



G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY
(Autonomous)

**(Approved by AICTE | NAAC Accreditation with 'A' Grade |
Accredited by NBA (CE, CSE, ECE & EEE) | Permanently Affiliated to JNTUA)**
Nandikotkur Road, Venkayapalli (V), Kurnool - 518452, Andhra Pradesh, India
www.gpcet.ac.in

CURRICULUM FRAMEWORK

PG – MASTER OF BUSINESS ADMINISTRATION

Under R-23 Regulations

MBA - Regular Two-Year Degree Program
(For the batches admitted from the Academic Year 2023- 2024)

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MASTER OF BUSINESS ADMINISTRATION

ACADEMIC REGULATIONS
GPCET - R23

MBA Regular Two-Year Degree Programme
(For the batches admitted from the Academic Year 2023- 2024)

Preliminary Definitions and Nomenclatures

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Program: Means, PG degree program: Master of Business Administration (MBA).

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

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

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

Regulations: The regulations of M.B.A program offered by Institute are designated as “GPCET Regulations – R23” and are binding on all the stakeholders.

Semester: It is a period of study consisting of 16 to 18 weeks of academic work equivalent to normally 90 working days. Odd semester commences usually in July and even semester in December of every year.

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

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

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

G. Pullaiah College of Engineering and Technology

Regulations for Two Year Master of Business Administration (MBA) Degree programme for the batches admitted from the academic year 2023-24

1. *Minimum Qualification for the Admission*

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

2. COURSE WORK:

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

3. ATTENDANCE

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

4. EVALUATION:

The performance of the candidate in each semester shall be evaluated subject wise, with a maximum of 100 marks for Theory and 100 marks for Practicals, on the basis of Internal Evaluation and End Semester Examination.

1. For the theory subjects 60% of the marks will be for the External End Examination and 40% of the marks will be for Internal Evaluation.
2. There shall be five units in each of the theory subjects.
3. Two mid-term Examinations shall be held during the semester. First mid-term examination shall be conducted for I, II and half of III-unit syllabus and second mid-term examination shall be conducted for the remaining syllabus. In each mid examination a student shall answer 3

questions out of 5 questions in 2 hours of time which shall be extrapolated to 40 marks. Final internal marks for a total of 40 marks shall be arrived at by considering the marks secured by the students in both mid examinations with 80% weightage to the better mid exam and 20% to the other.

The Following pattern shall be followed to the end examination

- 4.3.1 Five questions shall be set from each of the five units with either/or type for 10 Marks each and 6th question shall be the case study for 10 marks.
- 4.3.2 All the questions have to be answered compulsorily.
- 4.3.3 Each question may consist of one or two bits.
- 4.3.4 For practical subjects, 60 marks shall be for the End Semester Examinations and 40 marks will be for internal evaluation based on the day-to-day performance.
- 4.3.5 Out of a total of 200 marks for the project work, 80 marks shall be for Internal Evaluation and 120 marks for the End Semester Examination. The End Semester Examination (viva-voce) shall be conducted by an External examiner nominated by the HOD & Supervisor as a committee. The evaluation of project work shall be conducted at the end of the IV semester.
- 4.3.6 A candidate shall be deemed to have secured the minimum academic requirement in a subject if he secures a minimum of 40% of marks in the End Examination and a minimum aggregate of 50% of the total marks in the End Semester Examination and Internal Evaluation taken together.
- 4.3.7 In case the candidate does not secure the minimum academic requirement in any subject (as specified in 4.3.6) he/she has to reappear for the Semester Examination either supplementary or regular in that subject, or repeat the course when next offered or do any other specified subject as may be required.

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

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

- ❖ The candidate should have completed the course work for all four semesters pending Project work submission.
- ❖ He should have passed all the subjects for which the internal evaluation marks secured are more than 50%.
- ❖ Out of the subjects the candidate has failed in the examinations due to internal evaluation marks secured being less than 50%, the candidate shall be given one chance for each Theory subject and for a maximum of **three** Theory subjects for Improvement of Internal evaluation marks.
- ❖ The candidate has to re-register for the chosen subjects and fulfil the academic requirements.

- ❖ For each subject, the candidate has to pay a fee equivalent to one third of the semester tuition fee and the amount is to be remitted in the form of D.D in favour of 'the Principal, GPCET' payable at Kurnool along with the requisition.
- ❖ In the event of availing the Improvement of Internal evaluation marks, the internal evaluation marks as well as the End Examinations marks secured in the previous attempt(s) for the reregistered subjects stand cancelled.

6. MOOCS

Institution intends to encourage the students to do any course in MOOCs in III semester of MBA Programme.

Students who opt/register for MOOCs under Elective-IV, instead of professional electives listed under elective -IV. 4 credits shall be awarded on successful completion of MOOCS course for what they have registered.

- ❖ The MOOC(s) shall be offered for the existing course titles (discipline core or concern electives).
- ❖ The department shall give a list of standard MOOCs providers among edX, Udacity, Coursera, NPTEL or any other standard providers.
- ❖ The department shall appoint Coordinators / Mentors and allot the students to them who shall be responsible to guide students in selecting online courses and provide guidance for the registration, progress and completion of the same.
- ❖ A student shall choose an online course (relevant to his/her programme of study) from the given list of MOOCS providers, as endorsed by the teacher concerned, with the approval of the HOD.
- ❖ If the student fails in completing the course with in the III semester, he must complete the course in the IV semester with the special permission from the Principal / HOD of the college.

7. INTERNSHIP:

An Internship in Industry is introduced for 2 credits in the curriculum. The students need to take it up at the end of the II Semester for a period of four weeks. The student shall submit a technical report along with internship certificate from the Internship organization in order to obtain the 2 credits in III Semester. The organization in which the student wishes to carry out Internship need to be approved by Internal Department Committee (IDC) comprising of Head of the Department and 2 Senior Faculty.

8. CONDUCT OF PROJECT WORK:

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

- ❖ Registration of Project work: A candidate is permitted to register for the project work after satisfying the attendance requirement of all the courses (theory and practical courses of I, II and III Sem)
- ❖ An Internal Departmental Committee (I.D.C) consisting of HOD, Supervisor and one internal senior expert shall monitor the progress of the project work.
- ❖ The work on the project shall be initiated immediately after II semester and continued & evaluated in the final semester. The candidate can submit Project thesis with the approval of I.D.C. at the end of the IV semester Instruction as per the schedule. Extension of time within the total permissible limit for completing the programme is to be obtained from the Head of the Institution.
- ❖ The student must submit status report at least in two different phases during the project work period. These reports must be approved by the I.D.C before submission of the Project Report.
- ❖ The viva-voce examination may be conducted for all the candidates as per the IV semester examination schedule.
- ❖ Three copies of the Thesis / Dissertation certified in the prescribed form by the supervisor & HOD shall be presented to the H.OD. One copy is to be forwarded to the Controller of Examinations and one copy to be sent to the examiner.
- ❖ The college shall submit a panel of three experts for a maximum of every 20 students. However, the viva voce examiners will be nominated by the Controller of Examinations.

9. GRADING

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

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

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

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

The Semester Grade Point Average (SGPA) is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.,

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

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

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

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

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

Both SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

While computing the SGPA the subjects in which the student is awarded Zero grade points will also be included.

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

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

10.AWARD OF DEGREE AND CLASS:

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

Class Awarded	CGPA Secured
First class with Distinction	≥ 8
First class	≥ 7 and < 8
Second class	≥ 5 and < 7

11. WITH – HOLDING OF RESULTS:

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

12. TRANSITORY REGULATIONS:

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

13. Rules of Discipline

- (i) Use of mobile phones with camera, in the campus is strictly prohibited.
- (ii) Students shall behave and conduct themselves in a dignified and courteous manner in the campus/Hostels.
- (iii) Students shall not bring outsiders to the institution or hostels.
- (iv) Students shall not steal, deface, damage or cause any loss to the institution property.
- (v) Students shall not collect money either by request or coercion from others within the campus or hostels.
- (vi) Students shall not resort to plagiarism of any nature/extent. Use of material, ideas, figures, code or data without appropriate acknowledgement or permission of the original source shall be treated as cases of plagiarism. Submission of material, verbatim or paraphrased, that is authored by another person or published earlier by oneself shall also be considered as cases of plagiarism.
- (vii) Use of vehicles by the students inside the campus is prohibited.
- (viii) Any conduct which leads to lowering of the esteem of the organization is prohibited.
- (ix) Any student exhibiting prohibited behaviour shall be suspended from the institute. The period of suspension and punishment shall be clearly communicated to the student. The student shall lose the attendance for the suspended period
- (x) Dress Code
Boys: All the boy students should wear formal dresses. Wearing T-shirts and other informal dresses in the campus is strictly prohibited.
Girls: All the girl students shall wear Saree/Chudidhar with Dupatta

14. Punishments for Malpractice cases – Guidelines

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

S.No	Nature of Malpractice/Improper conduct	Punishment
1	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, Cellphones, pager, palm computers or any other form of material concerned with or related to the course of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the student which can be used as an aid in the course of the examination)	Expulsion from the examination hall and cancellation of the performance in that course only.
2	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks	Cancellation of the performance in that course.
3	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that course and all other courses the candidate has appeared including practical examinations and project work of that semester / year examinations.
4	Gives assistance or guidance or receives it from any other student orally or by any other body language methods or communicates through cell phones with any other student or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that course only of all the students involved. In case of an outsider, he will be handed over to the police and a case shall be registered against him.
5	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the course of the examination (theory or practical) in which the student is appearing.	Expulsion from the examination hall and cancellation of the performance in that course and all other courses including practical examinations and project work of that semester/year.
6	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that course and all other courses including practical examinations and project work of that semester/year.
7	Smuggles in the Answer book or takes out or arranges to send out the question paper during the examination or answer book during or after the examination	Expulsion from the examination hall and cancellation of performance in that course and all the other courses including practical examinations and project work of that semester/year. The student is also debarred for two consecutive semesters from class work and all examinations. The continuation of the course by the student is subject to the academic regulations in connection with forfeit of seat.

