

**ACADEMIC REGULATIONS, COURSE STRUCTURE
AND DETAILED SYLLABUS**

Effective from the Academic Year 2018-19

MBA Two Year Degree Course

[MR18 - Regulations]

in

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

[MBA]



MALLAREDDY ENGINEERING COLLEGE

[Autonomous]

(An UGC Autonomous Institution, Approved by AICTE and Affiliated to JNTUH Hyderabad,
Recognized under 2(f) & 12 (B) of UGC Act 1956, Accredited by NAAC with 'A' Grade (II Cycle)

Maisammaguda, Dhulapally (Post Via Kompally), Secunderabad-500100

www.mrec.ac.in

E-mail: principal@mrec.ac.in

**MALLA REDDY ENGINEERING COLLEGE [AUTONOMOUS]
MR 18- ACADEMIC REGULATIONS (CBCS)
For MBA [REGULAR] DEGREE PROGRAMME**

Applicable for the students of Master of Business Administration [MBA] [Regular] programme admitted from the Academic Year **2018-19**.

The MBA Degree of Jawaharlal Nehru Technological University Hyderabad, Hyderabad shall be conferred on candidates who are admitted to the programme and who fulfill all the requirements for the award of the Degree.

VISION

To establish a reputable professional education centre, to impart high quality trend setting technologies in an ambience of humanity, wisdom, intellect and innovation to nurture the students to become competent and committed professionals with disciplined ethical values.

MISSION

Commitment to progress in mining new knowledge by adopting cutting-edge technologies to promote academic growth by offering state-of-the-art undergraduate and postgraduate programmes based on well-versed perceptions of global areas of specialization to serve the nation with advanced technical knowledge.

DEPARTMENT VISION

To establish a management education center to impart high quality value based education in an ambience of humanity and wisdom with an excellence in creating an intellectual capital of socially sensitive management professional and entrepreneurs.

DEPARTMENT MISSION

1. Imparting humanistic and career oriented education through value-based teaching and practical training.
2. To nurture a socially sensitive future management professional with high professional competence, leadership qualities, personal integrity to fit the global environment.
3. To foster passion for continuous learning and entrepreneurial thinking among the student and teaching community.

PROGRAMME EDUCATIONAL OBJECTIVES [PEOs]

PEO I: To prepare students for their successful career in industry to meet the needs of Indian and Global companies with sound Management skills and Knowledge for lifelong learning and introduce them to professional ethics and sustainable development.

PEO II: To develop the ability among students to apply concepts of Management or to a Managerial of interdisciplinary systems of the organization.

PEO III: To provide opportunity for the students to work in their individual capacity as well as to function as teams in multidisciplinary of Finance, HRM and Marketing to develop attitude towards self employment through entrepreneurship.

PROGRAMME OUTCOMES [POs]

Graduates of the MBA program will have:

- PO1:** Apply knowledge of management theories and practices to solve business problems.
- PO2:** Foster Analytical and critical thinking abilities for data-based decision making.
- PO3:** Ability to develop Value based Leadership ability.
- PO4:** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO5:** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
- PO6:** Ability to make intellectual and creative advances for conducting Research in a wider theoretical, practical and policy context.
- PO7:** Able to manage projects in the work environment (Industry) efficiently in respective disciplines and multidisciplinary environments.
- PO8:** Ability to engage in life-long learning independently, with a high level of enthusiasm and commitment to improve knowledge and competence.

1.0 Post-Graduate Degree Programmes in Business Administration (PGP in Management) Malla Reddy Engineering College (Autonomous) (MREC-A) offers **Two Year (Four Semesters)** full-time **Master of Business Administration (MBA)** Post Graduate programmes, under Choice Based Credit System (CBCS).

2.0 Eligibility for Admissions

2.1 Admission to the MBA shall be made subject to eligibility, qualification prescribed by the University from time to time, for MBA programme. Admission to the post graduate programme shall be made on the basis of either the merit rank or Percentile obtained by the qualified student in the relevant qualifying Examination/ the merit rank obtained by the qualified student in an entrance test conducted by Telangana State Government (ICET) for MBA programme of any other exams approved by the University, subject to reservations as laid down by the Govt. from time to time.

2.2 The medium of instructions for MBA Programme will be **ENGLISH** only.

3.0 MBA Programme (PGP in Management)

3.1 The MBA Programme is in Semester pattern, with **Four** Semesters consisting of **Two** academic years, each academic year having **Two** Semesters (First/Odd and Second/Even Semesters). Each Semester shall be of 22 weeks duration (inclusive of Examinations), with a minimum of 90 instructional days per Semester.

3.2 A student shall be declared eligible for the award of the MBA Degree, if the student pursues a course of study in not less than two and not more than four academic years. However, the student is permitted to write the examinations for two more years after four academic years of course work, failing which the student shall forfeit the seat in MBA programme.

3.3 The student shall register for all 104 credits and secure all the 104 credits

3.4 **UGC/AICTE** specified definitions/descriptions are adopted appropriately for various terms and abbreviations used in these PG academic regulations, as listed below:

3.4.1 Semester Scheme

Each Semester shall have 'Continuous Internal Evaluation (CIE)' and 'Semester End Examination (SEE)'. Choice Based Credit System (CBCS) and Credit Based Semester System (CBSS) are taken as 'references' for the present set of Regulations. The terms 'SUBJECT' and 'COURSE' imply the same meaning here and refer to 'Theory Subject', or 'Lab Course', or 'Seminar', or 'Comprehensive Viva', or 'Project' as the case may be.

3.4.2 Credit Courses

All subjects/courses are to be registered by the student in a semester to earn credits which shall be assigned to each subject/course in an L: T: P: C (Lecture Periods: Tutorial Periods: Practical Periods: Credits) structure based on the following general pattern:

- One credit for one hour/week/semester for theory/lecture (L) courses /Tutorial
 - One credit for two hours/ week/semester for laboratory/ practical (P) courses
- Other student activities like study tour, guest lecture, conference/workshop participations, technical paper presentations, and identified mandatory courses, if any, will not carry credits.

3.4.3 Subject Course Classification

All subjects/courses offered for the MBA Degree Programme is broadly classified as follows. The University has followed in general the guidelines issued by AICTE/UGC.

S. No	Broad course classification	Course group/ Category	Course Description	Credits as per MR18	Credits as per AICTE
1	Core courses(CC)	CC- Core Courses	Includes subjects related to the parent discipline/ department	66	54
		PR-Project Work	MBA Project or PG Project or Major Project	6	6
		PR-Seminar/Pre Submission of Project Work	Seminar/colloquium based on core contents related to parent discipline / department		
		PR-Comprehensive Viva-Voce	Viva-Voce covering all the PG subjects studied during the course work and related aspects.		
2	Elective courses (EC)	PE – Professional Electives	Includes electives subjects related to the parent discipline/ department	30	42
		OE- Open Electives	Electives subjects which includes inter disciplinary subjects or subjects in an area outside the parent discipline/ department		
3	Mandatory Courses (MC)	MC- Mandatory Courses	These courses are non-credit courses with evaluation.	-	-
Total				104	102

4.0 Course Registration

- 4.1 A “Faculty Advisor or Counselor” shall be assigned to each specialization, who will advise on the MBA, it’s Course Structure and Curriculum, Choice/Option for Subjects/ Courses, based on his competence, progress, pre-requisites and interest.
- 4.2 The Academic Section of the College invites “Registration Forms” from students within 15 days from the commencement of class work through “ON-LINE SUBMISSIONS”, ensuring “DATE and TIME Stamping”. The ON-LINE Registration Requests for any “CURRENT SEMESTER” shall be completed BEFORE the commencement of SEEs (Semester End Examinations) of the “PRECEDING SEMESTER”.
- 4.3 A Student can apply for ON-LINE Registration, ONLY AFTER obtaining the “WRITTEN APPROVAL” from his Faculty Advisor, which should be

submitted to the College Academic Section through the Head of Department (a copy of it being retained with Head of Department, Faculty Advisor and the Student).

- 4.4 If the students submit ambiguous choices or multiple options or erroneous entries during ON-LINE registrations for the subjects(s) / courses(c) under a given / specified course group/ category as listed in the course structure, only the first mentioned subject/ course in that category will be taken into consideration.
- 4.5 Subject/ Course Options exercised through ON-LINE Registration are final and CANNOT be changed, nor can they be inter-changed; further, alternate choices also will not be considered. However, if the Subject/ Course that has already been listed for Registration by the Institution in a Semester could not be offered due to unforeseen or unexpected reasons, then the Student will be allowed to have alternate choice either for a new Subject, if it is offered, or for another existing Subject (subject to availability of seats). Such alternate arrangements will be made by the Head of Department, with due notification and time-framed schedule, within the FIRST WEEK from the commencement of Class-work for that Semester. Such changes are to be intimated to Chief Controller of Examinations/Principal immediately.

5.0 **Attendance Requirements**

The programmes are offered on the basis of a Module system with each subject being considered a Module.

- 5.1 Attendance in all classes (Lectures/Laboratories/Seminar/Project Work) is compulsory. The minimum required attendance in each theory including the attendance of mid-term examination / Laboratory etc. is 75%. Two periods of attendance for each theory subject shall be considered, if the student appears for the mid-term examination of that subject. A student shall not be permitted to appear for the Semester End Examinations (SEE), if his attendance is less than 75%.
- 5.2 A student's seminar report and seminar presentation will be eligible for evaluation, only if he ensures a minimum of 75% of his attendance in seminar presentation classes during that semester.
- 5.3 Condonation of shortage of attendance in each subject up to 10% (65% and above and below 75%) in each semester shall be granted by the College Academic Committee (CAC).
- 5.4 Shortage of Attendance below 65% in each subject shall not be condoned.
- 5.5 Students whose shortage of attendance is not condoned in any subject are not eligible to write their Semester End Examination of that subject and their registration shall stand cancelled.
- 5.6 A stipulated fee prescribed by the CAC, shall be payable towards Condonation for shortage of attendance.
- 5.7 A Candidate shall put in a minimum required attendance in atleast three (3) theory subjects in I Year I semester for promoting to I Year II Semester. In order to qualify for the award of the MBA Degree, the candidate shall complete all the academic requirements of the subjects, as per the course structure.
- 5.8 A student shall not be promoted to the next semester unless the student satisfies the attendance requirement of the present Semester, as applicable. The student may seek readmission into that semester when offered next. If any candidate fulfills the attendance requirement in the present semester, the student shall not

be eligible for readmission into the same class.

6.0 Academic Requirements

The following academic requirements have to be satisfied, in addition to the attendance requirements mentioned in **item no. 5**.

- 6.1 A candidate shall be deemed to have secured the minimum academic requirement in a subject if he secures a minimum of 40% of marks in the Semester End Examination and a minimum of 50% of the total marks in the Semester End Examination and Continuous Internal Evaluation taken together. In case the candidate does not secure the minimum academic requirement in any subject he has to reappear for the Semester End Examination in that subject. A candidate shall be given one chance to re-register for the subject if the internal marks secured by the candidate are less than 50% and failed in that subject. This is allowed for a maximum of three subjects and should register within two weeks of commencement of that semester class work. In such a case, the candidate must re-register for the subjects and secure the required minimum attendance. The candidate's attendance in the re-registered subject(s) shall be calculated separately to decide upon the eligibility for writing the Semester End Examination in those subjects. In the event of the student taking another chance, the student's Continuous Internal Evaluation (CIE) marks and Semester End Examination (SEE) marks obtained in the previous attempt stands cancelled.
- 6.2 If the student secured 'F' grade in any subject he/she can apply for recounting / revaluation by paying prescribed fee. If the student is not satisfied after the results declaration of recounting / revaluation he/she can apply for challenge valuation with the prescribed fee. College appoints a faculty member; student can bring another faculty member who taught the respective subject at least once (proof should be provided). The faculty member should be from any autonomous college affiliated to JNTUH or JNTUH constituent colleges.

7.0 Evaluation - Distribution and Weightage of Marks

The performance of a student in each semester shall be evaluated subject - wise (irrespective of credits assigned) for 100 marks for Theory, Practicals, Seminar, Comprehensive Viva Voce, Project, and Minor Courses etc.,. The Theory / Practical courses are evaluated with two components. 1. Continuous Internal Evaluation (CIE), 2. Semester End Examination (SEE). The distribution shall be 30 marks for CIE and 70 marks for SEE decided in the Academic Council.

7.1 Theory Courses:

7.1.1 Continuous Internal Evaluation [CIE]:

CIE shall be carried out for all courses of MBA Programme twice in a semester (2 Midterm examinations) with the help of subjective evaluation and regular assignments. Each midterm examination shall consists of subjective paper shall be conducted with a duration of 120 minutes and 2 assignments shall be conduct with faculty choice. The composition of subjective test and assignment shall be evaluated for, 87.5% and 12.5% of the allocated internal marks. The objective

and subjective test shall be evaluated to 40 % and 50 % for duration of 120 mins and the assignment evaluated for 10 % of the allocated internal marks.

The first mid-term examination shall be conducted for the first 50% of the syllabus, and the second mid-term examination shall be conducted for the remaining 50% of the syllabus. First Assignment should be submitted before the conduct of the first mid-term examinations, and the Second Assignment should be submitted before the conduct of the second midterm examinations. The weightage for the midterm examination shall be given as 70% of the best performing midterm examination and 30% of the other performing midterm examination. The student shall appear for both midterm examinations. In case for any specific reason the student appears only for one midterm examination, only 70% Weightage of that examination shall be considered.

The division of marks for CIE is as given below:

Mid – Term Examination				
Part	Type of Questions	No. of questions	Marks per question	Total
Part A	Multiple-choice questions	10	1	10
	Fill-in the blanks	10	1	10
	Sub-Total			20
Part B	Compulsory questions	5	2	10
Part C	Choice questions [3 out of 5]	3	5	15
Mid-Term Exam Total				45
Assignment				05
Grand Total				50

*The CIE will be conducted for 50 marks and scaled to 30 marks.

7.1.2 Semester End Examination [SEE]:

Semester End Examination (SEE) shall be conducted for MBA Programme at the end of the Semester. Duration of the examination is 3 hours. The paper setting and evaluation of all courses carried out by external examiners. The examiners will be selected by the chief controller of Examination/Principal or by his nominee from the panel of examiners sent from the head of the department.

