UNIT I**

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

**UNIT II**

**Settlement of Disputes:** Role of state Dispute Settlement Machinery and its instruments, Legislation: Causes of disputes, Right to Strike, Major Strikers, Tripartite and Bipartite Bodies, Standing orders and Grievance Procedure.

**UNIT III**

**Collective Bargaining, Conciliation,** Arbitration, Adjudication, The Industrial Dispute Act 1947, Labour Welfare work, Labour Welfare officer, Worker's Participation.

**UNIT IV**

**Wage Policy and Wage Regulation** Machinery, Wage Legislation, Payment of Wages Act 1936, the Payment of Bonus Act, 1965.

**UNIT V**

**The Factories Act** 1948, Mines Act 1952, Industrial Relations and Technological Change.

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**4. Books and Materials**

**Text Books:**

1. Mamoria, Mamoria, Gankar "*Dynamics of Industrial Relations*" Himalaya Publishing House.2012.
2. C.B.Mamoria, VSP Rao "*personnel management- text & cases*", Himalaya Publishers 15th edition, 2012.
3. J.A.Kulkarni, Asha Pachpande, Sandeep Pachpande, "*case studies in Management*", Pearson, 2011

**Reference Book(s)**

1. Padhi "*Labour and Industrial Relations*" PHI, 2012
  2. Arun Monappa,Ranjeet Nambudiri,Selvaraj "*Industrial Relations and Labour Laws*" , TMH,2012
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2725 (C) – RURAL MARKETING**  
**(Elective- IV)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

To understand the importance of Rural Marketing, Rural Environment, Problems in Rural Marketing in India and Strategies to be adopted by the corporate.

**Course Pre/corequisites**

B2711: Marketing Management

**2. Course Outcomes (COs)**

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

B2725 (C).1: Discuss about Rural Marketing opportunities to increase our economy

B2725(C).2: Interpret Rural Market and Environment so as utilize the Rural Markets

B2725(C).3: Build new products & process for Rural Markets

B2725 (C).4: Discover innovations in rural markets to produce Brand Products

B2725 (C).5: Choose E-Rural Marketing strategies to develop Rural Markets & Economy

**3. Course Syllabus**

**UNIT I**

**Introduction:** Meaning - Evolution – Nature and Characteristics of Rural Market – Understanding the Indian Rural Economy –Rural Marketing Models – Rural Marketing Vs Urban Marketing – Parameters differentiating Urban & Rural Market - Differences in consumer behaviour in Rural and Urban market.

**UNIT II**

**Rural Market Research:** Sources of Information- Factors influencing rural consumers during purchase of products – Rural consumer Life style –Approaches and Tools of Marketing Research - Rural Business Research- Evolution of Rural Marketing Research – Sources and methods of data collection, data collection approaches in rural areas, data collection tools for rural market. Limitation and challenges in rural marketing research, role of rural marketing consulting agencies.

**UNIT III**

**Rural Marketing Mix:** Rural Marketing Mix – Additional Ps in Rural Marketing – 4As of Rural Marketing Mix – New Product Development for Rural Market – Rural Market Product Life Cycle – Objectives behind new product launch – New Product development process.

**UNIT IV**

**Rural Market Brand & Channel Management:** Brand Loyalty in Rural Market – Regional Brands Vs National Brands – Channel Management – Indian Rural Retail Market – Rural Retail Channel Management – Strategies of Rural Retail Channel Management.

**UNIT V**

**Applications and Innovations:** Marketing of Consumer products, services, social marketing, agricultural marketing, rural industry products- Innovation for Rural Market – Marketing

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## **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

Strategies – E-Rural Marketing – Agricultural Co – operative Marketing – Rural Market Mapping – Corporate Social Responsibility – Organized Rural Marketing – IT for Rural Development – e-Governance for Rural India.

### **4. Books and Materials**

#### **Text Book(s)**

1. C.S.G. Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing: Text and Cases, Pearson Education, 2009.
2. Pradeep Kashyap, Rural Marketing, 3e Perason Education, 2016.
3. Balram Dogra & Karminder Ghuman, Rural Marketing, TMH, 2009.

#### **Reference Book(s)**

1. Sanal Kumar Velayudhan, Rural Marketing, 2e Sage publications, 2012.
  2. T P Gopalaswamy, Rural Marketing, Environment, problems, and strategies, 3e Vikas Publications, 2016.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**

**B2725 (D) - SOFTWARE PROJECT MANAGEMENT QUALITY**  
**(Elective-IV)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The main goal of software development projects is to create a software system with a predetermined functionality and quality in a given time frame and with given costs. For achieving this goal, models are required for determining target values and for continuously controlling these values. This course focuses on principles, techniques, methods & tools for model-based management of software projects, assurance of product quality and process adherence (quality assurance), as well as experience-based creation & improvement of models (process management).

**Course Pre/corequisites**

["The course has no specific prerequisite and corequisite"]

**2. Course Outcomes**

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

B2725 (D).1: Identify the different project contexts and suggest an appropriate management strategy

B2725 (D).2: Practice the role of professional ethics in successful software development.

B2725 (D).3: Apply the different key phases of project management.

B2725 (D).4: Determine an appropriate project management approach through an evaluation of the business context and scope of the project.

**3. Course syllabus:**

**UNIT I**

**Conventional Software Management:** The waterfall model, conventional software Management performance. Evolution of Software Economics: Software Economics, pragmatic software cost estimation.

**UNIT II**

**Improving Software Economics:** Reducing Software product size, improving software processes, improving team effectiveness, improving automation, Achieving required quality, peer inspections.

**UNIT III**

**Life Cycle Phases:** Engineering and production stages, inception, Elaboration, construction, transition phases.

**UNIT IV**

**Work Flows of the process:** Software process workflows, Inter trans work flows. Checkpoints of the Process: Major Mile Stones, Minor Milestones, Periodic status assessments. Iterative Process

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Planning: Work breakdown structures, planning guidelines, cost and schedule estimating, Interaction planning process, Pragmatic planning.

### **UNIT V**

**Project Control and Process instrumentation:** The server care Metrics, Management indicators, quality indicators, life cycle expectations pragmatic Software Metrics, Metrics automation. Tailoring the Process: Process discriminants, Example

### **4. Books and Materials**

#### **Text Books:**

1. Software Project Management, Walker Royce, Pearson Education.
2. Software Project Management, Bob Hughes & Mike Cotterell, fourth edition, Tata Mc-Graw Hill

#### **Reference Books:**

1. Applied Software Project Management, Andrew Stellman & Jennifer Greene, O'Reilly, 2006
  2. Head First PMP, Jennifer Greene & Andrew Stellman, O'Reilly, 2007
  3. Software Engineering Project Management, Richard H. Thayer & Edward Yourdon, second edition, Wiley India, 2004.
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**COURSE STRUCTURE**

**IV – SEMESTER**

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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
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**COURSE STRUCTURE**

**B2726 - INTERNATIONAL BUSINESS MANAGEMENT**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

The main objective of this course is to provide contemporary knowledge on the concepts, models and strategies of International Business Management. Further, it helps the student to understand the foreign economic, social, political, cultural, and legal environment, the mechanics of importing and exporting, joint venture, franchising, and subsidiaries, international dimensions of management, marketing, and financial management. Hence, student will be able to apply this knowledge to explore and solve the unique problems of multi-national corporations with country-risk analysis.