8	<p>Refuses to obey the orders of the Chief Superintendent /Assistant – Superintendent / any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.</p>	<p>In case of students of the college, they shall be expelled from examination halls and cancellation of their performance in that course and all other courses of that semester/year. The students also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case shall be registered against them.</p>
9	<p>Leaves the exam hall taking away answer script or intentionally tears up the script or any part thereof inside or outside the examination hall.</p>	<p>Expulsion from the examination hall and cancellation of performance in that course and all the other courses including practical examinations and project work of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all end examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.</p>
10	<p>Possesses any lethal weapon or firearm in the examination hall.</p>	<p>Expulsion from the examination hall and cancellation of the performance in that course and all other courses including practical examinations and project work of that semester/year. The student is also debarred and forfeits the seat.</p>
11	<p>If student of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in any malpractice or improper conduct mentioned in S.No 7 to S.No 9.</p>	<p>For Student of the college : Expulsion from the examination hall and cancellation of the performance in that course and all other courses including practical examinations and project work of that semester/year. The candidate is also debarred and forfeits the seat. Person(s) who do not belong to the College will be handed over to police and, a police case shall be registered against them.</p>

12	Impersonates any other student in connection with the examination	<p>The student who has impersonated shall be expelled from examination hall. The student is debarred from writing the remaining exams, and rusticated from the college for one academic year during which period the student will not be permitted to write any exam. If the imposter is an outsider, he will be handed over to the police and a case shall be registered against him.</p> <p>The performance of the original student, who has been impersonated, shall be cancelled in all the courses of the examination including practicals and project work of that semester /year. The student is rusticated from the college for two consecutive years during which period the student will not be permitted to write any exam. The continuation of the course by the student is subject to the academic regulations in connection with forfeiture of seat.</p>
13	If any malpractice is detected which is not covered in the above S.No 1 to S.No 12 items, it shall be reported to the college academic council for further action and award suitable punishment.	
14	Malpractice cases identified during sessional examinations will be reported to the examination committee nominated by Academic council to award suitable punishment.	

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

PROGRAMME CURRICULUM STRUCTURE UNDER R-23 REGULATIONS

MASTER OF BUSINESS ADMINISTRATION

I -SEMESTER (I -YEAR)								
Course Code	Title of the Course	Periods per Week			Credits	Scheme of Examination Maximum Marks		
	Subject	L	T	P		C	Internal	External
B3701	Management & Organisational Behaviour	4	0	0	4	40	60	100
B3702	Business Environment & Law	4	0	0	4	40	60	100
B3703	Managerial Economics	4	0	0	4	40	60	100
B3704	Accounting For Managers	4	0	0	4	40	60	100
B3705	Statistics for Business Analytics	4	0	0	4	40	60	100
B3706	Business Communication	4	0	0	4	40	60	100
B3707	Data Science	4	0	0	4	40	60	100
B3708	Business Communication Lab	0	0	2	2	40	60	100
B3709	Data Science Lab	0	0	2	2	40	60	100
	Total	28	0	4	32	360	540	900

I I-SEMESTER (I-YEAR)								
Course Code	Title of the Course	Periods per Week			Credits	Scheme of Examination Maximum Marks		
	Subject	L	T	P		C	Internal	External
B3710	Human Resource Management	4	0	0	4	40	60	100
B3711	Marketing Management	4	0	0	4	40	60	100
B3712	Business Research Methods	4	0	0	4	40	60	100
B3713	Financial Management	4	0	0	4	40	60	100
B3714	Applied Operations Research	4	0	0	4	40	60	100
B3715	Operations Management	4	0	0	4	40	60	100
B3716	Management Information System	4	0	0	4	40	60	100
B3717	Business Analytics Lab	0	0	2	2	40	60	100
	Total	28	0	4	30	280	420	800

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PROGRAMME CURRICULUM STRUCTURE UNDER R-23 REGULATIONS

MASTER OF BUSINESS ADMINISTRATION

I -SEMESTER (II-YEAR)								
Course Code	Title of the Course	Periods per Week			Credits	Scheme of Examination Maximum Marks		
	Subject	L	T	P	C	Internal	External	Total
B3718	Business Ethics and Corporate Social Responsibility	4	0	0	4	40	60	100
B3719	Entrepreneurship and Start-Up	4	0	0	4	40	60	100
B3720	International Business Management	4	0	0	4	40	60	100
B3721	Elective-I	4	0	0	4	40	60	100
B3722	Elective-II	4	0	0	4	40	60	100
B3723	Elective-III	4	0	0	4	40	60	100
B3724	Elective-IV	4	0	0	4	40	60	100
B3725	Summer Internship	0	0	2	2	50	00	50
	Total	28	0	2	30	330	420	750

I I-SEMESTER (II-YEAR)								
Course Code	Title of the Course	Periods per Week			Credits	Scheme of Examination Maximum Marks		
	Subject	L	T	P	C	Internal	External	Total
B3726	Strategic Management	4	0	0	4	40	60	100
B3727	E-Business	4	0	0	4	40	60	100
B3728	Elective-V	4	0	0	4	40	60	100
B3729	Elective-VI	4	0	0	4	40	60	100
B3730	Project Work	0	0	16	8	80	120	200
	Total	16	0	16	24	240	360	600

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LIST OF SUBJECTS FOR ELECTIVES IN II-YEAR, I-SEMSTER	
Course Code	Title of the Course
ELECTIVE-I	
B3721(A)	Behavioral Finance
B3721(B)	Financial Engineering
B3721(C)	Knowledge Management
B3721(D)	Human Resource Development
B3721(E)	Product and Brand Management
B3721(F)	Customer Relationship Management
B3721(G)	Advanced Data base Management Systems
B3721(H)	Artificial Intelligence
ELECTIVE-II	
B3722(A)	Security Analysis and portfolio Management
B3722(B)	Financial Institutions and Market Services
B3722(C)	Compensation and Reward Management
B3722(D)	Performance Management
B3722(E)	Advertising and Sales Promotion Management
B3722(F)	Integrated Marketing Communication
B3722(G)	Data Mining for Business Intelligence
B3722(H)	Business Analytics
ELECTIVE-III	
B3723(A)	Banking and Financial Services Management
B3723(B)	Risk Management and Insurance
B3723(C)	Strategic Human Resource Management
B3723(D)	Organizational Development
B3723(E)	Consumer Behaviour
B3723(F)	Retail Management
B3723(G)	Enterprise Resource Planning
B3723(H)	Cloud Computing
ELECTIVE-IV	
B3724(A)	Strategic Financial Management
B3724(B)	Labour Laws and Legislations
B3724(C)	Digital Marketing
B3724(D)	Software Project Management Quality
B3724(E)	MOOCs

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

LIST OF SUBJECTS FOR ELECTIVES IN II-YEAR, II-SEMSTER	
Course Code	Title of the Course
ELECTIVE-V	
B3728(A)	International Financial Management
B3728(B)	Financial Derivatives
B3728(C)	International Human Resource Management
B3728(D)	Human Resource Planning
B3728(E)	International Marketing
B3728(F)	Rural Marketing
B3728(G)	Intellectual Property Rights
B3728(H)	Supply Chain Management
ELECTIVE-VI	
B3729(A)	International Trade Finance
B3729(B)	Corporate Taxation & Financial Planning
B3729(C)	Employee Empowerment
B3729(D)	Industrial Relations and Labour Welfare
B3729(E)	Services Marketing
B3729(F)	Sales and Distribution Management
B3729(G)	Corporate Information Management
B3729(H)	Information Systems, Control and Audit

COURSE STRUCTURE

I - SEMESTER

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

COURSE STRUCTURE

B3701 – 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:

- B3701: 1. Understand the various concepts, theories and principles of management, its role in the professional organizations.
- B3701: 2. Analyze individual and group behaviour, and understand the implications of organizational behaviour on the process of management.
- B3701: 3. Identify different motivational theories and evaluate motivational strategies used in a variety of organizational settings.
- B3701: 4. Evaluate the validity of various leadership styles and strategies and apply them in conflict management practices.
- B3701: 5. Design effective organizational structure and evaluate their impact on employees.
- B3701: 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, Wehrich 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 B3702 – 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:

B3702: 1. Understand the concepts of Industrial Policy 1991 & its impact on the business.

B3702: 2. Understand the concepts related to WTO, GATS, TRIMS & TRIPS.

B3702: 3. Understand the concepts of Monetary, fiscal & Trade Policies.

B3702: 4. Understand the basics of contracts.

B3702: 5. Analyze the right to information Act 2005.

B3702: 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. Mechantile 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 B3703 – 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:

- B3703: 1. Understand the basics of managerial economics.
- B3703: 2. Analyze and forecast the demand for the product in the market.
- B3703: 3. Evaluate the production analysis.
- B3703: 4. Identify the essentials of cost concepts.
- B3703: 5. Apply pricing strategies to the various market.
- B3703: 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, Iso-quants and Iso-costs, 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 and 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 B3704 – 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:

- B3704: 1. The basic knowledge of book keeping and accounting
- B3704: 2. The students are able to understand the Financial Statements and make analysis Financial accounts of a company
- B3704: 3. The students are able to analyze the financial statement of the different companies for taking different accounting decisions
- B3704: 4. Students able to calculate the depreciation to the real assets in different aspects.
- B3704: 5. Students will able to analyze balance sheet of the companies with different methods for different requirements
- B3704: 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 straight line) method, Diminishing balance method and Annuity method). Inventory Valuation: Methods of inventory valuation (Simple problems from LIFO, FIFO). Valuation of goodwill - Methods of valuation of goodwill.

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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 Internationals.
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 B3705 – STATISTICS FOR BUSINESS ANALYTICS

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:

- B3705:1. Student will able to independently calculate basic statistical parameters (mean, measures of dispersion, correlation co-efficient, indexes.
- B3705: 2. Student will able to choose a statistical method for solving practical problems.
- B3705:3. Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.
- B3705: 4. Use simple/multiple regression models to analyze the underlying relationship between variable through hypothesis testing.
- B3705: 5. Conduct and interpret a variety of hypothesis tests to aid decision making in a business context.
- B3705: 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 B3706 – 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/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:

- B3706: 1. Understand the concepts, theories and principles of communication, its role and importance in Business Communication.
- B3706: 2. Apply the verbal and non-verbal communication skills along with body language.
- B3706: 3. Evaluate various psychologies through communication models, communication Styles.
- B3706: 4. Identify various barriers in communication and ways to improve listening skills.
- B3706: 5. Apply technical writing skills, presentations and interview skills and etiquettes.
- B3706: 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.