The division of marks for SEE is as given below:

Semester End Examination				
Part	Type of Questions	No. of questions to be answered	Marks per question	Total
Part A	Compulsory Questions [One from each module]	5	4	20
Part B	Choice Questions: For each question there will be an 'either or choice', which means that there will be two questions from each module and the student should answer either of the two questions	5	10	50
Grand Total				70

7.2 **Practical Courses:**

7.2.1 **Continuous Internal Evaluation [CIE]:**

CIE marks shall be awarded with a distribution of 40% for day - to-day performance and timely submission of lab records, 40% for internal lab exam (best out of two exams) and 20% for viva-voce. The CIE will be conducted for 50 marks and scaled to 30 marks.

7.2.2 **Semester End Examination [SEE]:**

SEE marks shall be awarded with a distribution of 20% for design/procedure/schematic diagram of the given experiment, 40% for conduction of experiment, 20% for results and 20% for viva - voce. For conducting SEE (with duration of 3hours), one internal examiner and one external examiner will be appointed by the Chief Controller of Examinations of the college. The external examiner should be selected from outside the college among the autonomous / reputed institutions from a panel of three examiners submitted by the Head of the Department.

7.3 **Seminar:**

There shall be five seminar presentations during MBA programme. For seminar, a student under the supervision of a faculty member, shall collect the literature on a topic and critically review the literature and submit it to the department in a report form and shall make an oral presentation before the Departmental Academic Committee (DAC) is constituted by the principal based on the recommendation from HOD. DAC consists of HOD/Seminar Coordinator, Supervisor and two other senior faculty members of the department. For each Seminar there will be only internal evaluation. Out of the total allocated marks distribution of marks shall be 30% for the report, 50% for presentation and 20% for the queries. A candidate has to secure a minimum of 50% of marks to be declared successful. If the student fails to fulfill minimum marks, the student has to reappear during the supplementary examinations.

7.4 **Comprehensive Viva-Voce:**

There shall be a Comprehensive Viva-Voce in II year II Semester. The Comprehensive Viva-Voce is intended to assess the students understanding of

various subjects studied during the MBA course of study. The Head of the Department shall be associated with the conduct of the Comprehensive Viva-Voce through a Committee. The Committee consists of the Head of the Department, one senior faculty member and an external examiner. The external examiner shall be appointed by the Chief Controller of Examinations (Principal of the college) from a panel of three examiners submitted by the Head of the Department. There are no internal marks for the Comprehensive Viva-Voce and evaluates for maximum of 100 marks. A candidate has to secure a minimum of 50% of marks to be declared successful. If the student fails to fulfill minimum marks, the student has to reappear during the supplementary examinations.

7.5 Evaluation of Project /dissertation work

- 7.5.1 Every candidate shall be required to submit a thesis or dissertation on a topic approved by the Project Review Committee.
- 7.5.2 A Project Review Committee (PRC) shall be constituted with the Head of the Department as Chairperson, Project Supervisor and one senior faculty member of the Department.
- 7.5.3 Registration of Project Work: A candidate is permitted to register for the project work after satisfying the attendance requirement in all the subjects, both theory and practicals.
- 7.5.4 After satisfying 5.0, a candidate has to submit, in consultation with his Project Supervisor, the title, objective and action plan of his project work to the Project Review Committee (PRC) for approval within two weeks from the commencement of Second year Second Semester. Only after obtaining the approval of the PRC can the student initiate the Project work.
- 7.5.5 If a candidate wishes to change his supervisor or topic of the project, he can do so with the approval of the PRC. However, the PRC shall examine whether or not the change of topic/supervisor leads to a major change of his initial plans of project proposal. If yes, his date of registration for the project work starts from the date of change of Supervisor or topic as the case may be.
- 7.5.6 A candidate shall submit his project progress report every month.
- 7.5.7 The work on the project shall be initiated at the beginning of the II year II Semester and the duration of the project is one semester. A candidate is permitted to submit Project Thesis only after successful completion of all theory and practical courses with the approval of PRC not earlier than 20 weeks from the date of approval of the project work. For the approval of PRC the candidate shall submit the draft copy of thesis to the Head of the Department and make an oral presentation before the PRC.
- 7.5.8 For pre submission of project work, there will be only internal evaluation for 100 marks. Evaluation should be done by the PRC for 50% of allocated marks and the Supervisor will evaluate the work for the other 50% of allocated marks. The Supervisor and PRC will examine the Problem Definition, Objectives, Scope of Work, Literature Survey in the same domain and progress of the Project Work. A candidate has to secure a minimum of 50% of allocated marks to be declared successful in Project Work. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examinations as when conducted.

- 7.5.9 After approval from the PRC, a soft copy of the thesis should be submitted for ANTI-PLAGIARISM check and the plagiarism report should be submitted to the Institution and be included in the final thesis. The Thesis will be accepted for submission, if the similarity index is less than 24%. If the similarity index has more than the required percentage, the student is advised to modify accordingly and re-submit the soft copy of the thesis after one month. The maximum number of re-submissions of thesis after plagiarism check is limited to TWO. The candidate has to register for the Project work and work for one semester. After three attempts, the admission is liable to be cancelled.
- 7.5.10 Three copies of the Project Thesis certified by the supervisor shall be submitted to the College/School/Institute, after submission of a research paper related to the project work in a National/International Conference/Journal. A copy of the published research paper shall be attached to thesis.
- 7.5.11 For Project Evaluation (Viva – Voce) IV semester (II Year II Semester) is an external evaluation. The evaluation shall be carried out by the External examiner appointed by the Chief Controller of Examinations/Principal. For this, the Head of the Department shall submit a panel of 3 examiners, eminent in that field, with the help of the supervisor/guide concerned. The candidate has to secure minimum of 50% of marks in project Viva - Voce examination.
- 7.5.12 If the student fails to fulfill as specified in 7.5.11, based on the recommendations of external examiner, the student will reappear for the Viva – voce examination with the revised thesis only after three months. In the reappeared examination also, if he fails to fulfill, the student will not be eligible for the award of the degree.
- 7.6 **Non-Credit Courses:**
- 7.6.1 **Mandatory Courses:**
Mandatory Non-Credit Courses offered in any semester, a ‘Satisfactory / Not Satisfactory’ shall be awarded to the student based on the performance in both CIE and SEE.

8.0 Examinations and Assessment - The Grading System

- 8.1 Grades will be awarded to indicate the performance of each student in each Theory Subject, or Lab/Practicals, or Seminar, or Project, etc., based on the % of marks obtained in CIE + SEE (Continuous Internal Evaluation + Semester End Examination, both taken together) as specified in Item 5 above, and a corresponding Letter Grade shall be given.
- 8.2 As a measure of the student’s performance, a 10-point Absolute Grading System using the following Letter Grades (UGC Guidelines) and corresponding percentage of marks shall be followed:

% of marks secured in a subject / Course (Class Intervals)	Letter Grade (UGC Guidelines)	Grade Points
≥ 90%, ≤ 100%	O (Outstanding)	10
≥ 80%, < 90%	A+ (Excellency)	9
≥ 70%, < 80%	A (Very Good)	8

$\geq 60\%, < 70\%$	B+ (Good)	7
$\geq 55\%, < 60\%$	B(Average)	6
$\geq 50\%, < 55\%$	C (Pass)	5
$< 50 \%$	F(Fail)	0
Absent	Ab	0

- 8.3 A student obtaining F Grade in any Subject is deemed to have “failed” and is required to reappear as “Supplementary Candidate” for the Semester End Examination (SEE), as and when conducted. In such cases, his Internal Marks (CIE Marks) in those subjects will remain as obtained earlier.
- 8.4 If a student has not appeared for the examinations, “Ab” Grade will be allocated to him for any subject and shall be considered “failed” and will be required to reappear as “Supplementary Candidate” for the Semester End Examination (SEE), as and when conducted.
- 8.5 A Letter Grade does not imply any specific marks percentage; it is only the range of percentage of marks.
- 8.6 In general, a student shall not be permitted to repeat any Subject/ Course (s) only for the sake of “Grade Improvement” or “SGPA/ CGPA Improvement”.
- 8.7 A student earns Grade Point (GP) in each Subject/ Course, on the basis of the Letter Grade obtained by him in that Subject/ Course. The corresponding “Credit Points” (CP) are computed by multiplying the Grade Point with Credits for that particular Subject/ Course.

Credit Points (CP) = Grade Point (GP) x Credits For a Course

- 8.8 The student passes the Subject/ Course only when he **gets GP ≥ 5 (C Grade or above)**.
- 8.9 The Semester Grade Point Average (SGPA) is calculated by dividing the Sum of Credit Points ($\sum CP$) secured from ALL Subjects/ Courses registered in a Semester, by the Total Number of Credits registered during that Semester. SGPA is rounded off to TWO Decimal Places. SGPA is thus computed as

$$\text{SGPA} = S \left\{ \frac{\sum_{i=1}^N C_i G_i}{\sum_{i=1}^N C_i} \right\} \dots \text{For each Semester,}$$

where “i” is the Subject indicator index (taking into account all Subjects in a Semester), “N” is the no. of Subjects “REGISTERED” for the Semester (as specifically required and listed under the Course Structure of the parent Department), C_i is the no. of Credits allotted to the i^{th} Subject, and G_i represents the Grade Points (GP) corresponding to the Letter Grade awarded for that i^{th} Subject.

- 8.10 The Cumulative Grade Point Average (CGPA) is a measure of the overall cumulative performance of a student over all Semesters considered for registration. The CGPA is the ratio of the Total Credit Points secured by a student in ALL registered Courses in ALL Semesters, and the Total Number of Credits registered in ALL the Semesters. CGPA is rounded off to TWO Decimal Places. CGPA is thus computed from the I Year Second Semester onwards, at the end of each Semester, as per the formula

$$\text{CGPA} = \left\{ \frac{\sum_{j=1}^M C_j G_j}{\sum_{j=1}^M C_j} \right\} \dots \text{for all S semesters registered}$$

(ie., upto and inclusive of S Semesters, $S \geq 2$),

where “M” is the TOTAL no. of Subjects (as specifically required and listed under the Course Structure of the parent Department) the Student has “REGISTERED” from the 1st Semester onwards up to and inclusive of the Semester S (obviously $M > N$), “j” is the Subject indicator index (taking into account all Subjects from 1 to S Semesters), C_j is the no. of Credits allotted to the j^{th} Subject, and G_j represents the Grade Points (GP) corresponding to the Letter Grade awarded for that j^{th} Subject. After registration and completion of I Year I Semester however, the SGPA of that Semester itself may be taken as the CGPA, as there are no cumulative effects.

Illustration of calculation of SGPA

Course/ Subject	Credits	Letter Grade	Grade Points	Credit Points
Course 1	4	A	8	4 x 8=32
Course 2	4	O	10	4 x 10=40
Course 3	4	B	6	4 x 6=24
Course 4	4	B	6	4 x 6=24
Course 5	4	A+	9	4 x 9=36
Course 6	4	B	6	4 x 6=24
Course 7	4	B+	7	4 x 7=28
	28			208

$$\text{SGPA} = 208/28 = 7.43$$

Illustration of calculation of CGPA

Semester	Credits	SGPA	Credits*SGPA
Semester I	26	7	26 x 7=182.0
Semester II	28	8	28 x 8=224.0
Semester III	29	7.5	29 x 7.5= 217.5
Semester IV	21	6	21 x 6 = 126.0
	104		749.5

$$\text{CGPA} = 749.5/104 = 7.20$$

8.11 For Calculations listed in Item 8.7 – 8.10, performance in failed Subjects/ Courses (securing F Grade) will also be taken into account, and the Credits of such Subjects/ Courses will also be included in the multiplications and summations.

9.0 Award of Degree and Class

- 9.1 If a student who registers for all the specified Subjects/ Courses as listed in the Course Structure, satisfies all the Course Requirements, and passes the examinations prescribed in the entire MBA Programme, and secures the required number of **104 Credits** (with $\text{CGPA} \geq 5.0$), shall be declared to have “QUALIFIED” for the award of the MBA Degree that he was admitted into.
- 9.2 **Award of Class:** After a student has earned the requirements prescribed for the completion of the programme and is eligible for the award of MBA Degree, he shall be placed in one of the following three classes based on the CGPA:

Class Awarded	CGPA
First Class with Distinction	≥ 8.00
First Class	$\geq 6.50 \leq \text{CGPA} < 8.00$
Second Class	$\geq 5.00 \leq \text{CGPA} < 6.50$

- 9.3 A student with final CGPA at the end of the MBA Programme **<5.00** shall not be eligible for the Award of Degree.
- 9.4 Students will be eligible for the award of '**Gold Medal**', if he/she should have passed all the subjects/courses in first appearance within the first academic years (or four sequential semesters) from the date of commencement of first year first semester and should have secure CGPA ≥ 8.00 at the end of four sequential semesters.

10.0 Withholding of Results

If the student has not paid the dues, if any, to the Institution/University or if any case of indiscipline is pending against him, the result and degree of the student will be withheld and he will not be allowed into the next semester.

11.0 Transitory Regulations

- 11.1** Candidate detained due to shortage of attendance in one or more subjects is eligible for re-registration of maximum of three earlier or equivalent subjects at a time as and when conducted.
- 11.2** The candidate who fails in any subject will be given two chances to pass the same subject; otherwise, he has to identify an equivalent subject as per MR18 Academic Regulations.

12.0 Student Transfers:

- 12.1** There shall be no Branch/Specialization transfers after the completion of Admission Process.
- 12.2** The students seeking transfer to MALLA REDDY ENGINEERING COLLEGE (Autonomous)- MREC(A) from various other Universities/ institutions have to pass the failed subjects which are equivalent to the subjects of MREC(A), and also pass the subjects of MREC(A) which the students have not studied at the earlier institution. Further, though the students have passed some of the subjects at the earlier institutions, if the same subjects are prescribed in different semesters of MREC (A), the students have to study those subjects in MREC (A) in spite of the fact that those subjects are repeated.
- 12.3** The transfer students from other Universities / Institutions to MREC (A) who are on rolls will be provided one chance to write internal examinations in the failed subjects and/or subjects not studied as per the clearance letter issued by the JNTUH.

13.0 General

- 13.1 Credit:** A module by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to

one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.

- 13.2 Credit Point:** It is the product of grade point and number of credits for a course.
- 13.3** Wherever the words “he”, “him”, “his”, occur in the regulations, they shall include “she”, “her”.
- 13.4** The academic regulation should be read as a whole for the purpose of any interpretation.
- 13.5** In case of any doubt or ambiguity in the interpretation of the above rules, the decision of the College Academic Committee headed by the Principal is final.

