

ACADEMIC REGULATIONS COURSE STRUCTURE AND DETAILED SYLLABUS

MASTER OF BUSINESS ADMINISTRATION

(Applicable for the batch admitted from 2024-25)



SESHADRI RAO GUDLAVALLERU ENGINEERING COLLEGE

(An Autonomous Institute with Permanent Affiliation to JNTUK, Kakinada)

Seshadri Rao Knowledge Village

GUDLAVALLERU - 521 356, Krishna District, Andhra Pradesh

ACADEMIC REGULATIONS

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Applicable for the students of MBA from the Academic Year 2024-25.

1. Duration of the Program

The duration of the program is two academic years consisting of four semesters. However, a student is permitted to complete the course work of MBA program in the stipulated time frame of **FOUR** years from the date of joining.

2. Minimum Instruction Days

Each semester consists of a minimum of ninety instruction days.

3. Program Credits

MBA program is designed to have a total of 111 credits and the student shall have to complete the two year course work and earn all 111 credits for the award of MBA Degree.

4. Attendance Regulations

4.1 A candidate shall be deemed to have eligibility to write end semester examinations if he has put in a minimum of 75% of attendance in aggregate of all the subjects.

4.2 A student is eligible to write the end semester examinations if he acquires a minimum of 40% in each subject and 75% of attendance in aggregate of all the subjects.

4.3 Condonation of shortage of attendance up to 10% i.e., 65% and above, and below 75% may be given for a maximum of TWO times by the college academic committee.

4.4 Condonation of shortage of attendance shall be granted only on genuine and valid reasons on representations by the candidate with supporting evidence.

4.5 Shortage of attendance below 65 % in aggregate shall not be condoned and not eligible to write their end semester examination of that class.

4.6 A candidate shall not be promoted to the next semester unless; he/she fulfills the attendance requirements of the previous semester.

4.7 A stipulated fee of Rs 500/- shall be payable towards condonation fee for shortage of attendance. Students availing condonation on medical ground shall produce a medical certificate issued by the competitive authority.

4.8 A student shall not be promoted to the next semester unless he satisfies the attendance requirement of the present semester, as applicable. They may seek readmission into that semester when offered next. If any candidate fulfills the attendance requirement in the present semester, he shall not be eligible for readmission into the same class.

5. Examinations and Scheme of Evaluation

5.1 Theory Courses

Each theory course shall be evaluated for a total of 100 marks, consisting of 30 marks for internal assessment and 70 marks for semester end examination.

Internal Assessment

- i) Of 30 marks for internal assessment, 10 marks are for continuous assessment in the form of seminar / presentation and 20 marks are based on two mid-term examinations.
- ii) Of the 10 marks for continuous assessment, 5 marks are for seminar report and 5 marks are for presentation.
- iii) Each mid-term examination is conducted for 20 marks with two hour duration from first two and half units (50% of the syllabus). Each mid-term examination consists of four questions, each for 5 marks. All the questions need to be answered.
- iv) The final marks are the sum of average of two mid-term examinations.

External Assessment

The semester end examination shall be conducted for a duration of three hours with 5 questions and one case study which is compulsory. There should be one question from each unit. All the five questions must cover all the five units of syllabus. All questions are to be answered and for each question has

“either or” option except case study. All 5 questions carry 12 marks each and case study carries 10 marks and it will be 70 marks.

5.2 Laboratory Course

- i) For practical subjects the distribution shall be 20 marks for Internal Evaluation and 30 marks for the semester end examinations. There shall be continuous evaluation by the internal subject teacher during the semester for 20 internal marks. Of the 20 marks for internal, 10 marks shall be for day-to-day performance (5 marks for day-to-day evaluation and 5 marks for Record) and 10 marks shall be evaluated by conducting an internal laboratory test towards the end of semester.
- ii) Semester End examination shall be conducted for 30 marks with two Examiners, one of them being the Laboratory Class Teacher and the second examiner appointed by controller of examinations. Laboratory examination must be conducted with a breakup marks of Procedure-10, Experimentation-10, Results-5, Viva-voce-5.
- (a) For Bridge course, the course shall be taken on MOOCS platform, the candidate has to get a satisfactory report upon successful completion, and the same shall be communicated to the Controller of Examinations as Completed or Not Completed.

5.3 Re-Registration of Theory Subjects

A candidate shall be given one chance to re-register for each subject provided the internal marks secured by a candidate are less than 50% and has failed in the end examination. In such a case, the candidate must re-register for the subject(s) and secure the required minimum attendance. The candidate's attendance in the re-registered subject(s) shall be calculated separately to decide upon his eligibility for writing the end examination in those subject(s). In the event of the student taking another chance, his internal marks and end examination marks obtained in the previous attempt are nullified. For re-registration the candidates have to apply to the Principal before the start of the semester in which re-registration is required. At a given time, a candidate is permitted to re-register for maximum of two subjects in addition to the subjects of regular semester, when the student is on roles. Once the completion of the course work, a student can re-register a maximum of SIX Courses at any time". In case the candidate secures less than the required attendance in any re registered subject (s), he/she shall not be permitted to write the End Semester Examination in that subject. He shall again re-register the subject when next offered.

5.4 Evaluation of Entrepreneur Project

Entrepreneur Project is conducted in all the three semesters of the course for 50 marks each. At each semester the student needs to do the following tasks to meet the evaluation criteria

Tasks:

- i) The Entrepreneur Project shall be carried out during the 1st, 2nd and 3rd semester and will be evaluated for 50 marks each.
- ii) The Entrepreneur Project can be done either individual or group of students with same ideas (limited to maximum of 4 members)
- iii) 50 marks shall be awarded by BOE (Board of Evaluators) which comprises Head of the Department, Senior Professor of the MBA department and Internal project guide who is appointed by the HOD.
- iv) Each student shall give one seminar on the topic of his/her interest area of the project as a prerequisite at the starting of the project in first semester. He/She need to submit the following points in his Entrepreneur Project report along with the guide certificate stating that the student carried the work by his own.

Guidelines:

Entrepreneur Project I– (First Semester):

- Initial Business Idea Generation Feasibility Study
- Existing / Emerging Idea
- Confirmation of at least Two (2) to Five (5) existing or emerging business firms/industries concerns meeting and interaction.

- G.P.S PHOTOGRAPH PROOFS for interaction
- Establishment (Since When)
- How many employees working? (Total work force)
- Initial & source of investment
- Machinery / raw material procurement
- Finished goods and storage services if any
- Cost of production (manufacturing cost)
- Logistics cost
- Selling cost
- Sales & Turnover
- Estimation
- Target Customers

Interaction Inquiry / Questions

- New Idea/Business/process
- Economic feasibility
- HR feasibility
- Technical feasibility
- Marketing feasibility

1) Model of the business (B-B, B-C, C-C, C-B)

Finally Submitting Seminar or Presentation along with summary of the idea

Entrepreneur Project II– (Second Semester)

- 1) Study on different approaches (G.P.S PROOF REQUIRED)
 - Central Govt Agency (1)
 - State Govt Agencies (2)
 - Banks & Financial Institutions (2) Outcome Report should be submitted.
- 2) Business Development Plan Preparation
 - Consulting and preparation of Memorandum of Association, Details of Registration and Source of funding.
 - Consulting Concerned Guides/ Mentors/ Faculty for proper drafting the outcomes followed by seminar or presentation.

Entrepreneur Project III– (Third Semester)

- Prepare a Project Proposal for submission.
- Applying for permissions or patents etc. for innovative or creative ideas.
- Submit the Project Proposal to the various Govt.bodies and Agencies. (PM VISHWAKARMA, START-UPS/MSME /NABARD/ IDBI/SISI)

5.5 Project Work

- i) A candidate shall be allowed to submit the project report only after fulfilling the attendance requirements of all the semesters. The viva-voce examination shall be conducted at the end of the course work (4thsemester).
- ii) The student shall need to do the summer internship in fourth semester for a duration of 8 weeks. The summer internship shall commence every year from 1st April to 31st of May. The main project shall be submitted at the end of the 4th Semester for evaluation.
- iii) The final project shall be based on the summer internship on his/her Major Elective.
- iv) The final project work shall be carried out during the 4th semester and will be evaluated for 100 marks.
- v) Out of 100 marks, 50 marks shall be for dissertation and 50 marks for the project Viva-Voce. Both are evaluated by the External Examiner.
- vi) Each student shall give one internal seminar (pre talk) on the topic of his/her project as a prerequisite for submission of the final project report. The pre-talk must be evaluated by the BOE (Board of

Evaluators) which comprises Head of the Department, Senior Professor of the MBA department and Internal project guide. He/She needs to submit plagiarism report (not exceeding 30% similarity) along with the guide certificate in the final project report.

6. Criteria for Passing a Course and Award of Grades

6.1 Criteria for Passing a Course

vii) A candidate shall be declared to have passed in individual theory/ laboratory / project course if he secures a minimum of 50% aggregate marks (internal & semester end examination marks put together), subject to a minimum of 40% marks in the semester end examination.

viii) A candidate shall be declared to have passed in comprehensive viva-voce if he secures a minimum of 50% marks.

ix) On passing a course of a program, the student shall earn assigned credits in that course.

6.2 Method of Awarding Letter Grade and Grade Points for a Course

A letter grade and grade points will be awarded to a student in each course based on his performance as per the grading system given below.

Theory / Elective (%)	Laboratory / Seminar / Term Paper / Project Dissertation (%)	Grade Points	Letter Grade
≥ 90	≥ 90	10	A+ (Outstanding)
≥ 80 & < 90	≥ 80 & < 90	9	A (Excellent)
≥ 70 & < 80	≥ 70 & < 80	8	B (Very Good)
≥ 60 & < 70	≥ 60 & < 70	7	C (Good)
≥ 50 & < 60	≥ 50 & < 60	6	D (Above Average)
< 50	< 50	0	F (Fail)

6.3 Calculation of Semester Grade Point Average (SGPA)* for semester

The performance of each student at the end of the each semester is indicated in terms of SGPA. The SGPA is calculated as given below:

$$SGPA = \frac{\sum (CR \times GP)}{\sum CR}$$

for each semester.

where CR = Credits of a course

GP = Grade Points awarded for a course

* SGPA is calculated for a candidate who passed all the courses in that semester.

6.4 Eligibility for Award of MBA Degree

A student will be declared eligible for the award of the MBA Degree if he fulfills the following academic regulations.