UNIT IV

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

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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

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COURSE STRUCTURE B3707 – 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/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:

- B3707: 1. Understand the concept of decision making, its importance and various approaches of decision making.
- B3707: 2. To know the fundamentals of statistics
- B3707: 3. Understand the data visualization with Tableau.
- B3707: 4. Understand basics of Python
- B3707: 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, Tuples and Sets.

UNIT V

Applications of 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 B3708 – 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:

- B3708:1. Build the Language Proficiency of the students in English with emphasis on LSRW skills
- B3708: 2. Develop communication skills through various language learning activities.
- B3708:3. Summarize the nuances of English speech sounds, stress, rhythm, intonation & syllable division
- B3708: 4. Acquire & exhibit acceptable Etiquettes essential in social & professional settings.
- B3708: 5. Improve the fluency in spoken English & neutralize the mother tongue influence.
- B3708: 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, LesikarFlately, Tata McGraw Hill.
2. Business Communication for Managers, Penrose, Rasberry and Myers, Cengage.
3. A Text Book of English Phonetics for Indian Students by, T.Balasubramanian, McMillan.
4. Oxford Advanced Learner's Dictionary.
5. BCOM, Mala Sinha, Cengage
6. Business Communication, Bovee, Pearson.
7. Business Communication, Locker, Kaczmarek, Tata McGraw Hill.
8. Speaking and Writing for Effective Business Communication, Francis, MacMillan India Ltd.
9. Business Communication, Asha Kaul, PHI.
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 Karthick KK, MacMillan India Ltd.
13. Body Language – Your success mantra, Dr. ShaliniVarma, S Chand.

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COURSE STRUCTURE B3709 – 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:

- B3709:1. Understand the concept of Decision making its importance and various approaches of decision making
- B3709: 2. To know the fundamentals of statistics.
- B3709:3. Understand the data visualization with tableau.
- B3709: 4. Understand the basics of python.
- B3709: 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)

COURSE STRUCTURE

II - SEMESTER

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COURSE STRUCTURE B3710 – 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. Also, Human Resource Analytics imparts knowledge in data visualization in the context of human resource management which helps the students to apply HR Analytics for decision making in professional lives.

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:

- B3710:1. Understand the concepts of personal management its importance, principles, objectives, strategies of HRM.
- B3710: 2. Design compensation schemes to employees.
- B3710: 3. Develop better training and development techniques to enhance employees skills.
- B3710: 4. Analyze the role TQM n productivity through industrial relations.
- B3710: 5. Apply HR Analytics for decision making.

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 and Recent Trends in HRM.

Unit-V

Introduction to HR Analytics: Evolution of HR Analytics, HR Information Systems and Data Sources, Evolution of HR Analytics; HR Metrics and HR Analytics; Intuition Versus Analytical Thinking; HRMS/HRIS and Data Sources; Analytics Frameworks Like LAMP, HR Scorecard & Workforce Scorecard, Analytical capabilities, Analytic value chain, Analytical Model, Typical application of HR analytics.

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

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COURSE STRUCTURE B3711 – 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. Also, Marketing Management imparts knowledge in the context of marketing management which helps the students to acquire critical analysis and decision-making abilities to tackle the marketing and business issues in a career of marketing profession.

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:

- B3711: 1. Understand the basics of marketing management
- B3711: 2. Analyze how to build strong brands and connect with customers.
- B3711: 3. Apply the knowledge on product management and strategies.
- B3711: 4. Identify effective marketing communication channels.
- B3711: 5. Design the delivering value and logistics.
- B3711: 6. Apply Marketing Analytics for decision making.

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 & Delivering 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. Delivering Value: Managing Retailing, Wholesaling And Logistics. Designing and Managing Integrated Marketing Channels.

UNIT IV:

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

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UNIT V

Introduction to Marketing Analytics: Meaning, Characteristics, Evolution, Advantages and Disadvantages of Marketing Analytics, Market Data Sources, Market Sizing: Stakeholders, Typical application of marketing analytics & Approaches, PESTLE Market Analysis, and Porter Five Force Analysis.

4. Books and Materials

Text Books:

1. Marketing Management, Phillip Kotler, Kevin Lane Keller, 15th 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

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COURSE STRUCTURE B3712 – 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/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:

- B3712: 1. Understand the concepts, theories and models of business research and also the role of business research in real time managerial decisions.
- B3712: 2. Interpret the importance of literature survey to identify the research problem.
- B3712: 3. Develop suitable research methodologies to conduct business research.
- B3712: 4. Apply the principles of research to gather the required data from various sources.
- B3712: 5. Evaluate the gathered data by using appropriate statistical techniques.
- B3712: 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.

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COURSE STRUCTURE B3713 – 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

B3704 – Accounting For Managers

2. Course Outcomes (COs)

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

- B3713: 1. The necessary basic tools for the students so as to manage the finance function
- B3713: 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
- B3713:3. The students are able to know that what are the sources are available to companies to generate required funds.
- B3713: 4. Students are able to understand the long term capital needs of the business Organization.
- B3713: 5. Students will able to know that what the different investment activities are available to the business concern.
- B3713: 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.

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.

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UNIT V

Introduction to Financial Analytics: Introduction to Financial Analytics- Importance of Financial Analytics – Types of Financial Analytics – Fundamental Analysis – Technical Analysis - Component of Financial Analytics – Features of Financial Analytics – Financial Analytics and Data Analysis – Implementation of Financial Analytics – Corporate Financial Analytics – Investment Financial Analytics – Financial Analytics and Current Financial Challenges – Fraud - Risk – Profitability – Portfolio Management.

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

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COURSE STRUCTURE B3714 – 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:

- B3714:1. Identify and develop operational research models from the verbal description of the real system.
- B3714: 2. Understand the mathematical tools that are needed to solve optimization problems.
- B3714:3. Use mathematical software to solve the proposed models.
- B3714:4. 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.
- B3714:5. Apply the decision models to the various real time problems.
- B3714:6. 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), Principal 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, Arhur Yaspan & Lawrence Friedman. Pearson
4. Quantitative Analysis for Management/ Barry Render, Ralph M. Stair, Jr and Michael E. Hanna/
5. Operations Research / R.Pannerselvam, PHI Publications.
6. Operations Research / Wagner/ PHI Publications.

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COURSE STRUCTURE B3715 – 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:

- B3715:1. Understand the production and operations management (POM), Functions, historical development, scenario, product and process design with CAD/CAM.
- B3715:2. Analyze the facilities management and aggregate planning with analyses of location of facilities.
- B3715:3. Describe the concepts of scheduling in job, shop type production, loading, assignment and sequencing techniques.
- B3715:4. Understand work study and quality management with the help of method study and industrial engineering techniques.
- B3715: 5. Plan and implement suitable materials and handling principles and practice in the operations.
- B3715:6. 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 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.

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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 ,2nd 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 B3716 – 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:

- B3716:1. Describe the role and impact of information system in the business environment.
- B3716:2. Record the current issues of information technology and relate those issues to the firm.
- B3716:3. Reproduce a working knowledge of concepts and terminology related to IT.
- B3716:4. Identify appropriate strategies to manage the system, implementation process.
- B3716:5. Assess the relationship between organizations information system and business processes including the processes for customer relationship management and supply chain management.
- B3716:6. 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.

Unit-V

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

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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

B3717 - BUSINESS 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	0	28	2	40	60	100

1. Course Description

Course overview

This course enables students to understand the concepts of analytics and the usage of packages in analytics to take various business decisions. The students can record the business transactions in the Tally package. Students can store the various business data in a database that will use for analysis to take decisions in different aspects of business in an effective manner.

2. Course Outcomes (COs)

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

- B3717: 1. Evaluate the key business analytics concepts and assess the results generated to deliver positive outcomes.
- B3717: 2. Outline the relationship of the business analytics process within organization's decision-making process.
- B3717: 3. Access relevant business data and pre-analyze the data to the exact specifications and variables.
- B3717: 4. Examine and apply appropriate business analytic techniques and methods to inform responsive, evidence-based decision-making to improve performance.
- B3717: 5. Acquire in-depth knowledge of the principles of various software packages.
- B3717: 6. Understand basic ethics for applying various software packages in business analytics.

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 and Human Resources

Storing and Retrieving Data of Products, Customers, and Dealers (Tables and graphs). Employees' Database and Salary Administration.

UNIT IV

Introduction to SPSS, Use of software packages in business data analytics (SPSS) – Processing of data in SPSS.

UNIT V

Statistical tools in Analytics, Choosing the right statistical method for analysis - Descriptive and Inferential Analysis – Applications in SPSS.

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4. Books and Materials

References:

1. Ms Office-Sanjay Saxena, Vikas Publishing House Pvt. Ltd., New Delhi, 2001.
2. Ms Office Excel-Frye, PHI Learning Pvt. Ltd, New Delhi, 2016.
3. Ms Office Access- Step by step, PHI Learning Pvt. Ltd, New Delhi, 2007.
4. Data Analysis Using SPSS, [Lokesh Jasrai](#) , SAGE Publications India Pvt. Ltd, New Delhi, 2020.
5. Reading material on accounting packages.
6. SPSS User manual.

COURSE STRUCTURE

III - SEMESTER

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COURSE STRUCTURE

B3718 – BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

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 make the students aware of ethical and moral business issues in both Indian and International contexts. The students can learn the sensitivity involved in decisions to the right ethical practices in business conduct. The students can know the importance and evolution of corporate social responsibility in the Indian context. They could also apply the steps in a successful corporate social responsibility process.

2. Course Outcomes (COs)

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

- B3718.1: Discover the importance of ethics in business areas.
- B3718.2: Recognize the ethical issues in marketing and Human resources of the firms.
- B3718.3: Know the different ethical aspects involved in Information Technology.
- B3718.4: Determine the unethical practices in the financial aspects of the business.
- B3718.5: Understand importance of corporate social responsibility in the present scenario.
- B3718.6: Analyze the steps involved in a successful corporate social responsibility process.

3. Course Syllabus

UNIT I

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

UNIT II

Ethical Aspects in Organization-I-Marketing ethics and consumer ethics – ethical issues in advertising, criticisms in marketing ethics, ethics in HRM, selection, training, and development, ethics at the workplace, and ethics in performance appraisal.

UNIT III

Ethical Aspects in Organization-II-Ethics in finance: insider trading, ethical investment - combating frauds, ethical issues in information technology, information security and threats, intellectual property rights, cybercrime.