MALPRACTICES RULES
DISCIPLINARY ACTION FOR / IMPROPER CONDUCT IN
EXAMINATIONS

S.No.	Nature of Malpractices/ Improper conduct	Punishment
	<i>If the candidate:</i>	
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 SEE]	Expulsion from the examination hall and cancellation of the performance in that course 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 candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that course 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 that course of the examination [theory or practical] in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that course and all other courses the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the courses 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 courses of the examination [including

		<p>practicals and project work] already appeared and shall not be allowed to appear for examinations of the remaining courses of that semester. The candidate is also debarred for two consecutive semesters from class work and all SEE. The continuation of the programme by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.</p>
4	<p>Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.</p>	<p>Expulsion from the examination hall and cancellation of performance in that course and all the other courses the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the courses of that semester. The candidate is also debarred for two consecutive semesters from class work and all SEE. The continuation of the programme by the candidate is subject to the academic regulations in connection with forfeiture of seat.</p>
5	<p>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.</p>	<p>Cancellation of the performance in that course.</p>
6	<p>Refuses to obey the orders of the Chief Controller of Examinations [CCE] / Controller of Examinations [CE]/ Assistant Controller of Examinations [ACE] / any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any</p>	<p>In case of students of the college, they shall be expelled from examination halls and cancellation of their performance in that course and all other courses the candidate[s] has [have] already appeared and shall not be permitted to appear for the remaining examinations of the courses of that semester. The candidates also are debarred and forfeit their seats. In case of outsiders, they will be handed</p>

	injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination	over to the police and a police cases registered against them.
7	Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.	Expulsion from the examination hall and cancellation of performance in that course and all the other courses the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the courses of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all SEE. The continuation of the programme by the candidate is subject to the academic regulations in connection with forfeiture of seat.
8	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that course and all other courses the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the courses 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 course and all other courses the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the courses of that semester. The candidate is also debarred and forfeits the seat.

		Person[s] who does not belong to the College will be handed over to police and, a police case will be registered against them.
10	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that course and all other courses the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the courses 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 course and all other courses the candidate has appeared including practical examinations and project work of that SEE.
12	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be reported to the CCE for further action toward suitable punishment.	

Note: The student[s] found indulging in malpractices during the CIE also will be punished based on the recommendations of the College Academic Committee.

MALLA REDDY ENGINEERING COLLEGE

(Autonomous)

COURSE STRUCTURE – MASTER OF BUSINESS ADMINISTRATION [MBA]

(Choice Based Credit System)

(MR18 Regulations - Effective from Academic Year 2018-19)

I -SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	8B101	Management and Organizational Behavior	4	-	-	4
2	CC	8B102	Business and Legal Environment	4	-	-	4
3	CC	8B103	Financial Accounting & Analysis	4	-	-	4
4	CC	8B104	Managerial Economics	4	-	-	4
5	CC	8B105	Research Methodology and Statistical Analysis	4	-	-	4
6	CC	8B106	Indian Ethos and Values	4	-	-	4
7	CC	80H10	English Language Communication Skills Lab	-	1	2	2
8	MC	8B107	Personality Development - Seminar	-	-	2	-
Total				24	1	4	26
Total contact hours				29			

II-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	8B201	Marketing Management	4	-	-	4
2	CC	8B202	Financial Management	4	-	-	4
3	CC	8B203	Human Resource Management	4	-	-	4
4	CC	8B204	Operations Management	4	-	-	4
5	CC	8B205	Management Information System & ERP	4	-	-	4
6	CC	8B206	Operations Research	4	-	-	4
7	CC	8B207	Business Analytics	4	-	-	4
8	MC	8B208	Annual Report Analysis using MS-Excel – (Report and Seminar)	-	-	2	-
Total credits				28	-	2	28
Total contact hours				30			

***Students must undergo summer internship of minimum four weeks in the summer vacation and has to give seminar and submit the report of the same in third semester.**

MALLAREDDY ENGINEERING COLLEGE

(Autonomous)

COURSE STRUCTURE – MASTER OF BUSINESS ADMINISTRATION [MBA]

(Choice Based Credit System)

(MR18 Regulations - Effective from Academic Year 2018-19)

III-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	8B301	Strategic Management	4	-	-	4
2	CC	8B302	Logistics and Supply Chain Management	4	-	-	4
3	PE	8B303	International Marketing	4	-	-	4
		8B304	Security Analysis and Portfolio Management				
		8B305	Learning and Development				
		8B306	Management of Start-up				
4	PE	8B307	Integrated Marketing Communication	4	-	-	4
		8B308	Financial Institutions, Markets & Services				
		8B309	Employee Relations and Labour Laws				
		8B310	Management of MSME				
5	PE	8B311	Consumer Behavior	4	-	-	4
		8B312	Strategic Management Accounting				
		8B313	Performance Management				
		8B314	Family Business Management				
6	PE	8B315	Digital Marketing	4	-	-	4
		8B316	Financial Derivatives and Risk Management				
		8B317	Strategic Human Resource Management				
		8B318	Creativity Innovation and Entrepreneurship				
7	OE	8B319	Management of Stress	3	-	-	3
		8B320	Quality Management				
		8B321	Negotiation Skills				
		8B322	Environment Management				
		8B323	Indian Economy				
8	PR	8B324	Summer Internship & Seminar	--	--	4	2
9	MC	8B325	Business Best Practices and success stories of emerging	-	-	2	-

			Leaders -Seminar				
Total credits				27	-	6	29
Total contact hours				33			

MALLA REDDY ENGINEERING COLLEGE

(Autonomous)

COURSE STRUCTURE – MASTER OF BUSINESS ADMINISTRATION [MBA]

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	8B401	Project Management	4	-	-	4
2	PE	8B402	Services Marketing	4	-	-	4

(Choice Based Credit System)

(MR18 Regulations - Effective from Academic Year 2018-19)

		8B403	Strategic Investment and Financing Decisions				
		8B404	Compensation and Reward Management				
		8B405	Entrepreneurial Marketing				
3	PE	8B406	Retailing Management	4	-	-	4
		8B407	International Financial Management				
		8B408	International Human Resource Management				
		8B409	Entrepreneurial Finance				
4	OE	8B410	Consumer Protection Laws	3	-	-	3
		8B411	Intellectual Property Rights				
		8B412	Disaster Management				
		8B413	Corporate Governance				
		8B414	Indian Constitution				
5	PR	8B415	Comprehensive Viva	---	2	--	2
6	PR	8B416	Project pre-submission Seminar and Report Submission	---	---	2	1
7	PR	8B417	Project Viva-Voce	---	---	6	3
Total credits				15	2	8	21
Total contact hours				25			

IV -SEMESTER

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 8B101	MANAGEMENT AND ORGANISATIONAL BEHAVIOUR	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the management of an organization.

MODULE – I [13 Periods]

Introduction to Management: Introduction to management- Nature and Scope- Functions of management- Roles of a manager.

Evolution of Management: Theories of Management- Pre-Scientific theory- Classical theory - Scientific, Administrative, Behavioral- Neo-classical theory- Systems and Contingency theory

MODULE – II [13 Periods]

Organizational planning and decision making: Introduction-Need for planning- Types of planning-Steps in the process of planning-Advantages and limitation of planning.

Decision making- Introduction- Problem and opportunity finding- Process of decision making- Techniques of decision making- Leadership styles on decision making.

MODULE – III [7 Periods]

A: Organization structure and Design, motivation: Principles of organizing, organizational design-Organizational structures.

B: Motivation: Introduction- Types of motivation-Theories of motivation-Maslow's needs theory, Two factor theories of motivation, Mc Gregor's theory, ERG theory, and Mc-Cellands needs theory, Valance Theory. **[6 Periods]**

MODULE – IV [13 Periods]

Organizational Behavior: Introduction to Organization behavior- Importance of OB, Individual and group behavior - Personality theories, Perception and individual decision making.

Group Dynamics: Formation of group- group functions - classification of groups, group properties, group cohesiveness, group decision making process – Organization power and Politics.

MODULE – V [12 Periods]

Communication and control: Communication-meaning- Methods of communication-communication channels-Barriers to communication.

Control - Feedback and feed-forward control-Basic process of control-Problems of control process-Requirements of effective control.

Reference Books:

1. Subba Rao.P, “**Management and organization behavior**”, TMH, 2/e, 2010.
2. Robert N. Lussier, “**Management Fundamentals – Concepts, Applications, Skill Development**”, Cengage Learning, First Edition, 2012
3. Stephen P. Robbins, Timothy: “**Organizational Behavior**”, Pearson 14th Edition, 2012.
4. L. M. Prasad, “**Principles and Practices of Management**”, Revised Edition, Sulthan Chand Publushings.
5. Udai Pareek, Sushma Khanna, “**Organizational Behavior**”, 3e, Oxford Publishing.
6. Kavitha Sigh, “**Organizational behavior**”, Text and Cases, 3/e, Vikas publishing.

E Resources:

1. <http://freevideolectures.com/Course/2689/Management-Science>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=principles-of-management>
3. <http://nptel.ac.in/courses/110105034/>
4. <http://nptel.ac.in/courses/110105033/>
5. <http://nptel.ac.in/courses/110102016/>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the history of management and the contributions of important management research.
- CO2: Know the relevance of environmental scanning, planning and how to take decisions.
- CO3: Learn principles of organization, structures and the way to motivate people.
- CO4: Know the organizational behavior and group Dynamics.
- CO5: Learn how to delegate authority and use power to influence people to get the work done through proper communication and control.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2				1		
CO2	3			1	3		2	
CO3	3		2	1	3			
CO4	3	1			2			
CO5		1	2	3				3

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 8B102	BUSINESS AND LEGAL ENVIRONMENT	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

The aim of this course is to enable students understand legal and regulatory framework for doing business in India.

MODULE – I **[13 Periods]**

Business Environment: Environmental scanning- Internal and external; Industrial Policy and Regulatory Structure of India, Industrial policies since Independence, Industrial Policy 1991 and recent developments, Economic Policies: Fiscal Policy, Monetary Policy.

MODULE – II **[13 Periods]**

India's Trade Policy: Policy changes and Issues, Sector wise trade policies, recent developments- GATT- WTO agreements and implications, India's new EXIM policy, FEMA.

MODULE – III **[7Periods]**

A: Law of Contract: Nature of contract and essential elements of valid contract, Performance and discharge of contracts, Remedies for breach of contract, Contingent contracts, contract of Indemnity and guarantee.

B: Negotiable Instruments Act - 1881: Negotiable Instruments- Promissory Note, Bills of Exchange & Cheque, and their definitions and characteristics, Types of endorsements, Holder- Holder in due course, Discharge of Parties. **[6 Periods]**

MODULE – IV **[13 Periods]**

Companies Act, 1956: Steps and procedure for incorporation of the company, Appointment of Directors, Powers, Duties & liabilities of Directors; Company meetings & winding up:, Company Meetings, Resolutions, Winding-up of a Company [Include the Major Amendments of-2013]

MODULE – V **[12 Periods]**

Direct and Indirect Tax: Income Tax Act -1961 - Important Provisions of Income Tax Act: Assessment year –Assesses, Gross Total Income, Procedure for advance payment of tax and tax deducted at source, Assessment procedure, Goods and Services Tax (GST)- Basic concepts, Importance, structure, different types of GST, issues & Challenges in India.

Reference Books:

1. Dr.Vivek Mittal “**Business Environment: Text & Cases**” Excel Books, 2011.
2. K.Aswathappa-“**Essentials of Business Environment -11th Edition**” –HPH-2011.
3. Justin Paul “**Business Environment: Text & Cases**” TMH, 3/e, 2012.
4. Rajkumar “**International Business Environment: Text & Cases**” Excel Books, 2012.
5. K.Ashwathappa “**Essentials of Business Environment: Text, Cases& Exercises**” HPH, 2011.
6. RSN Pillai, Bagavathi, “**Business Law**”, S.Chand, 2013.
7. K.R. Bulchandani,“**Business Law for Management**”, 5/e, Himalaya Publishing House [HPH], 2012.
8. Akhileshwar Pathak: “**Legal Aspects of Business**”, TMH, 4/e, 2013.
9. Nina Godbole & Sunit Belapure “**Cyber Security**” Wiley India 2012.
10. Ravinder Kumar “**Legal Aspects of Business**”, 2nd Edition Cengage Learning, 2012.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv608-Page1.htm>
2. <https://www.icaew.com/en/library/subject-gateways/law/business-law-and-regulation>.
3. <http://nptel.ac.in/courses/110105079/>
4. https://www.youtube.com/watch?v=O8_7Fiu-OKI
5. <http://nptel.ac.in/courses/110105038/10>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the basics of business environment and related policies and issues.
- CO2: Understand various trade policies of India and their recent developments.
- CO3: Learn the basics of law of contracts, special contracts and various negotiable instruments and their characteristics.
- CO4: Know about the company act 1956 Steps and procedure for incorporation of the company and latest amendments of the Company act 1956.
- CO5: Know the implications of direct and indirect taxes.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1				3	1		2	
CO2				3	1		2	
CO3				3		2	1	
CO4				3			2	1
CO5	3	2		1				

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 8B103	FINANCIAL ACCOUNTING AND ANALYSIS	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

The objective of this course is to understand the accounting process and to develop skills necessary to evaluate an enterprise's financial position and its operating, investing and financing activities.

MODULE – I **[13 Periods]**

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—Accounting cycle.

MODULE – II **[13 Periods]**

The Accounting Process: Overview, Books of Original Record; Journal and Subsidiary books, ledger, Trial Balance, Classification of capital and revenue expenses, Final Accounts with adjustments. Valuation of fixed assets, Tangible Vs Intangible assets, methods of depreciation; Depreciation concept– Depreciation of Fixed Assets -Methods of depreciation—their impact on measurement of business Accounting.

MODULE – III **[7 Periods]**

A: Inventory Valuation: Methods of inventory valuation and valuation of goodwill, methods of valuation of goodwill.

B: Accounting from incomplete records: Salient features of incomplete record system, advantages and disadvantages of single entry and double entry system and the differences between the two, preparation of accounts- ascertainment of profit from incomplete records, Accounting Treatment as per the statement of affairs method and calculation of missing figures. **[6 Periods]**

MODULE – IV **[12 Periods]**

Financial Analysis-I: Statement of Changes in Working Capital, Funds from Operations, paid cost and unpaid costs- Distinction between cash profits and book profits. Preparation and analysis of cash flow statement and funds flow statement.

MODULE – V **[13 Periods]**

Financial Analysis-II: Analysis and interpretation of financial statements from investor and company point of view, Horizontal Analysis and Vertical Analysis of Company Financial Statements. Liquidity, leverage, solvency and profitability ratios – Du Pont Chart –Accounting Standards Issued by ICAI, their rationale and growing importance in global accounting environment,–IAS-IFRS-US -Creative Financial Practices and Issues related to quality of disclosures in Reported Earnings, Window Dressing and limitations of financial statements.

