

ACADEMIC REGULATIONS & CURRICULUM

MBA Programme

**Applicable to the students admitted from the
Academic year 2019-2020**



MAHARAJ VIJAYARAM GAJAPATHI RAJ COLLEGE OF ENGINEERING

(Autonomous)

(Approved by AICTE, New Delhi, and permanently affiliated to JNTUK, Kakinada)

Re-Accredited by NBA, Re-accredited by NAAC with 'A' Grade,

Listed u/s 2(f) & 12(B) of UGC Act 1956.

Vijayaram Nagar Campus, Chintalavalasa,

Vizianagaram-535005, Andhra Pradesh

The visionaries



Late Dr. P V G Raju
Raja Saheb of Vizianagaram
Founder Chairman-MANSAS
Ex-Minister for Education and Health, Govt. of AP
Ex Member of Parliament



Late Dr. P. Anand Gajapathi Raju
Ex-Chairman-MANSAS
Ex-Minister for Education and Health
Govt. of AP
Ex Member of Parliament



P. Ashok Gajapathi Raju
Chairman-MANSAS
Ex-Union Minister for Civil Aviation,
Govt. of India
Ex-Minister for Finance, Govt. of AP

Vision

Maharaj Vijayaram Gajapathi Raj College of Engineering strives to become a centre par excellence for technical education where aspiring students can be transformed into skilled and well-rounded professionals with strong understanding of fundamentals, a flair for responsible innovation in engineering practical solutions applying the fundamentals, and confidence and poise to meet the challenges in their chosen professional spheres.

Mission

The management believes imparting quality education in an atmosphere that motivates learning as a social obligation which we owe to the students, their parents/guardians and society at large and hence the effort is to leave no stone unturned in providing the same with all sincerity. Towards that end, the management believes special focus has to be on the following areas:

- M1: Have on-board staff with high quality experience and continuously updating themselves with latest research developments and sharing that knowledge with students.
- M2: Having a well stream-lined teaching learning process that is continuously assessed for effectiveness and fine-tuned for improvement.
- M3: Having state-of-the-art lab and general infrastructure that gives students the necessary tools and means to enhance their knowledge and understanding.
- M4: Having a centralized department focused on improving placement opportunities for our students directly on campus and coordinating the training programs for students to Complement the curriculum and enhance their career opportunities.
- M5: Having advanced research facilities and more importantly atmosphere to encourage students to pursue self-learning on advanced topics and conduct research.

ABOUT THE INSTITUTION:

Maharajah Alak Narayan Society of Arts and Science (MANSAS) is an Educational Trust founded by Dr. (late) P.V.G Raju, Raja Saheb of Vizianagaram in the hallowed memory of his father Maharajah Alak Narayan Gajapati with a view to confound socio-economic inequalities in the Vizianagaram principality executing a trust deed on 12-11-1958 duly established Maharajah's College and other educational institutions in and around Vizianagaram. The Trust is a charitable one published under Section 6 a (1) of A.P Charitable and Hindu Religious Institutions and Endowment Act 30 of 1987.

The object of the Trust is to manage the properties of educational institutions under it and to promote and advance the cause of education in general, besides awarding scholarships to deserving students enabling them to undergo special training in science and industries in and out of India. The Trust has made an uncompromising contribution to the nation by presenting the stalwarts.

Trust offers KG to PhD level education in Arts, Sciences, Law, Pharmacy, Humanities Education, Engineering and Management and presently houses 13 Educational Institutions. MVGR College of Engineering is one of the 13 Institutes.

Other Institutions under MANSAS

1. M.R. HIGH SCHOOL 1857
2. M.R COLLEGE (**NAAC ACCREDITED**) 1879
3. M.R. COLLEGE OF EDUCATION 1950
4. M.R. WOMENS COLLEGE (**NAAC ACCREDITED**) 1962
5. M.R. GIRLS HIGH SCHOOL 1974
6. M.R. MODEL HIGH SCHOOL 1974
7. M.R. ENGLISH MEDIUM SCHOOL 1979
8. M.R.V.R.G.R LAW COLLEGE 1987
9. M.R. P.G. COLLEGE (**NAAC ACCREDITED**) 1987
10. M.R.SCHOOL OF MANAGEMENT STUDIES 1994
11. M.R.V.R.G.R – II MEMORIAL JR. COLLEGE 1994
12. M.R. COLLEGE OF PHARMACY 2004

Maharaj Vijayaram Gajapathi Raj (MVGR) College of Engineering was established in the year 1997 by Maharaj Alak Narayan Society for Arts and Sciences (MANSAS) to impart quality technical education. The Institution is located in lush green, serene and pollution free environment spread over 60 acres of land in Chintalavalasa village situated in the outskirts of Vizianagaram, a fort city in the north coastal region of Andhra Pradesh.

Institution at a glance:

- MVGR is a 22 years old institution, established in 1997
- All eligible UG Programs (CHEMICAL, CIVIL, CSE, ECE, EEE, IT & MECHANICAL) were re-accredited by NBA.
- MBA program was also re-accredited by NBA.
- Had been re-accredited with Grade 'A' by NAAC of UGC
- Has Permanent affiliation with JN Technological University-Kakinada
- Listed under sections 2(f) & 12(b) of UGC act 1956.
- Approved by AICTE-New Delhi
- EIGHT departments are recognized as RESEARCH CENTERS by JNTU-K
- Granted Autonomy by UGC in 2015
- Campus of 60 acre
- Offering 7 UG and 5 M.Tech and MBA program
- About 250 faculty of which 84 Ph.D. Degree holders
- 83 Laboratories with an investment of about 13 crores
- Total built up area of about 7 Lakh sft
- About 42,000 volumes and Access to 8 international online journal packages like IEEE, SPRINGER, etc.
- 1420 Systems & 395 Mbps band width internet facility
- About Rs. 4 crore worth of on-going R&D projects
- Actively involved in civil engineering consultancy work as Third Party Quality Auditor for Vizianagaram Municipality
- WIPRO Recognized technology learning center and MISSION 10X partner institution
- Recognized National Instruments Academy for Training in LabView
- SIRO Recognition by DSIR
- Recognized PTC Centre of Excellence for Creo Training
- Identified by MSME as Business Incubation Centre
- APSSDC-Siemens Technical Skill Development Institute
- Recognized CMs SKILL EXCELLENCY CENTER (SEC)
- Microsoft Ed-vantage Platinum Partner
- Institutional member of IUCEE
- Institutional Member of CII
- Member, Chamber of Commerce, Vizianagaram
- Green Campus award by Govt. of AP

MVGR College of Engineering is rated as one among the best engineering colleges in the state of Andhra Pradesh as it set up highest standards in all areas of curricular, co-curricular and extra-curricular activities and in students' placements. Based on industry and expert's feedback, the college is updating the curriculum from time to time. The college offers many value added add-on courses students and conducts training programs to meet the industries' requirements.

Academic Regulations for MBA Program

Applicable to the students admitted from the Academic year 2019-20 onwards.

1. PROGRAM STRUCTURE:

MBA:

S.No	Category	Credits
1	First year (I and II Semesters)	54 Credits of Core Courses
2	Second year (III and IV Semesters)	42 Credits of Electives
3	Internship/Field work	06 Credits
	Total	102

2. PROGRAM PATTERN

The program is for 2 academic years - 4 semesters.

3. AWARD OF DEGREE

A student will be declared eligible for the award of degree if he/she fulfills the following academic regulations.

- A student shall be declared eligible for the award of the degree, if he/she pursues a course of study for not less than Two academic years and not more than Four academic years.
- The student shall register for **102** credits and secure all **102** credits.
- Students who fail to complete Two Years Course of study within Four years shall forfeit their seat and their admission shall stand cancelled.

4. CERTIFICATION PROGRAMS:

S.No.	Dept	Name of the Program
1	MECH	Windchill 10.2 PDM by Adroitec Engineering Solutions Pvt. Ltd., Hyderabad
2	MECH	Creo 2.0 by PTC
3	MECH	Edgecam by Verosoft, UK
4	MECH	ANSYS Training and Certification by Mechanical Department
5	MECH	AUTOCAD Training and Certification by Mechanical Department
6	MECH	Catia by APSSDC-Dassault Systemes, CM's Center of Excellence
7	MECH	Delmia by APSSDC-Dassault Systemes, CM's Center of Excellence
8	MECH	Simulia by APSSDC-Dassault Systemes, CM's Center of Excellence
9	MECH	2-Wheeler Automobile Certification by APSSDC-SIEMENS
10	MECH	4-Wheeler Automobile Certification by APSSDC-SIEMENS
11	MECH	Welding Certification by APSSDC-SIEMENS
12	MECH	CNC Certification by APSSDC-SIEMENS
13	MECH	Commercial Electrical Certification by APSSDC-SIEMENS
14	MECH	Solid Edge Certification by APSSDC-SIEMENS
15	CHEM	Chemical Process Design and Simulation by Simtech Simulations, Hyderabad
16	ECE	Embedded Systems by ThinkLABS, Mumbai
17	ECE	Labview by National Instruments Systems India Pvt. Ltd.
18	ECE	Unified Technology Learning Program (UTLP) by Wipro Mission 10X
19	CSE, IT	PEGA by Virtusa Corporation
20	CSE, IT	Microsoft technologies by Microsoft Corp.
21	CSE, IT	Ethical Hacking by EC-Council Academia
22	CSE, IT	Java and C by Talent Sprint
23	CSE, IT	Network Analyst (CCNA) by Cisco Systems Inc
24	CSE, IT	Java Programming (OCJP) and DBMS by Oracle
25	EEE	PLC, Drives and Automation by Siemens
26	EEE	PLC by New Dawn Automation
27	EEE	Home Electrical Certification by APSSDC-SIEMENS
28	Civil	Remote Sensing and GIS by Indian Institute of Remote Sensing

- a) The Institution shall offer the certification programs by itself or in collaboration with industry/such other Institutions deemed to have specialized expertise in the proposed area of training.
- b) Only students of the Institution shall be eligible to register on payment of prescribed fee.
- c) However, subject to availability of resources and the demand the Institution may offer the program to external candidates meeting the pre-qualification requirements and in the order of the merit.
- d) The duration of the course and design of the content shall be done by the respective departments of the Institution by themselves or in collaboration with industry/such other institutions deemed to have specialized expertise in the proposed area of training.
- e) If the duration of the course is less than or equal to 40 hours, it can be completed in one semester, otherwise, it can suitably distributed over a number of semesters.