#### Course Pre/corequisites

B2702 – Business Environment & Law

B2711 – Marketing Management

### 2. Course Outcomes (COs)

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

- B2726.1: Define different models and strategies of international business management for different global corporations.
- B2726.2: Research, analyze and Identify potential international business opportunities.
- B2726.3: Develop a foreign market entry strategy for a specific product or service.
- B2726.4: Apply specific strategic options for business adoption and expansion.
- B2726.5: Create a customized international business plan to support the global initiative.

### 3. Course Syllabus

#### UNIT I

**Introduction to International Business:** Need for International Business – Drivers of Globalization – Distinction between Domestic and International Business – International Business Approaches – Modes of International Business – Impediments in international Business – Opportunities and Challenges of International Business – Multi National Corporations (MNCs) – International Business Environment – Cultural, Political and Technological Environment.

#### UNIT II

**International Trade Theories:** Mercantilism – Absolute Advantage Theory – Comparative Advantage Theory – Product Life cycle theory- New -Trade Cycle Theory – National Competitive Advantage – India's Foreign Trade – Foreign Direct Investment in India – Balance of Payments.

#### UNIT III

**International Business and Economic Integration:** Levels of Economic Integration – Benefits and Challenges of Economic Integration – Free Trade Agreement (FTA) – The Customs Union, The Common Market, The Economic Union. Arguments Surrounding Economic Integration, Regional

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Economic Groups, European Union, NAFTA, ASEAN, SAARC. Multilateral Trade Agreements – GATT, WTO, TRIPs and TRIMs, etc

### **UNIT IV**

**Strategy and Structure of International Business:** Environmental Analysis, Value Chain Analysis, Types of Strategies, Strategy Implementation Process, Control and Evaluation, Strategic Alliances – Nature, Benefits, Pitfalls of Strategic Alliances, Scope of Strategic Alliance, Alliance Development Process, Economic Considerations for Strategic Alliances. Organizational Design- Factors Influencing Organizational Structure – Organizational Structures- Choosing a Structure, Issues in Global Organizational Design.

### **UNIT V**

**International Business Operations:** Issues Involving International Production- Sourcing and Vertical Integration, Major activities in International Marketing- Brand Decisions- Issues of International Financial management- Forex market, International Monetary System, International Financial Markets- Export Financing- Managing International HR Activities- HR Planning, Recruitment and selection, Expatriate Selection. Cross Cultural Issues in International Business.

## **4. Books and Materials**

### **Text Books:**

3. Cherunilam, *International Business*, 5<sup>th</sup> Edition, PHI, 2011.
4. Jain, *International Business*, Hill, 6<sup>th</sup> Edition, Tata McGraw-Hill, 2009.

### **Reference Books:**

4. P.Subbarao, *International Business*, 3<sup>rd</sup> Edition, Himalaya Publishing House, 2013.
  5. Justin Paul, *International Business*, 15<sup>th</sup> Edition, PHI, 2013.
  6. Joshi, *International Business*, Oxford University Press, 2009.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2727 - E-Business**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

## 1. Course Description

### Course Overview

The objective of the course is to provide knowledge on principles of e-business from a business perspective, offer an overview of technology, business models, virtual value chains and social innovation and marketing strategies. Further, the course focuses on the issues associated with e-business security, privacy, intellectual property rights, authentication, encryption, acceptable user policies, and legal liabilities etc. At the end of this course students will be able to identify and analyze the key issues and opportunities in e-business. Hence, students will be able to build own web presence and market it using an online platform.

### Course Pre/corequisites

B2702 – Business Environment & Law

B2711 – Marketing Management

B2726 – International Business Management

## 4. Course Outcomes (COs)

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

B2727.1: Define the infrastructure of e-business and trends in modern businesses.

B2727.2: Identify major technologies and methodologies merely used in the industry.

B2727.3: Analyse the impact of e-competition on business models and strategies.

B2727.4: Design and develop new networks of distribution in marketing contexts.

B2727.5: Apply suitable e-marketing strategies for market development and growth.

## 5. Course Syllabus

### UNIT I

**Introduction to E-Business:** Overview of E-business, information services, interpersonal communication, shopping services, virtual enterprises. E-commerce - origin and need of e-commerce, factors affecting e-commerce, business dimension and technological dimension of e-commerce, e-commerce frame work, internet as an e-commerce enabler, handling business transactions. Handling payments - electronic fund transfer system, digital token an notational based electronic payment system, smart card, credit card and emerging financial instruments.

### UNIT II

**B2B E-Commerce Models:** Introduction - supply oriented, buyer oriented, intermediary oriented, Just-in-time for B2B commerce. Mobile commerce - introduction to mobile commerce, frame required for mobile computing, challenges emerging in mobile commerce security considerations.

## **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

### **UNIT III**

**E-Commerce and Banking:** Changing dynamics in banking industry, home banking and its implementation. Management issues in on-line banking. E-commerce and retailing - on-line retail industry dynamics, on-line mercantile models from customer perspective, management challenges in on-line retailing.

### **UNIT IV**

**E-Commerce and on-line publishing:** On-line publishing approach from customer prospective, supply chain management fundamentals, intranets and supply chain management; managing retail supply chains, supply chain application software. EDI application in business development, EDI technology, EDI as a re-engineering tool, financial EDI.

### **UNIT V**

**Indian Perspective:** Benefits of E-commerce, drawbacks and limitations of e-commerce, major requirements in e-business, emerging trends and technologies in e-business, from e-commerce to e-business web security, introduction - firewalls and transaction security.

## **4. Books and Materials**

### **Text Books:**

3. Bhaskar- E-Commerce, *E-commerce*, 4<sup>th</sup> Edition Tata McGraw-Hill, 2013.
4. Laudon and Traver, *E-Commerce: Business, Technology, Society*, 4<sup>th</sup> Edition, Pearson, 2008.

### **Reference Books:**

1. Michel D et al., *Business-to-Business Marketing*, Palgrave, 2003.
  2. Kalakota and Whinston, *Frontiers of electronic commerce*, Pearson Education, 2005.
  3. Kalakota R, *Electronic Commerce: A manager's guide*, Pearson, 2000.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**

**B2728 (A) - INTERNATIONAL FINANCIAL MANAGEMENT**  
**(Elective-V)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

The primary objective of this course is to equip students with an in depth knowledge on currency risks and global financial environment issues to enable a global manager. Further, the students learn how the international capital markets, foreign exchange markets, and the derivatives market can be used to manage transaction and operating risks facing the multinational firm along with opportunities and risk relating to international investments, exchange rate fluctuations, international financial markets and government policy changes. Hence, the student will be able to do work in multinational companies (MNCs).

#### Course Pre/corequisites

B2713- Financial Management

B2723 (A) - Security analysis and portfolio Management

B2725 (A) - Corporate Finance

### 2. Course Outcomes (COs)

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

B2728 (A).1: Demonstrate the basics of Forex market and exchange rates.

B2728 (A).2: Identify and evaluate different foreign direct investment, international acquisition opportunities and risks involved in international investments.

B2728 (A).3: Analyse key factors that influence investment strategies of MNCs.

B2728 (A).4: Apply cross border investment techniques to manage portfolio investment.

B2728 (A).5: Develop strategies to mitigate the risks associated with foreign operations.