Reference Books:

1. Dhanesh K.Khatri, “**Financial Accounting & Analysis**”, Tata McGraw-Hill Publishing Limited, New Delhi, 2015.
2. Ashish K .Bhattacharya, “**Financial Accounting & Analysis**” PHI, 2012.
3. V.Rajasekharan, R. Lalitha “**Financial Accounting & Analysis**”, Pearson Education, New Delhi, 2015
4. Paresh Shah, “**Basic Financial Accounting for Management**”, Oxford University Press, New Delhi, 2014.
5. N.Ramachandran, “**Financial Accounting & Analysis**”, Tata McGraw-Hill Publishing Limited, New Delhi, 2015.
6. Maheswari ,“**Financial Accounting**”, IBH, 2015.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv034-Page1.htm>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv637-Page1.htm>
3. <http://www.onlinevideolecture.com/?course=mba-programs&subject>
4. <http://nptel.ac.in/courses/110101004/>
5. <http://nptel.ac.in/courses/110101003/>
6. <http://nptel.ac.in/courses/110107073/>

Course Outcomes:**At the end of the course, the student will be able to:**

- CO1: Know the importance and principles of accounting.
- CO2: Know the classification of capital and revenue expenses and the concept of depreciation.
- CO3: Learn the valuation of inventory & goodwill and also learns statements of financial affairs.
- CO4: Prepare, understand, interpret and analyze financial statements with confidence.
- CO5: Use the analytical techniques of ratios and financial statement analysis and arriving at conclusions from financial information for the purpose of decision making.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2			1	3		
CO2				3	3		2	1
CO3	3	2	3		1			
CO4	2	3			2		1	
CO5		3			2	2	1	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 8B104	MANAGERIAL ECONOMICS	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

To enable students acquire knowledge to understand the economic environment of an organization.

MODULE – I [13Periods]

Introduction to Managerial Economics: Definition, Nature and Scope, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research - The role of managerial economist- Basic economic principles – the concept of opportunity cost, incremental concept, scarcity, marginalism, Equi-marginalism, Time perspective, discounting principle, risk and uncertainty.

MODULE – II [13 Periods]

Theory of Demand: Demand Analysis, Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for forecasting, forecasting techniques. Supply Analysis – Supply function, the Law of Supply, Elasticity of Supply.

MODULE – III [7 Periods]

A: Production Analysis: Production function, Production functions with one/two variables, Cobb-Douglas Production Function Marginal Rate of Technical Substitution.

B: Isoquants and Isocosts: Returns to Scale and Returns to Factors, Economies of scale- Innovations and global competitiveness. **[6 Periods]**

MODULE – IV [12 Periods]

Cost theory and estimation: Cost concepts, determinants of cost, cost-output relationship in the short run and long run, short run vs. long run costs, average cost curves, Overall Cost leadership.

MODULE – V [13 Periods]

Market Structure and Pricing Practices: Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly - both the long run and short run, Pricing philosophy.

Reference Books:

1. Craig H. Petersen, W. Cris Lewis and Sudhir K. Jain: “**Managerial Economics**”, 14th edition Pearson, 2012.
2. G S Gupta, “**Managerial Economics**”, 2nd edition, TMH, 2012
3. W. Bruce Allen, “**Managerial Economics Theory**”, Applications, and Cases Viva 7th Edition 2011.
4. Sumitrapal, “**Managerial Economics Cases & Concepts**”, Macmillan, 2011.
5. Geetika, “**Managerial Economics 2nd Edition**”, TMH, 2011.
6. H Kaushal & L Palsreve, “**Managerial Economics**” Macmillan, 2012.

E Resources:

1. <http://www.learnerstv.com/Free-Economics-video-lecture-courses.htm>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=microeconomics>
3. <http://nptel.ac.in/courses/110105067/>
4. <http://nptel.ac.in/courses/110101005/>
5. <http://nptel.ac.in/courses/109104073/>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the basic economic principles and the concepts of managerial economics.
- CO2: Know the concepts of demand analysis, forecasting demand and supply analysis.
- CO3: Analyze the production function.
- CO4: Learn the cost theory and estimate cost output relationships.
- CO5: Know about market structures and pricing practices.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2			1	2		
CO2				3	2	1		2
CO3		2	1	3			3	
CO4	3			2	1	3		
CO5	2			1	3		1	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 8B105	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

The Objective of the course is to introduce the basic statistics and different statistical tools for data analysis, interpretation, and presentation of reports in different functional areas of Management.

*Statistical table is required for the students.

MODULE – I [12 Periods]

Research Methodology: Introduction-Topic-Review of Literature-Research Gaps-Research Questions-Objectives-Hypotheses-Scope of the study-Period of the study-Sampling Techniques-Data Collection-Primary data –Questionnaire design-Secondary data-Data Analysis-Limitations of the study-Appendix-References.

MODULE – II [13 Periods]

Measures of central Tendency: Mean, Median, Mode, Geometric Mean and Harmonic Mean, Dispersion-Range Quartile deviation, Mean Deviation, Standard deviation and co-efficient of variation Skewness: Karl Pearson co-efficient of skewness, Bowleys co-efficient of skewness Kelleys co-efficient of skewness. Theory and problems, Discussion on direct and indirect methods of solving the problems.
Tabulation, Graphical presentation of data: Histogram, Diagrammatic representation of data: Bar diagram, Multiple Bar diagram, Sub-divided Bar Diagram, Pie Diagram.

MODULE – III [7 Periods]

A: Parametric and Non- Parametric Hypothesis Testing: Procedure for Testing of Hypothesis, Small Sample Tests: T-Distribution-properties and applications, testing for one and two means, paired t-test. Analysis of Variance-One Way and Two Way ANOVA [with and without Interaction]. Chi-Square distribution: Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes

B: Non-Parametric Tests: Sign test for paired data. Rank sum test. Kolmogorov-Smirnov – test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test. **[6 Periods]**

MODULE – IV [13Periods]

Correlation: Correlation Analysis-Scatter diagram, Positive and Negative correlation, limits for coefficient of Correlation, Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation, concept of Multiple and partial Correlation.

MODULE – V**[13 Periods]**

Regression Analysis: Concept, least square fit of a linear regression, two lines of regression, Properties of regression coefficients ,Time Series Analysis-Components, Models of Time Series–Additive, Multiplicative and Mixed models; Trend analysis-Free hand curve, Semi averages, moving averages, Least Square methods and Index numbers – introduction ,Characteristics and uses of index numbers ,types of index numbers , un weighted price indexes weighted price indexes, Tests of adequacy and consumer price indexes.

Reference Books:

1. Levin R.I., Rubin S. David, “**Statistics for Management**”, 2015, 7th Ed. Pearson.
2. J. K Sharma, “**Business Statistics**”, 2015, 2nd Ed. Pearson.
3. Beri, “ **Business Statistics** ”, 2015, 1st Ed, TMH.
4. Gupta S.C, “**Fundamentals of Statistics**”, 2015, 6th Ed. HPH.
5. Amir D. Aczel and Jayavel Sounder pandian, “**Complete Business Statistics**”, TMH.
6. Levine , Stephan , krehbiel , Berenson –“**Statistics for Managers**” using Microsoft Excel,PHI .

E Resources:

1. <https://www.youtube.com/watch?v=LeQamTHmJXE&index=6&list=PL5CIU1HLDdxh30ls3c8h9VGoIJitr5Rxv>
2. <https://www.youtube.com/watch?v=Z-68Yrl2vmc&list=PL5CIU1HLDdxh30ls3c8h9VGoIJitr5Rxv&index=7>
3. <http://nptel.ac.in/courses/110104068/24>
4. <http://nptel.ac.in/courses/105101002/26>
5. <http://nptel.ac.in/courses/105103140/module2/1.pdf>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Know the basics of research methodology and its process.
 CO2: Solve the problems relating to measuring central tendency.
 CO3: Know the various Parametric and Non- Parametric Hypothesis Testing methods.
 CO4: Know various statistical tools used for correlation.
 CO5: Learn the concepts of regression and trend analysis.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1			2	2		
CO2				2	2	3		1
CO3		3			2		1	1
CO4	2	1		3				
CO5		1		2			3	3

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 8B106	INDIAN ETHOS AND VALUES	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives: the main objective of the course is to acquaint the students with Ethics and Indian Ethos and values along with its relevance to managerial decision making.

MODULE-I [12 Periods]

Introduction to Indian Ethos: Indian Ethos- Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, model of management in the Indian socio-political environment, Management Lessons from Kautilya's Arthashastra Indian Heritage in Business, Management, Production and Consumption. Ethics v/s Ethos Indian Management v/s Western Management

MODULE-II [13 Periods]

Indian Systems of Learning: Learning: Meaning, Mechanisms; Gurukul System of Learning - Meaning, Features, Advantages, Disadvantages; Modern System of Learning- Meanings, Features, Advantages, Disadvantages; Karma- Meaning, Importance of Karma to Managers, Nishkama Karma Laws of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection, Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma.

MODULE-III [6 Periods]

A: Work Ethos and Values: Work Ethos- Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos. Values: Meaning, Features, Values for Indian Managers, Relevance of Value Based Management in Global Change, Impact of Values on Stakeholders: Employees, Customers, Government, Competitors and Society.

B: Relevance of values in management: need for values in global change- Indian perspective; values for managers; holistic approach for managers in decision making; secular versus spiritual values in management, Trans-Cultural Human Values in Management and Management Education, Importance of Value System in Work Culture, teaching ethics.

MODULE-IV [13Periods]

Stress Management: Meaning, Types of Stress at Work, Causes of Stress, Consequences of Stress, Problems relating to stress in corporate management –Indian perspective, Stress Management Techniques: Meditation- Meaning, Techniques, Advantages, Mental Health and its Importance in Management, Brain Storming, Brain Stilling, Yoga: Meaning, Significance.

MODULE-V [13 Periods]

Leadership: Meaning, Contemporary Approaches to Leadership, Joint Hindu Family Business – Leadership Qualities of Karta; **Motivation:** Meaning, Indian Approach to

Motivation, Techniques. **Self-Management:** Personal growth and Lessons from Ancient Indian Education System, Personality Development: Meaning, Determinants, Indian Ethos and Personality Development, science and human values. Trans-cultural human values in management education

Reference Books:

1. R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management, Tata Mc Graw Hill
2. Bhatta, S.K., Business Ethics & Managerial Values.
3. Chakraborty, S.K.: Foundation of Managerial Work-Contributions from Indian Thought, Himalaya Publication House, Delhi 1998
4. Nandagopal, Ajith Shankar, Indian Ethos and Values in Management, Tata Mc Graw Hill, 2010
5. Khandelwal Indian Ethos and Values for Managers, Himalaya Publishing House, 2009
6. Biswanath Ghosh, Ethics In Management and Indian Ethos, Vikas Publishing House, 2009
7. S K Chakraborty, Management by Values, Oxford University Press, New Delhi, 2009

E Resources:

1. <http://www.lifepositive.com/lpevents/lppublicevent.asp>
2. <http://www.trcb.com/business/management.htm>
3. <http://www.valuequotes.net/chronological.html>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: The various elements of Indian ethos and management lessons from Indian scriptures.
- CO2: Understand the Indian system of learning and the concepts of karma.
- CO3: Know the work ethos and values and its relevance to management.
- CO4: Learn the concepts of management of stress.
- CO5: Know the concepts of Indian ethos and personality development.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3		2	2	1			
CO2		1		2			3	3
CO3	3	3	1				2	
CO4	3			2	1	1		
CO5	2	2	3	1				

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I SEMESTER		
Code: 80H10	ENGLISH LANGUAGE COMMUNICATION SKILLS LAB	L	T	P
Credits: 2		-	1	2

The Language Lab focuses on the production and practice of sounds of language and familiarizes the students with the use of English in everyday situations and contexts.

Course Objective:

To sensitize the students to the intelligibility in their pronunciation of English, speech sounds, word accent, intonation and rhythm. It also helps to improve the fluency in spoken English and make them aware of nuances of major skills, viz listening and speaking skills. Hence it helps to train the students to understand nuances of both verbal and non verbal communication during all activities. The purpose of this course is to develop confidence levels of the students and to face the audience and participate in public speaking.

MODULE I

- **Introduction to Phonetics** – Speech Sounds – Vowels and Consonants.
- Word Accent.

MODULE II

- **Situational Dialogues** – Role-Play- Expressions in Various Situations – Self-introduction and Introducing others – Greetings – Apologies – Requests – Social and Professional Etiquette .
- Ice-Breaking activity, JAM session and Debate

MODULE III

- **Oral Presentation Skills** - Mechanics of Presentations – Methodology of Presentation, Importance of Non-verbal communication during presentations– Nuances of Presentation.
- Describing People, Objects and Situation

MODULE IV

- **Group Discussion-** Initiators- Contributor-Informer-Team Leader-Motivator-Creative Contributor , Importance of , Non verbal communication -eye contact, voice characters, posture, gestures, do's and don'ts, Role play and Simulation- Learners assuming the roles of characters and participating in Group discussion, analysis, or prediction with strictly defined goals.

MODULE V

- **Interview Skills-** Preparing for the interview, types of interviews, interview session, importance of non verbal communication during the interview, do's and don'ts of interview, follow up and thanking letter.
- **Career Progression-** Job Hunt Process-SWOT analysis, correspondence and browsing the internet to search for a suitable job(s), job application-cover

letter drafting, drafting a winning resume', types of resume's -electronic, video and printed resume's

Reference Books:

1. Hughes , John and Mallett , Andrew: *Successful Presentations: DVD and Student's Book Pack: A Video Series Teaching Business Communication Skills for Adult Professionals*
2. Hamcock, *English pronunciation in use (Intermediate)*, Cambridge university Press, 2009
3. Karia , Akash: *Public Speaking Mastery, Speak Like a Winner* , Kindle Edition, 2013.
4. Chrissie: **Handbook of Practical Communication Skills**: Jaico Publishing house, 1999.
5. Daniels, Aubrey: **Bringing Out the Best in People**: Tata McGraw-Hill: New York, 2003.