- f) Mere enrolment/registration for the program shall not entitle any claim for award of certificate.
- g) A candidate shall be deemed eligible for the award of the certificate if he/she
- Attends at least 75% of scheduled training sessions
 - Complies to all the requirements of submission of the assignments, presentations, seminars, projects, etc., and also appears for periodic tests.
 - Shall attain minimum levels of performance in tests as prescribed.
 - Shall remit such fee as deemed fit for the certification
 - A candidate registered and failed to meet the requirements shall be permitted to repeat the said training one another time after remitting 25% of the fee fixed for the program as re-registration fee.

If the student is absent for the periodic tests, the test shall be re-conducted on payment of 10% of fee.

5. COURSES OFFERED:

Name of the Program	Degree
UG Programs (Engineering & Technology)	B.Tech. (Civil) B.Tech. (EEE) B.Tech. (Mech.) B.Tech. (ECE) B.Tech. (CSE) B.Tech. (CHEM) B.Tech. (IT)
PG Programs (Engineering & Technology)	M.Tech. (Structural Engineering) M.Tech. (Power Systems) M.Tech. (PDM) M.Tech. (VLSI) M.Tech. (CN&IS)
Other PG Programs	MBA
Research Programs	Ph.D in Civil, EEE, MECH, ECE, CSE, CHEM, MBA and MATHS

6. DISTRIBUTION AND WEIGHTAGE OF MARKS:

All Theory courses will have 5 units and assessed for 100 marks, of which, 40 marks for internal assessment and 60 marks for semester end external examination.

Internal Assessment:

- **Subjective tests** - **20 Marks**
- **Assignments/Mini Reports/Quiz** - **20 Marks**

- Two subjective tests shall be conducted each for 30 Marks.
- Each subjective test shall be conducted for 90 Minutes and have 3 questions each for 10 marks (No choice) .
- Average of the two subjective tests shall be considered as performance in internals.
- Assignments/Mini reports/Quiz shall be assessed for 10 marks.

Semester End Assessment:

- Semester End examination is for 60 marks (180 min). Question paper contains 5 questions (one from each unit with internal choice). Each question carries 12 marks. A student shall answer all 5 questions.

a) LABORATORY/PRACTICE:

All Laboratory/Practice courses are assessed for 100 marks, of which, 40 marks for internal assessment and 60 marks for Semester End Examination.

Internal assessment: (40 Marks)

- Continuous assessment: :20 Marks
- Internal test: :20 Marks

Semester End Assessment: (60 Marks)

- Semester End Examination is for 60 marks (180 min) conducted and assessed by both external and internal examiners.
- Both internal and semester end examination shall include assessment of the student on
 - Knowledge of principles/concepts involved
 - Experimental design
 - Result interpretation and analysis
 - Experimental report

b) DRAWING/DESIGN/ESTIMATION:

These courses are assessed for 100 marks, of which, 40 marks for internal assessment and 60 marks for semester end examination.

- Continuous assessment for 20 marks for each unit finally averaged to 20 marks.
- Two internal assessment tests are conducted during the semester which shall be assessed for another 20 marks by taking the average.

PROJECT EVALUATION:

- A student shall take a project at the end of II semester.
- A Project Review Committee (PRC) is constituted at the end of the second semester.
- PRC includes HOD and two other senior faculties, one being the guide.
- To register for project work, a student shall complete all the course work requirements of I and II semesters.
- The progress of the work shall be periodically reviewed by PRC.
- The PRC shall authorize /approve change of guide/topic/title as deemed fit.
- A student shall submit Status Report in line with the recommended project calendar as approved by PRC.
- Project is evaluated for 200 marks at the end of IV semester.
- A student shall report to the guide/external supervisor and work under his supervision at least 30 hours per week for 6 weeks at the end of second semester.

Also, a student shall engage a minimum of 2 hours per week in III and IV semester in consolidating the data, report writing, results & analysis, conclusions etc. Evaluation shall comprise of internal and Semester End assessment.

Internal: 80

External: 120

- A project committee comprising of HoD, department Academic Coordinator, R&D member of the department, One senior faculty and guide shall review the progress once in four weeks.
- Internal evaluation shall be done by HoD, department Academic Coordinator, R&D member of the department, one senior faculty and guide for 80 marks.
- External evaluation shall be done by HoD, Guide/Internal Examiner and External Examiner for 120 marks.
- Assessment shall be on:
 - Problem definition
 - Literature review
 - Review on fundamental knowledge involved
 - Inter disciplinary aspect
 - Experimental/methodology design
 - Result analysis and interpretations
 - Report writing
 - Presentation
 - Viva-voce

7. ATTENDANCE REGULATIONS:

- A student shall be eligible to appear for end semester examinations, if he or she acquires a minimum of 75% of attendance in aggregate of all the subjects (Theory & Lab.) for the semester.
- Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) in each semester may be granted by the college academic committee.
- Shortage of attendance below 65% in aggregate of all the subjects (Theory & Lab) for the semester shall not be condoned.
- Detained student shall seek re- admission for that semester when offered within 4 weeks from the date of commencement of class work.

8. MINIMUM ACADEMIC REQUIREMENTS:

- A student is deemed to have satisfied the minimum academic requirements for a course on securing at least 24 marks out of 60 marks at semester end examination and overall minimum of 50 marks out of 100 marks including internal assessment.

9. GRADING SYSTEM:

Semester Grade Point Average (SGPA) for the current semester which is calculated on the basis of grade points obtained in all courses, except audit courses and courses in which satisfactory or course continuation has been awarded,

$$SGPA = \frac{\sum (\text{course credits earned} \times \text{Grade points})}{\sum (\text{Total course credits in the semester})}$$

$$CGPA = \frac{\sum (\text{course credits earned} \times \text{Grade points}) \text{ up to successfully completed semesters}}{\sum (\text{Total course credits up to successfully completed semesters})}$$

The UGC recommends a 10-point grading system with the following letter grades as given below:

O	(Outstanding)	10
A+	(Excellent)	9
A	(Very Good)	8
B+	(Good)	7

B	(Above Average)	6
P	(Pass)	5
F	(Fail)	0
Ab	(Absent)	0

- iii. A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

Illustration of Computation of SGPA and CGPA and Format for Transcripts

Computation of SGPA and CGPA

Illustration for SGPA

Course	Credit	Grade Letter	Grade point	Credit Point (Credit x Grade)
Course 1	4	A	8	4 X 8 = 32
Course 2	4	B+	7	4 X 7 = 28
Course 3	4	B	6	4 X 6 = 24
Course 4	4	O	10	4 X 10 = 40
Course 5	4	A+	9	4 X 9 = 36
Course 6	4	B	6	4 X 6 = 24
Course 7	3	O	10	3 X 10 = 30
	27			214

Thus, **SGPA** = $214/27 = 7.93$

Illustration for CGPA

Semester 1	Semester 2	Semester 3	Semester 4
Credit : 27	Credit : 27	Credit : 21	Credit : 27
SGPA: 7.9	SGPA: 7.8	SGPA: 7.6	SGPA: 8.0

Thus, **CGPA** = $\frac{27 \times 7.9 + 27 \times 7.8 + 21 \times 7.6 + 27 \times 8.0}{102} = 7.84$

102

10. ELIGIBILITY FOR AWARD OF DEGREE:

MBA:

A student shall be eligible for award of the degree if he/she fulfills the following conditions:

- 1) Successfully completes all the courses prescribed for the Program.
- 2) CGPA greater than or equal to 5.5 (Minimum requirement for Pass),

11. AWARD OF CLASS:

Candidates who are eligible for the award of MBA Degree shall be placed in one of the following Classes based on CGPA.

Class	CGPA
Distinction	≥ 7.5
First Class	≥ 6.5
Pass Class	≥ 5.5

12. INSTRUCTION DAYS

A semester shall have a minimum of 90 clear instruction days.

13. TRANSFERS FROM OTHER INSTITUTIONS SHALL NOT BE PERMITTED.

14. SUPPLEMENTARY EXAMINATIONS

Supplementary examinations shall be conducted along with regular examinations.

15. WITHHOLDING OF RESULTS

The result of a student shall be withheld

- If the student has not paid the dues, if any, to the institution.
- If any case of pending disciplinary action
- Involvement in any sort of malpractices etc.
- Involvement in ragging.

16. TRANSITORY REGULATIONS

A Candidate shall be readmitted from University regulations to A1 regulations or from A1 regulations to A2 regulations as per the guide lines of JNTUK.

17. AMENDMENTS TO REGULATIONS:

The Academic Council of MVGR College of Engineering (Autonomous) reserves the right to revise, amend, change or nullify the Regulations, Schemes of Examinations, and/ or Syllabi or any other such matter relating to the requirements of the program which are compatible to the contemporary/emerging trends effectively meeting the needs of society/industry/stake holding groups.