(a) Pursued a course of study for not less than two academic years and not more than four academic years.

(b) Registered for **111** credits and secured **111** credits.

(c) Students, who fail to complete their Two years Course of study within Four years or fail to acquire the **111** Credits for the award of the degree within four academic years from the year of their admission shall forfeit their seat in MBA course and their admission shall stand cancelled.

6.5 Calculation of Cumulative Grade Point Average (CGPA) for Entire Program

The CGPA is calculated as given below:

$$CGPA = \frac{\sum (CR \times GP)}{\sum CR}$$

for entire program.

where CR = Credits of a course

GP = Grade points awarded for a course

6.6 Award of Division

After satisfying the requirements prescribed for the completion of the program, the student shall be eligible for the award of MBA Degree and shall be placed in one of the following grades:

<i>Class Awarded</i>	<i>CGPA to be secured</i>	
First Class with Distinction	≥ 7.75 (Without any supplementary appearance)	From the CGPA secured from 111 Credits.
First Class	≥ 7.75 (With any supplementary appearance) ≥ 6.75 to < 7.75	
Second Class	≥ 6.0 to < 6.75	
Pass Class	≥ 5.0 to < 6.0	

7. Supplementary Examinations

- i) Supplementary examinations will be conducted twice in a year at the end of odd and even semesters.
- ii) Semester end supplementary examinations shall be conducted till next regulation comes into force for that semester after the conduct of the last set of regular examinations under the present regulation.
- iii) Thereafter, supplementary examinations will be conducted in the equivalent courses as decided by the Board of Studies concerned.
- iv) **Advanced Supplementary Examinations:** Candidate(s), who failed in theory / comprehensive Viva-Voce / project work courses in 4th semester can appear for advanced supplementary examination conducted within one month after declaration of the revaluation results. However, those candidates who fail in these advanced supplementary examinations shall appear for subsequent examination along with regular candidates in the examinations conducted at the end of the respective semester.

8. Revaluation

- i) Students can submit the applications for revaluation, along with the prescribed fee receipt for revaluation of his answer script(s) of theory course(s) as per the notification issued by the Controller of Examinations.
- ii) The Controller of Examinations shall arrange for revaluation of such answer script(s).
- iii) An external examiner, other than the first examiner, shall reevaluate the answer script(s).
- iv) If the variation in marks of two evaluations is less than 15% of total marks, the best mark of two evaluations shall be taken into consideration.
- v) If the variation in marks of two evaluations is more than 15% of total marks, there shall be third evaluation by an examiner other than the first two examiners. The best marks of two evaluations (which are nearer) shall be taken into consideration.

9. Readmission Criteria

A candidate, who is detained in a semester due to lack of attendance has to obtain written permission from the Principal for readmission into the same semester after duly fulfilling the required norms stipulated by the college and by paying the required tuition fee and special fee in addition to paying an administrative fee of Rs. 1,000/-.

10. Break in Study :

Student, who discontinues the studies for what-so-ever reason, can get readmission into appropriate semester of MBA program only with the prior permission of the Principal of the College, provided such candidate shall follow the transitory regulations applicable to the batch he joins. An administrative fee of Rs.2,000/- per each year of break in study, in addition to the prescribed tuition and special fees shall be paid by the candidate to condone his break in study.

11. Transitory Regulations:

When a student is detained due to shortage of attendance, he/she may be readmitted into the same semester in which he/she has been detained. However, the academic regulations under which the detained student was first admitted shall continue to be applicable to him/her. A candidate, who is detained in a semester, on readmission shall be required to do all the courses in the curriculum prescribed for the batch of students in which the student joins subsequently. However, exemption will be given to those candidates who have already passed such courses in the earlier semester(s) he was originally admitted into and he will be offered substitute subjects in place of them as decided by the Board of Studies. However, the decision of the Board of Studies will be final.

12. Withholding of Results

If the student has not paid the dues, if any, to the College or if any case of indiscipline is pending against him, the result of the student will be withheld. His degree will be withheld in such cases.

13. Malpractices

- i) The Principal shall refer the cases of malpractices in internal assessment tests and semester end examinations to a malpractice enquiry committee constituted by him for the purpose. Such committee shall follow the approved levels of punishment. The Principal shall take necessary action against the erring students based on the recommendations of the committee.
- ii) Any action by the candidate trying to get undue advantage in the performance or trying to help another, or derive the same through unfair means is punishable according to the provisions contained hereunder.
- iii) Malpractices identified at spot centre during valuation

The following procedure is to be followed in the case of malpractice cases detected during valuation, scrutiny etc. at spot centre.

A notice is to be served to the candidate(s) involved (i) through the Principal of the college, (ii) to the candidate(s) to his college address and (iii) to the candidate(s) to his permanent address regarding the malpractice.

DISCIPLINARY ACTION FOR MALPRACTICES/IMPROPER CONDUCT IN EXAMINATIONS

Nature of Malpractices / Improper conduct	Punishment
If the candidate	
1.a 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 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 candidates or persons in or outside the examination hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him.

2.	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester. The hall ticket of the candidate shall be cancelled.
3.	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred and forfeits the seat. The performance of the original candidate who has been impersonated shall be cancelled in all the subjects of the examination (including practicals and project work) already appeared and shall not be allowed to appear for the examinations of the remaining subjects of that semester. The candidate is also debarred for two consecutive semesters from class work and all Semester End examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the impostor is an outsider, he will be handed over to the police and a case is registered against him.
4.	Smuggles in the Answer book or 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 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. The candidate is also debarred for two consecutive semesters from class work and all Semester End examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
5.	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.	Cancellation of performance in that subject.

6.	<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 or around the examination hall or organises a walkout or instigates others to walkout 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 of any of his relations or indulges in any other act of misconduct or mischief which results 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 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.</p>
7.	<p>Leaves the exam hall taking away answer script or intentionally tears or any part thereof inside or outside the examination hall.</p>	<p>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. The candidate is also debarred for two consecutive semesters from class work and all Semester End examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.</p>

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 to appear for the remaining examinations of the subjects of that semester. 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.	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. The candidate is also debarred and forfeits the seat. Person(s) who do not belong to the college will be handed over to the police and a police case is 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 examinations.
12.	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be referred to the Chief Superintendent of Examinations for future action towards suitable punishment.	

1. A committee consisting of the following is to be constituted at spot centre to process such malpractice cases and the recommendations of the malpractice committee are to be sent to the Chief Controller of Examinations.

- | | | |
|----|--------------------------------|----------|
| 1. | Principal | Chairman |
| 2. | Vice Principal - Academics | Member |
| 3. | Chief examiner of that subject | Member |
| 4. | Controller of Examinations | Convener |

The involvement of the staff, who are in charge of conducting examinations, valuing examination papers and preparing / keeping records of documents related to the examinations in such acts (inclusive of providing incorrect or misleading information) that infringe upon the course of natural justice to one and all concerned at the examination shall be viewed seriously and appropriate disciplinary action will be taken after thorough enquiry.

16. Other Matters

i) Physically challenged candidates who have availed additional examination time and a scribe during their Intermediate/EAMCET examinations will be given similar concessions on production of relevant proof/documents. Students who are suffering from contagious diseases are not allowed to appear either for internal or semester end examinations.

ii) The students who participated in coaching / tournaments held at State / National / International levels through University / Indian Olympic Association during semester end external examination period will be promoted to subsequent semesters as per the guidelines of University Grants Commission Letter No. F.1-5/88 (SPE/PES), dated 18-08-1994.

iii) The Principal shall deal in an appropriate manner with any academic problem which is not covered under these rules and regulations, in consultation with the Heads of the Departments and subsequently such actions shall be placed before the Academic Council for ratification. Any emergency modification of regulation, approved in the meetings of the Heads of the Departments shall be reported to the Academic Council for ratification.

17. General

i) The Academic Council may, from time to time, revise, amend or change the regulations, schemes of examination and/or syllabi.

ii) The academic regulations should be read as a whole for the purpose of any interpretation.

iii) In case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Chairman of the Academic Council is final.

iv) Wherever the word he, him or his occurs, it will also include she, her and hers.

COURSE STRUCTURE AND DETAILED SYLLABUS

MASTER OF BUSINESS ADMINISTRATION

(Applicable for the batch admitted from 2024-25)



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GUDLAVALLERU ENGINEERING COLLEGE
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COURSE STRUCTURE

I Semester

Sl. No.	Course Code	Name of the Course / Laboratory	No. of Periods per week			No. of Credits
			L	T	P	
1	BA4901	Management and Organizational Behavior	4	-	-	4
2	BA4902	Managerial Economics	4	-	-	4
3	BA4903	Accounting for Management	4	-	-	4
4	BA4904	Quantitative Analysis for Business Decisions	4	-	-	4
5	BA4905	Entrepreneurship Development	4	-	-	4
6	BA4906	Business Environment and Legislation	4	-	-	4
7 O E	BA4907	Information Technology for Business	3	-	-	3
	BA4908	Rural Development				
	BA4909	IPR & Patents				
	BA4910	MOOCs: SWAYAM/NPTEL- (Related to Management Courses other than listed courses in the syllabus)				
8	BA4911	PACE-UP (Personality Assessment Centre, Enhancement and Up gradation Processes) Programme	-	-	4	2
9	BA49021	Tally Lab	-	-	4	2
10	BA49013	Entrepreneur Project -I Identifying the area of interest, Interacting with successful business And submission of ground report.	-	-	4	2
Total			27	-	12	33

L : Lecture T : Tutorial P : Practical

SYLLABUS

MANAGEMENT AND ORGANIZATIONAL BEHAVIOR I Year – I Semester

Lecture	: 4	Internal Marks	: 30
Credits	: 4	External Marks	: 70

Course Objectives

- To identify key management concepts and theories, including planning, organizing, and decision-making processes, to understand their applications in business.
- To make students aware of Individual behavior in groups, dynamics of groups and team building besides developing a better awareness so how they can be better facilitators for building effective teams as leaders themselves.

Course Outcomes

Upon successful completion of the course, the students will be able to

- understand and apply fundamental management functions while critically assessing the evolution of management theories..
- design effective organizational structures and apply principles of organizing to improve management efficiency
- analyze human behavior within organizations, focusing on perception, learning, and personality factors.
- evaluate motivation theories and leadership styles to enhance group dynamics and leadership effectiveness.
- develop strategies for conflict resolution and effectively manage organizational change while promoting ethical practices.