E Resources:

1. <http://www.mindtools.com/CommSkill/ActiveListening.htm>
2. <http://www.slideshare.net/alisonkis/dialogue-and-roleplay-activity>
3. [http://www.hse.ru/pubs/lib/data/access/ram/ticket/2/14309868938d576a532b71360b7354268380727a22/An%20article%20for%20Monika%20\(2010\).pdf](http://www.hse.ru/pubs/lib/data/access/ram/ticket/2/14309868938d576a532b71360b7354268380727a22/An%20article%20for%20Monika%20(2010).pdf)
4. http://www.mindtools.com/pages/article/newTMC_05.htm
5. <http://www.kent.ac.uk/careers/intervw.htm>

Course Outcomes:

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

- CO1: Understand the nuances of language through audio- visual experience and group activities
- CO2: Neutralize the accent for intelligibility
- CO3: Recognize significance of non-verbal communication and develop confidence to face audience and shed inhibitions.
- CO4: Speak with clarity and confidences thereby enhance employability skills of the students.
- CO5: Give Oral Presentations Confidently.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		1	2	1	1		1	2
CO2				1	1			2
CO3			2	1	2			2
CO4		1	1	2	1			1
CO5	1		1	1	1			1

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 8B107	PERSONALITY DEVELOPMENT SEMINAR	L	T	P
Credits: NIL		-	-	2

Prerequisites: NIL

Course Objectives:

The aim of this course is to enable students develop soft skills necessary for personality development and employability of MBA students.

EXERCISES

- Presentations
- Group Discussions
- JAM Session
- Overcoming stage fear
- Time Management
- Vocabulary skills for critical corporate communication and to give effective presentations to internal and external customers of an organization.

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Loose fear of public speaking and feel confident about them-selves. Participate in group discussions.
- CO2: Gain communication skills and be able to convince their view point to the superiors, peers and subordinates.
- CO3: Learn Time management skills to efficiently manage time in meeting deadlines in modern day organizations.
- CO4: Know Life style management skills to grow in modern day organization and succeed in their chosen careers.
- CO5: Confidently face and succeed in the corporate selection processes.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1			3	3	2	2		1
CO2		2	2	1	3			
CO3					1	1	3	2
CO4		2	3	1	1			
CO5			1	1	3		2	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 8B201	MARKETING MANAGEMENT	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

Aim is to understand the basic marketing concepts through case studies. It also offers the knowledge of market segmentation, distribution channels and pricing decisions.

MODULE – I [12 Periods]

Introduction to Marketing: Importance, scope of Marketing, Core Marketing Concepts, Marketing Philosophies, Marketing Environment, Marketing Strategies & Plans, Developed Vs Developing Marketing. Market - Green Marketing.

MODULE – II [13 Periods]

Marketing Mix: Consumer Decision Making - Creating Customer Value, Analyzing Consumer Markets – Consumer Behavior – cultural, Social & Personal Factors, developing products & brands – product levels- classifying products, product range, line & mix, PLC, new product development.

MODULE – III [7 Periods]

A: Market Segmentation: Segmentation of consumer market, business market, requirement for effective segmentation.

B: Market Targeting: Evaluating market segmentation, selecting target market segmentation, positioning – positioning maps, positioning strategy **[6 Periods]**

MODULE – IV [13 Periods]

Distribution channels and promotion: Marketing Channels, Channel intermediates and functions, channel structure, channel for consumer products, business and industrial products, alternative channel, channel strategy decisions. The promotional mix, advertising, public relations, sales promotion, personal selling, marketing communication- communication process, communication promotion mix, factors affecting the promotion mix

MODULE – V [13 Periods]

Pricing Decisions & Personal Communication: Importance of price, cost determinant of price, markup pricing, profit maximization pricing, break even pricing, pricing strategy, ethics of pricing strategy, product line pricing

Marketing Communication: WOM, Rural marketing, BOP, relationship Marketing, Digital marketing, Social marketing, post modern marketing, market sustainability and ethics, Global marketing.

Reference Books:

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha: **“Marketing Management”**, 13/e, Pearson Education, 2012.
2. Ramaswamy Namakumari, **“Marketing Management”**, TMH 5th Edition 2013.
3. Lamb, Hair, Sharma, Mc Daniel: MKTG, **“A South Asian Perspective, Cengage Learning”**, 2012. [For PPT, Case Solutions, video cases, Faculty may visit : login.cengage.com]
4. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha: **“Marketing Management”**, 13/e, Pearson Education, 2012.
5. Philip Kotler, Gray Armstrong, Prafulla. Y. Agnihotri, Ehsan UL Haque, **“principles of marketing”**, south Asian perspective, 13/e, Pearson Education, 2012.
6. K.Karunakaran: **“Marketing Management”** [Text and Cases], 2/e, Himalaya Publishing House, 2012.
7. Rajan Saxena: **“Marketing Management”**, 4/e, TMH, 2013.

E Resources:

1. <http://freevideolectures.com/Course/2752/Future-of-Marketing>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=marketing-fundamental>
3. <http://nptel.ac.in/courses/110104070/>
4. <http://nptel.ac.in/courses/110104068/>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the concepts of marketing management.
- CO2: Know the various factors that influence on the marketing mix and the customer buying behavior.
- CO3: Analyze the concepts of market segmentation and positioning.
- CO4: Design the channel of distribution and customer driven promotion strategies and will be able to communicate the decisions towards business development with superior customer value.
- CO5: Know the importance of pricing and the methods of pricing. Also appreciate various mediums of marketing communication.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		1	3		2	2		
CO2		3				1	2	2
CO3	3	2	2				1	
CO4		3		2	1	2		
CO5		2	1	1				3

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 8B202	FINANCIAL MANAGEMENT	L	T	P
Credits: 4		4	4	-

Prerequisites: NIL

Course Objectives:

To give an overview of problems facing by a financial manager in the commercial world, to introduce you to the concepts and theories of corporate finance that underlie the techniques that are offered as aids for the understanding, evaluation and resolution of financial manager's problems.

*The students need Discounting Table and Annuity tables for the examination

MODULE – I

[13 Periods]

The Finance Function: Nature and Scope; Evolution of finance function – Its new role in the contemporary scenario –Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare; the Agency relationship and costs; Risk-Return trade off; Concept of Time Value of Money – Future Value and Present value and the basic valuation model.

MODULE – II

[13 Periods]

The Investment Decision: Investment decision process- Project generation, project evaluation, project selection and project Implementation. Developing Cash Flow; Data for New Projects; Capital Budgeting Techniques –Traditional and DCF methods. The NPV vs. IRR Debate; Approaches for reconciliation. Capital budgeting decision under conditions of risk and uncertainty.

Cost of capital: Concept and measurement of cost of capital, Debt vs. Equity, cost of equity, preference shares, equity capital and retained earnings, weighted average cost of capital and marginal cost of capital. Importance of cost of capital in capital budgeting decisions.

MODULE – III

[7 Periods]

A: Capital Structure Decisions: Capital structure vs. financial structure - Capitalization, financial leverage, operating leverage and composite leverage. EBIT-EPS Analysis, Indifference Point/Break even analysis of financial leverage.

B: Capital structure Theories: The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal.

[7 Periods]

MODULE – IV

[12 Periods]

Dividend Decisions: Dividends and value of the firm - Relevance of dividends, the MM hypothesis, Factors determining Dividend Policy-dividends and valuation of the firm-the basic models. Declaration and payment of dividends - Bonus shares - Rights issue, share-splits, Major forms of dividends – Cash and Bonus shares. The theoretical backdrop – Dividends and valuation; Major theories centered on the works of GORDON, WALTER and LITNER. A brief discussion on dividend policies of Indian companies

MODULE – V**[12 Periods]**

Working Capital and Management of Current Assets: Working Capital Management: Components of working capital, gross vs. net working capital, determinants of working capital needs, the operating cycle approach. Planning of working capital, Financing of working capital through Bank finance and Trade Credit – Recommendations of Tandon and Daheja Committee on Working Capital.

Management of cash: Basic strategies for cash management, cash budget, cash management techniques/processes. Marketable securities: characteristics, selection criterion, Marketable security alternatives; Management of receivables and Management of inventory- The importance of current assets management in working capital planning.

Reference Books:

1. IM Pandey, “**Financial Management**”, 10th Edition, Vikas , 2013.
2. Prasanna Chandra, “**Financial Management Theory and Practice**”, 8th Edition. TMH ,2012.
3. M.Y Khan, P K Jain: “**Financial Management-Text and Problems**”, 6th Edition, TMH, 2012.
4. P.C.Tulsian,C.A. Bharat Tulsian , “**Financial Management**” S.Chand Publications,2012.
5. IM Pandey, “**Cases in Financial Management**”, TMH, 2/e, 2012.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv183-Page1.htm>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv217-Page1.htm>
3. <http://nptel.ac.in/courses/110105057/>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Know the financial functions and activities of an organization.
 CO2: Analyse the capital budgeting decisions and costs of sources of capital.
 CO3: Appreciate the various capital structure theories.
 CO4: Evaluate the dividend decisions and dividend policies.
 CO5: Know the concepts of working capital management and can manage the short term finance in an efficient manner.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2		1	1		
CO2	3	3		2			1	
CO3		1			3	2	3	
CO4	2	3			1			
CO5		1				3	3	2

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 8B203	HUMAN RESOURCE MANAGEMENT	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

To understand various concepts of HRM and be able to manage the human resources of an organization effectively and efficiently

MODULE – I [13 Periods]

Introduction of HRM: Introduction to HRM – Scope - Nature- Functions - HR Duties – New Approaches to Organizing HR – The Trends shaping Human Resource Management- Globalization & Competition Trends – Technological Trends – Trends in Nature of Work – Workforce and Demographic Trends – Economic Challenges – HR Score Card developed by TVRSL India.

MODULE – II [13 Periods]

Recruitment and Selection : Basics of Job Analysis – Methods for Collecting Job Analysis Information – Job Satisfaction – Job Enlargement, Job Enrichment, Job Rotation - HR Planning – Recruitment: Process - Sources of Recruitment – Recruitment of Diverse Work Force – Selection: Process - Types of Interviews – Errors in Interviews – HR Policies & Practices - Placement.

MODULE – III [6 Periods]

A: Training & Development of Employees : Process [Analyzing Training needs & Designing the program – Implementing different training program – Implementing Management Development Programs – Evaluating the Training Programs] – Methods of training

B: Performance Appraisal: Concept of Performance management, Management Appraisal – Techniques for Performance Appraisal – Career Management – Employer Life Cycle.

[6 Periods]

MODULE – IV [13 Periods]

Compensation: Basic Factors in Determining pay structure – Establishing pay rates – Pricing Managerial and Professional Jobs – Special Topics in Compensation – Benefits – Insurance – Retirement Benefits – Personal Services & Family friendly benefits – Salient features of Workmen Compensation Act & Minimum Wages Act.

MODULE – V [13 Periods]

Industrial Relation : Labor Movement – Collective Bargaining Process – Grievances – Managing Dismissals – Employee Safety and Health – Occupational Safety Law – Work Place Health Hazards Problems & Remedies – Labor Legislation in India: Salient features of Industrial Disputes Acts 1947 – Factories Act, Mines Act- Equal Employment Opportunity 1990-1991.

Reference Books:

1. C.B.Mamoria & V.S.P.Rao, “Personnel Management”, HPH, 2012.
2. K. Aswathappa, “Human Resource Management”, Text and Cases”, TMH, 2011
3. Gary Dessler, “Human Resource Management”, 12th Edition, Bigu Markkey, Pearson- 2012.
4. Dennis R. Briscoe et al, “International HRM”, Routledge, 2013.
5. Dr. Anjali Ghanekar, “Essentials of Human Resource Management”, Everest, 2010. _Indranil Mutsuddi, “Essentials of Human Resource Management”, Newage, 2011.
6. Wayne.F.Cascio, Ranjeet Nambudiri, “Managing Human Resource Management”, 8th Edition, TMH, 2010.
7. Dipak Kumar Bhattacharyya “Human Resource Management”, Excel Books, 2012.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv315-Page1.htm>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=human-resource-management>
3. <http://nptel.ac.in/courses/110105069/>
4. <http://nptel.ac.in/courses/122105020/>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Know the basic HR concepts.
 CO2: Know the process of recruitment, selection.
 CO3: Learn the process of performance appraisal, training & development.
 CO4: Know the concepts of compensation and employee retention approaches and strategies.
 CO5: Learn various industrial & labour legislations in India.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3			1	2	2		
CO2		2			1		3	3
CO3			3				2	1
CO4	3	3		2	1			
CO5			2	3		1	3	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 8B204	OPERATIONS MANAGEMENT	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

The course aim to introduce concepts of operations management in an organization; it also offers the knowledge of product designing, plant layouts, process designing and management of materials.

MODULE – I [12 Periods]

Introduction to Operations Management: Functional Subsystems of Organization, Definition, Systems Concept of Production, Types of Production Systems – Flow Shop, Job Shop, Batch Manufacturing, The Project, Productivity, Strategic Management – Corporate Strategic, Generic competitive Strategies, Functional Strategies, Gross Domestic Product and its impact, World Class Manufacturing.

MODULE – II [13 Periods]

Designing operations: Product Design and Analysis [Definition], new product development-its concepts, Steps of Product Design, Process Planning and Design-Selection of Process, Process Selection Decision, Process Planning Design, Responsibilities of Process Planning Engineer, Steps in Process Planning, Process Research. Value Analysis/Value Engineering – History of Value Analysis/Value Engineering, Function, Aims, Value Engineering Procedure, Advantages and Application Areas; Standardization: Standardization Procedure, Advantages of Standardization, Application of Standardization, Ergonomic Considerations in Product Design.

MODULE – III [7 Periods]

A: Plant Location: Factors Influencing Plant Location, Break-even Analysis. Single Facility Location Problem, Multi-facility Location Problems – Model for Multi-facility Location Problem, Method of Transformation, Model to Determine X-Coordinates of New Facilities, Model to Determine Y-Coordinate,

B: Plant Layout- Plant layout introduction, Classification of Layout, Advantages and limitations of Product Layout, Advantages and limitations of Group Technology Layout, Layout Design Procedure. **[6 Periods]**

MODULE – IV [13Periods]

Materials Management: Integrated Materials Management, Components of Integrated Materials Management- Materials Planning, Inventory Control, Purchase Management, Stores Management. Inventory Control- Inventory Decisions, Costs Trade Off. Models of Inventory, Operation of Inventory Systems, Quantity Discount, Implementation of Purchase Inventory Model, Purchasing Management, Stores Management – Incoming Materials Control, Store Accounting, Obsolete Surplus and Scrap Management, ABC Analysis, XYZ Analysis, VED Analysis, FSN Analysis, SDE Analysis.

MODULE – V**[13 Periods]**

Project and Maintenance Management: Concept of Project - Types of Projects - Feasibility Report - Detailed Project Report - Project management techniques-PERT and CPM - Maintenance Management-equipment cycle - Requirements for effective maintenance management.