18. Regulations for MALPRACTICES during the conduct of examinations

	Nature of Malpractices/Improper conduct	Punishment
1 (a)	If the candidate possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the candidate which can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only. *
(b)	If the candidate gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him. *
2	If the candidate has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that Semester/year. The Hall Ticket of the candidate is to be cancelled. *
3	If the candidate impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred and forfeits the seat. The performance of the original candidate, who has been impersonated, shall be cancelled in all the subjects of the examination (including practicals and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of

		seat. If the imposter is an outsider/candidate not on rolls, he will be handed over to the police and a case is registered against him. *
4	If the candidate mishandles the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination. Also if the answer script is mutilated / damaged disturbing the shape, of the script, answers, the bar code intentionally.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester. He shall be debarred from class work and all examinations and be allowed to reregistered for the next subsequent odd or even semester only. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.*
5	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.	The same should be brought to the notice of CE who in turn in consultation with malpractice committee makes decision for cancellation of the performance in that subject. *
6	Refuses to obey the orders of the Chief Superintendent/Assistant – Superintendent / any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any 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.	In case of students of the college, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester. The candidates also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them. *
7	Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof	Expulsion from the examination hall and cancellation of

	inside or outside the examination hall.	performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. *
8	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat. *
9	If student 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 clause 6 to 8.	Student of the colleges expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester. The candidate is also debarred and forfeits the seat. Person(s) who do not belong to the College will be handed over to police and, a police case will be registered against them. *
10	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including

		practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester. *
11	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject and all other subjects the candidate has appeared including practical examinations and project work of that semester/year examinations.*

*

1. General :

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

Ragging Prohibition of ragging in educational institutions Act 26 of 1997

Salient Features

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

<div style="border: 1px solid black; padding: 5px; display: inline-block;">Teasing, Embarrassing and Humiliation</div>	Imprisonment upto <div style="border: 1px solid black; padding: 10px; font-size: 24px; font-weight: bold;">6 Months</div>	+	Fine Upto <div style="border: 1px solid black; padding: 10px; font-size: 24px; font-weight: bold;">Rs. 1,000/-</div>
<div style="border: 1px solid black; padding: 5px; display: inline-block;">Assaulting or Using Criminal force or Criminal intimidation</div>	<div style="border: 1px solid black; padding: 10px;">  <div style="font-size: 24px; font-weight: bold;">1 Year</div> </div>	+	<div style="border: 1px solid black; padding: 10px; font-size: 24px; font-weight: bold;">Rs. 2,000/-</div>

Wrongfully restraining or confining or causing hurt	 2 Years	+	Rs. 5,000/-
Causing grievous hurt, kidnapping or Abducts or rape or committing unnatural offence	 5 Years	+	Rs. 10,000/-
Causing death or abetting suicide	 10 Months	+	Rs. 50,000/-

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

LET US MAKE MVGR A RAGGING FREE CAMPUS



Ragging

ABSOLUTELY NO TO RAGGING

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

MBA COURSE STRUCTURE (A2 REGULATIONS)

Semester - I						
S. No	Subject Code	Subject	L	T	P	Credits
1	A2MBT301	Indian Ethos and Corporate Governance	3	1		4
2	A2MBT302	Business Economics	3	1		4
3	A2MBT303	Management Theory and Organizational Behavior	3	1		4
4	A2MBT304	Indian Economy and Business Environment	3	1		4
5	A2MBT305	Financial Statements, Analysis and Reporting	3	1		4
6	A2MBT306	Business Research Methods	3	1		4
7	A2MBL301	Business Communication (Lab)	2		2	3
Total Credits						27
Semester - II						
S. No	Subject Code	Subject	L	T	P	Credits
1	A2MBT307	Entrepreneurship	3	1		4
2	A2MBT308	Marketing Management	3	1		4
3	A2MBT309	Financial Management	3	1		4
4	A2MBT310	Human Resource Management	3	1		4
5	A2MBT311	Strategic Management	3	1		4
6	A2MBT312	Operations Management	3	1		4
7	A2MBL302	Computer Applications for Business (Lab)	2		2	3
Total Credits						27
Semester – III						
S. No	Subject Code	Subject	L	T	P	Credits
1	A2MBT4XX	Functional Area 1- Core Elective-1	3			3
2	A2MBT4XX	Core Elective-2	3			3
3	A2MBT4XX	Core Elective-3	3			3
4	A2MBT4XX	Functional Area 2- Core Elective-1	3			3
5	A2MBT4XX	Core Elective-2	3			3
6	A2MBT4XX	Core Elective-3	3			3
7	A2MBT5XX	Open Elective-1	3			3
Total Credits						21

Semester - IV						
S. No	Subject Code	Subject	L	T	P	Credits
1	A2MBT4XX	Functional Area 1- Core Elective-4	3			3
2	A2MBT4XX	Core Elective-5	3			3
3	A2MBT4XX	Functional Area 2- Core Elective-4	3			3
4	A2MBT4XX	Core Elective-5	3			3
5	A2MBT5XX	Open Elective-2	3			3
6	A2MBT5XX	Open Elective-3	3			3
7	A2MBT5XX	Open Elective-4	3			3
8	A2MBP601	Project Work & Viva-Voce				6
Total Credits						27

L-Lecture Hours T- Tutorial P-Practical Total Program Credits 102

CORE COURSES		
S. No	Subject Code	Subject
1	A2MBT301	Indian Ethos and Corporate Governance
2	A2MBT302	Business Economics
3	A2MBT303	Management Theory and Organizational Behavior
4	A2MBT304	Indian Economy and Business Environment
5	A2MBT305	Financial Statements, Analysis and Reporting
6	A2MBT306	Business Research Methods
7	A2MBT307	Entrepreneurship
8	A2MBT308	Marketing Management
9	A2MBT309	Financial Management
10	A2MBT310	Human Resource Management
11	A2MBT311	Strategic Management
12	A2MBT312	Operations Management
13	A2MBL301	Business Communication (Lab)
14	A2MBL302	Computer Applications for Business (Lab)

CORE ELECTIVIES

The Dept. has been offering three functional areas of core electives, the student has to opt any two of such areas as dual specialisation, say Functional Area I and Functional Area II. Further, each functional area consists three clusters, each cluster consists five courses, out of which one cluster is to be chosen in that area.

Functional Area (Marketing)		
S. No	Subject Code	Subject
1	A2MBT401	Consumer Behaviour
2	A2MBT402	Retail Management
3	A2MBT403	Services Marketing
4	A2MBT404	Sales and Distribution Management
5	A2MBT405	B2B Marketing
6	A2MBT406	Digital and Social Media Marketing
7	A2MBT407	Integrated Marketing Communications
8	A2MBT408	Product and Brand Management
9	A2MBT409	BoP Marketing

Cluster I:

1. Consumer Behaviour
2. Retail Management
3. Services Marketing
4. Sales and Distribution Management
5. B2B Marketing

Cluster II:

1. Consumer Behaviour
2. Retail Management
3. Services Marketing
4. Digital and Social Media Marketing
5. Integrated Marketing Communications

Cluster III:

1. Consumer Behaviour
2. Retail Management
3. Services Marketing
4. Product and Brand Management
5. BoP Marketing

Functional Area (Finance)		
S. No	Subject Code	Subject
1	A2MBT410	Financial Institutions-Markets and Services
2	A2MBT411	Security Analysis and Portfolio Management
3	A2MBT412	International Finance
4	A2MBT413	Financial Planning and Wealth Management
5	A2MBT414	Derivatives Market
6	A2MBT415	Corporate Valuation and Mergers
7	A2MBT416	Banking and Insurance
8	A2MBT417	Cost and Management Accounting
9	A2MBT418	Working Capital Management

Cluster I:

1. Financial Institutions-Markets and Services
2. Security Analysis and Portfolio Management
3. International Finance
4. Financial Planning and Wealth Management
5. Derivatives Market

Cluster II:

1. Financial Institutions-Markets and Services
2. Security Analysis and Portfolio Management
3. International Finance
4. Corporate Valuation and Mergers
5. Banking and Insurance

Cluster III:

1. Financial Institutions-Markets and Services
2. Security Analysis and Portfolio Management
3. International Finance
4. Cost and Management Accounting
5. Working Capital Management

Functional Area (HRM)		
S. No	Subject Code	Subject
1	A2MBT419	Employee Relations
2	A2MBT420	Compensation and Payroll Management
3	A2MBT421	Managing Change
4	A2MBT422	Human Resource Metrics and Analytics
5	A2MBT423	Artificial Intelligence in HRM
6	A2MBT424	Talent Acquisition and Retention Management
7	A2MBT425	Strategic HRM
8	A2MBT426	Performance Management Systems
9	A2MBT427	Learning and Development

Cluster I:

1. Employee Relations
2. Compensation and Payroll Management
3. Managing Change
4. Human Resource Metrics and Analytics
5. Artificial Intelligence in HRM

Cluster II:

1. Employee Relations
2. Compensation and Payroll Management
3. Managing Change
4. Talent Acquisition and Retention Management
5. Strategic HRM

Cluster III:

1. Employee Relations
2. Compensation and Payroll Management
3. Managing Change
4. Performance Management Systems
5. Learning and Development

OPEN ELECTIVES

The student has to opt any four out of nine open electives offered which are to be studied during Semester III and Semester IV.