### 3. Course Syllabus

#### UNIT I

**Introduction to International Financial management:** IFM meaning, Difference between FM & IFM, Nature, Scope, Importance.

#### UNIT II

**Foreign Exchange Market:** Functions and Structure of the Forex markets, major participants, types of transactions and settlements, Foreign exchange quotations.

#### UNIT III

**Management of foreign exchange exposure and risk:** Types of Exposure, Economic Exposure, Transaction Exposure, Operating Exposure.

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## **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

### **UNIT IV**

**Cross-border Investment Decisions:** Capital budgeting, Approaches to Project Evaluation, Risk in Cross-border Investment Decisions.

### **UNIT V**

**Financing Decisions of MNC's & Working Capital Management:** Introduction, the cost of capital, capital structure, Cash management, management of receivables, Inventory management.

## **4. Books and Materials**

### **Text Books:**

1. V.K.Bhalla, *International Financial Management*, S Chand & Company Pvt Ltd, 2014.
2. EphriamClark, *International Financial Management*, 13<sup>th</sup> Edition, Cengage, 2013.

### **Reference Books:**

1. T.Siddaiah, *International Financial Management*, Pearson, 2015.
  2. S.EunChoel and Risnick Bruce, *International Financial Management*, TMH, 2012.
  3. Sharan, *International Financial Management*, 5th Edition, PHI, 2009.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2728 (B) - FINANCIAL DERIVATIVES**  
**(Elective-V)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

This course aims at providing an in-depth understanding of financial derivatives in the terms of concepts, instruments and trading strategies for profit and risk management. Further, the students learn derivative instruments and their usage in financial markets along with critical examination of the pricing, valuation of derivative instruments including interest rate, equity, and currency forwards, futures, options, swaps and embedded derivatives. Hence, the student will be able to plan his/her career in multi-commodity exchange markets.

#### Course Pre/corequisites

B2713- Financial Management

B2723 (A) - Security analysis and portfolio Management

B2725 (A) - Corporate Finance

### 2. Course Outcomes (COs)

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

B2728 (B).1: Demonstrate the basics of commodity market and its role in India.

B2728 (B).2: Identify and evaluate different derivative instruments in MCX markets.

B2728 (B).3: Analyse key factors that influence investment in derivatives.

B2728 (B).4: Apply different contracts to manage and mitigate risks in investment.

B2728 (B).5: Develop options and swap strategies to mitigate the risks associated with forward and future contracts.

### 3. Course Syllabus

#### UNIT I

**Introduction to Derivatives:** Development and growth of derivative markets, types of derivatives, uses of derivatives, financial and derivative markets -fundamental linkages between spot & derivative markets. The role of derivatives market in India.

#### UNIT II

**Future and Forward Market:** Structure of forward and future markets, mechanics of future markets, hedging strategies, using futures. Determination of forward and future prices - interest rate futures, currency futures and forwards.

#### UNIT III

**Options:** Distinguish between options and futures, structure of options market, principles of option pricing, option pricing models - the binomial model, the Black Scholes Merton model.

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## **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

### **UNIT IV**

**Basic Option Strategies:** Advanced option strategies, trading with options, hedging with options, currency options.

**Swaps:** Concept and nature of swaps, major types of financial swaps, interest rate swaps, currency swaps, commodity swaps, credit risk in swaps.

### **4. Books and Materials**

#### **Text Books:**

1. Gupta, *Financial Derivatives*, 1<sup>st</sup> Edition, PHI.
2. John C Hull, *Fundamentals of futures and options market*, Pearson Education.

#### **Reference Books:**

1. OP Agarwal, *Financial Derivatives and Risk Management*, HPH
  2. Kevin, *Commodities and Financial Derivatives*, PHI
  3. Swain.P.K, *Fundamentals of Financial Derivatives*, HPH
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**

**B2728 (C) - GLOBAL HUMAN RESOURCE MANAGEMENT**  
**(Elective-V)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The prime objective of this course is to provide an outline of Global Human Resource management of MNC'S. Further, the course also provides knowledge on key areas include globalisation, work and labour regulation, issues related to host, home and third country nationals; recruitment, selection, training, development and compensation in international contexts, expatriation and repatriation. Studies of the HR context of selected countries are also included.

**Course Pre/corequisites**

B2710- Human Resource Management

**2. Course Outcomes (COs)**

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

B2728 (C).1: Define the difference between domestic & global HRM practices.

B2728 (C).2: Interpret the cross cultures to manage employees.

B2728 (C).3: Identify and apply the different policies according to PCN's or TCN's.

B2728 (C).4: Design different appraisal & T&D systems that best suits for GHRM.

B2728 (C).5: Evaluate the different cultures to manage Industrial Relations.

**3. Course Syllabus**

**UNIT I**

**Global Human Resource Management Concept:** expanding role – Global issues and challenges, Differences between Domestic HRM and GHRM.

**UNIT II**

**Social and Cultural Variables in Global Organizations:** Cross Cultural Differences – Cross Cultural Research Methodologies – Hofetede's Hermes Study, Cultural Issues.

**UNIT III**

**Global staffing and Compensation Practices:** Nature, Sources, Policies – Human Resource Planning – Recruitment and Selection for global Assignment, Selection process- Expatriate and Repatriate. – Compensation- International Compensation structure, Differentiating HCN'S, PCN'S and TCN'S

## **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

### **UNIT IV**

**Appraisal and Training and Development in the Global Perspective:** Programmes and Agencies— Performance management, Appraisal system – Training and development need, cross cultural training, Areas of international training and development.

### **UNIT V**

**Global Industrial Relations and People Management:** Trade Unions, Collective bargaining, Disputes/Conflicts, Quality Circles and Participative Management- USA – European Countries, Asian Countries and Middle East.

## **4. Books and Materials**

### **Text Books:**

1. Aswathappa, *International Human Resource Management*, 2<sup>nd</sup> Edition, TMH, 2012.
2. Dowling P.J, Thomson, *International Dimension of Human Resource Management*, Cengage, 2013.

### **Reference Books:**

1. Adler N.J, *International Dimensions of Organizational Behaviour*, Kent, 1990.
  2. Tony Edwards & Chris Rees, *International Human Resource Management*, 2<sup>nd</sup> Edition, Pearson, 2010.
  3. Subba Rao P, *International Human Resource Management*, 2<sup>nd</sup> Edition, Himalaya, 2015.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2728 (D) - KNOWLEDGE MANAGEMENT**  
**(Elective-V)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

This course addresses contemporary issues in managing knowledge, intellectual capital and other intangible assets in modern organisations. Further, the course also provides knowledge on organisational knowledge sources, types, knowledge life cycle and knowledge conversion process. At the end of the course students will be able to understand the role of information technology in knowledge management systems in collection, storage, maintenance and retrieval of information to manage knowledge based intensive businesses.

#### Course Pre/corequisites

B2710 - Human Resource Management

B2722 (D) - Human Resource Development

### 2. Course Outcomes (COs)

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

B2728 (D).1: Define the role and significance of KM in modern competitive businesses.

B2728 (D).2: Identify various sources of knowledge creation, assimilation and usage to solve internal and external issues of the modern organisations.

B2728 (D).3: Analyse the impact of KM on business models and strategies of firms.

B2728 (D).4: Design and develop benchmark techniques in knowledge contexts.

B2728 (D).5: Formulate suitable action plans for knowledge intensive organisations.