UNIT IV

Corporate Social Responsibility-Introduction to CSR: What and Why of CSR, Emergence of CSR: Evaluation and current scenario, CSR in India and Global. Theories of CSR – Carroll's, Triple Bottom Line and Stakeholders.

UNIT V

Process of Corporate Social Responsibility -Steps in CSR Process - Planning of CSR Activities - CSR Design and Implementation - factors for successful CSR process and relevant case studies.

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4. Books and Materials

Textbook(s):

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

References:

1. *Perspectives in Business Ethics*, Laura P Hartman, Tata McGraw Hill, 2010.
2. *Ethics in Management and Indian Ethos*, Biswanath Ghosh, Vikas Publishing House Pvt. Limited, 2009.
3. *Business Ethics -Concepts and Cases*, Weiss, Cengage, 2009.
4. *Business Ethics*, C.S.V.Murthy, Himalaya Publications, 2022.
5. *Corporate Governance and Social responsibility*, Balachandran and Chandrasekharan, PHI, 2011.
6. *Strategic Corporate Social Responsibility: Stakeholders in a Global Environment* by William B Werther and David Chandler, SAGE Publications, 2011.

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COURSE STRUCTURE B3719 - ENTREPRENEURSHIP AND START-UP

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 the role of Innovations and IPRs protections in creation of innovative businesses. As well as, the role of different institutions promotes entrepreneurship along with various Government Schemes and Programs for Entrepreneurship. The ways and means of project planning, feasibility studies, business plan and legal procedure for venture creation next to the sector wise opportunities. 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/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:

- B3719.1: Analyze the nature of entrepreneurship, risk and reward in business scenario.
- B3719.2: Assess the promotion and institutional support by various agencies in India.
- B3719.3: Prepare effective and feasible project proposals and business plans.
- B3719.4: Evaluate the role of Innovation and IPRs in promotion of new business.
- B3719.5: Identify various business challenges and opportunities.

3. Course Syllabus

UNIT I

Introduction to Entrepreneurship: Entrepreneurship – Definitions, Evolution and Concept of Entrepreneur, Scope of Entrepreneurship, Entrepreneurial Characteristics, Attitude, Qualities, and Functions, Types of Entrepreneurs, Entrepreneur Vs Manager.

UNIT II

Innovation and IPR for Entrepreneurship: Creativity and Invention, Innovation – Definitions, Types of Innovation, Design Thinking, Innovation Process, Barriers for Innovation. IPR – Meaning and Definitions, Importance of IPR, Types of IPR – Patents, Copyrights, Trademarks, Trade Secrets, Geographical Indications.

UNIT III

Entrepreneurial Support Ecosystem: Central level institutions; NBMSME, KVIC, The Coir Board, NSIC, NSTEDB, NPC, EDII, NRDCI, State level institutions; SDIC, DIC, APSFC, SIDC, SIADB. Other institutions: NABARD, TCO, NGOs, Business Incubators, Accelerators, Venture Capitalists, Angel Investors, Impact Investors, Government Schemes and Programs for Entrepreneurship Development.

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UNIT IV

Planning & Start-up Creation: The Concept of Project, Project Life Cycle - Project Planning, Feasibility – Project Proposal & Report Preparation. Start-up Registration, Business Model Canvas, Business Plan; Meaning and Definition, Uses of Business Plan, Writing a Business Plan. Ethical Considerations in Entrepreneurship, Challenges of Entrepreneurs.

UNIT V

Sectoral Opportunities in Entrepreneurship: Technology Entrepreneurship; Fintech, Edtech, Agritech, Healthtech, Clean Energy, E-commerce, Mobility, Foodtech, Cybersecurity, Environmental Sustainability & Case studies.

4. Books and Materials

Text Book(s):

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

Reference Book(s):

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

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COURSE STRUCTURE B3720 - 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/Co requisites

B3702 – Business Environment & Law

B3711 – Marketing Management

2. Course Outcomes (COs)

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

- B3720.1: Define different models and strategies of international business management for different global corporations.
- B3720.2: Research, analyze and identify potential international business opportunities.
- B3720.3: Develop a foreign market entry strategy for a specific product or service.
- B3720.4: Apply specific strategic options for business adoption and expansion.
- B3720.5: 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 Book(s):

1. Cherunilam, *International Business*, 5th Edition, PHI, 2011.
2. Jain, *International Business*, Hill, 6th Edition, Tata McGraw-Hill, 2009.

Reference Book(s):

1. P.Subbarao, *International Business*, 3rd Edition, Himalaya Publishing House, 2013.
2. Justin Paul, *International Business*, 15th Edition, PHI, 2013.
3. Joshi, *International Business*, Oxford University Press, 2009.

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COURSE STRUCTURE B3721 (A)-BEHAVIORAL FINANCE

(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 the students with an application of finance theory and practice to human behavior. To examine how human behavior influences the decisions of individual investors and professional finance practitioners, managers, and markets. To understand clearly what behavioral finance indicates about observed market outcomes as well as how psychological biases potentially impact the behavior of managers.

Course Pre/Co requisites

B3713 – Financial Management

2. Course Outcomes (COs)

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

- B3721 (A):1. Understand the concepts of behavioral Finance.
- B3721 (A):2. Understand the Utility/ Preference Functions.
- B3721 (A):3. Apply the different tools of analysis for investment decisions.
- B3721 (A):4. Analyze the external factors influence on risk perception and human attitudes.
- B3721 (A):5. Understand the concept of Emotions and Decision – Making.

3. Core Syllabus

UNIT – I: Introduction to Behavioral finance: Nature, scope, objectives and application; Investment Decision Cycle: Judgment under Uncertainty: Cognitive information perception - Peculiarities (biases) of quantitative and numerical information perception - Representativeness – Anchoring - Exponential discounting - Hyperbolic discounting.

UNIT – II: Utility/ Preference Functions: Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty - Expected utility as a basis for decision-making – Theories based on Expected Utility Concept - Investor rationality and market efficiency.

UNIT – III: Behavioral Factors and Financial Markets: The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency -Market Predictability –The Concept of limits of Arbitrage Model - Asset management and behavioral factors - Active Portfolio Management: return statistics and sources of systematic underperformance. - Fundamental information and technical analysis – the case for psychological influence.

UNIT – IV: Behavioral Corporate Finance: Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy - Capital Structure dependence on Market Timing - Systematic approach to using behavioral factors in corporate decision-making. External Factors and Investor Behavior: Mechanisms of the External Factor influence on risk perception and attitudes -

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Connection to human psychophysiology and emotional regulation Active portfolio management – the source of the systematic underperformance.

UNIT – V: Emotions and Decision – Making: Experimental measurement of risk-related - Measuring Risk - Emotional mechanisms in modulating risk-taking attitude - Neurophysiology of risk taking. Personality traits and risk attitudes in different domains.

4. Books and Materials

Text Book(s):

1. Behavioral Finance: Psychology, Decision-Making, and Markets", by Ackert and Deaves.
2. Understanding Behavioral Finance by Ackert the Psychology of Investing by John R. Nofsinger, Pearson Prentice Hall, (4th Edition)
3. What Investors Really Want - Learn the lessons of behavioral Finance, Meir Statman, McGraw-Hill

Reference Book(s):

1. Handbook of Behavioral Finance – Brian R. Bruce
2. Behavioral finance - Wiley Finance - Joachim Goldberg, Rüdiger von Nitzsch
3. Plous, Scott, 1993, The Psychology of Judgment and Decision Making, Ch 10-15
4. Shleifer, Andrei, 2000, Are Financial Markets Efficient, Chapter 1 in Inefficient Markets, Oxford University Press.
5. Ackert, L., and R. Deaves, 2010, Behavioral Finance: Psychology, Decision-Making and Markets, South-Western Cengage Learning, Mason, Ohio.
6. Nofsinger, J. R., 2001, Investment Madness, Prentice Hall.
7. Mitchell, O. S., and S. P. Utkus, eds., 2004. Pension Design and Structure: New Lessons from Behavioral Finance (Oxford University Press, New York, New York).
8. Shleifer, Andrei (2000): Inefficient Markets: An Introduction to Behavioral Finance, Oxford University Press, Oxford.
9. Montier, James (2002): Behavioral Finance, John Wiley & Sons, New York.
10. Plous, S. (1993). The psychology of judgment and decision-making NY: McGrawHill.

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COURSE STRUCTURE B3721 (B)–FINANCIAL ENGINEERING (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 main aim of the course is reviewing the main models and modeling techniques used in practical applications, understanding their applicability and limitations, and at building an integrated framework allowing students to formulate a consistent model incorporating the chosen factors; to calibrate the model using market data; To allow sufficient flexibility in the choice of the pricing model, the class will not place any special emphasis on closed-form valuation formulas, relying instead on the full generality afforded.

Course Pre/Co requisites

B3713 – Financial Management

2. Course Outcomes (COs)

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

B3721 (B):1. Understand the concepts of financial engineering.

B3721 (B):2. Understand and apply the financial product development.

B3721 (B):3. Apply the Financial engineering process and strategies.

B3721 (B):4. Understand the concept of corporate valuation.

B3721 (B):5. Understand the concept of financial globalization and financial engineering.

3. Core Syllabus

UNIT-I: Introduction to financial engineering: Meaning, Scope and Need-Tools of Financial Engineering – Financial Engineering and Financial Analysis - Factors Contributing to the Growth of Financial Engineering – Financial Engineering Process.

UNIT-II: Financial product development: Need – Direction – Design – Testing and Introduction – Recent Debt Market Innovations – Zero Coupon Securities – Repo and reverse Market, Repo Market Strategies, Synthetic Instruments, Junk Bonds, FixedVs Floating Rate – Equity and Equity Related Instruments – Equity Options – Warrants – Equity Distribution – The Role of Equity in Corporate Capital Structure – Hybrid Securities – Meaning – Need and Types of Securities.

UNIT-III: Financial engineering process and strategies: Overview – Changing Face of Liquidity Management – Asset Liability Management (ALM) in Banking sector – Hedging – Process of Hedging – Risk Management issues and Instruments - Liquidity Risk Management – Interest Rate Risk Management – Currency Risk Management – Credit Risk Management- ALM Strategies- GAP – Simulation – Duration Method – Value at Risk (VAR).