S. No	Subject Code	Subject
1	A2MBT501	Indian Models in Entrepreneurship
2	A2MBT502	International Trade Laws
3	A2MBT503	Planning, Structuring and Financing Small Business
4	A2MBT504	Logistic and Supply Chain Management
5	A2MBT505	E-Retailing
6	A2MBT506	Tourism and Hospitality Management
7	A2MBT507	Treasury Management
8	A2MBT508	Rural and Urban Infrastructure Management
9	A2MBT509	Block chain Technology

PROEJCTS

S.No	Subject Code	Subject
1	A2MBP601	Project Work & Viva-Voce

A2MBT301	SEMESTER - I	L	T	P	C
	INDIAN ETHOS AND CORPORATE GOVERNANCE	3	1	-	4
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To identify the role of ethos for smooth functioning of Business.
COBJ2	To outline the ethics of Business functional areas to protect against frauds.
COBJ3	To summarize the concept of Corporate Social Responsibility for Business Sustainability.
COBJ4	To analyze the significance of Corporate Governance codes & Standards in the scenario of Indian Business.
COBJ5	To explain the role of Directors, Auditors, and Shareholders towards Corporate Governance.

SYLLABUS

UNIT-I INDIAN ETHOS: History & Relevance- Elements of Ethos- Ethos vs Ethics vs Management- Work Ethos for Indian Managers- Laws of karma- Value Based Management- Secular v/s Spiritual Values- Skill -Value Matrix- Dual theory of stress

UNIT-II BUSINESS ETHICS: Ethical principles in business- Theories of Business Ethics- Kohlberg's six stages of Moral Development- Managing Ethical Dilemma in Finance, Marketing, HRM and International Business-Ethical Decision Making-Developing Codes of Ethics

UNIT-III CORPORATE SOCIAL RESPONSIBILITY: Objectives- Evolution- Need for CSR- Strategies for CSR-Challenges and implementation- Triple Bottom Line (TBL)- Corporate Sustainability Reporting- Promoting Sustainability Development Goals(SDG's)

UNIT-IV CORPORATE GOVERNANCE: An overview –Codes & standards of Corporate Governance – Indian model of Governance –Landmarks in emergence of corporate governance in India– Organisation for Economic Cooperation and Development (OECD) principles – Sarbanes Oxley (SOX) Act 2002

UNIT-V SHAREHOLDERS & BOARDS OF DIRECTORS: Governance issues relating to Board of Directors – Duties and Responsibilities of Auditors –Shareholders Activism - Proxy fights-Hedge fund activism - Role of Media- Environmental Concern- -Role of Whistle Blowers

NOTE: Relevant cases have to be discussed in each unit

REFERENCE BOOKS:

1. R Nandagopal and Ajith Rn, "Indian Ethos and Values in Management", Tata Mc Graw Hill Education, 2010
2. Jitatmananda Swami, Indian Ethos for Management, Rajkot, Ramakrishna Ashram, 1996.
3. Brately Peter, "The Essence of Business Ethics", New Delhi, Prentice Hall of India, 1997.
4. Murthy, C.S.V, "Business Ethics", Himalaya Publishing House, Mumbai 2009
5. B.N Mandal, Corporate Social Responsibility in India, Global vision publishing house, 2012.
6. A.C.Fernando: "Business Ethics and Corporate Governance 2e", Pearson Publishers, New Delhi, 2012.
7. S.K.Mandal , "Ethics in Business and Corporate Governance 2e", Mc Graw Hill, 2017

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Describe an ethical business and its nature with reference to Indian Companies.
CO2	Demonstrate ethical insights of HR, finance and Marketing for a better Business.
CO3	Interpret CSR strategies towards Corporate Sustainability Reporting.
CO4	Examine Indian model of Corporate Governance along with codes and standards.
CO5	Summarize the role of Directors, Auditors and shareholders.

CO – PO MAPPING:

Course Title:	INDIAN ETHOS AND CORPORATE GOVERNANCE					
Course Code:	A2MBT301					
Course Designed by:	Department of Management Studies					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1		3				
CO2		3				
CO3		3	2			
CO4	2					
CO5						2
Overall	2	3	2			2

Course designed by	Department of Management Studies
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019

A2MBT302	SEMESTER - I	L	T	P	C
	BUSINESS ECONOMICS	3	1	-	4
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To make the student understand relevance and importance of economics in business management
COBJ2	To enable the student make critical decision making process
COBJ3	To make the student understand dynamic macro-economic indicators influencing the business.

SYLLABUS

UNIT–I ECONOMICS: Definition –Nature –Scope –Origin – Micro Vs Macroeconomics – The Role of Managerial Economist – Relationship of Business Economics with other managerial functions – Basic economic Concepts: Costs, capital, price,etc.

UNIT–II DEMAND & SUPPLY ANALYSIS: Law of demand – Demand determinants – Law of diminishing marginal utility – Elasticity of demand, types and significance – Law of supply – Supply Determinants – Elasticity of Supply – Demand and supply curves – Production Function – IsoQuant – IsoCost – Least Cost Combination of Inputs.

UNIT–III PRICING ANALYSIS: Types of Markets: Price & Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly – Pricing methods – Price Discrimination – CVP and Break-Even analysis.

UNIT–IV MACROECONOMIC FUNCTIONS: Consumption function – Investment function, Functions of Money – Demand for money – Supply of Money – Money supply measures: M1, M2, M3, M4 – Control of Money Supply and Open market operations.

UNIT–V MACRO ECONOMIC INDICATORS: Aggregate demand and supply –National Income: GDP, NNP, Per Capita Income – Inflation and Deflation – Employment – Repo Rates – Capital formation – Foreign exchange rates – Foreign Direct Investment (FDI).

NOTE: Relevant cases have to be discussed in each unit

REFERENCE BOOKS:

- William F.Samuelson, Stephen G.Marks, Managerial Economics, Wiley, 6th edition.
- Paul A.Samuelson ,William D Nordhaus, Sudip Chaudhuri and Anindya sen, Douglas A Lind, William G Marchal and Samuel A Wathan, Statistical Techniques in Business and Economics, 16th Edition, McGraw-Hill Education.
- Edward Shapiro, Macro Economic Analysis, 5th Edition, Galgotia Publications.
- M L Jhingan, Macro Economic Theory, Vrinda Publications, 13th Edition

- Economics, McGraw Hill Education, 19th edition, 2010.
- R.Glenn hubbard, Anthony Patrick O'Brien, Macroeconomics ,Pearson 7th edition ,2018
- Raymond A Barnett, Michael R Ziegler and Carl E Byleen, Calculus for business economics, Pearson,
- Roger Perman and John Scouller, Business Economics, Oxford University Press.

JOURNALS:

- The Indian Economic journal, Sage Publications
- The Economic Journal, Oxford University Press
- Journal of economics and Business, Elsevier
- Journal of Economics, Springer

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Integrate economics framework with business management.
CO2	Outline the practical issues of demand and supply conditions for managerial decisions.
CO3	Analyze the competition levels and adopt pricing strategies and other decisions.
CO4	Apply business decisions for growth and expansion by understanding the various economic functions.
CO5	Understand the impact of macroeconomic indicators.

CO – PO MAPPING:

Course Title:	BUSINESS ECONOMICS					
Course Code:	A2MBT302					
Course Designed by:	Department of Management Studies					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		2			
CO2	2		3	2		
CO3			3	2		
CO4	3		2	1		
CO5	3		1	1		
Overall	3		2	2		

Course designed by	Department of Management Studies
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019

A2MBT303	SEMESTER - I	L	T	P	C
	MANAGEMENT THEORY AND ORGANIZATIONAL BEHAVIOR	3	1	-	4
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To familiarize the students with the basic concepts of management including the contributions of various managerial scientists
COBJ2	To introduce the functions of management and the way it is performed in the organizations
COBJ3	To make the students understand the factors affecting the individual behaviour and its impact on organizational behaviour

SYLLABUS

UNIT-I MANAGEMENT: Definitions, managerial roles and functions– Evolution of Management thought: Scientific management approach- administrative management approach- Human Relations Approach- Systems approach and Situational Approach.

UNIT-II PLANNING: The Planning Process- Organizing: Span of management- Organizational structure–delegation of authority – Leading: Approaches to leadership – Controlling Process and techniques.

UNIT-III ORGANIZATIONAL BEHAVIOR: Nature and scope – Perception: Importance and process – Attitudes: Components, Types, Functions – Personality: Determinants, Big Five Personality dimensions.

UNIT-IV MOTIVATION: Definition. Theories on motivation: Abraham Maslow’s Hierarchy of needs theory- Herzberg Two Factor Theory - Interpersonal Behaviour - Group dynamics – group formation and development -conflict management.