Course Content

Unit - I

Definition, Nature, Functions and Importance of Management–Evolution of Management thought–Scientific management, administrative management, Hawthorne experiments – Systems approach- Levels of Management-Managerial Skills – Planning - Steps in Planning Process - importance and Limitations – Types of Plans - Characteristics of a sound Plan - Management By Objectives (MBO) - Techniques and Processes of Decision Making- Social Responsibilities of Business.

Unit-II

Organizing–Principles of organizing–Organization Structure and Design–Types of power - Delegation of Authority and factors affecting delegation–Span of control– Decentralization – Line and staff structure conflicts - Coordination definition and principles - Emerging Trends in Corporate Structure – Formal and Informal Organization- Nature and importance of Controlling, process of Controlling, Requirements of effective control and controlling techniques.

Unit–III

Organizational behavior - Nature and scope – Linkages with other social sciences – Individual roles and organizational goals – perspectives of human behavior - Perception–perceptual process - Learning- Learning Process - Theories-Personality and Individual Difference- Determinants of Personality- Values, Attitudes and Beliefs- Creativity and Creative thinking.

Unit–IV

Motivation and Job Performance – Content and process – Theories of Motivation- Leadership -Styles-Approaches–Challenges of leaders in globalized era – Groups – stages formation of groups – Group Dynamics - Collaborative Processes in Work Groups - Johari Window- Transactional Analysis.

Unit–V

Organizational conflict-causes and consequences-conflict and Negotiation Team Building, Conflict Resolution in Groups and problem solving Techniques – Organizational change - change process - resistance to change - Creating an Ethical Organization.

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

Text Books:

1. Harold Koontz, Heinz Weihrich, A.R. Aryasri, Principles of Management, TMH, 2010.
2. Dilip Kumar Battacharya, Principles of Management, Pearson, 2012.
3. Kumar, Rao, Chhaalill “Introduction to Management Science” Cengage Publications, New Delhi.
4. V.S.P.Rao, Management Text and Cases, Excel, Second Edition, 2012.
5. K.Anbuvelan, Principles of Management, University Science Press, 2013

References:

1. K.Aswathappa “Organisational Behaviour - Text, Cases and Games”, Himalaya publishing House, New Delhi, 2008.
2. Steven L Mc Shane, Mary Ann Von Glinow, Radha R Sharma: “Organisational Behaviour”, TMH Education, New Delhi, 2008.
3. Stephen P. Robbins, Organisational Behaviour, Pearson Education; 15th edition (2013), New Delhi.
4. P. Subbarao, Organisational Behaviour: Text and Cases, Himalaya Publishing House, Mumbai.

MANAGERIAL ECONOMICS

I Year I Semester

Lecture : 4
Credits : 4

Internal Marks : 30
External Marks : 70

Course Objectives

- To introduce students to the foundational concepts and techniques of Managerial Economics, equipping them with the ability to make vital business decisions.
- To enable students to apply economic theories and laws to real-world business situations, aiding in strategic decision-making and policy formulation.

Course Outcomes

Upon successful completion of the course, the students will be able to

- explain the nature, scope, and key principles of Managerial Economics.
- understand and apply the concepts of demand and supply, utilize various methods of demand forecasting for both established and new products.
- capable of analysing cost-output relationships, identifying economies and diseconomies of scale, and understanding production functions.
- critically analyse different market structures and apply appropriate pricing strategies under each.
- acquire knowledge of macroeconomic concepts and will learn how to apply this knowledge to business decision-making and policy formulation.

Course Content

UNIT I: Introduction to Managerial Economics

Nature and Scope of Managerial Economics - Definition and scope of managerial economics, Relationship with microeconomics and macroeconomics. Fundamental Concepts - Incremental reasoning, Concept of time perspective, Discounting principle. Opportunity Cost Principle - Definition and application in decision-making. Equi-Marginal Principle - Optimal allocation of resources. Theory of the Firm.

UNIT II: Demand Analysis and Forecasting

Demand and Supply Concepts - Definition and determinants of demand and supply, Law of demand and supply, Market equilibrium. Elasticities of Demand and Supply - Price elasticity, income elasticity, and cross elasticity, Factors affecting elasticity, Applications of elasticity in business decisions. Methods of Demand Forecasting - Qualitative and quantitative forecasting methods, Time series analysis, regression analysis, Demand forecasting for established and new products.

UNIT III: Production and Cost Analysis

Production Analysis –Production Function - Law of variable proportions, Returns to scale, Production Functions - Cobb-Douglas production function, MRTS, Iso-quant and Iso-cost Analysis – Iso-quant and their properties, Optimal combination of inputs, Economies and diseconomies of scale, Cost Concepts - Types of costs, Short-run and long-run cost curves, Cost-Output Relationships, Break-Even Analysis (Simple Problems).

UNIT IV: Markets and Pricing

Market Structures - Perfect and Imperfect competition, Characteristics of each market structure, Price-Output Determination in Perfect Market. Methods of Pricing and Strategies.

UNIT V: Macro Economics and Business

Macro Economics and Business: Concept, Nature and Measurement of National Income - Fiscal and Monetary Policies. Inflation and Deflation: Inflation - Meaning and Kinds, Types, Causes and measurement of inflation, Measures to Control Inflation, Deflation - Philips curve- Stagflation-Theory of Employment- Business cycles: Policies to counter Business Cycles.

Relevant cases must be discussed in each unit and in examination case is compulsory from any unit.

Text Books:

1. D.M. Mithani, *Managerial Economics*, Himalaya Publishing House, 2010.
2. Hirschey, *Managerial Economics, 12th Edition*, Cengage, 2008.
3. Gupta G.S., *Managerial Economics*, TMH, 1988.
4. P.L. Mehta, *Managerial Economics*, PHI, 2001.

References:

1. K.K. Dawett, *Modern Economic Theory*, Sultan Chand & Sons, 2002.
2. D.N. Dwivedi, *Managerial Economics, 7th Edition*, Vikas Publishing, 2015.
3. H. Craig Peterson, W. Cris Lewis, *Managerial Economics*, Pearson, 2005.

ACCOUNTING FOR MANAGEMENT
I Year I Semester

Lecture : 4
Credits : 4

Internal Marks : 30
External Marks : 70

Course Objectives

- To develop an insight of principles and techniques of accounting and utilization of financial and accounting information for planning and decision-making.
- To ascertain the results of financial transactions of a business concern.
- To design a framework for the analysis of financial statements.

Course Outcomes

Upon successful completion of the course, the students will be able to

- Understand the concepts and principles of accounting.
- Understand the accounting process in detail.
- Recording of various types of costs and inventory valuation techniques.
- Analyze the budgeting procedure for business evaluation.
- Prepare, analyze and interpret various costing procedures.

Course Content

Unit-I:

Introduction to Accounting: Importance, Objectives and Principles, Accounting Concepts and Conventions and The Generally Accepted Accounting Principles (GAAP), Their Implications on Accounting System, Double Entry System, Recording Business Transactions, Classification of accounts.

Unit-II

The Accounting Process: Overview, Books of Original Record, Accounting cycle, Journal, Ledger, Trial Balance. Classification of Capital and Revenue Expenses, Preparation and Presentation of Final accounts of companies.

Unit-III

Financial Statement Analysis-I: Analysis and interpretation of financial statements—meaning, importance and techniques, uses of Financial Ratios, Problems on Financial Ratios.

Unit-IV

Financial Statement Analysis-II: Preparation and Analysis of Funds Flow Statement, Inventory Valuation Methods- LIFO, FIFO, and Weighted Average Method.

Unit-V

Cost Analysis: Marginal Costing and its application in Managerial Decision Making, Uses of Costs Sheet, and Preparation of Cost Sheet.

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

Text books:

1. Maheswari and Maheswari "Financial Accounting", Vikas Publishing House, 6/e, 2018.
2. Pandey, I.M. Management Accounting, Vikas Publishing House, 3rd edition, 2018.
3. Horngen, Sundem & Stratton, Introduction to Management Accounting, 16/e, Pearson Education, 2022.

References:

1. Colin Drury, Management and Cost Accounting, Cengage 10e, 2018.
2. Mittal, S.N. Elements Of Cost Accounting, Shree Mahavir Book Depot, 8/e, 2018.
3. Jain S.P. and Narang K. Advanced Costing Accounting, Kalyani Publishers , 23/e, 2023.
4. Khan M.Y. and Jain, P.K. Management Accounting, TMH, 8/e, 2021.

. QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

I Year I Semester

Lecture : 4
Credits : 4

Internal Marks : 30
External Marks : 70

Course Objectives:

- To develop a deeper understanding of meaning and importance of quantitative technique and its applications in managerial decisions.
- To learn the decision making concepts, process of decision making and different environments like risk, uncertainty and certainty.
- To have knowledge about Sampling and Sampling Distributions-Estimation-Point and Interval Estimates, Concepts of Testing Hypothesis.

Course Outcomes:

Upon successful completion of the course, Students will be able to

- apply various quantitative techniques.
- find association between the variables and apply probability concepts in making decisions.
- use discrete and continuous probability distributions to evaluate probabilities.
- explore different strategies in decision making.
- construct confidence intervals for means and proportions.

Course Content

UNIT-I: Quantitative Techniques:

Introduction - Meaning and Definition – Classification of QT -QT and other disciplines – Application of QT in business – Limitations. Measures of Central Tendency and Dispersions-Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode, Standard Deviation.

UNIT-II: Correlation-Regression and Probability:

Simple correlation- Karl Pearson's Coefficient of correlation, Rank correlation .Simple Regression Analysis – Concept of Probability-Probability Rules -Baye's Theorem

UNIT -III: Probability distributions

Discrete probability distributions: Binominal distribution - Poisson distribution. Continuous probability distributions: Normal distribution - Exponential distribution.

UNIT -IV: Decision Theory

Introduction - Steps involved in decision making - different environments in which decisions are made - Criteria for decision making - Decision making under uncertainty - Decision making under conditions of Risk - Utility as a decision criterion - Decision trees - Graph of the decision-making process - Decision making with an active opponent.

UNIT -V: Estimation and Sampling

Concept of Estimation and Sampling: Inferential Analysis - Point Estimates - Interval Estimates of averages and proportions of small and large samples. Sampling – Meaning, Steps in Sampling Process - Sample Size - Probability and non-probability sampling techniques - Errors in sampling.

Relevant cases are to be in each unit and in examination case is compulsory for every unit.