UNIT-IV: Corporate valuation: Introduction on Industrial sickness; Mergers and De-mergers – Motives – Acquisitions –Takeover – LBO –Sources of Value in a Leveraged Buy Out – Disinvestments Process – Motives – The Role of Financial Engineer. Event Study Analysis on corporate restructuring events and decisions. Corporate valuation concepts and strategies.

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UNIT-V: Financial globalization and financial engineering: Meaning – Recent Developments towards Financial Globalization – International Capital Markets and Instruments – Volatility-Based Strategies-Development of New Markets and Market Linkages – Recent Trends in Settlement and Clearing – Financing Engineering and Monetary Policy – Legal Protection for innovative Finance Products – Using a Copyright – Patent Right and Trade Mark – Legal Protection Against Unfair Competition.

4. Books and Materials

Text Book(s):

1. John F. Marshall & Vipul; K. Bansal, Financial Engineering; A complete Guide to Financial innovation, Prentice-Hall of India, Private Ltd., New Delhi,
2. M. Capinski and T. Zastawniak, Mathematics for Finance: An Introduction to Financial Engineering, 2nd Ed., Springer, 2010.

Reference Book(s):

1. Prasanna Chandra Financial Management, Tata McGraw Hill Reference Book(s)
2. S. Shreve, Stochastic Calculus for Finance, Vol. I, Springer, 2004.
3. Gerald A. Fleischer, Capital Allocation Theory: The Study of Investment Decisions, Appleton-Century-Crofts, Merdith Corporation, New York.
4. S. Roman, Introduction to the Mathematics of Finance: From Risk Management to Options Pricing, Springer, 2004.
5. J.C. Hull, Options, Futures and Other Derivatives, 7th Edition, Prentice Hall of India /Pearson Education, 2011.
6. J. Cvitanic and F. Zapatero, Introduction to the Economics and Mathematics of Financial Markets, Prentice-Hall of India, 2007.
7. D. G. Luenberger, Investment Science, 2nd Ed., Oxford University Press, 2013

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COURSE STRUCTURE B3721 (C) – KNOWLEDGE 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

This course addresses contemporary issues in managing knowledge, intellectual capital and other intangible assets in modern organizations. Further, the course also provides knowledge on organizational 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/Co requisites

B3710 - Human Resource Management

B3722 (D) - Human Resource Development

2. Course Outcomes (COs)

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

B3728 (D).1: Define the role and significance of KM in modern competitive businesses.

B3728 (D).2: Identify various sources of knowledge creation, assimilation and usage to solve internal and external issues of the modern organizations.

B3728 (D).3: Analyze the impact of KM on business models and strategies of firms.

B3728 (D).4: Design and develop benchmark techniques in knowledge contexts.

B3728 (D).5: Formulate suitable action plans for knowledge intensive organizations.

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, organizational knowledge management, organizational knowledge types, knowledge life cycle, organizational 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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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 Book(s):

1. [Sudhir Warier](#), *Knowledge Management*, Vikas Publishing House, 2003.
2. Mattison, *Web Warehousing & Knowledge Management*, Tata McGraw-Hill, 1999.

Reference Book(s):

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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COURSE STRUCTURE B3721 (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 rational 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, analyze and solve the problems of organizations in the area of human resource development.

Course Pre/Co-requisites

B3701 - Management & Organizational Behaviour,

B3710 - Human Resource Management.

2. Course Outcomes (COs)

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

B3721 (D).1: Define the role and significance of human resource development practices in modern competitive organizations.

B3721 (D).2: Identify and apply various training modules to solve issues at various levels.

B3721 (D).3: Analyze the cost-benefits of training for organizations and human resource.

B3721 (D).4: Develop, analyze and apply advanced training strategies and specifications for the development of human resources.

B3721 (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 Book(s):

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

Reference Book(s):

1. John P. Wilson, *Human Resource Development*, 3rd Edition, Kogan Page Business Books, 2012.
2. Tripathi P.C, *Human Resource Development*, 6th 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 B3721 (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/Co requisites

B3711: Marketing Management

2. Course Outcomes (COs)

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

B3721 (E):1. Memorizing the concepts of the Product to have basic idea

B3721 (E):2. Estimating the strategies for the Product Management

B3721 (E):3. Executing Branding decisions to with stand in the Market.

B3721 (E):4. Building equity for the Brand in the market.

B3721 (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 Book(s)

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

Reference Book(s)

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 B3721 (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

B3702 – Business Environment & Law

B3711 – Marketing Management

2. Course Outcomes (COs)

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

B3721 (F).1: Define the role of CRM practices in successful business operations.

B3721 (F).2: Identify suitable techniques to define customer's taste and preferences.

B3721 (F).3: Evaluate contextual forces in business such as political, economic, environmental, ethical, social and technological changes.

B3721 (F).4: Apply integrate management techniques to meet stakeholder interests.

B3721 (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 Book(s):

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 Book(s):

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

B3721 (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/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:

B3721 (G).1: Understand the concepts of database management system in an organization and its role in both creation and management of data.

B3721 (G).2: Design databases using data modelling and data normalization techniques.

B3721 (G).3: Construct database queries using relational algebra and calculus.

B3721 (G).4: Understand the concept of a database transaction and related database facilities.

B3721 (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 inheritance.

UNIT II

ORDBMS: Database design for RDBMS, RDBMS implementation and challenges, DBMS, comparison of RDBMS, RDBMS 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 Book(s):

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 Book(s):

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 B3721 (H) –ARTIFICIAL INTELLIGENCE (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 aim of this course is to create computer programs that can solve problems and achieve goals like humans would. This course covers problem solving, logical reasoning, planning, knowledge representation and machine learning concepts. In this course, the students are acquainted with the fundamental knowledge for understanding AI and also the basics of designing intelligent agents that can solve general purpose problems. This course helps the students to choose their career path in trending Artificial Intelligence related technologies. Hence, students will be able to apply the knowledge.

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:

- B3721 (H).1: Apply suitable search strategies in finding better solutions for a given problem.
- B3721 (H).2: Analyze performance of an algorithm as per given parameters.
- B3721 (H).3: Analyze the efficient problem state space search for a problem.
- B3721 (H).4: Implement the appropriate AI techniques to solve uncertainty problems.
- B3721 (H).5: Apply AI techniques to solve real time problems.

3. Course Syllabus

UNIT I

Introduction: What Is AI? Risk and benefits of AI. Intelligent Agents: Agents and Environments, Good Behavior: The Concept of Rationality, The Nature of Environments and the Structure of Agents.

UNIT II

Solving Problems by Searching: Problem-Solving Agents, Example Problems, Searching for Solutions. Uninformed Search Strategies: BFS, DFS, Depth –limited search, IDA, Bidirectional search.

UNIT III

Informed (Heuristic) Search Strategies: Greedy best-first search, A* search, Memory bounded heuristic search, learning to search better. Heuristic Functions.

UNIT IV

Constraint satisfaction problem: Defining Constraint Satisfaction Problems, Constraint Propagation: Inference in CSPs, Backtracking Search for CSPs, Backtracking Search for CSPs, The Structure of Problems.

UNIT V

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Application in core Business Functions: Artificial Intelligence in Marketing, Human Resource, Finance, Operations, Research and Development.

4. Books and Materials

Text Book(s):

1. S. Russel and P. Norvig, Artificial Intelligence – A Modern Approach, Fourth Edition, Pearson Education, 2020.

Reference Book(s):

1. David Poole, Alan Mackworth, Randy Goebel, Computational Intelligence: a logical approach, Oxford University Press, 2012.
2. G. Luger, Artificial Intelligence: Structures and Strategies for Complex Problem Solving, Sixth Edition, Pearson Education, 2008.
3. J. Nilsson, Artificial Intelligence: A New Synthesis, First Edition, Elsevier Publishers, 2003.

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

COURSE STRUCTURE

B3722 (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

B3704: Accounting for Managers

B3713: Financial Management

2. Course Outcomes (COs)

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

B3722 (A): 1. Compare the different investment opportunities available in the market.

B3722 (A): 2. Analyze the various risk factor that are involved in the investments.

B3722 (A): 3. Design the effective portfolio for the investments.

B3722 (A):4. Analyze the performance various investments in different securities.

B3722 (A):5. Implementation of portfolio theories

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.

Reference Book(s):

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.

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

COURSE STRUCTURE B3722 (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

B3713: Financial Management

2. Course Outcomes (COs)

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

- B3722 (B):1. Understand the functions structure of Indian financial system.
- B3722 (B):2. Analyze the different types banks with various operations.
- B3722 (B):3. Analyze the financial markets for long run investment.
- B3722 (B):4. Analyze the financial markets for short term investments like bank deposits etc.
- B3722 (B):5. Understand the Fund and Fee based financial services available in the Indian financial Market.

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 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 Book(s):

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

Reference Book(s):

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, 1st Edition.

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COURSE STRUCTURE B3722(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/Co-requisites

B3710-Human Resource Management

2. Course Outcomes (COs)

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

B3722(C).1 Define basic concepts of compensation and rewards management strategies to achieve organizational goals.

B3722 (C).2 Determine the performance-based compensation system for business excellence

B3722 (C).3 Determine the performance-based compensation system for business excellence

B3722 (C).4 Prepare compensation plan, CTC, wage survey and calculate various bonus

B3722 (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: Pristman'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 B3722 (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/Co-requisites

1. B3710 – HUMAN RESOURCE MANGEMENT

2. Course Outcomes (COs)

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

B3722 (D).1 Revise HRM & PFM to know the significance of them.

B3722 (D).2 Determine Mentoring & Monitoring Process to conduct meetings.

B3722 (D).3 Implement Counselling Process to develop employees

B3722 (D).4 Assess Appraisal methods to know the performance of Employees

B3722 (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 organization: Concept of learning organization- Learning approaches- Learning sources - Importance of learning-. Characteristics of learning organization- 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

B3722 (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/Co-requisites

["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:

B3722 (E).1: Develop a working knowledge of the models of communication models, and important fundamentals in developing effective ad programs.

B3722 (E).2: Evaluate cases of advertising and sales Promotion programs.

B3722 (E).3: Prepare to comprehensive communication plan.

B3722 (E).4: Design ads in creative way and implement promotion activities in a new trend.

B3722 (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

Organizing 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.