UNIT-V ORGANIZATIONAL CULTURE: Definition – creating organizational culture- approaches to organizational culture – learning of organizational culture

NOTE: Relevant cases have to be discussed in each unit

REFERENCE BOOKS:

1. Stoner, J. A. F., & Freeman, R. E.). *Management*. London: Prentice-Hall International.
2. Griffin, Moorhead: “Managing Organisational Behaviour”, Cengage Learning, New Delhi.2013
3. William, Tripathy: “MGMT (including instructor recourses)”, Cengage Learning, New Delhi, 2013
4. Jerald Greenberg and Robert A Baron: “*Behavior in Organizations*”, PHI Learning Private Limited, New Delhi, 2009
5. Mullins, Laurie: “**Management and Organisational Behaviour**”, Pearson Education, New Delhi, 2013
6. Jennifer M.George and Gareth R. Jones: “*Understanding and Managing Organizational Behavior*”, Pearson Education, New Delhi, 2009

7. Meenakshi Gupta: “*Principles of Management*”, PHI Private Limited, New Delhi, 2009.
8. J S Chandan: “*Management Theory and Practice*”, Vikas Publishing House Limited, 2009
9. Anil Bhat, Arya Kumar: “*Management*”, Oxford University, New Delhi, 2008.
10. Jai B.P.Sinha: “*Culture and Organizational Behavior*”, Sage Publication India Private Limited, New Delhi, 2008.
11. K.Aswathappa: “*Organizational Behavior-Text, Cases and Games*”, Himalaya Publishing House, New Delhi, 2008
12. Gupta R S, Sharma B D Bhalla N S: “*Principles and Practice of Management*”, Kalyani Publications, Hyderabad, 2008.
13. PareekUdai: “*Understanding Organizational Behavior*”, Oxford University Press, New Delhi, 2007
14. Dr.P.Subba Rao and Prof. N.Sambasiva Rao:”*Management and Organizational Behaviour - (Text and Cases)*”, Himalaya Publishing House, Mumbai

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Explain the transition process of management thought from traditional period to modern approaches
CO2	Transfer the understanding of functions of management into a practical situation
CO3	Identify and analyze the factors affecting individual behaviour
CO4	Compare and contrast various theories on motivation and develop strategies for resolving group conflict.
CO5	Analyze organizational culture and learning of organizational culture in organization.

CO – PO MAPPING:

Course Title:	MANAGEMENT THEORY AND ORGANIZATIONAL BEHAVIOR					
Course Code:	A2MBT303					
Course Designed by:	Department of Management Studies					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2			3		2	2
CO3				2		2
CO4					2	3
CO5	2	2				2
Overall	3	2	3	2	2	2

Course designed by	Department of Management Studies
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019

A2MBT304	SEMESTER - I	L	T	P	C
	INDIAN ECONOMY AND BUSINESS ENVIRONMENT	3	1	-	4
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To explain the evolution of economic system in India with recent reforms
COBJ2	To outline various aspects of economic, social, government, political and cultural environment of India and their impact on Indian business.
COBJ3	To disseminate the students with critical issues of international business.

SYLLABUS

UNIT-I FEATURES OF INDIAN ECONOMY: Economic Systems – Planning commission to NITI Ayog – Role of agriculture, manufacturing and services in economic growth – Economic indicators – Economic reforms.

UNIT-II BUSINESS ENVIRONMENT: Meaning, Importance, Factors influencing business environment, Industrial Policies, Role of public and private sector, Industrial sickness – Disinvestment.

UNIT-III POLICIES AND REGULATORY BODIES: Monetary Policy – Importance – objectives-Significance – Instruments – Fiscal Policy – Importance – objectives-Significance – Instruments – Critical analysis of the recent fiscal policy of Government of India

UNIT-IV TRADE POLICY: Nature – Magnitude and direction of Indian international trade – problems – bilateral and multilateral trade agreements. Balance of Payments – Structure and components – Disequilibrium in BOP-Correction measures – CAD and its impact on economy

UNIT-V INTERNATIONAL BUSINESS ENVIRONMENT: Nature – significance–challenges and mechanisms. WTO – Agreements in the Uruguay round including TRIPS, TRIMS and GATS – Disputes settlement mechanism – Dumping and antidumping measures.

NOTE: Relevant cases have to be discussed in each unit

REFERENCE BOOKS:

- Dutt, R., & Sundaram, K. P. M. (2011). *Indian Economy*, S Chand & Co. *New Delhi*.
- Misra, S. K., & Puri, V. K. (2011). *Indian economy* (p. 174). Himalaya Publishing House.
- Aswathappa, K. (2009). *Essentials of business environment*. Himalaya Publishing House.
- Cherunilam, F. (2009). *Business environment* (p. 642). Himalaya Publishing House.
- Joshi, L., Joshi, V., Little, I. M. D., & Little, I. M. D. (1996). *India's economic reforms, 1991-2001*. Oxford University Press.

JOURNALS:

- Kennerley, M., & Neely, A. (2003). Measuring performance in a changing business environment. *International Journal of Operations & Production Management*, 23(2), 213-229.
- Amankwah-Amoah, J., & Wang, X. (2019). Opening editorial: contemporary business risks: an overview and new research agenda.
- Srivastava, N. (2019). Digital Financial Services: Challenges and Prospects for Liberalized and Globalized Indian Economy. Available at SSRN 3309294.
- Shiva, V., & Bedi, G. (2002). *Sustainable agriculture and food security: the impact of globalisation*. Sage Publications India Pvt Ltd.

WEB LECTURES:

- https://www.youtube.com/watch?v=pqQGm_CGrSE
- <https://nptel.ac.in/courses/110105038/10>
- <https://nptel.ac.in/courses/110105079/54>
- <https://nptel.ac.in/courses/110105038/7>

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Understand the economic systems and major economic reforms in India
CO2	Analyze the environment of a business and understand the cause of industrial sickness
CO3	Evaluate the monetary policy and fiscal policy of the country
CO4	Discuss various elements of Indian Trade policy
CO5	Explain the mechanisms and policies governing the international business environment

CO – PO MAPPING:

Course Title:	INDIAN ECONOMY AND BUSINESS ENVIRONMENT					
Course Code:	A2MBT304					
Course Designed by:	Department of Management Studies					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2	3		2			
CO3	2		2			
CO4	2			3		
CO5	3		2	3		
Overall	3		2	3		
Course designed by	Department of Management Studies					
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019					
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019					

A2MBT305	SEMESTER - I	L	T	P	C
	FINANCIAL STATEMENTS, ANALYSIS AND REPORTING	3	1	-	4
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To introduce students to the accounting principles, concepts and conventions
COBJ2	To explain the accounting process and prepare final accounts.
COBJ3	To make students aware the corporate firm and its capital formation.
COBJ4	To enable the students towards final accounts analysis and reporting.

SYLLABUS

UNIT-I INTRODUCTION TO ACCOUNTING: Importance, Objectives and Principles, Accounting Concepts, Conventions and The Generally Accepted Accounting Principles (GAAP)

UNIT-II THE ACCOUNTING PROCESS: Overview of the Accounting cycle- Journal, ledger, Trial Balance, Final Accounts with simple adjustments (Problems on Preparation of Final accounts with simple adjustments)

UNIT-III SOURCES OF CAPITAL: Introduction to company form of organization- sources of long term capital and their features- Equity shares, Preference shares, Debentures and sources of short term Working capital.

UNIT-IV FINANCIAL STATEMENTS ANALYSIS: Analysis and Interpretation of financial statements of a company – tools of financial analysis- comparative statements common size statement, Liquidity, leverage, solvency and profitability ratios. (Problems on Ratio analysis, comparative and common size statement)

UNIT-V FINANCIAL REPORTING: Meaning and Objectives of Financial Reporting, Types and Qualitative characteristics of reporting, International Financial Reporting Standards (IFRS)-Common Rules

Indian Reporting practices of selected industry to be discussed

REFERENCE BOOKS:

1. Shankarnarayana, Ramanath: “**Financial Accounting for Management**”, Cengage Learning, New Delhi
2. R.L.Gupta, Radhaswamy : Financial accounting.. S.Chand&Co., New delhi., 2000.
3. S.N.Maheashwari and S.K.Maheshwari, “**Financial Accounting**”,
4. Vikas publishing House, New Delhi,2013
5. JawaharLal: **for management**”, Himalaya Publishing house, New Delhi,; 2012.
6. Paresh Shah: “**Financial accounting for management**”, Oxford University press, New Delhi

WEB LINKS: [https// www.ifrs.org](https://www.ifrs.org)

[www.cfainstitute .org/Reporting frequency](http://www.cfainstitute.org/Reporting%20frequency)

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Understand basic principles, concepts and conventions of accounting.
CO2	Construct final accounts for a business firm through formal accounting process.
CO3	Identify and appraise various sources of capital and their features.
CO4	Analyze financial statements and judge the financial performance of a firm
CO5	Understand the financial reporting and its types

CO – PO MAPPING:

Course Title:	FINANCIAL STATEMENTS, ANALYSIS AND REPORTING					
Course Code:	A2MBT305					
Course Designed by:	Department of Management Studies					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1		2		
CO2	1	2	3			
CO3	2			2		
CO4	1		3			
CO5			2		3	
Overall	2	1	3	2	3	

Course designed by	Department of Management Studies
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019

A2MBT306	SEMESTER - I	L	T	P	C
	BUSINESS RESEARCH METHODS	3	1	-	4
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To explain the fundamentals of statistics
COBJ2	To demonstrate how to work with different types of data and how to design different data collection techniques
COBJ3	Enable students for using the computer program MS Excel & SPSS apply basic statistical techniques and methods for grouping, tabular and graphical display, analysis and interpretation of statistical data

SYLLABUS

UNIT-I BUSINESS STATISTICS: Importance of Statistics in modern business environment – Scope and Applications of Statistics – Characteristics of Statistics – Functions of Statistics – Limitations of Statistics – Statistical Softwares.

UNIT-II DESCRIPTIVE AND INFERENCE STATISTICS: Measures of central tendency – Dispersion – Correlation – Regression – Moving Averages. (Business research applications)

UNIT-III BUSINESS RESEARCH: Definition – Nature and Scope of Business Research – Types of Research – The Research Process – Sampling design – sampling procedures – Random Vs. Non-random sampling techniques – determination of sample size.