Reference Books:

1. Ajay K Garg, “**Production and Operations Management**”, TMH, 2012.
2. K.Ashwathappa, Sreedhar Bhat, “**Production and Operations Management**”, HPH, 2012.
3. Panneerselvam “**Production and Operations Management**” PHI,2012.
4. H.Kaushal, “**Production / Operations Management**”, Case Study Solutions, MacMillan, 2012.
5. Mahadevan, “**Operations Management: Theory and Practice**”, Second Edition, Pearson, 2010.
6. Dipak Kumar Bhattacharyya, “**Production and Operations Management**”, Universities Press, 2012.
7. J.K, Sharma: “**Operations Research**”, Macmillian, 2013.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv656-Page1.htm>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv728-Page1.htm>
3. <http://freevideolectures.com/Course/2371/Project-and-Production-Management>
4. <http://nptel.ac.in/courses/110106044/>
5. <https://www.youtube.com/watch?v=obzp6biyAN0>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Know the basics of production and operations management.
 CO2: Analyse product designing, process designing and value engineering.
 CO3: Appreciate various facility location models and plant layout designs.
 CO4: Learn the concept of integrated materials management and various inventory control techniques.
 CO5: Understand the basic concepts of projects and its maintenance management.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		1			3	3	2	
CO2		3				2		1
CO3	1	3		2	1			
CO4			1	1		3	2	3
CO5	3					1	2	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 8B205	MANAGEMENT INFORMATION SYSTEM AND ERP	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

The objective of this course is to introduce the Management Information Systems along with the concepts of enterprise resource planning (ERP) and their application in organizations.

MODULE – I [13 Periods]

Introduction: MIS importance, definition, nature and scope of MIS, Structure and Classification of MIS, Information and Systems Concept, Types of Information, Information systems for competitive advantage.

Business Applications of Information Systems: E-Commerce, ERP Systems, DSS, Business Intelligence and Knowledge Management System.

MODULE – II [12 Periods]

Management of IS: Information system planning, system acquisition, systems implementation, evaluation & maintenance of IS, IS Security and Control.

MODULE – III [7 Periods]

A: Building Information Systems: System Development Stages, System Development Approaches, Systems Analysis and Design- Requirement Determination, Strategies for Requirement Determination.

B: Structured Analysis Tools: System Design – Design Objectives, Conceptual Design, Design Methods, Detailed system design. **[6 Periods]**

MODULE – IV [13Periods]

Introduction to ERP: Overview of ERP, MRP, MRPII and Evolution of ERP, Integrated Management Systems, Reasons for the growth of ERP, Business Modeling, Integrated Data Model, Foundations of IS in Business, Obstacles of applying IT, ERP Market- ERP Modules: Finance, Accounting Systems, Manufacturing and Production Systems, Sales and Distribution Systems, Human Resource Systems, Plant Maintenance System, Materials Management System, Quality Management System, ERP System Options and Selection, ERP proposal Evaluation.

MODULE – V [13 Periods]

Benefits of ERP: Reduction of Lead Time, On-Time Shipment, Reduction in Cycle Time, Improved Resource Utilization, Better Customer Satisfaction, Improved Supplier Performance, Increased Flexibility, Reduced Quality Costs, Improved Information Accuracy and Design Making Capabilities.

ERP Implementation and Maintenance: Implementation Strategy Options, Features of Successful ERP Implementation, Strategies to Attain Success, User Training, Maintaining ERP & IS.

Reference Books:

1. A K Gupta, Sharma “**Management of Systems**” Macmillan, 2012.
2. Murthy, “**Management Information System**”, Himalaya, 2013.
3. D P Goyal, “**Management Information Systems – Managerial Perspective**”, MacMillan, 3rd Edition, 2010.
4. Dr Milind M Oka “**Cases in Management Information system ‘Everest’**”, 2012.
5. Jawadekar, “**MIS Text and Cases**”, TMH, 2012.
6. Arpita Gopal, “**MIS for Strategic Business Processes**”, Excel, 2009.
7. Rajaraman, “**Information Technology**”, PHI, 2013.

E Resources:

1. <http://freevideolectures.com/Course/2687/Management-Information-System>
2. <http://www.webopedia.com/TERM/M/MIS.html>
3. <http://www.aptean.com/additional-crm-and-erp-related-links-pages/erp-resources-folder/erp-system-definition>
4. <http://nptel.ac.in/courses/122105022/>
5. <http://nptel.ac.in/courses/110999907/>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the basics of management information system and the business applications of information system.
- CO2: Gain the knowledge of managing an Information System efficiently.
- CO3: Know the process of system design and can build an Information System.
- CO4: Know about various models of ERP and their applications in an organization.
- CO5: Learn the various benefits of ERP system and also learn about the implementation and maintenance of an ERP system.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2			3	3	1		
CO2	1					3	1	2
CO3	2	3	3		1			
CO4	3			3			2	1
CO5		2			1		2	3

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 8B206	OPERATIONS RESEARCH	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

To introduce students the tools and techniques of quantitative Analysis & operations to equip them to make an optimal managerial decisions

MODULE I **[13 Periods]**

Operations research: Introduction, Importance and Scope of OR in business activities, Optimization concept, OR Models: Linear programming, Introduction to LP, Problem formulation, product mix and various managerial applications and Graphical method of problem solving, Alternate solution of LP, Duality in LP, Formulation of dual problems, advantages, its economics interpretation, Sensitivity analysis only just to know no problems need be worked out and software packages to be used to solve LP models.

MODULE –II **[13Periods]**

Transportation models: Mathematical Model of transportation problem, Methods for finding Initial feasible solution: Northwest corner Method, Least Cost Method, Vogel’s approximation Method, Test of optimality by MODI Method, Variation transportation, Problems like unbalanced Supply and demand, Degeneracy and its resolution.

Assignment Model: Algorithm for solving assignment model, Hungarians Method for solving assignment problem, Maximization case in assignment problem: unbalanced assignment problem, travelling salesman problem.

MODULE- III **[7 Periods]**

A:Queuing theory: Queuing theory (waiting line), Single server/Single Queue, Essential features of queuing system, Single Queue, Operating characteristics of queuing system, Probability distribution in queuing system, Multi server, description of other queuing models (only description)

B: Sequencing problems: Processing 'n' jobs through 2 machines, Processing ‘n’ jobs through 3 machines, No 2 jobs on ‘n’ machines. **Replacement models-** Replacement of items deteriorating with time, Replacement of items that fail completely, (No group replacement), Decision tree analysis. **[6 Periods]**

MODULE –IV **[13 Periods]**

Decision Theory Anatomy of Decision Theory: Decision Models: Probabilistic Decision Models: Maximum Likelihood Rule - Expected Payoff Criterion -

Competitive Decision Models: Maximin, Minimax, Hurwicz, Laplace Decision Models

MODULE-V

[12 Periods]

Game theory: Introduction, two person zero - sum games, Saddle point, Dominance theory, description of other models and their managerial application.

Simulation: Introduction to basic concepts, Simulation procedures, Application of simulation, critical evaluation of software and using customized software.

Reference Books:

1. JK Sharma, Quantitative Techniques, McMillan
2. ND Vohra, Quantitative Techniques in Management, TMH
3. Anderson, Sweeney, Williams, Quantitative Methods for Business, Thomson
4. JK Sharma, Operations Research, McMillan
5. Barry Render, Ralph Stair and Michael Hanna, Quantitative Analysis, Pearson
6. Frederick Hillier and Gerald Lieberman, Operations Research, TMH
7. Natarajan, Balasubramani and Tamilarasi, Operations Research, Pearson

E Resources:

1. <http://nptel.ac.in/courses/110106062/>
2. <http://nptel.ac.in/courses/112106131/1>
3. <http://www.nptelvideos.in/2012/12/fundamentals-of-operations-research.html>
4. <http://nptel.ac.in/courses/112106134/1>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn basic concepts importance of operation research.
- CO2: Know the Transportation and Assignment models and its significance.
- CO3: Know Queuing theory and Sequencing Problems.
- CO4: Learn the concepts of Decision Theory Anatomy of Decision Theory.
- CO5: Know Game theory and simulations problems.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1				3	3	
CO2		1					3	2
CO3		3		2	2	1		
CO4	1	3		2	3			
CO5	1			3		2	3	1

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 8B207	BUSINESS ANALYTICS	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective:

To understand the importance of ever-increasing volume, variety and velocity of data in organization and application of data analytical tools for decision making.

MODULE- I [12periods]

Introduction to Data Analytics: Introduction to Data- Importance of Analytics- Data for Business Analytics –Big Data - Business Analytics in Practice. Data Visualization – Data Visualization tools, Data queries, Statistical methods for Summarizing data, Exploring data using pivot tables.

MODULE- II [13 periods]

Descriptive Statistical Measures: Population and samples, Measures of location, Measures of Dispersion, Measures of variability, measures of Association. Probability distribution and Data Modeling – Discrete Probability distribution, Continuous Probability distribution, Random sampling from Probability Distribution, Data Modeling and Distribution fitting.

MODULE- III [7 periods]

A: Predictive Analytics: Karl Pearson Correlation Techniques - Multiple Correlation-Spearman’s Rank correlation-Simple and Multiple regression- Regressions by the method of least squares

B: Building good regression models: Regression with categorical independent variables-Linear Discriminate Analysis-One way and Two Way ANOVA [6 periods]

MODULE- IV [13periods]

Data Mining : Scope of Data Mining, Data Exploration and Reduction, Unsupervised learning – cluster analysis, Association rules, Supervised learning- Partition Data, Classification Accuracy, prediction Accuracy, k-nearest neighbors, Classification and regression trees, Logistics Regression.

MODULE- V [13periods]

Simulation: Random Number Generation, Monte Carlo Simulation, What if Analysis, Verification and Validation, Advantages and Disadvantages of Simulation, Risk Analysis, Decision Tree Analysis.

Reference books:

1. James Evans, Business Analytics, 2e, Pearson, 2017.
2. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams Essential of Business Analytics, Cengage Learning.
3. Thomas Eri, Wajid Khattack & Paul Buhler : Big Data Fundamentals, Concepts, drivers and Techniques by Prentice Hall of India, New Delhi, 2015

4. Akil Maheswari: Big Data, Upskill ahead by Tata McGraw Hill, New Delhi, 2016
5. Seema Acharya & Subhashini Chellappan: Big Data and Analytics, Wiley Publications, New Delhi, 2015.

E Resources:

1. https://onlinecourses.nptel.ac.in/noc18_mg09/preview
2. <http://nptel.ac.in/courses/110104086/13>
3. <https://onlinecourses.nptel.ac.in/noc18-mg11/preview>
4. <http://nptel.ac.in/courses/110106050/>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Understand the basic concepts of data analytics and its relevance to business.
- CO2: know the various descriptive statistical measures and their application
- CO3: Understand the tools of predictive analytics and their application for business analysis.
- CO4: Understanding the basic concepts of data mining and its importance in business analytics.
- CO5: Learn the concepts of simulation and its application to solve business problems

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2			1		
CO2		1		2	2	3		
CO3	2	3		1				
CO4	3	3				2		1
CO5	3					3	2	1

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 8B208	ANNUAL REPORT ANALYSIS USING MS- EXCEL (SEMINAR)	L	T	P
Credits: MC		-	-	3

Prerequisites: NIL

Course Objectives:

The course aims is to give the knowledge of MS-Excel and the application of MS Excel for analyzing financial statements of companies using statistical tools learnt in RMSA.

PART- A

About EXCEL

1. Introduction, Uses of Excel, New functions and features of excel 2007.
2. Getting started with excel: Opening a blank or new workbook, general organization.
3. Highlights and main functions: Home, Insert, page layout, formulas.
4. Highlights and main functions: Data, review, view, add-ins.
5. Using the Excel help function.

General EXCEL Lessons

6. Customizing the Quick Access Toolbar.
7. Creating and Using Templates.
8. Working with Data: Entering, Editing, Copy, Cut, Paste, Paste Special.
9. Formatting Data and Using the Right Mouse Click.
10. Saving, Page Setup, and Printing.
11. Using Headers and Footers.
12. Manipulating Data, using Data Names and Ranges, Filters and Sort and Validation Lists.
13. Data from External Sources.
14. Using and Formatting Tables.
15. Basic Formulas and Use of Functions.
16. Data Analysis Using Charts and Graphs.
17. Managing, Inserting, and Copying Worksheets.
18. Securing the Excel Document [Protect Cells and Workbook].

ADVANCED EXCEL LESSONS

19. Advanced Formulas and Functions.
20. Advanced Worksheet Features.
21. Advanced Data Analysis using PivotTables and Pivot Charts.

PART B

STATISTICAL TOOLS FOR EXECUTION USING EXCEL

1. Tabulation, bar diagram, Multiple Bar diagram, Pie diagram, Measure of central tendency: mean, median, mode, Measure of dispersion: variance, standard deviation, Coefficient of variation.
2. Correlation, regression lines.
3. T- Test, F-test, ANOVA one way classification, chi square test, independence of attributes.

4. Time series: forecasting Method of least squares, moving average method.
5. Inference and discussion of results.

Note: Student has to submit a report on a company’s Annual Report Analysis using MS-Excel to get the course grade (Satisfactory/ non- satisfactory) at the end of the semester.

Reference Books:

1. David Whigham “**Business Data Analysis Using Excel**” Oxford University Press, 2012.
2. Winstion “**Excel 2010 Data Analysis and Business Modeling**” PHI Learning Private Limited.
3. David M Levine, David. F. Stephan & Kathryn A. Szabat, “**Statistics for Managers – Using MS Excel**”, PHI, 2013.
4. Bruce Bowerman, “**Business Statistics in Practice**”, TMH, 5/e 2012.
5. Shelly, “**MS Office**”, 2007, Cengage, 2009.Robert H Carver, Doing Data Analysis with SPSS, Cengage, 2013.
6. Gupta –“**Corporate Financial Analysis in a Global Environment**”, South-Western Pub.
7. Erich A. Helfert –“**Financial Analysis Tools and Techniques**”: A Guide for Managers-TMH, 2014.

E Resources:

1. <https://www.socialpsychology.org/methods.htm>
2. <https://home.ubalt.edu/ntsbarsh/stat-data/Topics.htm>
3. <http://nptel.ac.in/courses/110105039/23>
4. <http://nptel.ac.in/downloads/110106064/>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Analyze the data to draw inference for decision making.
- CO2: Know the application of statistical measures of central tendency.
- CO3: Learn the application of ANOVA.
- CO4: Know the process of Analyzing trends.
- CO5: Learn the process of testing hypothesis.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3				1	
CO2	2	3	2					1
CO3		1			3	2	2	
CO4	3		2	2	1			
CO5					3	3	2	1

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B301	STRATEGIC MANAGEMENT	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives: The aim of this subject is to enable the students develop a holistic perspective about strategic management of an organization.