### 3. Course Syllabus

#### UNIT I

**Introduction to KM:** Definition, scope and significance of knowledge management, principles of knowledge management, techniques of knowledge management, data-information-knowledge-wisdom relationship.

#### UNIT II

**Essentials of Knowledge Management:** Basic types of knowledge management, organisational knowledge management, organisational knowledge types, knowledge life cycle, organisational knowledge sources, knowledge conversion process.

#### UNIT III

**Implementation of Knowledge Management:** Discussion on roadblocks to success, 10-step KM road map of Amrit Tiwana, information architecture- a three-way balancing act of KM.

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## **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

### **UNIT IV**

**Knowledge Management and Information Technology:** Role information technology in knowledge management systems, e-commerce and knowledge management, bench marking and knowledge management.

### **UNIT V**

**Future of Knowledge Management and Industry perspective:** Knowledge management in manufacturing and service industry, future of knowledge management.

## **4. Books and Materials**

### **Text Books:**

1. [Sudhir Warier](#), *Knowledge Management*, Vikas Publishing House, 2003.
2. Mattison, *Web Warehousing & Knowledge Management*, Tata McGraw-Hill, 1999.

### **Reference Books:**

1. Becerra Fernandez, *Knowledge management: An Evolutionary view*, PHI, 2001.
  2. B.Rathan Reddy, *Knowledge Management*, Himalaya Publications, 2007.
  3. Amrit Tiwana, *The Knowledge Management tool kit*, 2/e, Pearson Education, 2003.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2728 (E) - INTERNATIONAL MARKETING**  
**(Elective-V)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

The objective of the course is to provide students with a perspective of International Marketing Management, its environment and complexities. Further, this course aims to develop an advanced understanding of the international marketing environment, the international marketing mix, international marketing strategy, international marketing research, product adaptation for international markets, promotion, pricing and distribution in international markets and strategic issues in international marketing.

#### Course Pre/corequisites

B2702 – Business Environment & Law

B2711 – Marketing Management

B2726 – International Business Management

### 2. Course Outcomes (COs)

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

B2728 (E).1: Demonstrate an advanced understanding of the key concepts, theories associated with international marketing.

B2728 (E).2: Analyse the environmental variables that influence international marketing.

B2728 (E).3: Develop appropriate strategies to enter into international markets.

B2728 (E).4: Identify government policies, procedures, incentives for exports & imports.

B2728 (E).5: Develop a comprehensive international marketing plan.

### 3. Course Syllabus

#### UNIT I

**International Marketing:** Scope and Significance of International Marketing, The importance of international marketing, Differences between international and domestic marketing, legal environment and regulatory environment of international marketing.

#### UNIT II

**International Market Entry Strategies:** Indirect Exporting, , Direct Exporting, Foreign Manufacturing Strategies with Direct Investment. Entry Strategies of Indian Firms.

#### UNIT III

**International product management:** International product positioning, Product saturation Levels in global Market, New products in International Market, Products and culture, brands in International Market.

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# **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

## **UNIT IV**

**International Marketing Channels:** Distribution Structures, Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing an international Distribution Strategy, Selecting Foreign Country Market intermediaries. The management of physical distribution of goods, Grey Market goods.

## **UNIT V**

**Export Marketing:** Introduction to Export Marketing, Export Policy Decisions of a firm, EXIM policy of India. Export costing and pricing, Export procedures and export documentation. Export assistance and incentives in India.

## **4. Books and Materials**

### **Text Books:**

1. Michael R.Czinkota, Likka A Ronkainen, *International Marketing*, 10<sup>th</sup> Edition, Cengage, 2013.
2. Keegan, Green, *Global Marketing Management*, 6<sup>th</sup> Edition, Pearson, 2010.

### **Reference Books:**

1. SakOnkvisit, John J. Shaw, *International Marketing Analysis and Strategy*, PHI, 2009.
  2. Philip R. Cateora, John L. Graham, Prasanth Salwan, *International Marketing*, 13<sup>th</sup> Edition, TMH, 2010.
  3. Vasudeva PK, *International Marketing*, Excel. ISBN-10: 817446817X, 2010.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2728 (F) - DIGITAL MARKETING**  
**(Elective-V)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

This course is designed to provide students with a comprehensive understanding of the impact of marketing in the digital environment. Further, this course portrays how digital marketing targets the web, mobile, iPads as well as social media in the context of both their technological underpinnings and facilitation of delivery mechanisms. At the end of this course, students will realise adaptation, and real-time communication issues together in new paradigm of digital environment.

#### Course Pre/corequisites

B2702 – Business Environment & Law

B2711 – Marketing Management

B2726 – International Business Management

### 2. Course Outcomes (COs)

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

B2728 (F).1: Define the role and significance of digital marketing in modern businesses.

B2728 (F).2: Identify the suitable digital marketing tools such as SEO, SEM, Social media and Blogs to run successful business operations.

B2728 (F).3: Analyse the confluence of marketing, operations, and human resources in real-time delivery.

B2728 (F).4: Apply online research to identify and select digital market opportunities.

B2728 (F).5: Design a structured digital marketing plan in business contexts.

### 3. Course Syllabus

#### UNIT I

**Understanding Digital Marketing:** Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing, Digital Marketing Platforms and Strategies, Comparison of Marketing and Digital Marketing, Digital Marketing Trends.

#### UNIT II

**Channels of Digital Marketing:** Digital Marketing, Website Marketing, Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing, Online Public Relations, Mobile Marketing, Migrating from Traditional Channels to Digital Channels.

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## **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

### **UNIT III**

**Digital Marketing Plan:** Need of a Digital Marketing Plan, Elements of a Digital Marketing Plan – Marketing Plan, Executive Summary, Mission, Situational Analysis, Opportunities and Issues, Goals and Objectives, Marketing Strategy, Action Plan, Budget, Writing the Marketing Plan and Implementing the Plan.

### **UNIT IV**

**Search Engine Marketing and Online Advertising:** Importance of SEM, understanding Web Search – keywords, HTML tags, Inbound Links, Online Advertising vs. Traditional Advertising, Payment Methods of Online Advertising – CPM (Cost-per-Thousand) and CPC (Cost-per-click), Display Ads - choosing a Display Ad Format, Landing Page and its importance.

### **UNIT V**

**Social Media Marketing:** Understanding Social Media, Social Networking with Facebook, LinkedIn, Blogging as a social medium, Microblogging with Twitter, Social Sharing with YouTube, Social Media for Customer Reach, Acquisition and Retention. Measurement of Digital Media: Analyzing Digital Media Performance, Analyzing Website Performance, Analyzing Advertising Performance.

## **4. Books and Materials**

### **Text Books:**

1. Michael Miller, *B2B Digital Marketing*, 1e, Pearson, 2014.
2. Vandana Ahuja, *Digital marketing*, Oxford University Press 2015.

### **Reference Books:**

1. Michael R Solomon, Tracy Tuten, *Social Media Marketing*, Pearson, 2015.
  2. Judy Strauss & Raymond Frost, *E-Marketing*, Pearson, 2016.
  3. Richard Gay, Alan Charles worth and Rita Esen, *Online marketing – A customer led approach*, Oxford University Press 2007.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,  
(Autonomous)**

**COURSE STRUCTURE  
B2728 (G) - INTELLECTUAL PROPERTY RIGHTS  
(Elective-V)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

The primary objective of the course is to have a general understanding of the basics of Intellectual Property Rights, Copy Right Laws, Trade Marks and Issues related to Patents. Further, the course addresses the means of innovations with an emphasis on trade secrets that are necessary to obtain IPR through protect their innovations. It also encourages the student to take up innovations and establish start-ups. Hence, students will be able to adopt new knowledge from the laws underlying IPR.