UNIT-IV DATA COLLECTION: Primary data – survey research – Interviews – questionnaires – Designing of Questionnaire – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale – Internet surveys – pretesting observation methods – Secondary data, tools and techniques of data collection

UNIT-V TESTING OF HYPOTHESIS: Tests of Hypothesis – Introduction to Null hypothesis vs alternative hypothesis – parametric vs. non-parametric tests – Type I & II errors – Parametric test Non Parametric test – T-Test – Chi-Square Test, Report writing

NOTE: Relevant cases have to be discussed in each unit

REFERENCE BOOKS:

1. Kothari, C. R. (2004). Research methodology: Methods and techniques. Revised. *New Age International (P) Limited, Publishers, 4835, 24.*
2. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods.* Nelson Education.
3. Blumberg, B., Cooper, D. R., & Schindler, P. S. (2008). *Business research methods* (Vol. 2). London: McGraw-Hill Higher Education.
4. Krishnaswamy, K. N., Sivakumar, A. I., & Mathirajan, M. (2006). *Management research methodology: integration of principles, methods and techniques.* Pearson Education India.
5. Kumar, R. (2019). *Research methodology: A step-by-step guide for beginners.* Sage Publications Limited.

JOURNALS:

- Selected articles from Journals available in the library for discussion

WEB SOURCES:

- <https://nptel.ac.in/courses/121106007/>
- https://nptelmooc2013.appspot.com/noc16_ge02
- <https://freevidelectures.com/course/3039/population-and-society/7>
- <https://www.youtube.com/watch?v=EVcPmmfK1Do>

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Understand basic statics and tools for collecting data and designing databases
CO2	Learn how to effectively leverage data for strategic decision making
CO3	Conduct and interpret a variety of hypothesis tests to aid decision making in a business context
CO4	Critically evaluate statistical results
CO5	Formulate and test hypothesis

CO – PO MAPPING:

Course Title:	BUSINESS RESEARCH METHODS					
Course Code:	A2MBT306					
Course Designed by:	Department of Management Studies					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1		3			
CO2	2		3			
CO3	1		3			
CO4	2		3			
CO5	2		3			
Overall	2		3			

Course designed by	Department of Management Studies
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019

A2MBL301	SEMESTER - I	L	T	P	C
	BUSINESS COMMUNICATION-LAB	2	2	-	3
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To introduce the students to the fundamentals of communication and the way it is applied in organizational settings.
COBJ2	To expose the students to the techniques of effective writing, reading and listening skills.
COBJ3	To explain the process of report writing and its quality

SYLLABUS

UNIT	LESSON/TOPIC
I	<p>Orientation</p> <p>Fundamentals of Communication</p> <ul style="list-style-type: none"> • Introduction • Definition of Communication • Process of Communication • Features of Successful Professional Communication • Different Forms of Communication. • Barriers of Communication • Corporate communication <p>Definition, Scope, importance & Components of Corporate communication, Professional communicator responsibilities, Corporate communication & Public Relation, Role of social media in communication.</p>
II	<p>Organizational Communication.</p> <ul style="list-style-type: none"> • Small group communication • Communicating with employees. • In company communication Barriers & Facilitations. • Meetings and committees • Meetings • Chairing, setting the agenda, controlling the conversation • Participating, turn taking, listening and taking notes. Being diplomatic, agreeing and disagreeing • Discussion groups and briefing sessions. • Press announcements <p>Process Management</p> <ul style="list-style-type: none"> • Describing processes, cause and effect • Criticizing, recommending • Quality assurance, continuous improvement
III	<p>The Art of Effective Writing</p> <ul style="list-style-type: none"> • Dynamics of Writing • Business letter – Format, style and content. • Letters of enquiry, quotations and offers. • Orders & Order acknowledgements. • Sales promotion letters. • Banking and credit letters <p>Job interviews</p> <p>Job application letter Cover letter, Resume writing</p>

IV	<p>The Art of Effective Reading</p> <ul style="list-style-type: none"> • Four Basic Steps to Effective Reading • Overcoming Common Obstacles • Types of Reading <ul style="list-style-type: none"> Skimming Scanning • Extensive Reading • Intensive Reading <p>Business Correspondence</p> <ul style="list-style-type: none"> • Notices • E-mails • Circulars • Memos
V	<p>Developing Effective Listening Skills</p> <p style="padding-left: 20px;">Process and Types of Listening Barriers in Listening Five Steps to Active Listening</p> <ul style="list-style-type: none"> • Group Discussions • Public Speaking: <ul style="list-style-type: none"> a. Preparation, b. Attire, c. Posture and Delivery Techniques • Data Interpretation • The Art of Condensation <ul style="list-style-type: none"> Précis Writing Add Making Captions and Slogans • Report Writing <ul style="list-style-type: none"> Feasibility Report News Report Business Report • Case Studies

TEXT / REFERENCE BOOKS:

T/R	BOOK TITLE/AUTHORS/PUBLICATION
TEXT BOOKS	
T	<ol style="list-style-type: none"> 1. Communication Skills – a workbook by Sanjay Kumar and Pushp Lata of OUP 2. Business Correspondence and Report Writing – RC Sharma , Krishna Mohan Mc. Graw Hill
REFERENCE BOOKS	
<ol style="list-style-type: none"> 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi. 2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay. 3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi. 4) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi. 5) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune. 	

- 6) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 7) Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
- 8) Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.
- 9) Business Communication - M. Balasubrahmanyam - Vani Educational Books.
- 10) Creating a Successful CV - Siman Howard - Dorling Kindersley.

WEB SOURCE REFERENCES

1	www.bbc.co.uk/worldservice/learningenglish
2	www.voanews.com
3	www.a4esl.org
4	www.ego4u.com
5	www.cexams.com

COURSE OUTCOMES: At the end of this course, the students will be able to

CO1	Understand the fundamentals of communication and the way it is applied in organizations.
CO2	Evaluate the elements of organizational communication
CO3	Develop the art of effective writing skills according to the business situations.
CO4	Develop the art of effective reading and listening skills.
CO5	Prepare effective reports.

CO – PO MAPPING:

Course Title:	BUSINESS COMMUNICATION-LAB					
Course Code:	A2MBL301					
Course Designed by:	Department of English					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1					3	
CO2					3	
CO3					3	
CO4						2
CO5					2	
Overall					3	2
Course designed by	Department of English					
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019					
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019					

A2MBT307	SEMESTER - II	L	T	P	C
	ENTREPRENEURSHIP	3	1	-	4
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To give the basic understanding of the various concepts and factors of entrepreneurship
COBJ2	To explain various areas of entrepreneurial opportunities and success factors
COBJ3	To outline how to organize feasibility study of the business idea and make comprehensive business plan
COBJ4	To demonstrate the need for continuous monitoring and promotion of the market and development of the business with timely funding.
COBJ5	To explain the importance of Govt. policies and initiatives and purposeful entrepreneurial responses

SYLLABUS

UNIT-I BASIC ASPECTS OF ENTREPRENEURSHIP: Nature of Entrepreneur & Entrepreneurship – Evolution of Entrepreneurship – Types of Entrepreneurs – Role of Entrepreneurship in Economic Development, few success stories of entrepreneurs.

UNIT-II FORMS OF ENTREPRENEURSHIP: Family business – Women Entrepreneurship and Problems – Startup Entrepreneur — Intrapreneurship – Rural Entrepreneurship – Social Entrepreneurship – Characteristic of successful Entrepreneurs – Desirable and acquirable attributes of an Entrepreneur. Myths and realities of Entrepreneurship

UNIT-III BUSINESS PLAN AND DPR:- Creativity and innovation, Idea generation sources, Evaluation and judgement, conducting Feasibility Study – contents of Detail Project Report (DPR) – Business Plan - Innovative methods of presenting a business plan

UNIT-IV MSME’S DEVELOPMENT AND FUNDING: Current MSMEs scenario in India-Nature of organization and ownership, Productivity enhancement, Market promotion, product development, modernization, technological upgradation and other environmental impact on MSMEs.Challenges of MSMEs, Regulatory and legal frame work of MSMEs – Support system by Central Government: NBMSME, COIR Board, SIDO, SISI, NSIC, NIESBUD, SIDBI

UNIT-V GOVERNMENT POLICIES AND INITIATIVES: MSMED Act 2006- Objectives and main initiatives, Role of Development banks & Commercial banks – State Institutional support to MSMEs through DIC — Future of MSMEs – Recent initiatives of Govt. of India – Startups, Make in India, Ease of Doing Business

NOTE: Relevant cases have to be discussed in each unit

REFERENCE BOOKS:

1. Abrams (2016). The Successful Business Plan: Secrets and Strategies. Planning Shop, USA, 6th Edition.
2. D.F.Kuratko and T.V.Rao (2016), Entrepreneurship: A South Asian Perspective, Cengage Learning.
3. Dollinger (2003). Entrepreneurship. Pearson, New Delhi.
4. Hisrich et.al (2010). Entrepreneurship. Tata McGraw Hill, New Delhi.
5. Raj Shankar (2012). Entrepreneurship: Theory & Practice.

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Understand the nature of entrepreneurship and identify personal attributes that enable best use of entrepreneurial opportunities.
CO2	Analyze various types of Entrepreneurship and successful criteria.
CO3	Select products/services, doing feasibility study and prepare detail project report.
CO4	Appraise product development, market promotion with environmental changes and monitoring financial conditions and funding of the project.
CO5	Analyze Govt. policies and initiatives on supportive schemes and legal issues and liaison with institutions working for the cause.