Text Books:

- 1 N.D. Vohra “Quantitative Techniques in Management”, Tata- McGraw Hill Private Limited, New Delhi, 2011.
- 2 Gupta S.P “Statistical Methods”, S.Chand and Sons, New Delhi.
- 3 Anand Sharma “Quantitative Techniques for Business decision Making Himalaya Publishers, New Delhi, 2012.

References:

1. P. Apte “Operation Research and Quantitative Techniques”, Excel Publications, New Delhi, 2013.
2. Hamdy, A. Taha “Operation Research. An Introduction”, Prentice- Hall of India, New Delhi, 2003.
3. Anderson “Quantitative Methods for Business”, Cengage Learning, New Delhi, 2013.

ENTREPRENEURSHIP DEVELOPMENT

I Year I Semester

Lecture : 4
Credits : 4

Internal Marks : 30
External Marks : 70

Course Objectives

- To provide an understanding of the challenges faced by entrepreneurs and the types of institutional support available for overcoming these challenges.
- To provide the knowledge and skills to analyze different types of projects, project life cycle and conducting feasibility analysis.
- To equip with the necessary skills to develop and start an enterprise, including the preparation of a project report, and market assessment.

Course Outcomes

Upon successful completion of the course, Students will be able to

- understand the internal and external factors influencing entrepreneurship and the different theories and classifications of entrepreneurship.
- identify the structural, financial, and managerial problems as well as the role of various supporting organizations.
- distinguish between family and non-family entrepreneurs; also evaluate the reasons for industrial sickness and the remedies available.
- classify various types of projects, and conduct feasibility analyses to create comprehensive project reports.
- understand the key steps in starting an enterprise, including making critical decisions during startup, preparing project reports.

Course Content

Unit -I

Introduction: Definition of Entrepreneur, Entrepreneurial motivation and barriers; Internal and external factors Economic Barriers to Entrepreneurship –Non-Economic Barriers to Entrepreneurship- Theories of entrepreneurship; Classification of entrepreneurship- Entrepreneurship in Developing Economy – Entrepreneurial Values and Attitudes

UNIT II

Problems & Support: Incubation and Take-off, Problems encountered Structural, Financial and Managerial Problems, Types of Uncertainty. -Institutional support for new ventures: Supporting organizations; Incentives and facilities; Financial Institutions and Small-scale Industries, Govt. Policies for SSIs.-Role of SIDBI in Project Management.

UNIT III

Types of Entrepreneurs: Family and non-family entrepreneurs - Role of Professionals, Professionalism vs. family entrepreneurs—Sick industries, Reasons for Sickness, Remedies for Sickness, Role of BIFR in revival, Bank Syndications.

Unit IV

Project Analysis: Meaning and Definition of Project, Types & Characteristics – Project Phases – Project Life Cycle – Project Family Tree – Feasibility Analysis and Project Report.

Unit V

Development of Enterprise: Concept and development of Enterprise - Procedure of starting Enterprise – Vital Decision to make during start up: Project Report Preparation, Choice of Enterprise, and Market Assessment of Enterprise.

Relevant cases are to be in each unit and in examination case is compulsory for every unit.

Text Books:

1. Couger, C-Creativity and Innovation (IPP, 1999)
2. Nina Jacob, -Creativity in Organisations (Wheeler, 1998)
3. Jonne & Ceserani-Innovation & Creativity(Crest) 2001.1st Edition
4. Bridge Setal-Understanding Enterprise: Entrepreneurship and Small Business (Palgrave,2003) 3rd Edition
5. David H. Holt-Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.1st Edition

References:

1. Singh P&B handerkar ,Winning the Corporate Olympiad - Renaissance paradigm : (Vikas publishing House Pvt Ltd) 2002, 1st Edition
2. Dollinger M J-Entrepreneurship (Prentice-Hall, 1999).3rd Edition
3. Tushman, M.L. & Lawrence, P.R. -Managing Strategic Innovation & Change Oxford (1997), 2nd Edition .
4. Jones T. -Innovating at the Edge: How Organizations Evolve and Embed Innovation Capability. Butterwork Heinemann, U. K. (2003) 1st Edition
5. Amidon, D. M. - Innovation Strategy for the Knowledge Economy: The Kan awakening. Butter work-Heinemann, New Delhi, India. (1997)1st Edition
6. Entrepreneurship and Small Business Management.- M.B Shukla- kitab mahal -2003
7. Dynamics of Entrepreneurship Development and management – Vasant Desai Himalaya Publishing house -2012

BUSINESS ENVIRONMENT AND LEGISLATION
I Year I Semester

Lecture : 4
Credits : 4

Internal Marks : 30
External Marks : 70

Course objectives

- To provide a comprehensive understanding of the various components of the business environment.
- To analyse the impact of external environmental factors on business decision-making and strategy formulation.
- To understand the basic legal principles of contracts and the key provisions of the Companies Act related to starting and regulating businesses.

Course Outcomes

Upon successful completion of the course, the students will be able to

- identify the key components of the business environment and understand their significance in the context of business operations.
- analyse the impact of social, cultural, economic, political, and legal factors on business decision-making, and formulate strategies to adapt to these influences.
- assess the implications of technological advancements and environmental factors on business, particularly in the Indian context.
- acquire a sound knowledge of the legal aspects of the laws affecting businesses.
- understand the use of the memorandum of association and article of association in a company.

Course Content

UNIT–I: Introduction to Business Environment: The Concept of Business Environment– Significance and objectives – Components of Business Environment - Impact of environment on business and strategic decisions.

UNIT – II: Social and Cultural Environment: Introduction - Social environment – Cultural environment - Types of Social Organization – Social Responsibilities of Business. Economic Environment: Economic environment of Business –Economic systems –Five Year Plans in India.

UNIT–III: Political and Legal Environment: Political environment-Relationship between Government and Business in India-Legal Environment-Implementations of Business-Corporate Governance. Technological and Natural Environment Features of Technological Environment– Impact of Technological Environment-Elements of Natural Environment-Environmental Pollution.

UNIT – IV: The Indian Contracts Act, 1872

Nature of the Act and Classification of Contracts –Essentials of a Valid Contract – Performance of a Contract – Discharge of a Contract – Breach of a Contract and Remedies.

UNIT – V: Companies Act, 1956.

Nature and Types of Companies – Formation – Memorandum of Association - Articles of

Association —Duties of Directors-Winding up.

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

Text Books:

1. Aswathappa K:“Essentials of Business Environment”, Himalaya Publishing House, NewDelhi, 11/E, 2011.
2. Shaikh Saleem:“Business Environment”, Pearsons, New Delhi, 2/E, 2010.
3. Veena Keshav Pailwar: “Economic Environment of Business”, PHI Learning, New Delhi, 3/E,2012.
4. Rosy Joshi,Sangam Kapoor: “Business Environment”, Kalyani Publishers, New Delhi, 1/E,2019.
5. Ravindra Kumar: Legal Aspects of Business, Cengage learning, New Delhi, 2009.
6. Pathak: Legal Aspects of Business, Tata McGraw Hill, New Delhi, 2010.

References:

1. Vivek Mittal: “Business Environment Text and Cases”, Excel Books New Delhi, 2/E, 2011.
2. Sundaram and Black: “International Business Environment Text and Cases”, PHI Private Limited, New Delhi.
3. Avid W Conklin: “Cases in Environment of Business”, Sage Publication India Private Ltd, New Delhi.
4. Raj Kumar: “International Business Environment”, Excel Publication, NewDelhi,2012.
5. Palle Krishna Rao: “WTO-Text and Cases”, Excel Publication, New Delhi, 2005.
6. Satish B, Mathur: Business Law, Tata McGraw Hill, New Delhi, 2010.
7. S.S. Gulshan, G.K. Kapoor: Business Law Including Company Law, New Age Publishers, New Delhi, 2008.

Open Elective-1

INFORMATION TECHNOLOGY FOR BUSINESS

I Year I Semester

Lecture : 3

Credits : 3

Internal Marks : 30

External Marks : 70

Course Objectives

- To understand business processes and information technology in business.
- To manage and understand IT in business organizations.
- To build and develop technology trends.

Course Outcomes

Upon successful completion of the course, students will be able to

- clear understanding of Information Technology in business scenarios.
- importance of Technology in business processes.
- usage of various digital platforms across the business.
- significance of intelligent systems in business.
- exploring e-commerce and ERP scenario.

Course Content

UNIT-I

Business and Information Technology - Business in the Information Age, Information system, CBIS, Trends in IT Evolution and types of Information Systems, Managing IT in organization.

UNIT-II

Information Technology Infrastructure – Computer Hardware, Software, Managing and Organization of Data and Information - Telecommunication and Networks. The Internet and Intranet (I.O.T).

UNIT-III

Information Technology for Competitive advantage - Inter Organizational Information Systems, Global Information Systems, Electronic Data Inter change (EDI) and Electronic Funds Transfer (EFT). Enterprise Resource Planning, Data Knowledge, Support.

UNIT-IV

Intelligent Systems in Business - Artificial intelligence and Intelligent Systems - Expert Systems, Intelligent Agents, Virtual Reality, Ethical and global issues of Intelligent systems Decision

UNIT-V

Electronic Commerce - Foundation, Business to Consumer Applications, Business to Business Applications, Consumer Market Research and other Support, Legal and Ethical issues in E-commerce Strategy, Information Systems, Strategic Advantage, Porter's Competitive Forces model on IT, Business Process Re-engineering, Virtual Corporations, E-Learning, CBI, Information Systems Development Life Cycle (SDLC), Building Internet and Intranet Applications.

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

Text Books:

1. Turban Rainer and Potter, Introduction to Information Technology, John & Wiley Sons, 3rd edition, 2004.
2. James O'Brien, Introduction to Information Systems, McGraw Hill Book Company, 13th edition, 2005.
3. Deepshikha Bhargava, Information Technology for Management, Neelkanth Publishers, 2019.

Refernces:

1. Landon, k.c & landon, J.P, Management Information systems Managing the digital firm 16th edition, pearson, 2020.
2. Ramesh Behl, Information Technology for Management McGraw Hill Education 2nd Edition, 2012.

Open Elective-1

RURAL DEVELOPMENT I Year I Semester

Lecture : 3
Credits : 3

Internal Marks : 30
External Marks : 70

Course Objectives

- To facilitate the students to understand the basic nature of rural society in India
- To provide insights on rural demography and rural economy in India
- To provide insights on various processes and challenges of agriculture in India

Course Outcomes

Upon successful completion of the course, students will be able to

- describe the key aspects of rural society in India
- describe the rural local administration
- analyse the dynamics of local rural population and local rural economy
- explain the processes and challenges of agriculture in India
- summarise the components and implications of land tenure systems and land reforms in India.