UNIT V

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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

Textbook(s)

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

Reference Book(s):

1. Integrated Advertising, Promotion and Marketing Communications, Clow, Baack, Pearson.
2. Integrated Advertising, Promotion and Marketing Communication, 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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COURSE STRUCTURE B3722 (F) – INTEGRATED MARKETING COMMUNICATION (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 communication (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, communication theory and processes, marketing communication tools, consumer behavior, and marketing communication organization structures and operations.

Course Pre/Co-requisites

["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:

B3722 (F).1: Know how IMC fits into the marketing mix.

B3722 (F).2: Assess the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process.

B3722 (F).3: Examine the process by which integrated marketing communication programs are planned, developed, executed and measured.

B3722 (F).4: Develop an awareness of the connection between marketing communication tools, and how each can be used effectively- individually or in an integrated mix.

B3723 (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 communication 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 Book(s):

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

Reference Book(s)

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 B3722 (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/Co-requisites

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

2. Course Outcomes

B3722 (G): 1 Apply the principles of business intelligence in the commercial segment.

B3722 (G): 2 Analyze the data mining classification technique for data differentiation.

B3722 (G): 3 Design and deploy appropriate classification techniques.

B3722 (G): 4 Apply the association rules for mining the data.

B3722 (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 Book(s):

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 Book(s):

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 B3722 (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/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:

B3722 (H).1: Define the applications of Business Analytics in multiple business domains and scenarios.

B3722 (H).2: Identify business opportunities by using business analytics and intelligence.

B3722 (H).3: Analyse data graphically by creating a variety of plots using the appropriate visualization tools of R.

B3722 (H).4: Design effective analytical applications with alternative techniques.

B3722 (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 analytics, transportation analytics, lending analytics, sports analytics. Future of Business Analytics.

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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 Book(s):

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

Reference Book(s):

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

B3723 (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

B3713: Financial Management

2. Course Outcomes (COs)

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

B3723 (A): 1. Understand the functions of the banks.

B3723 (A): 2. Analyze the deposit schemes and loans offered by the banks.

B3723 (A): 3. Analyze the Credit capacity of the firms.

B3723 (A):4. Analyze the performance of banks in deposits and loans etc.

B3723 (A):5. Understand the electronic operations in banking.

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 Book(s):

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.

Reference Book(s)

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 B3723 (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

B3713: Financial Management

2. Course Outcomes (COs)

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

B3723 (B): 1. Understand the concept of risk and insurance.

B3723 (B): 2. Understand steps required in taking the insurance contract.

B3723 (B): 3. Analyze the different insurance companies in aspect of risk.

B3723 (B):4. Analyze 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 Book(s):

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.

Reference Book(s)

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.

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

COURSE STRUCTURE B3723 (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 utilized as a strategic resource.

Course Pre/Co-requisites

B3710 -Human Resource Management

2. Course Outcomes (COs)

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

B3723(C). 1 Demonstrate an advanced understanding of the key concepts, theories associated with Strategic Human Resource Management.

B3723(C). 2 Formulate HRM policies to attain corporate goals

B3723(C). 3 Develop strategies to manage Human Resources

B3723(C). 4 Appraise development and performance of Human Resources

B3723(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 organization 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 organization design and the role of HRM in organization management.

UNIT II

HR Planning Process, Techniques/Methods: HR planning in an ongoing organization; 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 B3723 (D) - ORGANISATIONAL 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/Co-requisites

B3701-Management & Organizational Behaviour,
B3710-Human Resource Management,

2. Course Outcomes (COs)

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

B3723 (D).1: Apply the concepts, theories and principles of organization development.

B3723 (D).2: Identify and apply different change models to solve issues at various levels.

B3723 (D).3: Analyze key issues of organization by applying action research programs.

B3723 (D).4: Design new interventions to solve unstructured problems of individual, teams and organizations at different level.

B3723 (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.

UNIT V

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

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4. Books and Materials

Text Book(s):

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

Reference Book(s):

1. Cummins & Worley, *Organization Development Change*, Cengage Learning, 2008.
2. S. Ramnarayan & T.V Rao, *Organization Development: Accelerating Learning and Transformation*, 2nd Edition, Sage Response, 2011.

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COURSE STRUCTURE B3723 (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/Co-requisites

B3711 – Marketing Management

2. Course Outcomes (COs)

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

B3723 (E).1: Define the role and significance of consumer behaviour in modern business operations.

B3723 (E).2: Identify major factors which influence consumer purchase behaviour.

B3723 (E).3: Analyze the cost-benefits for the consumer, company and society.

B3723 (E).4: Develop communication skills both oral and written in marketing contexts.

B3723 (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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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*, 12th Edition, Pearson, 2019.
2. Rajeev Kumra, *Consumer Behaviour*, Himalaya Publishing House, ISBN, 9350240149, 2015.

Reference Book(s)

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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COURSE STRUCTURE B3723 (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/Co-requisites

["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:

B3723 (F).1: Define the role and significance in retail business in modern business.

B3723 (F).2: Identify the retail strategic planning and process of choosing a location.

B3723 (F).3: Design store layout by using retail space planning and allied performance measures.

B3723 (F).4: Apply the approach of visual merchandising to promote retail business.

B3723 (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.

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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 Book(s):

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

Reference Book(s)

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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COURSE STRUCTURE B3723 (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:

B3723 (G).1: Define different modules of ERP for manufacturing and service companies.

B3723 (G).2: Make basic use of ERP, and its role in integrating business functions.

B3723 (G).3: Analyze the strategic options for ERP identification and adoption.

B3723 (G).4: Design the ERP implementation strategies.

B3723 (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 Book(s):

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

Reference Book(s):

1. Alexis Leon, Enterprise Resource Planning, TMH, 2012.
2. Motiwala, Enterprise Resource Systems, 2nd Edition, Pearson, 2012.
3. Y. Venugopal Rao, Enterprise Resource Planning and MIS, Excel Books Private Limited: New Delhi, 2011.

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COURSE STRUCTURE B3723 (H) –CLOUD COMPUTING (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 aim of the course is to provide insight of cloud computing architecture and its services. It includes various cloud service models including Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS). This course helps the learner to best utilize the cloud services in their domain and helps in choosing cloud computing as their profession.

Course Pre/Co requisites

A35014- Operating systems A35015-Computer Networks

2. Course Outcomes (COs)

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

B3723 (H).1: Analyze cloud delivery models for better architecture.

B3723 (H).2: Implement infrastructure as a service model for industrial applications.

B3723 (H).3: Organize the cloud platform model for optimization services.

B3723 (H).4: Develop various application software with software as service.

B3723 (H).5: Design cloud computing reference architecture for delivery models.

3. Course Syllabus

UNIT-I

Introduction Of Delivery Models In Cloud Computing: introduction to cloud delivery models, list various cloud delivery models, advantages of delivery models in cloud, trade-off in cost to install versus flexibility, cloud service model architecture.

UNIT-II

Infrastructure as a Service (IaaS): Introduction to Infrastructure as a Service delivery model, characteristics of IaaS, architecture, examples of IaaS, applicability of IaaS in the industry.

UNIT-III

Platform as a Service (PaaS): Introduction to Platform as a Service delivery model, characteristics of PaaS, patterns, architecture and examples of PaaS, applicability of PaaS in the industry.

UNIT-IV

Software as a Service (SaaS): Introduction to Software as a Service delivery model, characteristics of SaaS, architecture, examples of SaaS, applicability of SaaS in the industry.

UNIT-V

Cloud Computing Reference Architecture (CCRA): Introduction to cloud computing reference architecture (CCRA), benefits of CCRA, architecture overview, versions and application of CCRA for developing clouds.

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4. Textbooks and References

Text Book(s):

1. Rajkumar Buyya, James Broberg, and Andrzej Goscinski, Cloud Computing: Principles and Paradigms by Wiley Press, New York, USA, 2017.

Reference Book(s):

1. Judith Hurwitz, Robin Bloor, Marcia Kaufman, Fern Halper, Cloud computing for Dummies (November 2016).
2. Michael J. Kavis, Architecting the Cloud: Design Decisions for Cloud Computing Service Models by, Wiley Press, 2016.
3. Michael J. Kavis, Gautam Shroff, Enterprise Cloud Computing Technology Architecture Applications Cambridge University Press, 2013.

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COURSE STRUCTURE

B3724 (A) - STRATEGIC FINANCIAL MANAGEMENT

(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 subject explores the contemporary concepts and trends in strategic financial management (SFM), particularly focusing on contemporary areas such as methods of shareholder value creation, evaluation of strategic investment decisions. Further, it focuses on the need, causes and impact of merger and takeover strategy.

Course Pre/Co requisites

B3713: Financial Management

2. Course Outcomes (COs)

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

B3724 (A): 1. Acquaint with concepts of strategic financial management

B3724 (A): 2. Familiarize various performance measures of strategic financial management

B3724 (A): 3. Evaluate strategic finance and investment decisions

B3724 (A): 4. Understand the various types of mergers and merging strategies

B3724 (A): 5. Recognize the types of takeovers and regulations of SEBI for takeovers

3. Course Syllabus

UNIT I

FINANCIAL POLICY AND STRATEGY: Financial Policy and Strategic Planning –Strategic Planning Process – Objectives and Goals – Major Kinds of Strategies and Policies –Corporate Planning – Process of Financial Planning – Types of Financial Plan – Financial Models –Process of Financial Model Development- Tools or Techniques of Financial Modeling –Uses and Limitations of Financial Modeling – Types of Financial Models -Applications of Financial Models.

UNIT II

FINANCIAL PERFORMANCE MEASURES: Shareholder Value Creation (SVC): Market Value Added (MVA) – Market-to-Book Value (M/BV)– Economic Value Added (EVA) – Managerial Implications of Shareholder Value Creation.

UNIT III

STRATEGIC INVESTMENT DECISIONS: Techniques of Investment Appraisal Under Risk and Uncertainty – Risk Adjusted Net Present Value– Risk Adjusted Internal Rate of Return – Capital Rationing – Decision Tree Approach for Investment Decisions – sensitivity analysis and Monte Carlo Approach to Simulation- Evaluation of Lease Vs Borrowing Decision.

UNIT IV

MERGER STRATEGY: Theories of Mergers – Horizontal and Conglomerate Mergers – Merger Procedure – Valuation of Firm – Financial Impact of Merger – Merge and Dilution Effect on

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Earnings Per Share – Merger and Dilution Effect on Business Control- Problems on mergers – Exchange ratio.