#### Course Pre/corequisites

["The course has no specific prerequisite and corequisite"]

### 2. Course Outcomes (COs)

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

B2728 (G).1: Define different IPR policies and their role in protection of innovations.

B2728 (G).2: Identify various ethical and professional issues which arise in the context of intellectual property law in India and foreign.

B2728 (G).3: Apply intellectual property law principles to avoid infringements.

B2728 (G).4: Make use of copyrighted material so that it does not obstruct the progress of human knowledge.

B2728 (G).5: Design and develop the inventions under the laws of IPRs.

### 3. Course Syllabus

#### UNIT I

**Introduction to Intellectual Property:** Introduction, Types of Intellectual Property, International Organizations, Agencies and Treaties, Importance of Intellectual Property Rights.

#### UNIT II

**Trade Marks:** Purpose and Function of Trade Marks, Acquisition of Trade Mark Rights, Protectable Matter, Selecting and Evaluating Trade Mark, Trade Mark Registration Processes.

#### UNIT III

**Law of Copy Rights :** Fundamental of Copy Right Law, Originality of Material, Rights of Reproduction, Rights to Perform the Work Publicly, Copy Right Ownership Issues, Copy Right Registration, Notice of Copy Right, International Copy Right Law. Law of Patents: Foundation of Patent Law, Patent Searching Process, Ownership Rights and Transfer.

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## **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

### **UNIT IV**

**Trade Secrets:** Trade Secret Law, Determination of Trade Secret Status, Liability for Misappropriations of Trade Secrets, Protection for Submission, Trade Secret Litigation. Unfair Competition: Misappropriation Right of Publicity, False Advertising.

### **UNIT V**

**New Developments of Intellectual Property:** New Developments in Trade Mark Law; Copy Right Law, Patent Law, Intellectual Property Audits. International overview on Intellectual Property, International – Trade Mark Law, Copy Right Law, International Patent Law, International Development in Trade Secrets Law.

## **4. Books and Materials**

### **Text Books:**

1. K Bansl & P Bansal, *Fundamentals of Intellectual Property for Engineers*, BS Publications, ISBN: 9788178002774, 8178002779, Edition: 2013.

### **Reference Books:**

1. Deborah E. Bouchoux, *Intellectual Property: The Law Of Trademarks Copyrights Patents And Trade Secrets*, 4<sup>th</sup> Edition, New Delhi: Cengage India, 2015, ISBN:9788131528976.
2. Prabuddha Ganguli, *Intellectual Property Rights– Unleashing The Knowledge Economy*, McGraw Hill Education; 1<sup>st</sup> Edition, 1<sup>st</sup> July 2017.
3. Integrating Intellectual Property Rights and Development Policy: *Report of the Commission on Intellectual Property Rights*, London September 2002 (web source: [http://www.iprcommission.org/papers/pdfs/final\\_report/ciprfullfinal.pdf](http://www.iprcommission.org/papers/pdfs/final_report/ciprfullfinal.pdf)).

**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2728 (H) – SUPPLY CHAIN MANAGEMENT**  
**(Elective-V)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

The objective of this course is to enable the students with the key concepts and techniques of SCM that will allow them to analyze, manage and improve supply chain processes for different industries and markets. At completion of this course, the student will be able to assess supply chain performance and make recommendations to increase supply chain competitiveness of organisations.

#### Course Pre/corequisites

["The course has no specific prerequisite and corequisite"]

### 2. Course Outcomes (COs)

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

B2728 (H).1: Define recent trends in supply chain management and its impact on present business environment.

B2728 (H).2: Identify various SCM partners and their role in satisfying customers.

B2728 (H).3: Apply knowledge to evaluate and manage an effective supply chain.

B2728 (H).4: Analyze and improve supply chain processes that can remove barrier in the progress of organizations.

B2728 (H).5: Design and align the management of a supply chain with corporate goals and strategies.

### 3. Course Syllabus

#### UNIT I

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

#### UNIT II

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

#### UNIT III

**Logistics and Supply Chain Relationships:** Benchmarking the logistics process and SCM operations – Mapping the supply chain processes – Supplier and distributor benchmarking –

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setting benchmarking priorities – identifying logistics performance indicators – Channel structure – Economics of distribution –channel relationships –logistics service alliances.

### **UNIT IV**

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

### **UNIT V**

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

## **4. Books and Materials**

### **Text Books:**

1. Edward J Bradi, John J Coyle., *A Logistics Approach to Supply Chain Management*, Cengage Learning, New Delhi, 2012.
2. Sunil Chopra and Peter Meindl., *Supply chain Management: Strategy, Planning and Operation*, Pearson Education, New Delhi, 2013.

### **Reference Books:**

1. Donald J. Bowersox and David J.Closs, *Logistical Management” The Integrated Supply Chain Process*, TMH, 2011.
  2. Rahul V Altekhar, *Supply Chain Management*, PHI Learning Ltd, New Delhi, 2009.
  3. Manish Bansal, Babita Singla, *Retail and Supply Chain Management*, Kalyani Publishers, New Delhi, 2012.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2729 (A) - INTERNATIONAL TRADE FINANCE**  
**(Elective-VI)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

The objective of this course is to help students to understand the importance of financial principles required to conduct business in a Global Environment, including Import /Export and multinational operations. Further, students will have a broader view on the role of WTO, Forex markets, various international bodies, laws and trade and tariff rates that shapes Global Economy.

#### Course Pre/corequisites

["The course has no specific prerequisite and corequisite"]

### 2. Course Outcomes (COs)

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

- B2729 (A).1: Demonstrate the basics of International trade and balance of payments.
- B2729 (A).2: Identify the key factors that influence international trade and tariff policies.
- B2729 (A).3: Apply and evaluate the global business environment in terms of economic, social and legal aspects.
- B2729 (A).4: Analyse the principle of international business and strategies adopted by firms to expand globally.
- B2729 (A).5: Design corporate strategies to generate global profitable businesses.

### 3. Course Syllabus

#### UNIT I

**International Trade** : International Trade – Meaning and Benefits – Basis of International Trade – Foreign Trade and Economic Growth – Balance of Trade – Balance of Payment – Current Trends in India – Barriers to International Trade – WTO – Indian EXIM Policy.

#### UNIT II

**Export and Import Finance**: Special need for Finance in International Trade – INCO Terms (FOB, CIF, etc.,) – Payment Terms – Letters of Credit – Pre Shipment and Post Shipment Finance – Forfeiting – Deferred Payment Terms – EXIM Bank – ECGC and its schemes – Import Licensing – Financing methods for import of Capital goods.

#### UNIT III

**Forex Management**: Foreign Exchange Markets – Spot Prices and Forward Prices – Factors influencing Exchange rates – The effects of Exchange rates in Foreign Trade – Tools for hedging

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against Exchange rate variations – Forward, Futures and Currency options – FEMA – Determination of Foreign Exchange rate and Forecasting.