Course Content

Unit-I

Rural Development: Concept, Importance, Nature and scope, Characteristics of rural economy, human capital of development- Distinction between development and growth, Indicators of rural development, problems and issues in rural development.

Unit – II

Rural Management: Nature, Scope and challenges in marketing operations, human and financial resources in rural areas. Entrepreneurship opportunities in rural areas, Agricultural production, productivity and backwardness, Social and Economic structure of rural India and its economic development.

Unit – III

Rural Community Development: M.D.G - Concept of community, Function of Community, PURA model, Community profile: Process and tools. Community development: Characteristics, Principles and scope, Panchayat Raj and community development in India. ; Zilla Parishad - structure, powers and function, working and problems in Rural Administration.

Unit – IV

Sustainable Development: Biodiversity and its conservation, Environmental pollution, air, water and soil pollution. Rainwater harvesting Watershed management. Social security schemes in India-DDP-CRSP-NHRDP-DWACRA- DRDA-Health care programmes.

Unit-V

Concept and Scope of Rural Market, Characteristics of rural markets, environmental factors: Micro planning process, Introduction and Macro marketing environment, marketing to services marketing. Fundamentals of Rural. Demography and Economics: Rural population –process of development-GATT-WTO-SEZ-CSR-NAIS.

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

Text Books:

1. Satya Sundram, I. "Rural Development" Himalaya Publishing House, New Delhi.
2. K. Venkatareddy-Agricultural and rural development-Himalaya Publishing House
3. Rural Development: Principles, Policies and Development, by Katar Singh, Anil Shishodia, 4th Edition 2023.
4. Rural Development: Indian Context Gully Baba Publishing House; Latest edition 2015

Reference:

1. Rural Development: Indian Perspective by Dr. Anirudh Pandit Notion Press 2020.
2. Rural Development India 50 Years of Independence: 1947-97 Status, Growth & Development South Asia Books, 1999.
3. Demography and Economics: Rural population –process of development-GATT-WTO-SEZ-CSR-NAIS.

Open Elective-1

INTELLECTUAL PROPERTY RIGHTS & PATENTS

I Year I Semester

Lecture : 3
Credits : 3

Internal Marks : 30
External Marks : 70

Course Objective

- The main objective of the IPR is to make the students aware of their rights for the protection of their invention done in their project work.
- To get registration in our country and foreign countries of their invention, designs and thesis or theory written by the students during their project work and for this they must have knowledge of patents, copy right, trademarks, designs and information Technology Act.

Course outcomes

Upon successful completion of the course, the students will be able to

- identify and explain different types of intellectual property rights, including their origins, and applications.
- understand the procedures and legal implications related to patents and copyrights, including registration, infringement, and remedies.
- analyze trademark concepts, including registration, infringement, and legal remedies for trademark offenses.
- evaluate the registration and international conventions related to design and layout design, including their legal functions.
- gain insights into the Information Technology Act-2000, including its provisions for e-commerce, e-governance, digital signatures, and cybercrimes.

Course Content

Unit-I

INTRODUCTION TO IPR: Meaning of property, Origin, Nature, Meaning of Intellectual Property Rights –Kinds of Intellectual property rights—Copy Right, Patent, Trademark, Trade Secret and trade dress, Design, Layout Design, Geographical Indication, Plant Varieties and Traditional Knowledge.

Unit-II

PATENT RIGHTS AND COPY RIGHTS— Origin, Meaning of Patent, Types, Inventions which are not patentable, Registration Procedure, Rights and Duties of Patentee, Assignment and license, Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties. COPY RIGHT—Origin, Definition &Types of Copy Right, Registration procedure, Assignment & license, Terms of Copy Right, Piracy, Infringement, Remedies, Copy rights with special reference to software.

Unit-III

TRADEMARKS — Origin, Meaning & Nature of Trademarks, Types, Registration of Trade Marks, Infringement & Remedies, Offences relating to Trade Marks, Passing Off, Penalties.

Unit-IV

DESIGN- Meaning, Definition, Object, Registration of Design, Cancellation of Registration, International convention on design, functions of Design. Semiconductor Integrated circuits and layout design Act-2000.

Unit-V

BASIC TENENTS OF INFORMATION TECHNOLOGY ACT-2000 – IT Act - Introduction E-Commerce and legal provisions E- Governance and legal provisions Digital signature and Electronic Signature. Cybercrimes

Relevant cases are to be in each unit and in examination case is compulsory for every Unit.

Text Books:

1. Dr. G.B. Reddy, Intellectual Property Rights and the Law, Gogia Law Agency, 2020.
2. Dr.B.L.Wadehra, Law relating to Intellectual Property, Universal Law Publishing Co, 5th Edition, 2011.
3. Bouchoux, D. Intellectual property right, Cengage learning, 2012.

References:

1. P. Narayanan, Intellectual Property Law, Eastern Law House Private Ltd, 3rd Edition, 2001.
2. Dr.S.R. Myneni, Law of Intellectual Property, Asian Law House, 9th Edition, 2019.

Open Elective-1

**MOOCs: SWAYAM/NPTEL
I Year I Semester**

Lecture : 3
Credits : 3

Internal Marks : 30
External Marks : 70

Related to Management Courses other than listed courses in the syllabus

NOTE: Students opting for SWAYAM should register for 12 weeks course and need to produce the Pass certificate with Academic Credits. The actual percentage mentioned on the certificate will be transferred to the marks memo.

PACE UP
(Personality Assessment Centre, Enhancement and Up gradation Processes) Programme
I Year I Semester

Practical : 4
Credits : 2

Internal Marks : 20
External Marks : 30

Course Objectives:

- To learn the principles of business etiquettes and professional behaviors.
- To understand the etiquettes for making business correspondence effective
- To be able to present yourself confidently at various business situations and develop awareness of dining and multicultural etiquettes.

Course Outcome:

Upon successful completion of the course, the students will be able to

- demonstrate an understanding of professionalism in terms of workplace behavior and workplace relationships.
- adopt attitudes and behaviors consistent with standard workplace expectations.
- presenting oneself with finesse and making others comfortable in a business setting.
- developing basic life skills or etiquettes in order to succeed in corporate culture.
- apply leadership skills and strategies to influence motivate and manage operations teams management.

Course Content

Unit: I

Business Etiquettes- An Overview: Significance of Business Etiquettes in 21st Century Professional Advantage; Need and Importance of Professionalism

Workplace Etiquette: Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing.

E-Mail Etiquette: Significance of Netiquette, E-mail: Way of professional communication, Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy.

Unit – II

Telephone Etiquettes: Telephone Communication Techniques -Placing Telephone calls, Answering Calls, Transferring Calls, Putting Calls on Hold, Taking Messages, Handling Rude Callers, Tactful Responses, Leaving Professional Messages; Developing Cell Phone Etiquettes; Voicemail Etiquette; Telephonic Courtesies

Dining Etiquette: Basics of Dining Etiquettes; Basic essentials of dining table etiquettes Napkin Etiquette, seating arrangements, laying the table, how to use Cutlery, Posture & Behavior, Do's and Don'ts; International Dining Etiquettes.

Multi-Cultural Challenges: Cultural Differences and their Effects on Business Etiquette

Unit – III

Communication Skills: Understanding Human Communication, Constitutive Processes of Communication, Language as a tool of communication, Barriers to Effective communication, Strategies to Overcome the Barriers.

Emotional intelligence: Importance, concept, theory and measurements. Stress Management: Strategies for preventing and relieving stress. Time management: Meaning; Techniques and styles.

Unit – IV

Interview Skills: Interview Skills: in-depth perspectives, Interviewer and Before, During and After the Interview, Tips for Success . Meeting Etiquette: Managing a Meeting-Meeting agenda, Minute taking; Duties of the chairperson and secretary; Effective Meeting Strategies - Preparing for conducting the meeting, evaluating the meeting.

Presentation Etiquettes: Importance of Preparation and Practice; Effective Delivery Techniques, Audience Analysis, Handling Stage Fright.

Unit- V

Teamwork and Leadership Skills: Concept of Teams; Building effective teams; Concept of Leadership and honing Leadership skills.

Personality: Meaning & Definition, Determinants of Personality, Personality Traits, Personality and Organizational Behavior.

Motivation: Nature & Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory.

Decision-Making and Problem-Solving Skills: Meaning, Types and Models, Group and Ethical Decision-Making, Problems and Dilemmas in application of these skills. Conflict Management: Conflict - Definition, Nature, Types and Causes; Conflict Resolution.

Human Resource Management: Introduction to HRM, Selection, Orientation, Training& Development, Performance Appraisal, Incentives.

Relevant cases are to be in each unit and in examination case is compulsory for every unit.

Text Books:

1. Dhanavel,S.P.English and Soft Skills.Hyderabad:Orient Black Swan,2021.
2. Barbara Pachter, Marjorie Brody. Complete Business Etiquette Hand book. Prentice Hall, 2015.
3. Koneru, Aruna. Professional Communication.Delhi:McGraw,2008.
4. Mahanand,Anand.English for Academic and Professional Skills. Delhi: McGraw, 2013.Print.
5. Nancy Mitchell. Etiquette Rules: Afield Guide to Modern anners.WellfleetPress,2015.

References:

1. Rani,D Sudha, TVSReddy,D Ravi, and AS Jyotsna. AWork book on English Grammar and Composition.Delhi: McGraw, 2016.
2. Raghu Palat,Indian Business Etiquette,Jaico Books,2015.
3. Rizvi,M. Ashraf.Effective Technical Communication. Delhi: McGraw, 2018.
4. Pease,Allan and Barbara Pease.The Definitive Book of Body Language. New Delhi: Manjul Publishing House,2005.
5. Tengse, Ajay R.Soft Skills: A Text book forunder graduates,Orient Black Swan,2015.

TALLY LAB
I Year I Semester

Practical : 4
Credits : 2

Internal Marks : 20
External Marks : 30

Course Objectives

- To understand the students' basics of the Computers Knowledge with Financial Software Knowledge.
- To Configure and set up account heads effectively in Tally.
- To Understand and manage inventory concepts and elements in Tally.

Course Outcomes

Upon successful completion of the course, students will be able to

- understand basic accounting principles and learn to use Tally for recording transactions and managing financial statements.
- complete the Accounting Masters in Tally and set up account heads effectively.
- learn to manage inventory in Tally by setting up stock groups.