UNIT V

TAKEOVER STRATEGY: Types of Takeovers – Negotiated and Hostile Bids – Takeover Procedure – Takeover Defenses –Takeover Regulations of SEBI – Distress Restructuring Strategy – Sell offs – Spin Offs – Leveraged Buyouts.

4. Books and Materials

Text Book(s):

1. Samuel C. Weaver, John Fred Weston (2008). Strategic Financial Management: Applications of Corporate Finance. Cengage Learning.
2. RajniSofat, Preetihiro (2010). Strategic Financial Management: PHI, New Delhi.
3. Ravi M. Kishore (2017). Strategic Financial Management. Taxmann Publications.

Reference Book(s)

1. Coopers & Lybrand, Strategic Financial: Risk Management, Universities Press (India) Ltd.
2. G.P.Jakhotiya, Strategic Financial Management, Vikas Publications.
3. Van Horn, JC, Financial Management and Policy, Prentice Hall India.

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COURSE STRUCTURE B3724 (B) – LABOUR LAWS AND 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 labor laws. The students will understand how to deal with legal problems emanating from employer and employee relations in organizations.

Course Pre/co requisites

B3710-Huaman resource management

2. Course Outcomes (COs)

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

B3724 (B).1: Acquire knowledge on various labor related legislations.

B3724 (B).2 Enables to capture the significant elements of laws to run an industry.

B3724 (B).3: Determine the wage Policy, about how to pay salaries to Employees.

B3724 (B).4: Face labor issues in the organizations relating to employment, wages, relations, social security.

B3724 (B).5: Define various acts which are framed by government for success of business.

3. Course Syllabus

UNIT I

Legal frame work: Evolution of labor laws in India - labor legislations-meaning, importance and relevance to HRM.

UNIT II

Legislations relating to employment and working conditions: Industrial employment (standing orders) Act,1946 – Factories Act 1948 - contract labor (Regulation and abolition) Act 1970

UNIT III

Laws relating to remuneration: Payment of wages Act, 1936, Minimum wages Act, 1948 – Payment of Bonus Act, 1965.

UNIT IV

Laws relating to industrial Relations: Industrial Disputes Act ,1947 - preventive and settlement machinery – trade unions Act, 1926 – workers participation in management.

UNIT V

Laws relating to social security: Work men’s compensation Act,1923 – ESI Act, 1948 Employees provident fund and miscellaneous provisions Act,1952 - Maternity benefits Act,- 1961 Payment of gratuity Act, 1972

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4. Books and Materials

Text Book(s):

1. Industrial Relations and labor laws - Tripathi. P.C- Sultan Chand and sons
2. Mercantile law – N.D. Kapoor - Sultan Chand and sons

Reference Book(s):

1. Industrial Relations and labor laws - Sri Vastva – Vikas publishers
2. Industrial Relations and laws in India – Agarwal LL
3. Industrial Relations and labor laws - Sinha & Sinha, Oxford IBH
4. Legal aspects of business – Pillai's & Bhagavathi (2011), Sultan Chand and sons
5. Industrial Law- P.L.Malik, Eastern book company

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COURSE STRUCTURE B3724 (C) - DIGITAL 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

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 realize adaptation, and real-time communication issues together in new paradigm of digital environment.

Course Pre/Co requisites

B3711 – Marketing Management

2. Course Outcomes (COs)

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

B3724 (C).1: Define the role and significance of digital marketing in modern businesses.

B3724 (C).2: Identify the suitable digital marketing tools such as SEO, SEM, social media and Blogs to run successful business operations.

B3724 (C).3: Analyse the confluence of marketing, operations, and human resources in real-time

B3724 (C).4: Apply online research to identify and select digital market opportunities.

B3724 (C).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.

UNIT III

Digital Marketing Plan: Need of a Digital Marketing Plan, Elements of a Digital Marketing Plan – Marketing Plan, 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, 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.

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UNIT V

Social Media Marketing: Understanding Social Media, Social Networking with Facebook, LinkedIn, Instagram, Twitter, Social Sharing with YouTube, Social Media for Customer Reach, Acquisition and Retention.

4. Books and Materials

Text Book(s):

1. Michael Miller, *B3B Digital Marketing*, 1e, Pearson, 2014.
2. Vandana Ahuja, *Digital marketing*, Oxford University Press 2015.

Reference Book(s):

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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COURSE STRUCTURE B3724 (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/Co requisites

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

2. Course Outcomes

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

B3724 (D).1: Identify the different project contexts and suggest an appropriate management strategy.

B3724 (D).2: Practice the role of professional ethics in successful software development.

B3724 (D).3: Apply the different key phases of project management.

B3724 (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.

4. Books and Materials

Text Book(s):

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

Reference Book(s):

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 B3725–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	50	0	50

INTERNSHIP

As an integral part of curriculum, every student should take up work on internship in any organization with a view to facilitate complimentary learning and greater understanding of real-life organization situations.

An Internship in Industry is introduced for 2 credits in the curriculum. The students need to take it up at the end of the II Semester for a period of four weeks. The student shall submit a technical report along with internship certificate from the Internship organization in order to obtain the 2 credits in III Semester. The organization in which the student wishes to carry out Internship need to be approved by Internal Department Committee comprising of Head of the Department and 2 Senior Faculty.

COURSE STRUCTURE

IV - SEMESTER

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COURSE STRUCTURE B3726 - 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 organizational problems. Hence, student will able to solve various issues, challenges and competition with the help of strategic management models.

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:

B3721.1: Define different strategies at different levels for vary business organizations.

B3721.2: Identify Key business issues in light of dynamic business environment.

B3721.3: Analyze the various issues, challenges and competition through internal and external environments analysis.

B3721.4: Apply effective organizational strategies for the current business environment.

B3721.5: 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 - organizational 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, strategy and leadership, resource allocation as a vital part of strategy, planning systems for implementation.

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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 Book(s):

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

Reference Book(s):

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

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COURSE STRUCTURE

B3727 - 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/Co requisites

B3702 – Business Environment & Law

B3711 – Marketing Management

B3726 – International Business Management

4. Course Outcomes (COs)

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

B3727.1: Define the infrastructure of e-business and trends in modern businesses.

B3727.2: Identify major technologies and methodologies merely used in the industry.

B3727.3: Analyze the impact of e-competition on business models and strategies.

B3727.4: Design and develop new networks of distribution in marketing contexts.

B3727.5: 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 a notational based electronic payment system, smart card, credit card and emerging financial instruments.

UNIT II

B3B E-Commerce Models: Introduction - supply oriented, buyer oriented, intermediary oriented, Just-in-time for B3B commerce. Mobile commerce - introduction to mobile commerce, frame required for mobile computing, challenges emerging in mobile commerce security considerations.

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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 perspective, 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 Book(s):

1. Bhaskar- E-Commerce, *E-commerce*, 4th Edition Tata McGraw-Hill, 2013.
2. Laudon and Traver, *E-Commerce: Business, Technology, Society*, 4th Edition, Pearson, 2008.

Reference Book(s):

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.

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

COURSE STRUCTURE B3728 (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/Co-requisites

B3713-Financial Management

2. Course Outcomes (COs)

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

B3728 (A).1: Demonstrate the basics of Forex market and exchange rates.

B3728 (A).2: Identify and evaluate different foreign direct investment, international acquisition opportunities and risks involved in international investments.

B3728 (A).3: Analyze key factors that influence investment strategies of MNCs.

B3728 (A).4: Apply cross border investment techniques to manage portfolio investment.

B3728 (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.

UNIT IV

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

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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 Book(s):

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

Reference Book(s):

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.

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

COURSE STRUCTURE B3728 (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/Co requisites

B3713-Financial Management

2. Course Outcomes (COs)

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

B3728 (B).1: Demonstrate the basics of commodity market and its role in India.

B3728 (B).2: Identify and evaluate different derivative instruments in MCX markets.

B3728 (B).3: Analyze key factors that influence investment in derivatives.

B3728 (B).4: Apply different contracts to manage and mitigate risks in investment.

B3728 (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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UNIT IV

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

UNIT V

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 Book(s):

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

Reference Book(s):

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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COURSE STRUCTURE B3728 (C) - INTERNATIONAL 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 International Human Resource management of MNC'S. Further, the course also provides knowledge on key areas include globalization, 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/Co requisites

B3710- Human Resource Management

2. Course Outcomes (COs)

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

B3728 (C).1: Define the difference between Domestic & International HRM practices.

B3728 (C).2: Interpret the Cross Cultures to manage Employees.

B3728 (C).3: Identify and apply the different policies according to PCN's or TCN's.

B3728 (C).4: Design different Appraisal & T&D systems that best suits for IHRM.

B3728 (C).5: Evaluate the different cultures to manage Industrial Relations.

3. Course Syllabus

UNIT I

International Human Resource Management Concept: expanding role – International issues and challenges, Differences between Domestic HRM and IHRM.

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 International Assignment, Selection process- Expatriate and Repatriate. – Compensation- International Compensation structure, Differentiating HCN'S, PCN'S and TCN'S.

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UNIT IV

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

UNIT V

International 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 Book(s):

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

Reference Book(s):

1. Adler N.J, International Dimensions of Organizational Behaviour, Kent, 1990.
2. Tony Edwards & Chris Rees, International Human Resource Management, 2nd Edition, Pearson, 2010.
3. Subba Rao P, International Human Resource Management, 2nd Edition, Himalaya, 2015.

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COURSE STRUCTURE B3728 (D) - HUMAN RESOURCE PLANNING (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 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/Co-requisites

B3710 -Human Resource Management

2. Course Outcomes (COs)

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

B3721 (C).1 Demonstrate an advanced understanding of the key concepts, theories associated with Human Resource Planning.

B3721 (C).2 Apply the methods and models of HR forecasting to meet the human Resource requirement.

B3721 (C). 3 Apply the job redesign techniques for effective manpower utilization.

B3721 (C). 4 Develop the staffing policies for downsizing and rightsizing the employees.

B3721 (C). 5 Evaluate the HR 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. Thomes H. Patters: John Wiley, *Manpower Planning and Development of Human Resources*.
3. Garden, Me Beath, *Organization and Manpower Planning*, Business Books.