### **UNIT IV**

**Documentation in International Trade:** Export Trade Documents: Financial Documents – Bill of Exchange- Type- Commercial Documents - Proforma, Commercial, Consular, Customs, Legalized Invoice, Certificate of Origin Certificate Value, Packing List, Weight Certificate, Certificate of Analysis and Quality, Certificate of Inspection, Health certificate. Transport Documents - Bill of Lading, Airway Bill, Postal Receipt, Multimodal Transport Document. Risk Covering Document: Insurance Policy, Insurance Cover Note. Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSPS – UPCDC Norms.

### **UNIT V**

**Export Promotion Schemes:** Government Organizations Promoting Exports – Export Incentives : Duty Exemption – IT Concession – Marketing Assistance – EPCG, DEPB – Advance License – Other efforts | Export Promotion – EPZ – EQU – SEZ and Export House.

## **4. Books and Materials**

### **Text Books:**

1. Jeff Madura, *International Corporate Finance*, Cengage Learning, 9th Edition, 2011.
2. Apte P.G., *International Financial Management*, Tata McGraw Hill, 2011.

### **Reference Books:**

1. Alan C. Shapiro, *Multinational Financial Management*, 5th Edition, PHI Learning, 2010.
  2. Eun and Resnik, *International Financial Management*, 5th Edition, Tata McGraw Hill, 2011.
  3. Website of Indian Government on EXIM policy (<https://www.exim-policy.com/>).
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**

**B2729 (B) - CORPORATE TAXATION & FINANCIAL PLANNING (CT&FP)**  
**(Elective-VI)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

The course intends to equip students with the ability to apply corporate tax provisions and financial planning tools to corporate world. Corporate Taxation and financial planning are discussed in terms of to provide necessary inputs to the students for handling real life business problems efficiently using appropriate concepts of taxation laws. Students are appraised with the recent developments in tax structure in India unlike other countries. At the end of the course, they are expected to have learnt the tax provisions, financial planning & tax management.

#### Course Pre/corequisites

B2713- Financial Management

B2725 (A) - Corporate Finance

### 3. Course Outcomes (COs)

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

B2729 (B).1: Define role of corporate taxation and financial planning on financial stability and brand equity of business firms.

B2729 (B).2: Identify suitable tools to reduce chances of litigations and tax losses.

B2729 (B).3: Analyze and disclose correct information to every stakeholder.

B2729 (B).4: Integrate management techniques to meet stakeholder interests.

B2729 (B).5: Plan and design better financial plans which can be altered in the future.

### 3. Course Syllabus

#### UNIT I

**Introduction: Income Tax:** Basic Definitions under Income Tax Act, Determination of Residential status & Incidence of tax – Individual, HUF, Firm & Company, Incomes exempt from tax, Basic understanding of the five heads of Income & Tax Computation for Individuals (Slab System) & Company, Income under the head “Salary” and Employee Remuneration Planning.

#### UNIT II

**Business - Profession Income:** Income under the head “ Profits and gains of business or profession” and its computation Basis of charge, Methods of Accounting, Specific Deductions, Specific Disallowances, Deemed Profit and its computation, Undisclosed Income & Investments, Section 43 C, 44 AD, 44AE, 44 AF, Problems of computation of Income from Business / Profession (Specific focus to company).

#### UNIT III

**Capital Gain & Taxation of Companies:** Income under the head “Capital gains”, Clubbing of Income, Set off and carry forward of losses, Deductions from gross total income. Computation of



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tax liability of companies, Minimum Alternate Tax on companies, Tax deduction/ collection at source, Double Taxation Avoidance Agreement Concept.

### **UNIT IV**

**Tax & Financial Planning:** Concept of Tax planning, Tax Avoidance, Tax Evasion & Tax Management, Tax planning with respect to Setting up a new business, Tax planning with respect to location and nature of business, Tax planning with amalgamation, Tax planning with forms of business organization.

### **UNIT V**

**Tax & Financial Planning:** Tax planning with respect to financial management – Capital Structure Issues & Issues of Bonus Shares, Tax Planning with managerial decisions like make or buy, own or lease, capital budgeting decisions, Replacement Decisions, Contemporary Issues like Direct Tax Code and its implication to various Indian sectors, Budget Implications to Income Tax provisions.

## **4. Books and Materials**

### **Text Books:**

3. Dr. Vinod K. Singhania & Dr. Monica Singhania., *Students Guide to Income Tax*, Taxmann Publication, 2005.
4. Dr. Vinod K. Singhania & Dr. Monica Singhania., *Tax Planning & Management*, Taxmann Publication, 2005.

### **Reference Books:**

4. Dr. Vinod K. Singhania & Dr. Monica Singhania., *Direct Taxes-Law & Practice*, Taxmann Publication, 2005.
  5. Girish Ahuja & Ravi Gupta, *Corporate Tax Planning & Management*, Bharat Law House.
  6. Parthasarathy, *Corporate Governance: Principles, Mechanisms & Practice*, Wiley, New Delhi, 2008.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2729 (C) – EMPLOYEE EMPOWERMENT**  
**(Elective-VI)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

This course is to acquaint students about empowerment and participation processes and practices for effective mobilisation of Human Resources towards attainment of organisational objectives. Hence, students will be able to apply empowerment practices to create autonomous, participative work environment in the organisations.

#### Course Pre/corequisites

B2710 - Human Resource Management

B2722 (D) - Human Resource Development

B2724 (D) - Organizational Theory, Design and Development

### 2. Course Outcomes (COs)

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

B2729 (C).1: Define the role of empowerment strategies in employee involvement and business success.

B2729 (C).2: Identify suitable training programmes to enhance employee participation in operational decision making.

B2729 (C).3: Analyze the present communication channels and reward system.

B2729 (C).4: Integrate organisational culture to meet stakeholders' interests.

B2729 (C).5: Plan and design suitable training programmes to prepare future leaders.

### 3. Course Syllabus

#### UNIT I

**Introduction:** Meaning, objectives and forms of empowerment and participation. Liberating the organisation through empowerment. Distinction between traditional bureaucracy and liberated organisation. External Commitment vs. Internal Commitment.

#### UNIT II

**Empowerment Processes:** Delegation and Decentralisation vs. Empowerment. Empowerment Processes. Job Enrichment, Leadership Styles; Likert's Management Systems including Tannenbaum and Schmidt leadership continuum. Objectives Setting and MBO. Team Building; Task Forces, Committees Effectiveness; and Self Managing Groups. TQM and Employee Involvement, Quality Circles. Involvement of Managerial Personnel.

#### UNIT III

## **G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY, (Autonomous)**

**Employee Participation:** Institutional Framework: Evolution and working of Participative Management Schemes in Industry in India. Suggestion Schemes in Organizations. Board Level Employee Participation in Banks. Workers Cooperatives.

### **UNIT IV**

**Employee Stock Ownership Plan (ESOP):** Evolution in India, Scope and legal/institutional provisions including current developments and working of such schemes in diverse organizations.

### **UNIT V**

**International Experiences:** Review of International experiences of cases of Empowerment and Worker Participation Schemes in selected countries using the case studies.

## **4. Books and Materials**

### **Text Books:**

1. Vogt, Judith E., & Kenneth L. Murrell, *Empowerment in Organizations : How to Spark Exceptional Performance*, S. Chand & Co. Ltd., New Delhi, 1997.
2. Brown, Rob and Margaret Brown, *Empowered! A Guide to Leadership in the Liberated Organisation*, Research Press, New Delhi, 1994.