UNIT-I

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

UNIT- II

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

UNIT- III

Inventory in Tally- Stock – groups – Stock Categories - Godowns / Location Units of Measure - Stock Items - Creating Inventory Masters for National Trader

Text Books:

1. Patel, K. K, Tally.ERP 9: A Comprehensive Guide, BPB Publications, 2018.
2. Bedi, Rachna S., Tally.ERP 9: The Complete Guide, Kalyani Publishers, 2017.

References:

1. Kumar, Ashok, Tally.ERP 9 for Beginners, Dreamtech Press, 2016.

Entrepreneur Project -I
I Year I Semester

Practical : 4
Credits : 2

Internal Marks : 50

Identifying the area of interest, interacting with successful business and submission of ground report.

II Semester

Sl. No.	Course Code	Name of the Course / Laboratory	No. of Periods per week			No. of Credits
			L	T	P	
1	BA4914	Financial Management	4	-	-	4
2	BA4915	Human Resource Management	4	-	-	4
3	BA4916	Operations Management	4	-	-	4
4	BA4917	Marketing Management	4	-	-	4
5	BA4918	Research Methods for Business Decisions	4	-	-	4
6	BA4919	Business Analytics	4	-	-	4
O E	BA4920	Cross Cultural management	3	-	-	3
	BA4921	Project Management				
	BA4922	Lean Management				
	BA4923	Data base Management System				
8	BA4924	R-Programming Lab	-	-	4	2
9	BA4925	IT Lab (Spread sheets and SQL)	-	-	4	2
10	BA4926	Entrepreneur Project-II Study on different loan approaches of State and Central Govt. Prepare the Business Development plan.	-	-	4	2
Total			27	-	12	33

L : Lecture T : Tutorial P : Practical

FINANCIAL MANAGEMENT

I Year II Semester

Lecture : 4
Credits : 4

Internal Marks : 30
External Marks : 70

Course Objectives

- To identify the firm's earning availability to the equity share holders, market price of the share & their price earning capacity.
- To provide safety on investment made by the organisation.
- To plan a sound capital structure of the organisation.

Course Outcomes

Upon successful completion of the course, students will be able to

- ascertain knowledge on objectives of financial management.
- assess the fundamental decision in financial management and the trade-offs involved in making these decisions.
- develop the relationship between investment, liquidity, and risk in the management of investment decisions.
- evaluate the firm dividend decision and their impact on maximizing value of the firm.
- design optimum working capital structure of the firm.

Course Content

Unit-I

Financial Management: Concept-Nature and Scope-Evolution of Financial Management- The new role in the contemporary scenario- Goals and objectives of financial management- Firms mission and objectives-Profit maximization Vs. Wealth maximization- Major decisions of financial manager.

Unit-II

Financing Decision: Sources of finance-Concept and financial effects of leverage-EBIT-EPS analysis. Cost of Capital: Weighted Average Cost of Capital-Theories of Capital structure.

UNIT III

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

UNIT-IV

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

UNIT-V

Liquidity Decision: Meaning- Classification and Significance of Working Capital-Components of working capital – Factors Determining the working capital- Estimating the working capital requirements- Cash management models- Accounts Receivables- Credit Policies- Inventory management.

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

Text Books:

1. I.M.Pandey:“Financial Management”, Vikas Publishers,New Delhi,2013.
2. Khan and Jain: Financial Management, Tata McGraw Hill, 8e, 2018.
3. Prasanna Chandra: “Financial Management Theory and Practice”, Tata McGraw Hill, 10e, 2019.

References:

1. James C Van Horne :Financial Management & Policy ,Pearson, 12e, 2012.
2. P.Vijaya Kumar, M.Madana Mohan, G. Syamala Rao: “Financial Management”, Himalaya Publishing House, New Delhi, 2013.

HUMAN RESOURCE MANAGEMENT

I Year II Semester

Lecture : 4
Credits : 4

Internal Marks : 30
External Marks : 70

Course Objectives:

- To provide students with a comprehensive understanding of Human Resource Management, including its functions, HR planning, recruitment, training, performance appraisal, and compensation trends.
- To equip students with knowledge of industrial relations, including wage administration, welfare measures, and mechanisms for handling disputes, grievances, and workplace safety.

Course Outcomes:

Upon successful completion of the course, the students will be able to

- explain the key concepts, functions, and principles of HRM and analyze its strategic role and emerging trends.
- understand HR planning processes, including job analysis, recruitment, selection, and training methods, to enhance organizational effectiveness.
- evaluate performance appraisal methods, career development strategies, and compensation mechanisms to improve employee performance and satisfaction.
- analyze wage and salary administration, including compensation structures, and welfare management practices.
- assess the importance of industrial relations, including trade unions, collective bargaining, and dispute resolution mechanisms, to manage employee relations effectively.

Course Content

UNIT -I

HRM: Concept, Nature, Scope- functions – evolution of HRM- Principles - Ethical Aspects of HRM- HR policies, Strategies to increase firm performance - Role and position of HR department – Strategic HR in changing environment – Emerging trends in HRM.

UNIT -II

Investment perspectives of HRM: HR Planning – Demand and Supply forecasting – Job Analysis-Job Design-Job Evaluation. Recruitment and Selection- Sources of recruitment- e-recruitment. Steps in Selection Procedures- Tests and Interview Techniques - Induction- Training and Development – Need and Importance-Methods of Training. Concept of HRD.

UNIT -III

Performance Appraisal: Importance – Methods – Traditional and Modern methods – Latest trends in performance appraisal - Career Development and Counseling- Compensation - Concepts and Principles- Influencing Factors- Current Trends in Compensation- Methods of Payments in detail - Incentives rewards compensation mechanisms.

UNIT -IV

Wage and Salary Administration: Concept- Wage Structure- Wage and Salary Policies- Legal Frame Work- Determinants of Payment of Wages- Wage Differentials - Incentive Payment Systems. Welfare management: Nature and concepts – statutory and non-statutory welfare measures.

UNIT-V

Managing Industrial Relations: Nature- Importance -Trade Unions - Employee Participation Schemes-Collective Bargaining – Grievances and disputes resolution mechanisms – Managing employee safety and health.

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

Text Books:

1. K Aswathappa: “Human Resource and Personnel Management”, Tata McGraw Hill, New Delhi, 7th Edition, 2013.
2. N. Sambasiva Rao and Dr. Nirmal Kumar: “Human Resource Management and Industrial Relations”, Himalaya Publishing House, Mumbai.
3. Mathis, Jackson, Tripathy: “Human Resource Management: A south-Asian Perspective”, Cengage Learning, New Delhi, 2013.

References:

1. Subba Rao P: “Personnel and Human Resource Management-Text and Cases”, Himalaya Publications, Mumbai, 2013.
2. Madhurima Lall, Sakina Qasim Zasidi: “Human Resource Management”, Excel Books, New Delhi, 2010.

OPERATIONS MANAGEMENT

I Year II Semester

Lecture : 4
Credits : 4

Internal Marks : 30
External Marks : 70

Course Objectives

- To help students understand the strategic significance of operations management in terms of overall business success.
- To familiarize students with the use of operations management concepts and methodologies to solve real-world business challenges.
- Implement quality management practices, including statistical quality control and continuous improvement methods.

Course Outcomes

Upon successful completion of the course, the students will be able to

- understand and articulate the strategic importance of operations in enhancing business performance.
- identify and redesign processes to improve efficiency and effectiveness in organizations.
- anticipate demand and manage resources to align operations with organizational goals.
- implement systematic techniques to boost operational performance.
- establish and sustain quality initiatives through continuous improvement strategies.

Course Content

UNIT I:

Introduction to Operation Management: Nature & Scope of Operation/ Production Management, Relationship with other functional areas, Recent trend in Operation Management, Manufacturing & Theory of Constraint, Types of Production System, Just in Time (JIT) & lean system.

UNIT II:

Product Design & Process Selection: Stages in Product Design process, Value Analysis, Facility location & Layout: Types, Characteristics, Advantages and Disadvantages, Work measurement, Job design.

UNIT III:

Forecasting & Capacity Planning: Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management.

Unit- IV:

Productivity: Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral Approaches.

UNIT V:

Quality Management: Quality- Definition, Dimension, Cost of Quality, Quality Circles Continuous improvement (Kaizen), ISO (9000&14000 Series), Statistical Quality Control: Variable & Attribute, Process Control, Control Charts -Acceptance Sampling Operating Characteristic Curve (AQL, LTPD, Alpha & Beta risk), Total Quality Management (TQM).

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

Text Books:

1. S.N. Chary, "Production and Operations Management", Tata McGraw Hill, New Delhi, 2019.
2. Chase, Aquilano, Jacobs: "Operations Management for Competitive Advantage", Tata McGraw Hill, New Delhi, 2007.
3. Elwood S. Buffa and Rakesh K. Sarin: "Modern Production and operations Management", Wiley India, New Delhi, 2008.
4. Aswathappa K: "Production and Operation Management", Himalaya Publishing House, Mumbai.

References:

1. Krajewski & Ritzman (2004). Operation Management -Strategy and Analysis. Prentice Hall of India.
2. Panner Selvem, Production and Operation Management, Prentice Hall of India.
3. Chunnawals, Production & Operation Management Himalaya, Mumbai
4. K Aswathappa & Sridhar Bhatt, Production & Operations Management, Himalaya,

MARKETING MANAGEMENT

I Year II Semester

Lecture : 4
Credits : 4

Internal Marks : 30
External Marks : 70

Course objectives

- Understand and apply fundamental marketing concepts and philosophies, including market needs, marketing mix, and the Indian marketing environment.
- Develop skills in market segmentation, targeting, positioning, and crafting effective product and pricing strategies.
- Enhance capabilities in integrated marketing communication, sales force management, distribution strategies, and marketing performance control.

Course Outcomes

Upon successful completion of the course, the students will be able to

- understand and apply core marketing concepts to analyse and address consumer needs, market demands, and product offerings.
- effectively segment markets, identify target audiences, and develop clear positioning strategies for competitive advantage.
- create and manage product and pricing strategies that align with market conditions and business goals.
- develop and implement integrated marketing communication plans, including advertising, public relations, and direct marketing efforts.
- manage marketing operations, including distribution channels, sales force, and performance control, to optimize business outcomes.