MODULE – I [13 Periods]

Introduction to Strategic Management: Strategic Management and Competitiveness-Technology and Technology change-Vision, Mission and Objectives-Strategic Leaders-Strategic Management process- The External Environment: Opportunities, Threats, Competition and Competitor Analysis. External Environmental Analysis, Segments of the External Environment, Porters 5 Force Model, The internal Environment: Resource, Capabilities, Competencies and Competitive advantages. Analyzing internal organization -Building Core Competencies-Value Chain Analysis, Outsourcing.

MODULE – II [13 Periods]

Formulation of Strategy: Business level strategy-Effectively managing relationships with Customers- the purpose of Business strategy. Competitive Rivalry and Dynamics- A Model of Competitive Rivalry-Competitor Analysis-Drivers of Competitive actions and responses-Competitive rivalry and dynamics.

MODULE – III [6 Periods]

A: Corporate level Strategy: Levels of Diversifications and reasons-Value creating diversifications. Strategic Acquisitions & Restructuring

B: Popularity of Mergers & Acquisitions: strategies, problems in achieving Acquisition Success- Restructuring. **[6 Periods]**

MODULE – IV [13 Periods]

Global Strategy: Identifying International Opportunities and international Strategies-Strategic competitive Outcomes and risk in an international Environment. Corporate Implications for strategy-Strategic Alliances- corporate level cooperative strategy, Competitive risk with Cooperative strategies.

MODULE – V [13 Periods]

Organizational Structure and control: Evolutionary Patterns of strategy and organizational structure. Leadership Implications for Strategy- Entrepreneurial Implications for Strategy.

Reference Books:

1. Mital;“**Cases in Strategic Management**”; 3rd Edition, TMH, 2013.
2. P. Subba Rao, “**Business Policy and Strategic Management**”, 2nd Edition, HPH, 2012.

3. Hitt & Ireland and Manikutty,” “**Strategic Management: A South Asian Perspective**”: Cengage Learning, 9e, 2012. [For PPT, Case Solutions Faculty may visit : login.cengage.com].
4. Mason A Carpenter et al.”**Strategic Management: A dynamic Perspective**” Pearson, 2e, 2012.
5. A Nag“**Strategic Management: Analysis, Implementation & Control**” “Vikas Publishing house, 2012.
6. S K Sarangi “**Modern Strategic Management**” Everest Publishing, 2012.
7. V.S.P. Rao, V. Hari Krishna; “**Strategic Management**”, 1st Edition, Excel Books, 2012.

E Resources:

1. <http://freevideolectures.com/Course/3014/Strategic-Management>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv316-Page1.htm>
3. <http://www.onlinevideolecture.com/?course=mba-programs&subject=strategic-management>
4. <http://nptel.ac.in/courses/110108047/>
5. <http://www.nptelvideos.in/2012/12/strategic-management.html>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Know how to scan internal and external environment of an organization, understand different types of strategies
- CO2: Know the formulation of strategies for gaining competitive advantage.
- CO3: Learn various corporate level strategies and the concept of organizational restructuring.
- CO4: Gain knowledge about the corporate implications for global strategies and the risk involved in an international environment.
- CO5: Evaluate strategies and take corrective steps.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1			3	3	2	1		
CO2			2	3			2	1
CO3		3			2	2		1
CO4	1	3		1			2	
CO5	3	2	1					

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B302	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

To give students an understanding that the problems and issues within the respective fields of logistics are invariably complex, and require clear reasoning and analysis, in order to derive an appropriate course of action. To incorporate and learn the critical elements of Logistics and Supply Chain Management processes.

MODULE- I

[13 Periods]

Logistics and Competitive strategy: Competitive advantage – Gaining Competitive advantage through logistics-Integrated supply chains-Competitive performance - Models in Logistics Management - Logistics to Supply Chain Management – Focus areas in Supply Chain Management-Customer service and retention- Basic service capability Value added services.

MODULE- II

[13 Periods]

Measuring logistics costs and performance: The concept of Total Cost analysis – Principles of logistics costing – Logistics and the bottom-line –Impact of Logistics on shareholder value - customer profitability analysis –direct product profitability – cost drivers and activity-based costing.

MODULE- III

[6 Periods]

A: Logistics and Supply chain relationships: Benchmarking the logistics process and SCM operations –Mapping the supply chain processes –Supplier and distributor benchmarking –setting benchmarking priorities.

B: Identifying logistics performance indicators: Channel structure – Economics of distribution –channel relationships –logistics service alliances. **[6 Periods]**

MODULE- IV

[13Periods]

Sourcing, Transporting and Pricing Products: sourcing decisions and transportation in supply chain – infrastructure suppliers of transport services– transportation economics and pricing – documentation - pricing and revenue management Lack of coordination and Bullwhip Effect - Impact of lack of coordination. - CRM –Internal supply chain management.

MODULE- V

[13 Periods]

Managing global Logistics and global Supply Chains: Logistics in a global economy – views of global logistics- global operating levels – interlinked global economy – The global supply chains -Global supply chain business processes –Global strategy –Global purchasing – Global logistics – Channels in Global logistics –Global alliances –Issues and Challenges in Global supply chain Management.

Reference Books:

1. Dr. Gopal Krishnan – “**Material Management review**”, 2002 Pearson New Delhi.
2. G. Raghuram [I.I.M.A.] – “**Logistics and Supply Chain Management**” Macmillian, 2000.
3. Emiko Bonafield- “**Harnessing Value in the Supply Chain**”, Johnwiley: Singapores, 1999
4. R.G. Koragaonkar – “**JIT Manufacturing**”.
5. B.S. Sahay, Macmillian- “**Supply Chain Management**”, 2000.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv210-Page1.htm>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv656-Page1.htm>
3. <http://www.onlinevideolecture.com/?course=mba-programs&subject=supply-chain-management>
4. <http://nptel.ac.in/courses/110106045/>
5. <http://nptel.ac.in/courses/110107074/>

Course Outcomes:**At the end of the course, the student will be able to:**

- CO1: Learn the basic concepts that how organizations gain competitive advantage through logistics.
- CO2: Know the concept of measuring the cost of logistics and impact on share holders.
- CO3: Learn the Logistics and Supply chain relationships.
- CO4: Know the sourcing decisions and transportation Impact in lack of coordination.
- CO5: Know the trends of logistics in a global economy.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1				2		2	1	3
CO2	3	2	2	1				
CO3					3	2	3	1
CO4	3	2			1	3		
CO5				3	1	1	2	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B303	PROFESSIONAL ELECTIVE-I INTERNATIONAL MARKETING [MARKETING]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

To enable the student understand the Global Markets, formulate of Global Marketing Strategies and Implement.

MODULE - I [13 Periods]

Introduction to International Marketing: Definition, Scope, Features, Difference between Domestic and International Marketing, Why International? International Marketing Theories, Types of Economics & Markets.

MODULE- II [12 Periods]

Environment of Global Markets: Types: Political, Economical, Social, Legal and Technological Environments, EXIM Policy, International Trade and its barriers trade in Goods & Services.

MODULE- III [7 Periods]

A. Assessing Global Market Opportunities: Global vision through Market Research: Market Selection, Role of Culture, Government Policies of Target Markets.

B. SWOT Analysis: SWOT Analysis of Target Markets, International Trade Agreements, World Market Stages. **[6 Periods]**

MODULE - IV [13Periods]

Developing Global Market strategies: Segmentation product & services decisions for consumers and Business: Marketing channels and Distribution, Promotion Strategies, Pricing strategies.

MODULE - V [13 Periods]

Implementing Global marketing strategies: Negotiation with customers and selection method, E-Marketing channels organization & controlling of the global marketing programme.

Reference Books:

1. P.K.Vasudeva- **“International Marketing”**-4th edition-Excel Books-2012.
2. Dr.Gajender Sharma- **“International Marketing”**-1st edition-Excel Books-2010.
3. Svend Hollensen, Madhumita Benerjee- **“Global Marketing”**-4th Edition-Pearson-2010.
4. Rajagopal –**“International Marketing”**-2nd Edition –Vikas -2011.
5. Justin Paul- **“International Marketing”** – Text and Cases, TMH, 2013.

6. Kiefer Lee, Steve Carter-“**Global Marketing Management**”-3rd edition-Oxford-2011.
7. Warner J.Keogan, Naval K.Bghargava-“**Global Management**”-7th Edition-Person-2011.

E Resources:

1. <https://www.youtube.com/watch?v=7ceTukehc4o>
2. http://novellaqalive2.mhhe.com/sites/0073380989/information_center_view0/supplements.html
3. https://onlinecourses.nptel.ac.in/noc16_mg02/
4. <http://nptel.ac.in/courses/110105057/31>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the basic concepts of international marketing and their theories.
 CO2: Know about the various environmental factors affecting the global markets.
 CO3: Learn the process of assessing global marketing opportunities.
 CO4: Know the process of developing global marketing strategies.
 CO5: Learn the basic concepts of global marketing strategies implementations.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3		2	1			
CO2			2	3			2	1
CO3					2	3	2	1
CO4	1	3	3	2				
CO5		2	2	3				1

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B304	PROFESSIONAL ELECTIVE-I SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT [FINANCE]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

To make the student better understand the investment environment, alternatives, process and valuation of securities. Also enables the student to gain knowledge of portfolio management and mutual funds.

MODULE – I [13 Periods]

Investment Environment in India: overview of Indian financial system securities trading in stock markets, Real Vs Financial Assets, Investment alternatives, the investment management process, Investment Vs Speculation.

Security Analysis: Fundamental Analysis, Technical Analysis, EMH [Efficient Market Hypothesis], Investor psychology and investment decisions.

MODULE – II [12 Periods]

Portfolio Analysis: The returns and risks from investing- Markowitz portfolio Theory, Mean- variance approach, portfolio selection-efficient portfolios, The Sharpe single index model-Capital Asset Pricing Model(CAPM), Arbitrage Pricing Theory (APT).

MODULE – III [7 Periods]

A. Bond Valuation: Types of bonds, Interest rates, Term Structure of interest rates, measuring bond yields, Yield to Maturity, Yield to Call, Yield to Maturity, Holding Period Return.

B. Bond pricing theorems: bond duration, Active and Passive bond management Strategies, bond immunization, bond volatility, bond convexity. **[6 Periods]**

MODULE – IV [13 Periods]

Equity Valuation: Equity Analysis & Valuation, Balance sheet Analysis equity valuation models, intrinsic value & market price, The P/E Ratio & Earnings multiplier Approach, CAGR, Price/Book value, Price/ Sales ratio, Economic Value Added [EVA] and MVA.

MODULE – V [13 Periods]

Mutual Funds: Introduction to Mutual funds, Types of Mutual Funds Schemes, Structure, NAV[Net Asset Value],Risk and Return, Performance Evaluation Models-Sarpe Model, Treynor Model, Jensen Model, FAMA's Decomposition, Trends in Indian Mutual Funds.

Reference Books:

1. ZVI Bodie, Alex Kane, Alan J Marcus : Investments, TMH, 2012.
2. William. F. Sharpe, Gordon J Alexander & Jeffery V Bailey: “**Fundamentals of Investments**”, Prentice Hall, 2012.
3. Reilly, Brown: “**Analysis of Investment and Management of Portfolios**”, 10th Edition, Cengage, 2012.
4. Donald E Fischer, Ronald J Jordan: “**Security Analysis and Portfolio Management**”, 6th Edition, Pearson, 2012.
5. Jones: “**Invest Analysis**”, Wiley.
6. Prasanna Chandra: “**Investment analysis and Portfolio Management**” 4th Edition, TMH, 2012.
7. Punithavathi Pandian : “**Security Analysis and Portfolio Management**”, Vikas. 2012.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv216-Page1.htm>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv611-Page1.htm>
3. <http://freevideolectures.com/Course/3012/Security-Analysis-and-Portfolio-Management>
4. <http://www.nptelvideos.in/2012/12/security-analysis-and-portfolio.html>
5. <http://nptel.ac.in/courses/110105036/>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the basics of investment environment and Indian financial system.
 CO2: Appreciate the securities using various portfolio analysis models for a better selection of stocks.
 CO3: Know the various types of bonds and their valuation process.
 CO4: Analyse equity stocks using various valuation models.
 CO5: Know the basic mutual fund schemes and their appreciation models.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2		3		1		2
CO2	2	2			1		3	
CO3		3			1	2	2	
CO4	3			2		1		2
CO5	3	2					1	3

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B305	PROFESSIONAL ELECTIVE-I LEARNING AND DEVELOPMENT [HUMAN RESOURCE]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective:

To understand the concept of Learning with emphasis on training and Development and its role in organizational Development.

MODULE – I **[13 Periods]**

Introduction to Learning: Concepts of Learning, Phases in Learning, Learning theories - Reinforcement theory, Social learning Theory, Goal theories, need theories, expectancy theory, Adult Learning theory Information Processing Theory, The Learning Process, The Learning Cycle, Instructional emphasis for learning outcomes.

MODULE – II **[13 Periods]**

Training Strategy and Designing Training: The evolution of Training's Role, Strategic Training and development Process, Training needs in different strategies, Models of Training Department. Training needs Assessment, Reasons for planned training. Designing the training program, developing the group and the climate, Trainers and training styles- evaluating training and Follow-on support.

MODULE – III **[6 Periods]**

A. Training methods - Traditional methods- Presentation methods, Hands-on methods, Group Building Methods, e-learning and use of technology in training- Technology influence on training and learning, Technology and multimedia

B. computer- based training: developing effective online learning, blended learning, mobile technology and training methods, technologies for training Administration.

MODULE – IV **[6 Periods]**
MODULE – IV **[13 Periods]**

Development: Employee development, Essential ingredients of Management Development, Strategy and Development, Approaches to Employee Development – Formal education, Assessment, Job experiences, Interpersonal Relationships, the development Planning Process, company's strategies for providing development, e-learning and employee development. Electronic MDPs.

MODULE – V **[13 Periods]**

Contemporary issues in Training and Development: Orientation training, diversity training, sexual harassment training, team-training, cross functional teams, cross cultural training, training for talent management and competency mapping. Career Management, career management systems, Career paths, Career Plateauing, Coping with career breaks, Training for virtual work arrangements.

Reference Books:

1. Raymond A Noe, Amitabh Deo Kodwani, Employee Training and Development, McGraw Hill, 2012.
2. Rolf Lynton, Uday Pareek, Training for Development, Sage, 2012.
3. P. Nick Blanchard, James W. Thacker, A. Anand Ram, Effective Training, 4e, Pearson, 2012.
4. Jean Barbazette - Training Needs Assessment: Methods, Tools, and Techniques- Wiley, 2014
5. G. Pandu Naik, Training and Development, Excel Books, 2011.
6. Steve W. J. Kozlowski, Eduardo Salas, Learning, Training, and Development in Organizations, Routledge, 2010.