### **Reference Books:**

1. Conger J.A. & Kumango R.N. The Empowerment Process; Integrating Theory and Practice Academy of Management Review, 13 (3) pp. 471 -482, 1988.
  2. Das, G.S. Development of an Empowering Scale, Item Analysis and Factor Structure, ASCI, Journal of Management, Vol. 22, No. 2 -3, September-December, 1992.
  3. Rappaport, J. Swift C., and Hers R.; *Studies in Empowerment: Steps towards understanding and Action*, Haworth, New York, 1984.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**

**B2729 (D) - INDUSTRIAL RELATIONS & LABOUR WELFARE**  
**(Elective-VI)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

The primary objective of this course is to equip the students with the knowledge of Industrial Relations, Industrial Conflicts, Labour Welfare, and issues related to Industrial Safety. Further, the course emphasizes on various issues in management of Industrial Relations in the context of the modern business environment, developing participants' and issues in managing skills in Indian context in particular.

#### Course Pre/corequisites

B2710 - Human Resource Management,  
B2725 (B) -Labour Laws & Legislations.

### 2. Course Outcomes (COs)

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

B2729 (D).1: Define industrial relations & codes of conduct to run business smoothly.

B2729 (D).2: Identify different methods of dispute resolution to solve conflicts and maintain harmony at the workplace.

B2729 (D).3: Assess and adopt best suitable labour welfare measures in the organization.

B2729 (D).4: Design new safety measures at workplace to maintain employee safety.

B2729 (D).5: Verify various special categories of Labour to maintain abled Labour.

### 3. Course Syllabus

#### UNIT I

**Industrial Relations:** Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.

#### UNIT II

**Industrial Conflicts:** Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication.

#### UNIT III

**Labour Welfare:** Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour – Welfare Funds – Education and Training Schemes.

#### UNIT IV

**Industrial Safety:** Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions.

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## **UNIT V**

**Welfare of Special Categories of Labour:** Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour –BPO & KPO Labour - Social Assistance – Social Security – Implications.

### **4. Books and Materials**

#### **Text Books:**

1. Mamoria C.B. and Sathish Mamoria, *Dynamics of Industrial Relations*, Himalaya Publishing House, New Delhi, 2007.
2. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj, *Industrial relations & Labour Laws*, TataMcGraw Hill. 2012.

#### **Reference Books:**

1. Ratna Sen, *Industrial Relations in India, Shifting Paradigms*, Macmillan India Ltd., NewDelhi, 2007.
  2. C.S.Venkata Ratnam, *Globalisation and Labour Management Relations*, Response Books, 2007.
  3. P.R.N Sinha, Indu Bala Sinha, Seema Priyardarshini Shekhar. *Industrial Relations, Trade Unions and Labour Legislation*, Pearson, 2004.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**  
**B2729 (E) – SERVICES MARKETING**  
**(Elective-VI)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

The core objective of this course is introduces students to concepts and practices of service-logic in marketing, the role of the customers within the service system and effective management of customer relationships. Further, approaches and tools for analysing, improving and developing complex services will be explained and applied, along with concepts of service quality, service recovery and the determinants of customer satisfaction and dissatisfaction. Hence, the student will able to work and offer their inputs to the service intense organisations.

#### Course Pre/corequisites

B2711 - MARKETING MANAGEMENT.

### 2. Course Outcomes (COs)

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

B2729 (E).1: Define the role of service manager to increase business of the organization.

B2729 (E).2: Identify the key elements of services marketing.

B2729 (E).3: Analyse consumers' perception on existing services.

B2729 (E).4: Apply strategies to maintain service quality and relations with customers.

B2729 (E).5: Design customized business plan to support business operations.

### 3. Course Syllabus

#### UNIT I

**Understanding services marketing:** Introduction, Characteristics of services marketing mix, services in the modern economy, Classification of services, marketing services Vs. Physical services.

#### UNIT II

**Customer Expectations of service:** Service expectations, types of expectations, factors that influence customer expectations of service. Issues in involving customers' service expectations, Customer defined service standards.

#### UNIT III

**Pricing & Promotion strategies for services:** Service pricing, establishing monetary pricing Objective, foundations of pricing, pricing and demand, putting service pricing strategies into practice.

#### UNIT IV

**Service promotion:** The role of marketing communication. Implications for communication strategies, marketing communication mix.

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### **UNIT V**

**Marketing plans for services:** The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitoring marketing planning and services.

#### **4. Books and Materials**

##### **Text Books:**

1. Valarie A Zeithaml & Mary Jo-Bitner, *Services Marketing—Integrating Customer Focus Across the Firm*, TMH, 2011.
2. Rajendra Nargundkar, *Services Marketing – Text and Cases*, TMH, 2010.

##### **Reference Books:**

1. Christopher Lovelock, Wirtz, Chatterjee, *Services Marketing People, Technology, Strategy*, Pearson, 2011.
  2. Bhattacharjee, *Services Marketing – Concepts planning and implementation*, excel, 2010.
  3. Srinivasan, *Services Marketing*, PHI, 2014.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,  
(Autonomous)**

**COURSE STRUCTURE**

**B2729 (F) – SALES AND DISTRIBUTION MANAGEMENT  
(Elective-VI)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

**1. Course Description**

**Course Overview**

The objective of this course is to provide students an opportunity of learning the basics and concepts of Sales Management and Distribution Management.

**Course Pre/corequisites**

B2711 - MARKETING MANAGEMENT.

**2. Course Outcomes (COs)**

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

B2729 (F).1: Define the role of sales manager to increase the sales of the organization.

B2729 (F).2: Analyse the structure of sales organization to manage sales force.

B2729 (F).3: Apply the distribution channels to maintain relations with customers.

B2729 (F).4: Design the Channel systems to increase sales.

B2729 (F).5: Verify various international sales systems to develop sales.

**3. Course Syllabus**

**UNIT I**

**Introduction:** Evolution of Sales Management- Nature and importance of Sales Management- Roles, Types and Skills of Sales Managers- Sales Objectives.

**UNIT II**

**Management of Sales:** Concepts of Sales Organisation- Types of Sales organization structures- Specialization within sales organization- Sizing and Staffing the Sales force.

**UNIT III**

**Distribution Management:** Definition- Need for Distribution Management- Need for Distribution Channels – Value addition of Distribution Management- Marketing Channels- Channel Formats- Relationship of flows to service levels – Channel levels – Service Channels.

**UNIT IV**

**Designing Channel Systems:** Channel Design factor – Channel planning process – Ideal Channel structure – Training, Motivating & Evaluating Channel members- Channel Design Comparison – Implementation

**UNIT V**

**Managing the International Channels of Distribution:** Introduction - Differences in customer-expectations across countries-international orientation of companies –model of entry decision – implications of entry modes.

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(Autonomous)**

**4. Books and Materials**

**Text Books:**

1. John F Tanner Jr, Earl D Honeycutt, *Sales Management*, Pearson Education, 2014.

**Reference Books:**

1. Krishna K Havaladar & Vasant M Cavale, *Sales and Distribution Management*, TMH, 2019.
2. Tapan K.Panda, Sunil Sahadev, *Sales and Distribution Management*, Oxford, 2004.