Course Content

UNIT I

Introduction to Marketing: Needs – Wants – Demands – Products – Exchange – Transactions – Concept of Market and Marketing and Marketing Mix – Production Concept – Product Concept – Sales and Marketing Concept – Societal Marketing Concept – Green Marketing Concept – Indian Marketing Environment.

UNIT II

Market Segmentation, Targeting and Positioning: Identification of Market Segments – Consumer and Institutional /Corporate Clientele – Segmenting Consumer Markets – Segmentation Basis – Evaluation and Selection of Target Markets – Positioning Significance – Developing and Communicating a Positioning Strategy.

UNIT III

Product and Pricing Aspects: Product – Product Mix – Product Life Cycle – Obsolescence – Pricing – Objectives of Pricing – Methods of Pricing – Selecting the Final Price – Adopting price – Initiating the price cuts – Imitating price increases – Responding to Competitor's price changes.

UNIT IV:

Marketing Communication: Communication Process – Communication Mix – Integrated marketing Communication – Marketing Advertising Sales Promotion – Public relations and Direct Marketing – Sales force – Determining the Sales Force Size – Sales force Compensation.

UNIT V

Distribution, Marketing Organization and Control: Channels of Distribution – Intensive, Selective and Exclusive Distribution – Organising the Marketing Department – Marketing Implementation – Control of Marketing Performance – Annual Plan Control – Profitability Control – Efficiency Control – Strategic Control.

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

Text books:

1. Phillip Kotler: “Marketing Management”, Pearson Publishers, 2021.
2. Rajan Saxena: “Marketing Management”, Tata Mc Graw Hill, New Delhi, 5/E, 2015.
3. VS Ramaswamy & S Namakumari, Marketing Management Global Perspective Indian Context, 4/E, Mac Millan Publishers, 2009.

References:

1. Paul Baines, Chris Fill, Kelly Page Adapted by Sinha K: “Marketing”, Oxford University Press, Chennai, 2013.

RESEARCH METHODS FOR BUSINESS DECISIONS

I Year II Semester

Lecture : 4
Credits : 4

Internal Marks : 30
External Marks : 70

Course Objectives

- To identify and define research problem and to apply various types of research to business problems
- To learn the data collection methods and the usage of statistical tools for data analysis.
- To develop ANOVA models and test the hypothesis by applying ethical standards.

Course Outcomes

Upon successful completion of the course, the students will be able to

- make use of advanced design, methodologies and analysis in business research methods, including key terms, classifications and systematic applications to the research data and design of a research project.
- apply knowledge in collecting data from various sources.
- demonstrate knowledge in data analysis and interpretation to prepare research report.
- applying appropriate statistical techniques in the analysis of data.
- distinguish a multivariate from a univariate hypothesis.

Course Content

UNIT- I Introduction Research Methods:

Introduction: Nature and Importance of Research, The role of Business Research, Aims of social research, Types of Research-Pure research vs Applied research, Qualitative research vs Quantitative research, Exploratory research, Descriptive research and experimental research, ethical issues in business research-Defining Research Problem, Steps in research process.

UNIT-II: Data Base:

Discussion on primary data and secondary data, tool sand techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Random vs Non-random sampling techniques, determination of sample size and an Appropriate sampling design. Designing of Questionnaire–Measurement and Scaling– Nominal Scale – Ordinal Scale–IntervalScale–Ratio Scale–Guttman Scale–Likert Scale – Schematic Differential Scale.

UNIT-III: Survey Research and data analysis:

Selection of an appropriate survey research design, the nature of field work and Field work management. Media used to communicate with Respondents, Personal Interviews, Telephone interviews, Self-administered Questionnaires - Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report.

UNIT-IV: Statistical Inference:

Formulation of Hypothesis – Tests of Hypothesis - Introduction to Null hypothesis vs alternative hypothesis, parametric vs non-parametric tests, procedure for testing of hypothesis, tests of significance for large samples: z-test for single mean and single proportion. test of significance for small samples- application,t-test, Chi Square test.

UNIT-V: Multivariate Analysis :

Nature of multivariate analysis, classifying multivariate techniques, analysis of dependence, analysis of interdependence. Bi-Variate analysis-tests of differences – t-test for comparing two means , F-test, z-test for comparing two means and proportions and ANOVA for one way and two way classifications.

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

Text Books:

1. C.R.Kothari: Research Methodology, methods and Techniques International Publisher.
2. Navdeep and Guptha : “Statistical Techniques & Research Methodology”, Kalyani Publishers

References:

1. Willam G.Zikmund, Adhkari: “Business Research Methods”, Cengage Learning, New Delhi, 2013.
2. A.N.Sadhu, Amarjit singh, Research methodology in social sciences, 7th Edition Himalaya Publications.
3. A Bhujanga rao, Research methodology, Excel Books 2008.

BUSINESS ANALYTICS

I Year II Semester

Lecture : 4
Credits : 4

Internal Marks : 30
External Marks : 70

Course Objectives:

- To provide foundational knowledge of data analytics and its role in modern organizations, emphasizing the significance of data-driven decision-making.
- To equip students with hands-on skills in using tools like Microsoft Excel, Power BI, and Tableau for data analysis, visualization, and reporting.
- To introduce the principles and applications of Big Data Analytics and advanced analytics techniques in various domains such as marketing, finance, HR, and healthcare.

Course Outcomes:

Upon successful completion of the course, the students will be able to

- understand the role of data in organizations, including the data lifecycle and the differences between data analytics and business analytics.
- apply various data analytics techniques such as regression, factor analysis, and cluster analysis using tools like Microsoft Excel and Tableau.
- demonstrate the ability to clean data, perform cross-tabulation, and create various charts and dashboards using data visualization tools.
- explain the characteristics, benefits, and challenges of Big Data, and describe how mobile and social media analytics fit into the Big Data landscape.
- analyze the application of advanced analytics techniques in domains such as marketing, financial analytics, healthcare, and supply chain management.

Course Content

UNIT I: Introduction to Data Analytics

Introduction to Data analytics - Role of Data in Organization, Data lifecycle. (Data source, data changes, processes, usage) - Various Data Types - Significance of Analytics- Role of Data Analyst - Difference between Data analytics and Business Analytics – real-world data analytics examples.

UNIT II: Tools & Techniques

Typical Data Analysis Process – Types of Analytics (descriptive, predictive, prescriptive), Data analytics techniques: Regression analysis, Factor analysis, Cohort analysis, Cluster analysis-Time- series analysis. Data analytics tools -Microsoft Excel, Tableau, Power BI.

UNIT III: Data Cleaning and Visualization

Concepts of data cleaning - Over view of Data visualization – Data Visualization tools, Statistical methods for summarizing data – How to create pivotal tables using excel - Exploring data using pivot table –Cross Tabulation _ Creating Charts:- 1.Scatter charts, 2.Line charts, 3. Bar charts and column, 4. Pie Charts and 3-D charts, 5. Bubble charts, - Effective use of Dashboards, Power BI and Tableau.

UNIT IV: Introduction to Big Data Analytics

Introduction to Big Data - Need for Big Data, Characteristics of Big Data, Structure of Big Data (Structured, Semi-structured, Unstructured, and Real-time Data), Benefits and Barriers of Big Data Analytics, Mobile Data Analytics, Social Media Analytics, Big Data Applications and Use Cases, Challenges of Big Data, Overview of Open-source Analytics Tools.

UNIT V: Applications of Advanced Analytics

Drivers for Big Data Analytics, Applications in: Marketing and Sales, Financial Analytics, Human Resource Analytics, Healthcare, Product and Service Design, Customer Service and Support, Supply Chain Management (SCM), Performance Measurement and Analytics - Key performance indicators (KPIs) and their significance, Utilizing analytics for performance measurement and improvement, Ethical Considerations in Analytics.

Textbooks:

1. James Evans, Business Analytics, 2nd edition, Pearson, 2016.
2. Anil Maheshwari, Data Analytics Made Accessible, 2nd edition, Amazon Digital Services, 2017.

References:

1. Nate Silver, The Signal and the Noise: Why So Many Predictions Fail – But Some Don't, Penguin Books, 2015.
2. Viktor Mayer-Schonberger and Kenneth Cukier, Big Data: A Revolution That Will Transform How We Live, Work, and Think, Houghton Mifflin Harcourt, 2013.
3. Eric Siegel, Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die, Wiley, 2016.

Open Elective-2

CROSS CULTURAL MANAGEMENT

I Year II Semester

Lecture : 3
Credits : 3

Internal Marks : 30
External Marks : 70

Course Objectives

- To enable understanding of importance of cross culture in conduct of business.
- To enhance the ability of students to interact effectively with various cultures.
- To improve the ability of practicing managers to be effectively global managers.

Course Outcomes

Upon successful completion of the course, the students will be able to

- demonstrate understanding of cross-cultural dynamics in global business.
- improve cross-cultural communication and interaction skills.
- design strategies that address cultural differences in business.
- analyze global management practices with a focus on culture.
- adapt management techniques for effective leadership in multicultural environments.

Course Content

Unit – I

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

Unit – II

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

Unit – III

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

Unit – IV

Global Human Resources Management – Staffing and Training for Global Operations - Expatriate – Developing a Global Management Cadre. Motivating and Leading; Developing the values and behaviours necessary to build high [individuals and teams included]

Unit – V

Corporate Culture – The Nature of Organizational Cultures Diagnosing the As is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.

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

Text Books:

1. Cashby Franklin, Revitalize your corporate culture: PHI, Delhi
2. Deresky Helen, International Management: Managing Across Borders and Cultures, PHI, Delhi

References:

1. Esenn Drlarry, Rchildress John, The Secret of a Winning Culture: PHI, Delhi

Open Elective-2

PROJECT MANAGEMENT

I Year II Semester

Lecture :3

Credits :3

Internal Marks : 30

External Marks : 70

Course Objectives

- To know the concept and element of the project
- To understand various stages in project life cycles.
- The objective of this course is to enable the students to gain basic knowledge about the concept of project.
- Project management, project life-cycle, project appraisal.
- Acquaint the students about various issues of project management.

Course Outcomes

Upon successful completion of the course, the students will be able to

- best practice for increase profit and cost advantage
- enhance ability to planed implement and control the projects.
- it s a technical toll for managing project completion
- to provide investment strategies the project proposals.
- strength and relevant behavioral and leadership capabilities

Course Content

Unit I:

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

Unit II:

Market feasibility -Market survey – Categories of Market survey – steps conducting market survey – Demand forecasting techniques, sales projections., business environment for project management.