CO – PO MAPPING:

Course Title:	ENTREPRENEURSHIP					
Course Code:	A2MBT307					
Course Designed by:	Department of Management Studies					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2				
CO2	2					2
CO3			3	2	2	
CO4		2	2			
CO5	2		2			
Overall	2	2	2	2	2	2

Course designed by	Department of Management Studies
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019

A2MBT308	SEMESTER - II	L	T	P	C
	MARKETING MANAGEMENT	3	1	-	4
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To explain the evolution of marketing and forces affecting the business firms.
COBJ2	To detail the functions of marketing.
COBJ3	To elaborate the ways to use marketing mix variables for profitability with ethical considerations.

SYLLABUS

UNIT–I INTRODUCTION TO MARKETING MANAGEMENT: Need, Want, Demand, Market - Evolution of Marketing Concept - Analysing Marketing Environment using PESTEL analysis – analysing Competition with Porter's Five Forces Framework- Marketing Mix

UNIT–II MARKETING RESEARCH: Importance, Process - Functions of Marketing: Market Segmentation- Definition and Bases for Segmentation - Targeting- Consideration for effective targeting - Positioning for Competitive Advantage- Point of Parity and Point of Difference.

UNIT–III PRODUCT: Product vs Services, Product Classification, product mix and product line – Branding – Elements and value of branding- Product Life Cycle - Stages in New Product Development and Product Extension Strategies

UNIT–IV PRICING: Pricing Objectives, Pricing Methods, Pricing Strategies- Ethical aspect of Pricing-Place: Designing Marketing Channels- Managing the Marketing Channel and Supply Chain-Ethical aspects of marketing channel.

UNIT–V PROMOTIONAL MIX ELEMENTS: Advertising, sales Promotion, Public Relation, Personal Selling, Direct Marketing- Online Marketing-Ethical aspects of Promotion.

NOTE: Relevant cases have to be discussed in each unit

TEXT BOOKS:

1. Philip Kotler, Keller, Koshy, Jha, Marketing Management, Pearson, New Delhi.
2. Ramaswamy and Namakumari, Marketing Management, MacMillan, New Delhi.

REFERENCE BOOKS:

1. Grewal and Levy, Marketing, Mc Graw Hill Education, Chennai.
2. Philip Kotler, Keller, Koshy, Jha, Marketing Management, Pearson, New Delhi.
3. Ramaswamy and Namakumari, Marketing Management, MacMillan, New Delhi.
4. Tapan K Panda: "Marketing Management Text and Cases", Excel Books, New Delhi.
5. Boone and Kurtz: "Principles of Marketing", Cengage Learning, New Delhi.
6. Rajan Saxena: "Marketing Management, 2/e, Tata McGraw Hill, New Delhi
7. VS Ramaswamy, S.Namakumari:, "Marketing Management", 3/e, Macmillan, New Delhi
8. Karunakaran: "Marketing Management", Himalaya Publishing House, Mumbai.
9. M.Govindarajan: "Marketing Management, Concepts, Cases, Challenges and Trends", PHI Private Limited, New Delhi
10. T.N.Chhabra, SK.Grover: "Marketing Management", Dhanpat Rai and Co., New Delhi
11. Paul Baines, Chris Fill, Kelly Page: "Marketing", Oxford University Press, New Delhi

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Analyze the marketing environment and Competitive forces in the market
CO2	Design appropriate STP strategies and understand the importance of Marketing Research
CO3	Evaluate various elements of Product strategies
CO4	Formulate pricing strategies and distribution channel by considering various factors affecting the same
CO5	Design promotional mix strategies for a business while incorporating ethical considerations

CO – PO MAPPING:

Course Title:	MARKETING MANAGEMENT					
Course Code:	A2MBT308					
Course Designed by:	Department of Management Studies					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		2	2		
CO2	2		2	2	2	
CO3	2		2	2		
CO4	3	2	3	2		
CO5	2	3	2	2	2	
Overall	2	3	2	2	2	

Course designed by	Department of Management Studies
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019

A2MBT309	SEMESTER - II	L	T	P	C
	FINANCIAL MANAGEMENT	3	1	-	4
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To explain the concept of financial management and its objectives and functions
COBJ2	To elaborate capital structure of a company and the impact of leverage on shareholders returns
COBJ3	To explain various investment appraisal techniques.
COBJ4	To evaluate the factors which determines decision of pay out or retention of profits earned
COBJ5	To evaluate the working capital and determinants of working capital of firm.

SYLLABUS

UNIT-I INTRODUCTION: Nature, Scope and Objectives of Financial Management, the new role in contemporary scenario, Goals of FM-Profit Maximization Vs Wealth Maximization Vs Satisficing- Finance Functions

UNIT-II FINANCING DECISION: Leverage – Operating leverage and Financial Leverage – Impact of leverage on shareholders returns - EPS-EBIT Analysis; Capital Structure – Factors Affecting Capital Structure, Capital Structure theories. Components of Cost of Capital, Measurement of Weighted Average Cost of Capital

UNIT-III INVESTMENT DECISION: Nature and Significance of Investment Decision- Estimation of Cash Flows – Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques –Net Present Value, Internal Rate of Return and Profitability Index

UNIT-IV DIVIDEND DECISION: Meaning and Significance – Determinants of Dividend – Dividend policy – Bonus Shares – Stock Splits. Theories of Dividend

UNIT-V WORKING CAPITAL DECISION: Importance and Factors affecting Working Capital – Concepts of Working Capital - Cash Management – Cash Budgeting – Accounts Receivables – Credit Policies – Inventory Management.

NOTE: Relevant cases have to be discussed in each unit

REFERENCE BOOKS:

1. Khan & Jain : Financial Management, Tata McGraw Hill.: New Delhi. : 2012
2. RM Srivasthava: Financial Management and Policy, Himalaya Publications; New Delhi, 2010.
3. Pandey IM - Financial Management, Vikas, New Delhi : 2010
4. James C.Van Horne -- Financial Management & Policy, Prentice Hall of India.: New Delhi, 2013
5. PrasannaChandra;”Financial Management theory and practice”, Tata McGrawHill ; New Delhi 2012

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Understand the concept of financial management, its objectives and roles played by the financial manager.
CO2	Analyze the factors determining the capital structure of an organization
CO3	Compare various investment appraisal techniques.
CO4	Understand the factors influencing the dividend declaration in a company.
CO5	Evaluate factors determining working capital requirements and understand the factors affecting the working capital of a firm

CO – PO MAPPING:

Course Title:	FINANCIAL MANAGEMENT					
Course Code:	A2MBT309					
Course Designed by:	Department of Management Studies					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		2			
CO2	3		3			
CO3	3	2	3		1	1
CO4	2	2	3		1	1
CO5	3		3			
Overall	3	2	3		1	1

Course designed by	Department of Management Studies
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019

A2MBT310	SEMESTER - II	L	T	P	C
	HUMAN RESOURCE MANAGEMENT	3	1	-	4
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To explain the basic principles of Human Resource Management.
COBJ2	To explore various processes and techniques for talent acquisition.
COBJ3	To introduce various training and developmental activities for new recruits and existing employees
COBJ4	To demonstrate the elements of compensation and various aspects of Industrial Relations.
COBJ5	To explore the latest trends in HR domain

SYLLABUS

UNIT-I FUNDAMENTALS OF HRM: Nature and Scope of HRM, Historical perspective of HRM, Crafts System to Human Relations Movement, Functions and Roles of HR manager, Challenges and Competencies of HR Manager.

UNIT-II TALENT ACQUISITION: Manpower Planning-Process and Forecasting to arrive HR decisions, Development of Job Analysis, Recruitment-Process and Methods, Selection Procedure.

UNIT-III PLACEMENT, TRAINING AND DEVELOPMENT: Onboarding, Performance Appraisal and Its Methods, Assessing Training Needs and Conducting Suitable Training Programmes, Career Management and Development Programmes.

UNIT-IV COMPENSATION MANAGEMENT AND INDUSTRIAL RELATIONS: Concepts and Basic Salary Structure, Factors determining Pay rates, Job Evaluation and Compensation Structure (Manager Vs Executive), Fringe benefits. Industrial Relations- Trade Unions, Collective Bargaining, Grievance & Disciplinary Procedure, Workers participation in management, Industrial conflicts, Quality of work life.

UNIT-V CURRENT ISSUES AND TRENDS IN HR: Diversity in workplace: Effects, Types of diversity (Age, Gender & Cultural Diversity with latest trends & examples) and Workplace discriminations, Artificial Intelligence- impact on HR, HR Metrics and Analytics - significance in decision making.

NOTE: Relevant cases have to be discussed in each unit

TEXT BOOKS:

1. Gary Dessler. (2017). FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT. Pearson. Noida. India.
2. V.S.P Rao. (2016). HUMAN RESOURCE MANAGEMENT. Taxmaan. New Delhi.

REFERENCE BOOKS:

1. Bohlander, Snell, Sherman: MANAGING HUMAN RESORUCES, Thomson – South Western
2. Monappa, Arun & Sayiadain, Mirza Personnel Management, New Delhi: Tata McGraw Hill.
3. Beardwell, Ian & Holden, Len Human Resource Management: A Contemporary Prospective, New Delhi: McMillan.
4. Jeffrey Pfeffer, The Human Equation: Building Profits by Putting People First, Boston, MA: Harvard Business School Press,.
5. Reichheld, Frederick F., The Loyalty Effect, Harvard Business School Press,.
6. Pfeffer, Jeffrey. Competitive Advantage Through People, Harvard Business School Press, 1994.
7. “Gupta G.P.” Management by Consciousness in 21st Century, Excel Books,

WEB RESOURCES:

1. <http://forum.hrdiscussion.com/>
2. <http://network.hrmtoday.com/forum>
3. <http://www.citeman.com/11853-evolution-of-the-concept-of-hrm/>
4. www.citeHR.com

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Comprehend the basic concepts of HRM
CO2	Understand recruitment processes and selection procedure
CO3	Assess employee performance and design suitable T&D activities
CO4	Construct and calculate the salary structure and outline the IR issues
CO5	Compose HR metrics and evaluate the trends of HRM.