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

COURSE STRUCTURE B3728 (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/Co-requisites

B3702 – Business Environment & Law
B3711 – Marketing Management
B3726 – International Business Management

2. Course Outcomes (COs)

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

B3728 (E).1: Demonstrate an advanced understanding of the key concepts, theories associated with international marketing.

B3728 (E).2: Analyze the environmental variables that influence international marketing.

B3728 (E).3: Develop appropriate strategies to enter into international markets.

B3728 (E).4: Identify government policies, procedures, incentives for exports & imports.

B3728 (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.

UNIT IV

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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 Book(s):

1. Michael R.Czinkota, Likka A Ronkainen, *International Marketing*, 10th Edition, Cengage, 2013.
2. Keegan, Green, *Global Marketing Management*, 6th Edition, Pearson, 2010.

Reference Book(s):

1. SakOnkvisit, John J. Shaw, *International Marketing Analysis and Strategy*, PHI, 2009.
2. Philip R. Cateora, John L. Graham, Prasanth Salwan, *International Marketing*, 13th Edition, TMH, 2010.
3. Vasudeva PK, *International Marketing*, Excel. ISBN-10: 817446817X, 2010.

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COURSE STRUCTURE B3728 (F) – RURAL 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

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/Co-requisites

B3711: Marketing Management

2. Course Outcomes (COs)

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

B3728 (C).1: Discuss about Rural Marketing opportunities to increase our economy.

B3728 (C).2: Interpret Rural Market and Environment so as utilize the Rural Markets.

B3728 (C).3: Build new products & process for Rural Markets.

B3728 (C).4: Discover innovations in rural markets to produce Brand Products.

B3728 (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.

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UNIT V

Applications and Innovations: Marketing of Consumer products, services, social marketing, agricultural marketing, rural industry products- Innovation for Rural Market – Marketing 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 Gopaldaswamy, Rural Marketing, Environment, problems, and strategies, 3e Vikas Publications, 2016.

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COURSE STRUCTURE B3728 (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/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:

B3728 (G).1: Define different IPR policies and their role in protection of innovations.

B3728 (G).2: Identify various ethical and professional issues which arise in the context of intellectual property law in India and foreign.

B3728 (G).3: Apply intellectual property law principles to avoid infringements.

B3728 (G).4: Make use of copyrighted material so that it does not obstruct the progress of human knowledge.

B3728 (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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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 Book(s):

1. K Bansl & P Bansal, *Fundamentals of Intellectual Property for Engineers*, BS Publications, ISBN: 9788178002774, 8178002779, Edition: 2013.

Reference Book(s):

1. Deborah E. Bouchoux, *Intellectual Property: The Law of Trademarks Copyrights Patents and Trade Secrets*, 4th Edition, New Delhi: Cengage India, 2015.
2. Prabuddha Ganguli, *Intellectual Property Rights– Unleashing the Knowledge Economy*, McGraw Hill Education; 1st Edition, 1st July 2017.

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COURSE STRUCTURE B3728 (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 organizations.

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:

B3728 (H).1: Define recent trends in Supply Chain Management and its impact on present business environment.

B3728 (H).2: Identify various SCM partners and their role in satisfying customers.

B3728 (H).3: Apply knowledge to evaluate and manage an effective supply chain.

B3728 (H).4: Analyze and improve SCM that can remove barrier in the progress of organizations.

B3728 (H).5: Design and align SCM 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 – setting benchmarking priorities – identifying logistics performance indicators – Channel structure – Economics of distribution –channel relationships –logistics service alliances.

UNIT IV

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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 Book(s):

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 Book(s):

1. Donald J. Bowersox and David J. Closs, *Logistical Management” The Integrated Supply Chain Process*, TMH, 2011.
2. Rahul V Altekar, *Supply Chain Management*, PHI Learning Ltd, New Delhi, 2009.
3. Manish Bansal, Babita Singla, *Retail and Supply Chain Management*, Kalyani Publishers, New Delhi, 2012.

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

COURSE STRUCTURE B3729 (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/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:

B3729 (A).1: Demonstrate the basics of international trade and balance of payments.

B3729 (A).2: Identify the key factors that influence international trade and tariff policies.

B3729 (A).3: Apply and evaluate the global business environment in terms of economic, social and legal aspects.

B3729 (A).4: Analyze the principle of international business and strategies adopted by firms to expand globally.

B3729 (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 against Exchange rate variations – Forward, Futures and Currency options – FEMA – Determination of Foreign Exchange rate and Forecasting.

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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 Book(s):

1. Jeff Madura, International Corporate Finance, Cengage Learning, 9th Edition, 2011.
2. Apte P.G., International Financial Management, Tata McGraw Hill, 2011.

Reference Book(s):

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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COURSE STRUCTURE

B3729 (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 apprised 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/Co requisites

B3713-Financial Management

2. Course Outcomes (COs)

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

B3729 (B).1: Define role of corporate taxation and financial planning on financial stability and brand equity of business firms.

B3729 (B).2: Identify suitable tools to reduce chances of litigations and tax losses.

B3729 (B).3: Analyze and disclose correct information to every stakeholder.

B3729 (B).4: Integrate management techniques to meet stakeholder interests.

B3729 (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 Book(s):

1. Dr. Vinod K. Singhania & Dr. Monica Singhania., Students Guide to Income Tax, Taxmann Publication, 2005.
2. Dr. Vinod K. Singhania & Dr. Monica Singhania., Tax Planning & Management, Taxmann Publication, 2005.

Reference Book(s):

1. Dr. Vinod K. Singhania & Dr. Monica Singhania., Direct Taxes-Law & Practice, Taxmann Publication, 2005.
2. Girish Ahuja & Ravi Gupta, Corporate Tax Planning & Management, Bharat Law House.
3. Parthasarathy, Corporate Governance: Principles, Mechanisms & Practice, Wiley, New Delhi, 2008.

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COURSE STRUCTURE B3729 (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 mobilization of Human Resources towards attainment of organizational objectives. Hence, students will be able to apply empowerment practices to create autonomous, participative work environment in the organizations.

Course Pre/Co requisites

B3710 - Human Resource Management

B3722 (D) - Human Resource Development

2. Course Outcomes (COs)

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

B3729 (C).1: Define the role of empowerment strategies in employee involvement and business success.

B3729 (C).2: Identify suitable training programs to enhance employee participation in operational decision making.

B3729 (C).3: Analyze the present communication channels and reward system.

B3729 (C).4: Integrate organizational culture to meet stakeholders' interests.

B3729 (C).5: Plan and design suitable training programs to prepare future leaders.

3. Course Syllabus

UNIT I

Introduction: Meaning, objectives and forms of empowerment and participation. Liberating the organization through empowerment. Distinction between traditional bureaucracy and liberated organization. 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

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.

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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 Book(s):

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 Organization, Research Press, New Delhi, 1994.

Reference Book(s):

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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COURSE STRUCTURE B3729 (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/Co requisites

B3710 - Human Resource Management,
B3725 (B) -Labour Laws & Legislations.

2. Course Outcomes (COs)

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

B3729 (D).1: Define industrial relations & codes of conduct to run business smoothly.

B3729 (D).2: Identify different methods of dispute resolution to solve conflicts and maintain harmony at the workplace.

B3729 (D).3: Assess and adopt best suitable labour welfare measures in the organization.

B3729 (D).4: Design new safety measures at workplace to maintain employee safety.

B3729 (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 Book(s):

1. Matoria C.B. and Sathish Matoria, *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 Book(s):

1. Ratna Sen, *Industrial Relations in India, Shifting Paradigms*, Macmillan India Ltd., New Delhi, 2007.
2. C.S.Venkata Ratnam, *Globalisation and Labour Management Relations*, Response Books, 2007.
3. P.R.N Sinha, Indu Bala Sinha, Seema Priyadarshini Shekhar. *Industrial Relations, Trade Unions and Labour Legislation*, Pearson, 2004.

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COURSE STRUCTURE B3729 (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 analyzing, 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 organizations.

Course Pre/Co requisites

B3711 - MARKETING MANAGEMENT.

2. Course Outcomes (COs)

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

B3729 (E).1: Define the role of service manager to increase business of the organization.

B3729 (E).2: Identify the key elements of services marketing.

B3729 (E).3: Analyze consumers' perception on existing services.

B3729 (E).4: Apply strategies to maintain service quality and relations with customers.

B3729 (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 Book(s):

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 Book(s):

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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COURSE STRUCTURE B3729 (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/Co requisites

B3711 - MARKETING MANAGEMENT.

2. Course Outcomes (COs)

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

B3729 (F).1: Define the role of sales manager to increase the sales of the organization.

B3729 (F).2: Analyze the structure of sales organization to manage sales force.

B3729 (F).3: Apply the distribution channels to maintain relations with customers.

B3729 (F).4: Design the Channel systems to increase sales.

B3729 (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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4. Books and Materials

Text Book(s):

1. John F Tanner Jr, Earl D Honeycutt, Sales Management, Pearson Education, 2014.

Reference Book(s):

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 B3729 (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/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:

B3729 (G).1: Apply planning and strategy tools in today's business environment

B3729 (G).2: Analyze IT services for performance of an organization.

B3729 (G).3: Evaluate organizational outsourcing decisions for considering the legal and ethical aspects of business.

B3729 (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, Coordination and control of IT: Development stages of IT in organizing- Nolan's' model-

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Distributed data processing - Centralization vs. decentralization- 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 Book(s):

1. C, S, G, Krishnamcharyulu 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, 7th Edition, TMH, 2006.

Reference Book(s):

1. Sanjiva Shankar Dubey, IT strategy and Management, 3rd 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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COURSE STRUCTURE B3729 (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/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:

B3729 (H).1: Define the basic concepts and techniques of information systems, auditing and IT application in business auditing.

B3729 (H).2: Identify the recent trends of computer security and threats.

B3729 (H).3: Apply physical, logical & operational security controls to information assets.

B3729 (H).4: Analyze information systems as organizational assets to be valued and best practices in securing information systems.

B3729 (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 Book(s):

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 Book(s):

1. Nina Godbole and Sunit Belapure, Cyber Security, Wiley India, 2nd Edition, 2012.
2. Subash Chandra, Das-Management Control Systems: Principles and Practices, PHI, 2nd Edition, 2014

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COURSE STRUCTURE (B3730) 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 a Guide. The student may initiate project work immediately after II-Semester and evaluation shall take place in IV-Semester.

Reference Book(s)

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