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**COURSE STRUCTURE  
B2729 (G) - CORPORATE INFORMATION MANAGEMENT  
(Elective-VI)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

This course is introduced to drive the students to reach the fundamentals and functional areas of both the management and Information Management, in particular and covers the basics of emerging IT trends.

#### Course Pre/corequisites

["The course has no specific prerequisite and corequisite"]

### 2. Course Outcomes (COs)

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

B2729 (G).1: Apply planning and strategy tools in today's business environment

B2729 (G).2: Analyze IT services for performance of an organization.

B2729 (G).3: Evaluate organizational outsourcing decisions for considering the legal and ethical aspects of business.

B2729 (G).4: Determine an appropriate project management approach to evaluate the business context and scope of the project.

### 3. Course Syllabus

#### UNIT I

**IT Planning and Strategy Tools:** Strategy analysis – environment analysis- Conducting strategy audit- Assessing opportunities and risks- Company –technology analysis – Industry –technology analysis, trajectories of technology.

#### UNIT II

**Extending the enterprise:** Organising for innovation –Collaboration- Understanding business networks: differentiation interdependence and ownership – Designing hybrid governance models- Building collaborative community- Emerging network business models.

#### UNIT III

**IT Alignments :** Building the case for IT- leveraging infrastructure and creating options- Components of internet working infrastructures –Rise of internet working – business implications, Managing IT services: Availability facilities- uninterruptible power –Delivery- climate control – security – New service models.

#### UNIT IV

**IT outsourcing:** Managing risk through incremental outsourcing- Outsourcing advantages and disadvantages- Outsourcing opportunities- Managing relationships with outsourcing agencies,

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Coordination and control of IT: Development stages of IT in organizing- Nolan's' model- Distributed data processing - Centralisation vs. decentralisation- drivers toward user dominance- Drivers towards centralized policy- Coordination and location IT policy.

### **UNIT V**

**Project management:** Project categories- Project management: stage in project –planning and controlling tools - Problems – Towards effective project management, Technology and innovation: Understanding technological developments- Technology cycles-. Creative idea generation, Employee creativity, R&D- Role in technology development.

### **4. Books and Materials**

#### **Text Books:**

1. C,S,G,,Krishnamcaharyulu and Lalitha R. *Management of Technology*, Himalaya Publishing House, 2008.
2. Lynda M.Applegate, Robert D.Ausitn and F. Warren McFarlan, *Corporate Information strategy and Management*, 7<sup>th</sup> Edition, TMH, 2006.

#### **Reference Books:**

1. Sanjiva Shankar Dubey, *IT strategy and Management*, 3<sup>rd</sup> Edition, PHI, 2016.
  2. Parag Kulkarni, *IT strategy for Business*, Oxford, 2008.
  3. V.K.Narayan, *Managing Technology and Innovation for competitive Advantage*, Pearson, 2009.
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**

**COURSE STRUCTURE**

**B2729 (H) – INFORMATION SYSTEMS, CONTROL AND AUDIT**  
**(Elective-V)**

| Hours Per Week |   |   | Hours Per Semester |   |   | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|---|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P | C       | CIE              | SEE | Total |
| 4              | 0 | 0 | 56                 | 0 | 0 | 4       | 40               | 60  | 100   |

### 1. Course Description

#### Course Overview

This course aims to give students a thorough grounding in the theory, techniques and practical issues involved in computer-based information systems control and auditing. The contents of this course include concepts, approaches, and techniques of information system auditing, security controls in organizations, and the application of IT in auditing. Hence, the student will be able to apply concepts of computer information systems control and auditing to protect business information.

#### Course Pre/corequisites

["The course has no specific prerequisite and corequisite"]

### 2. Course Outcomes (COs)

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

B2729 (H).1: Define the basic concepts and techniques of information systems, auditing and IT application in business auditing.

B2729 (H).2: Identify the recent trends of computer security and threats.

B2729 (H).3: Apply physical, logical & operational security controls to information assets.

B2729 (H).4: Analyze information systems as organizational assets to be valued and best practices in securing information systems.

B2729 (H).5: Develop a critical mind for evaluating and auditing information systems.

### 3. Course Syllabus

#### UNIT I

**Audit and Review the Role of Information Technology:** Audit standards, importance of audit standard independence, AICPA pro announcement, the need for it audit function, role of the IT auditor, legal implications.

#### UNIT II

**Audit Process in a Information Technology Environment:** Risk assessment, audit budget, objectives and context, preliminary review, field-work and implementations audit methodology, documenting results.

#### UNIT III

**Computer Assistance Audit Tools:** Auditor productivity tools, flowcharting techniques, flowcharting an analytical tool. Defining critical data, flow charting technique, generalizing audit software, computer forensic.

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### **UNIT IV**

**Managing IT Audits:** Establish a career development and planning, evaluating IT audit quality, criteria for IT audit quality, IT auditing in new millennium, code of ethics and professional standards, private industry, management consultancy.

### **UNIT V**

**Strategy and Standards for Auditing:** Strategic planning, communication, demand management, architecture and standards, business architecture, application and information architecture, architecture functions.

## **4. Books and Materials**

### **Text Books:**

1. Sandra Senftand Fredrick, *Information Technology Control and Audit*, CRC Press, 1st Edition, 2012.
2. D P Dube, V P Gulati, *Information System Audit and Assurance – Includes case studies and checklists from the banking industry*, TMH, 3rd Edition, 2008.

### **Reference Books:**

1. Nina Godbole and Sunit Belapure, *Cyber Security*, Wiley India, 2<sup>nd</sup> Edition, 2012.
  2. Subash Chandra, Das-Management Control Systems : Principles and Practices, PHI, 2nd Edition, 2014
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**G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY,**  
**(Autonomous)**  
**(B2730) PROJECT WORK**

| Hours Per Week |   |   | Hours Per Semester |   |    | Credits | Assessment Marks |     |       |
|----------------|---|---|--------------------|---|----|---------|------------------|-----|-------|
| L              | T | P | L                  | T | P  | C       | CIE              | SEE | Total |
| 0              | 0 | 1 | 0                  | 0 | 16 | 8       | 80               | 120 | 200   |

Students are required to take up a project work, in which the student can choose any specific problem of Industry or Industry based project work. Alternatively it can be secondary source based or Field based project work. Before the commencement of the project work each student is required to submit a synopsis indicating the objectives, Methodology, Framework for analysis, Action plan with milestones in order to have clarity for the subsequent work. The project should have an internal faculty as guide. The student shall initiate project work and evaluation shall take place in IV semester.

**References:**

- Paul Oliver, *Writing Your Thesis*, Sage Publications, 2008.
- M.K.Rampal & S.L. Gupta, *Project Report Writing*, Paragon International, 2009.
- Michael Jay Polonsky and David Scott Waller, *Designing and Managing a Research Project*, Sage Publication, 2014.
- Surendra Kumar, *An Aid to Project Work*, Paragon International, 2009.
- O.R Krishnaswami and M. Ranganatham, *"Methodology of Research in Social Sciences"*, Mumbai: Himalaya Publishing House, ISBN 81-8318-454-5, 2005.
- C.R Kothari, *Research Methodology, Methods & Technique*; Hyderabad: New Age International Publishers, 2004.
- Y. P. Agarwal, *Statistical Methods: Concepts, Application and Computation*, Sterling Publications Pvt., Ltd., New Delhi, 2004.

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