CO – PO MAPPING:

Course Title:	HUMAN RESOURCE MANAGEMENT					
Course Code:	A2MBT310					
Course Designed by:	Department of Management Studies					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1		2		3
CO2	3	2		1	2	
CO3	3	3		3	3	
CO4	3	3	2	2	2	
CO5	1		2	2		1
Overall	3	2	2	2	2	2

Course designed by	Department of Management Studies
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019

A2MBT311	SEMESTER - II	L	T	P	C
	STRATEGIC MANAGEMENT	3	1	-	4
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To explain the various aspects of strategic management process
COBJ2	To analyze the factors that shapes a company's strategy in view of competition.
COBJ3	To enable the students to apply the concepts of environmental scanning and leadership.
COBJ4	To evaluate the viewpoints of senior and top management executives.

SYLLABUS

UNIT-I STRATEGY AND THE ORGANIZATION: Concepts in Strategic Management, Strategic Management as a process –Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company's strategy – Crafting a strategy – Industry and Competitive Analysis

UNIT-II ENVIRONMENTAL SCANNING AND LEADERSHIP: Methods. SWOT Analysis – Competitive Advantage and Value Chain, Competing through Business Models – Competitive Advantage and Firm Resources. Strategic Analysis and Choice: Tools and techniques- Strategic Leadership: Leadership and Style – Key Strategic Leadership Actions – Developing Human Capital and Social Capital – Balanced Scorecard.

UNIT-III STRATEGY FORMULATION: Strategy Framework For Analyzing Competition, Porter's Value Chain Analysis, Generic Strategies and Competitive Advantage –The Dynamics of Competitive Advantage –Competitive Advantage to Corporate Advantage –Integrative Analysis. Turnaround strategy and diversification strategies.

UNIT-IV STRATEGY IMPLEMENTATION: Strategy and Structure, Leadership, culture connection – Strategies for competing in Globalizing markets and internet economy – Organizational Values and Their Impact on Strategy – Resource Allocation – Planning systems for implementation. Balancing Strategic Intent and Strategic Reality.

UNIT-V STRATEGY EVALUATION AND CONTROL: Establishing strategic controls – Measuring performance – appropriate measures- Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance – strategic information systems – problems in measuring performance – Strategic surveillance –strategic audit.

NOTE: Relevant cases have to be discussed in each unit

REFERENCE BOOKS:

1. Kazmi: Strategic Management and Business Policy, Tata McGraw Hill, 2009
2. R.Srinivasn: Strategic Management, PHI Learning, New Delhi, 2009
3. Adrian Haberberg&Alison: Strategic Management, Oxford University Press, New Delhi,2009
4. P.SubbaRao: Business Policy and Strategic Management, Himalaya Publishing House, NewDelhi, 2010
5. AppaRao, ParvatheshwarRao, Shiva Rama Krishna: Strategic Management and Business Policy, Excel Books, New Delhi, 2008

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Develop strategy by understanding the decision making process at the strategic level.
CO2	Appraise the environmental factors related to intended strategy
CO3	Explain the steps involved in strategy formulation in dynamic environment.
CO4	Understand various factors involved in implementation and actual execution.
CO5	Evaluate the strategy performance and apply the controlling measures as needed.

CO – PO MAPPING:

Course Title:	STRATEGIC MANAGEMENT					
Course Code:	A2MBT311					
Course Designed by:	Department of Management Studies					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1		3	2		
CO2	3	1	2	1		2
CO3	2	1	3	3	2	
CO4	1	2	2	2	2	2
CO5	2	2	2			1
Overall	2	2	2	2	2	1

Course designed by	Department of Management Studies
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019

A2MBT312	SEMESTER - II	L	T	P	C
	OPERATIONS MANAGEMENT	3	1	-	4
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To understand the role of Operations in overall Business Strategy of the firm
COBJ2	To understand the process and strategies for system design
COBJ3	To familiarize the students with the techniques for effective utilization of operational resources and managing the processes to improve productivity and quality
COBJ4	To identify and evaluate the key factors and their interdependence in planning and managing operations
COBJ5	To develop an ability to understand Contemporary developments in operations management

SYLLABUS

UNIT-I INTRODUCTION: operations management overview – operations management strategy framework – systems concept of production – historical evolution of operations management.

UNIT-II PRODUCT DEVELOPMENT AND SYSTEM DESIGN: Process Strategy - Capacity Planning Decisions - Facilities Location Strategies – location and layout strategies – Decision making in location - assembly line – LOB technique – optimization of product and process designs.

UNIT-III PRODUCTIVITY AND QUALITY TOOLS: Productivity concepts – Value engineering – Total Quality Management – Statistical Quality control – Maintenance Planning – Work study – method study – Work measurement.

UNIT-IV PLANNING AND MANAGING OPERATIONS: Purchase procedure - Vendor selection – Materials Management – Inventory Management – JIT – Material requirement planning – Aggregate planning – Scheduling.

UNIT-V ADVANCE OPERATIONS MANAGEMENT: Service operations management – Lean systems – CAD/CAM – Flexible manufacturing systems – CNC machines - DSS for operations management

Note: Relevant cases have to be discussed in each unit

REFERENCE BOOKS:

- Aggarwal L.N, Parag Diwan, (2015) Management of Production Systems, Global Business Press.
- Alan Muhlemann, John Oakland, Keith Lockyer (2017) Production and Operations Management, Mac Milan , India, IV Edition.
- Barry Render, Jay Heizer (2017) Principles of Operations Management with tutorials, Prentice Hall, Inc. II Edition.
- Buffa S.Elwood, Sarin K Rakesh (2015) Instructor’s Manual to Accompany Modern Production/Operation Management, John Wiley & Sons Inc III Edition.
- Everett Adam, Ronald J Ebert (2004), Production and Operations Management Prentice Hall, IV Edition

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Understand the role of Operations in overall Business Strategy of the firm - the application of Operations management policies and techniques manufacturing firms
CO2	Design the conversion system and also to understand the factors influencing while designing a system
CO3	Understand the quality dimensions of the product along with productivity improvement models
CO4	Understand the process scheduling work and also planning the sequence of operations
CO5	Apply latest technologies in operations management

CO – PO MAPPING:

Course Title:	OPERATIONS MANAGEMENT					
Course Code:	A2MBT312					
Course Designed by:	Department of Management Studies					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		3			
CO2	2		2			
CO3			2			
CO4			2		2	
CO5	2		2			
Overall	2		2		2	

Course designed by	Department of Management Studies
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019

A2MBL302	SEMESTER - II	L	T	P	C
	COMPUTER APPLICATIONS FOR BUSINESS – LAB	2	2	-	3
	Total Contact Hours – 45				

COURSE OBJECTIVES	
COBJ1	To explain various commands of MS – Office and its application in real world
COBJ2	To interpret the use of SQL commands and how to do MS project
COBJ3	To demonstrate the use of search engines

SYLLABUS

UNIT–I MS WORD

- Basics
- Creating Templates
- Converting to & from PDF

UNIT–II MS EXCEL

- Basics
- Cell Referencing
- In-built functions
- Charts
- Pivot Tables
- **Calculation of various financial functions**
- Example Applications (Time Value of Money, NPV, EMI with Varying Interest Rates, Stock Technical Analysis and so on)

MS POWER POINT

- Basics
- Importing or Creating Style Templates
- **slide show controls**
- **customizing presentation**

UNIT–III SEARCH ENGINE USAGE

- How to effectively search
- Search Operators
- Meta Data

UNIT–IV MS PROJECT

- WBS
- PERT/CPM
- Project Tracking

UNIT–V SQL SERVER

- Connecting to a SQL Server from Client
- Querying data from existing database using SQL
- Basics of ER Modeling

REFERENCE BOOKS:

1. Scott Urman, “Oracle 8i-PL SQL Programming”, TMH, 2000.
2. Loney, “Oracle 8i—The Complete Reference”, TMH, 2000.
3. Loney, “Oracle 9i—The Complete Reference”, TMH, 2002.
4. Bayross, “Oracle Teach Yourself SQL / PL SQL using Oracle 8i and 9i with SQL”, BPB, 2002.
5. Abbey, “Oracle 8i—A beginner’s Guide”, TMH, 2000.
6. Courter, “Mastering Microsoft Project”, BPB, 2002.
7. Pyron, “Using MS Project”, Techmedia, 2002.
8. Bayross, “PL SQL the Programming Language of Oracle”, BPB, 2002.

COURSE OUTCOMES: At the end of this course, the students will be able to	
CO1	Use MS word tool for documentation.
CO2	Apply MS excel for graphs and other calculations and Prepare presentations on power point.
CO3	Understand Meta Data and effectively use search engine.
CO4	Apply MS Project for Project Tracking
CO5	Understand SQL Commands

CO – PO MAPPING:

Course Title:	COMPUTER APPLICATION FOR BUSINESS – LAB					
Course Code:	A2MBL302					
Course Designed by:	Department of CSE					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2				3	2
CO2			2		3	2
CO3						
CO4	2	3			3	1
CO5	3		2		2	1
Overall	2	3	2		3	2

Course designed by	Department of CSE
Approval	Approved by: Meeting of Board of Studies held on 08.07.2019
	Ratified by: 5 th Meeting of Academic Council, 13.07.2019