Unit III:

Technical and Legal feasibility: Production technology, materials and inputs, plant capacity, site selection, plant layout, Managerial Feasibility Project organization and responsibilities. Legalities – Basic legal provisions. Development of Programme Evaluation & Review Technique (PERT) –Construction of PERT (Project duration and valuation, slack and critical activities, critical path interpretation) – Critical Path Method (CPM)

Unit IV:

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

Unit V:

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

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

Text Books:

1. Prasanna Chandra, “Projects, Planning, Analysis, Selection, Financing, Implementation and Review”, Tata McGraw Hill Company Pvt. Ltd., New Delhi 1998.
2. Gido: Effective Project Management, 2e, Thomson, 2007.

References:

1. Singh M.K, “Project Evaluation and Management”.
2. Vasanth Desai, Project Management, 4th edition, Himalaya Publications 2018.

Open Elective-2

LEAN MANAGEMENT

I Year II Semester

Lecture :3
Credits :3

Internal Marks : 30
External Marks : 70

Course Objectives

- To understand issues and challenges in implementing and development in lean manufacturing techniques from TPS and its contribution for improving organizational performance.
- To introduce the concept of standardized work and its role in maintaining efficient and effective production systems..
- To provide an understanding of continuous improvement practices and the importance of standardized work in a lean production system.

Course Outcome:

Upon successful completion of the course, Students will be able to

- understand the fundamentals of lean production and the reasons behind its development, particularly through the example of Toyota's lean revolution.
- understand the, JIT Kanban system, and describe how Jidoka and Poka-Yoke contribute to quality control in lean production.
- apply Kaizen principles, Six Sigma methodologies, and the 5S system to improve processes and maintain quality in production.
- understand the importance of standardized work in lean production and how to use charts and layouts to define and implement it.
- explain the key factors in Hoshin Planning and how a lean culture supports continuous improvement and employee involvement.

Course Content

Unit I

Introduction: Mass production system, Craft Production, Origin of Lean production system , Why Lean production , Lean revolution in Toyota , Systems and systems thinking , Basic image of lean production , Customer focus , Waste Management.

UNIT II

Just In Time: Why JIT , Basic Principles of JIT, JIT system, Kanban, Six Kanban rules, Expanded role of conveyance, Production leveling, Three types of Pull systems, Value stream mapping. JIDOKA, Development of Jidoka concept, Why Jidoka, Poka, Yoke systems, Inspection systems and zone control – Types and use of Poka-Yoke systems, Implementation of Jidoka

UNIT III

Kaizen: Six – Sigma philosophy and Methodologies ,QFD, FMEA Robust Design concepts; SPC, QC circles standardized work in lean system , Standards in the lean system, 5S system.

UNIT IV

Total Productive Maintenance: Why Standardized work, Elements of standardized work, Charts to define standardized work, Kaizen and Standardized work Common layouts.

UNIT V

Hoshin Planning & Lean Culture: Involvement, Activities supporting involvement, Quality circle activity, Kaizen training, Key factors of PKT success, Hoshin Planning System, Four Phases of Hoshin Planning, Why Lean culture – How lean culture feels.

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

Text Books:

1. Jeffrey Liker, The Toyota Way: Fourteen Management Principles from the World's Greatest Manufacturer, McGraw Hill, 2004. 2nd Edition
2. Debashish Sarkar , Lessons in Lean Management, Thomson Press (India) Ltd ,2012

References:

1. Dale H., Besterfield , Carol, Besterfield, etal, Total Quality Management (TQM) 5e by Pearson 2018. 3rd Edition

Open Elective-2

DATA BASE MANAGEMENT SYSTEM

I Year II Semester

Lecture : 3
Credits : 3

Internal Marks : 30
External Marks : 70

Course Objectives

- Understand database systems, including data models, architecture, and key challenges.
- Explore advanced topics such as indexing, query optimization, sorting, special databases, and data mining.
- Learn ER and relational models, including mapping, constraints, normalization, and relational algebra.

Course Outcomes

Upon successful completion of the course, students will be able to

- understand database evolution, architecture, data management, and data models.
- master ER models, relational mapping, normalization, and database constraints.
- develop SQL skills for DDL, advanced queries, views, triggers, and security.
- learn transaction management, concurrency control, and recovery mechanisms.
- explore advanced topics like indexing, query optimization, and data mining.

Course Content

UNIT I

Introduction to Database Systems: Data - Database Applications - Evolution of Database - Need for Database Management – Data models - Database Architecture - Key Issues and Challenges in Database Systems.

UNIT II

ER and Relational Models: ER Models – ER to Relational Mapping –Object Relational Mapping - Relational Model Constraints - Keys - Dependencies - Relational Algebra - Normalization - First, Second, Third & Fourth Normal Forms - BCNF – Join Dependencies.

UNIT III

Data Definition and Querying: Basic DDL - Introduction to SQL – Data Constraints - Advanced SQL - Views - Triggers - Database Security – Embedded & Dynamic SQL.

UNIT IV

Transactions and Concurrency: Introduction to Transactions - Transaction Systems - ACID Properties - System & Media Recovery - Need for Concurrency - Locking Protocols – SQL for Concurrency – Log Based Recovery - Two Phase Commit Protocol - Recovery with SQL- Deadlocks & Managing Deadlocks.

UNIT V

Advanced Topics in Databases: Indexing & Hashing Techniques - Query Processing & Optimization - Sorting & Joins – Database Tuning - Introduction to Special Topics - Spatial& Temporal Databases – Data Mining and Warehousing.

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

Text Books:

1. Abraham Silberschatz, Henry F. Korth, S. Sudharshan, —Database System Concepts, Sixth Edition, Tata McGraw Hill, 2010.
2. Ramez Elmasri, Shamkant B. Navathe, —Fundamentals of Database Systems, Sixth Edition, Pearson/Addison - Wesley, 2010.

References:

1. C.J. Date, A. Kannan and S. Swamynathan, —An Introduction to Database Systems, Pearson Education, Eighth Edition, 2006.
2. Raghuram Ramakrishnan, —Database Management Systems, Fourth Edition, McGraw Hill, 2015.

R-Programming Lab **I Year II Semester**

Practical : 4
Credits : 2

Internal Marks : 20
External Marks : 30

Course Objectives

- Equip students with the ability to use R for statistical programming, computation, graphics, and modeling, enhancing their research capabilities.
- Develop proficiency in writing functions and using R efficiently, allowing students to independently expand their knowledge and apply R in various contexts.
- Enable students to fit basic statistical models and perform statistical tests using R, preparing them for practical applications in research and data analysis.

Course Outcomes

Upon successful completion of the course, students will be able to

- list the motivations for learning a programming language and understand the fundamental concepts of R, including data types and structures.
- write control structures and loops in R, understand the concept of functions, and implement algorithms, such as quick sort and binary search trees.
- proficient in performing mathematical operations, simulations, and linear algebra in R, and will be able to handle input/output operations including reading and writing files.
- create, customize, and save various types of graphs using R's base graphics system, enhancing their ability to visualize and present data effectively.
- perform statistical tests such as T-tests and ANOVA and understand and apply various probability distributions and basic statistical measures, including correlation and covariance.

Course Content

UNIT I: Introduction to R Programming

All the theory content here below shall be executed with examples.

Introduction, how to run R, R Sessions and Functions, Basic Math, Variables, Data Types, Vectors, Conclusion, Advanced Data Structures, Data Frames, Lists, Matrices, Arrays, Classes.

UNIT II: R Programming Structures

All the theory content here below shall be executed with examples.

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

UNIT III: Mathematical Operations and Simulations in R

All the theory content here below shall be executed with examples.

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

UNIT IV: Data Visualization in R

All the theory content here below shall be executed with examples.

Graphics, Creating Graphs, The Workhorse of R Base Graphics, the plot () Function – Customizing Graphs, Saving Graphs to Files.

UNIT V: Statistical Analysis in R

All the theory content here below shall be executed with examples.

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

Text Books:

1. Norman Matloff, The Art of R Programming, Cengage Learning, 2011.
2. Jared P. Lander, R for Everyone, Pearson, 2014.
3. Paul Teetor, R Cookbook, O'Reilly, 2011.

References:

1. Dr. T. Murali Mohan, R Programming, S. Chand Publications, 2017.
2. Garrett Golemund, Hands-On Programming with R, O'Reilly, 2014.

IT LAB (Spread Sheets and SQL)

I Year II Semester

Practical : 4
Credits : 2

Internal Marks : 20
External Marks : 30

Course Objectives:

- To improve communication and presentation skills using MS Power Point and Microsoft Word.
- To familiarize the students with spreadsheet (MS Excel) as a financial modeling tool and understand its capabilities and limitations.
- To help the students to understand SQL for Database Applications

Course Outcomes:

Upon successful completion of the course, students will be able to

- demonstrate the knowledge of micro soft office tools like micro soft word, power point to prepare effective presentations and documentation of project work.
- apply the knowledge of micro soft excel in financial modeling.
- select an appropriate data analysis technique and data collection method.
- demonstrate the knowledge of charts and flow diagrams in management decisions.
- write sql statements that create database objects.

Course Content

UNIT-I

Introduction to Information Technology, Classification of Software - Basics of MS Word and Basics of MS PowerPoint.

UNIT –II

The MS Excel interface, Formatting Cells, Data Entry- Inserting, Deleting, Selecting, Copying, Cutting, and Pasting. Methods of applying Formulas. Basic calculations.

UNIT- III

Conditional Formatting, Cell References & addressing, Conditional functions, IF functions, -Look up functions, Sorting & Filtering Data.

UNIT- IV

Demonstrating Statistical Functions and Financial functions in excel, Different types of Charts preparation and representation.

UNIT- V

Introduction to SQL – SQL commands, Data types, Creating Tables. SQL constraints. Functional queries.

Text Books:

1. Alexis Leon, Introduction to Computers with MS Office 2000, TMH, New Delhi, 2000.
2. Bay ross, Oracle Teach Yourself SQL/PLSQL using Oracle 8i and 9i with SQL, BPB, 2002.

References:

1. Shelly, Cash man: "Microsoft copies 2007", Cengage Learning, New Delhi, 2012.
2. Courter, Mastering Microsoft Office for Business Professional, Tech media, 2003.

Entrepreneur Project -II
I Year I Semester

Practical : 4
Credits : 2

Internal Marks: 50

Study on different loan approaches of State and Central Govt. Prepare the Business Development plan.