E Resources:

1. <https://hr.unm.edu/employee-and-organizational-development>
2. <http://managementhelp.org/organizationalchange/>
3. <https://ww2.mc.vanderbilt.edu/vmgtod/>
4. <http://nptel.ac.in/courses/122105020/9>
5. <http://nptel.ac.in/courses/122105020/18>
6. <http://nptel.ac.in/courses/109105121/>

Course Outcome:

At the end of the course, the student will be able to:

- CO1: Know the importance and concepts of Learning.
 CO2: Learn training strategies and how to design Training.
 CO3: Understand traditional and computer based training methods.
 CO4: Learn the essentials and approaches of employee developments.
 CO5: Know the Contemporary issues in Training and Development.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1			3			2
CO2	2	1	2		3			
CO3		2	1					3
CO4					2	2	1	3
CO5	3	2				2	2	1

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B306	PROFESSIONAL ELECTIVE-I MANAGEMENT OF STARTUP [ENTREPRENEURSHIP]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective:

To understand new venture creation opportunities, its resources and requirements for Enterprise Startup.

MODULE – I [13 Periods]

Startup opportunities: The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Startup - Ideation- Venture Choices - The Rise of The startup Economy - The Six Forces of Change- The Startup Equation- The Entrepreneurial Ecosystem –Entrepreneurship in India- Government Initiatives.

MODULE – II [13Periods]

Startup Capital Requirements and Legal Environment: Identifying Startup capital Resource requirements - estimating Startup cash requirements - Develop financial assumptions- Constructing a Process Map - Positioning the venture in the value chain - Launch strategy to reduce risks- Startup financing metrics - The Legal Environment- Approval for New Ventures- Taxes or duties payable for new ventures.

MODULE – III [7Periods]

A: Starting up Financial Issues: Feasibility Analysis - The cost and process of raising capital – Unique funding issues of a high-tech ventures - Funding with Equity

B: Financing with Debt: Funding startups with bootstrapping- crowd funding- strategic alliances.

[6 Periods]

MODULE – IV [13 Periods]

Startup Survival and Growth: Stages of growth in a new venture- Growing with the market - Growing within the industry- Venture life patterns- Reasons for new venture failures- Scaling Ventures - preparing for change - Leadership succession. Support for growth and sustainability of the venture.

MODULE – V [12 Periods]

Planning for Harvest and Exit: Dealing with Failure: Bankruptcy, Exit Strategies- Selling the business - Cashing out but staying in-being acquired- Going Public (IPO) – Liquidation.

Reference Books:

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2. Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.

3. S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.
4. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
5. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
6. Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009.

E Resources:

1. <http://nptel.ac.in/courses/122106032/26>
2. <http://nptel.ac.in/courses/118105009/50>
3. <http://nptel.ac.in/courses/110105067/>
4. <http://nptel.ac.in/courses/109105122/>
5. https://www.youtube.com/watch?v=2vCMm1_MFpQ

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Know the Startup opportunities.
 CO2: Learn the Legal and other requirements for new ventures.
 CO3: Understand the Financial Issues of startups.
 CO4: Know the Sustainability and growth of startups.
 CO5: Understand the Exit strategies.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2			3		2	1	
CO2		3		3	2	1		
CO3	2	1				2	3	2
CO4	2	3		1			2	
CO5		3				1	2	3

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B307	PROFESSIONAL ELECTIVE-II INTEGRATED MARKETING COMMUNICATION [MARKETING]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course objective:

The aim of this course is to enable MBA students to understand management of marketing communication, marketing mix and ethical aspects of marketing communication.

MODULE-I **[13 Periods]**

Understanding Integrated Marketing Communication: Understanding Marketing Communication, Integrated Marketing Communication, Integrated Marketing Communication as an Integral part of Marketing, Understanding Consumer Behaviour, Understanding the Communication process, Communication Mix.

MODULE-II **[13 Periods]**

Budgeting, Objectives and Evaluation of IMC: Setting Communication Objectives, DAGMAR Approach to setting objectives and measuring advertising effectiveness, is allocating the Marketing Communication Budget, Conducting research to measure communication effectiveness, Post- Testing tools and techniques, Evaluating other promotional tools and IMC.

MODULE-III **[6 Periods]**

A: Marketing Communication Mix I: Creative Execution in Advertising, Decision in Print, Execution on Radio, Execution on online and television, getting that 'Big Idea' of creativity.

B: Marketing Communication Mix II: Sales Promotion, Direct Marketing, Personal Public Relations, Publicity and Corporate Advertising, Unconventional Promotional Media: Sponsorships, Mobile Advertising, Word Of Mouth, Village Farmers, Out of Home Media, World Wide Web Communications. **[6 Periods]**

MODULE-IV **[13 Periods]**

Strategic communication: Introduction, relevant theories and models of planned and strategic communication- Methods of internal communication and public relations, Campaign planning, analysis of messages, channels and audiences- Ethical considerations of information, communication and public relations activities.

MODULE-V **[13 Periods]**

Regulation, Social and Ethical Aspects of Advertising and Promotion:- Federal Regulation of Advertising, regulations of Advertising and Promotion in India, regulation of other Promotional Areas, Social and Ethical Criticisms of Advertising, ethical aspects of Advertising – Truth in Advertising, Advertising to children, Advertising controversial products, Social Aspects of Advertising.

Reference Books:

1. Krutishah, Alan D'Souza, Advertising and promotions on IMC Perspective, TMH, 2012.
2. Jaishri Jethwaney, Shruthi Jain, Advertising Management, Oxford, Second edition, 2012.
3. George E Belch, Michael A Belch , Keyoor puravi , Advertising and Promotions – An Integrated Marketing Communications perspective , TMH, 2013.
4. Semenile , Allen, O Guinn , Kaufmann, Advetising and Promotions, An Integrated brand approach, Cengage, 6th edition , 2012.
5. SHH Kazmi, Satish K.Batra, Advertising & Sales Promotions, 3rd edition , Excel Books, 2011.
6. Terence A. Shimp, Integrated Marketing communication Advertising and Promotion, 8th edition Cengage Learning , 2012.
7. S.A.Chunawalla, Advertising Sales and Promotion Management, 4th edition, HPH,2012.
8. Dr. Niraj kumar, Integrated Marketing Communication, HPH, 2011.
9. Dinesh Kumar, Marketing Channel, Oxford, 2012.
10. Prof. Ritwik haldar, Advertising and Sales Promotion Management, HPH, 2011

E-Resources:

1. nptel.ac.in/courses/110104070/39
2. nptel.ac.in/courses/110105038/33
3. nptel.ac.in/courses/110105078/28
4. nptel.ac.in/courses/110105078/29
5. <https://www.youtube.com/watch?v=dQNRWF1BaTc>

Course outcome:

At the end of the course, the student will be able to:

- CO1: Learn the integrated marketing communication.
 CO2: Understand the advertising in print, radio, television, sales promotion, and regulation.
 CO3: Learn communication Mix.
 CO4: Learn the basic concepts of strategic communication.
 CO5: Understand the Social and ethical aspects of marketing communication.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2				3	3
CO2				3	2	1	2	
CO3	1	2		3	2	2		
CO4			2	1	3	2		
CO5	3	2	1	3				

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B308	PROFESSIONAL ELECTIVE-II FINANCIAL INSTITUTIONS MARKETS AND SERVICES [FINANCE]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

To give an understanding about Indian Financial system with respect to markets, Institutions and Services.

MODULE – I

[13 Periods]

Introduction to the structure of financial system: Equilibrium in financial markets; Indicators of Financial Development, Financial system and economic development; Financial Sector reforms after 1991 - Regulatory and Promotional Institutions: Function and Role of RBI, Monetary Policy and techniques of monetary control of RBI. The role and functions of SEBI. An update on the performance on Non-statutory Financial organization like IFCI, IRBI, NABARD, SIDBI, and SFCs.

MODULE – II

[13 Periods]

The banking and Non Banking Institutions: Commercial banks – the public and the private sectors – structure and comparative performance. Co-operative banks- role, Govt. initiatives to strengthen the co-operative banks- The Non-banking financial Institutions: Structure and functioning of Unit Trust of India and Mutual Funds, Growth of Indian Mutual funds and its Regulation-The Role of AMFI. Insurance Companies – Structure and Investment Pattern of LIC, GIC and other insurance companies, Competition, innovation, Role of IRDA, Challenges of Insurance Sector.

MODULE – III

[7 Periods]

A: Financial and Securities Markets: Structure and functions of Call Money Market, Government Securities Market – T-bills market, Commercial Bills market, Commercial paper and certificate of deposits.

B: Securities markets – Organisation and structure, listing trading and settlement, SEBI and Regulation of Primary and Secondary Markets.

[6 Periods]

MODULE – IV

[13 Periods]

Asset/fund based Financial services: Lease finance, consumer credit and hire purchase finance, factoring definition, functions, advantages, evaluation and forfeiting, bills discounting, housing finance, venture capital financing. Fee-based / Advisory services: Stock broking, credit rating.

MODULE – V**[12 Periods]**

Investment Banking: Introduction, Functions and activities, underwriting, bankers to an issue, debenture trustees, portfolio managers. Challenges faced by investment bankers.

Reference Books:

1. Vasant Desai: **“Financial Markets and Financial Services”**, Himalaya,2012.
2. M.Y.Khan: **“Financial Services”**, TMH, 2012.
3. L.M.Bhole: **“Financial Institutions and Markets”**, TMH, 2012.
4. Varanasi.Bhaskar Rao, **“Musings of the Barefoot Bankers, BS Publications:”**, 2012.
5. Pathak: **“Indian Financial Systems”**, Pearson, 2012
6. S.Gurusamy: **“Financial Services and System”**, Cengage,2012
7. Justin Paul and Padmalatha Suresh: **“Management of Banking and Financial Services”**, Pearson, 2012.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv160-Page1.htm>
2. <http://www.investopedia.com/walkthrough/corporate-finance/1/financial-institutions.aspx>
3. http://www.citigroup.com/citi/about/institutional_businesses.htm
4. http://nptel.ac.in/courses/110105031/pr_pdf/Module-32%20pdf..pdf
5. http://nptel.ac.in/courses/122106032/Pdf/7_5.pdf

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the structure of Indian financial system and various reforms after 1991.
- CO2: Gain the knowledge of various banking and non-banking institutions in India.
- CO3: Know about various instruments of financial and securities markets.
- CO4: Learn the concept of asset based financing system and their practices.
- CO5: Gain knowledge of investment banking and the challenges in India.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2			3	2	1	1	
CO2	1			2	1			3
CO3	1				1	3		2
CO4	3	2	1					
CO5	2	3		1			3	2

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B309	PROFESSIONAL ELECTIVE-II EMPLOYEE RELATIONS AND LABOUR LAWS [HUMAN RESOURCE]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective:

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

MODULE – I [12 Periods]

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

MODULE – II [13 Periods]

Collective Bargaining: Nature and legal framework of collective bargaining – Levels of Bargaining and Agreements- Change in the Labour - management relations in the post-liberalised India- Changes in the legal frame work of collective bargaining, negotiated flexibility, productivity bargaining, improved work relations, public sector bargaining and social security – Negotiating techniques and skills –drafting of an agreement, Labour Welfare work, Labour Welfare officer, Worker’s Participation.

MODULE – III [7 Periods]

A. Employee grievance: - Grievance Handling Employee Grievances – Causes of Grievances – Grievance Procedure-Conciliation, Arbitration and Adjudication procedural aspects for Settlement of Grievances –Standing Orders- Code Discipline, Industrial employment (Standing orders), Act 1946, Right to Strike: Major Strikers, Tripartite and Bipartite Bodies.

B. Industrial Disputes: Meaning, nature and scope of industrial disputes - Causes and Consequences of Industrial Disputes – Role of state Dispute Settlement Machinery and its instruments - Prevention and Settlement of industrial disputes in India- Employee Participation - Managing good industrial relations, The Industrial Dispute Act 1947. **[7 Periods]**

MODULE – IV [12 Periods]

Labour Laws- I: Payment of Wages Act 1936, Constitutional provisions in respect of wages and remuneration. Minimum Wages Act-1948, Equal Remuneration Act-1976, The Payment of Gratuity Act 1972, The Contract Labour (Regulation & Abolition) Act-1970.

MODULE – V**[13 Periods]**

Labour Laws- II: Payment of Bonus Act -1965(amendments of 2016), Workmen's Compensation Act, 1923 - Employees State Insurance Act, 1948 - Employees provident fund and miscellaneous provisions Act, 1952 - Maternity Benefit Act, 1961(amendments of 2016), Fatal Accident Act 1855.

Reference Books:

1. Dr K S Anandram “**Cases in Personnel Management Industrial Relations and Trade Relations**” Everest, 2012.
2. Arun Monappa,Ranjeet Nambudiri,Selvaraj “ **Industrial Relations and Labour Laws**” , TMH,2012
3. Mamoria, Mamoria, Gankar “**Dynamics of Industrial Relations**” Himalaya Publishing House.2012.
4. A.M.Sharma “**Industrial Relations and Labour Laws**”, Himalaya Publishing House,2013.
5. Ratna Sen “**Industrial Relations-Text and cases**” Macmillan Publishers 2011.
6. Punekar S.D,Deodhar S.B, Saras wathi Sankaren”**Labour Welfare,Trade Unionism and Industrial Relations**”, Himalaya Publishing House,2012.

E Resources:

1. <http://guides.lib.uchicago.edu/c.php?g=297682&p=1986660>
2. <https://www.commerce.wa.gov.au/labour-relations/links-industrial-relations-legislation>
3. <http://nptel.ac.in/courses/122105020/10>
4. <http://nptel.ac.in/courses/122105020/12>
5. <http://nptel.ac.in/courses/122105020/17>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Understand the basics of Industrial relation system in India.
 CO2: Understand role of state Dispute Settlement Machinery in settling the industrial disputes.
 CO3: Gain knowledge of key areas of industrial disputes act and the concept of collective bargaining.
 CO4: Know about the various labour Laws.
 CO5: Know about the various Labour Laws related to bonus, provident fund, etc.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2				2	3	
CO2	3	1	2	3				
CO3	3					3	2	1
CO4		2	3		1		3	
CO5		2	1	3			2	1

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B310	PROFESSIONAL ELECTIVE-II MANAGEMENT OF MSME [ENTREPRENEURSHIP]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective:

To understand the setting up and management of MSMEs and initiatives of Government and other institutions support for growth and development of MSMEs.

MODULE - I [13 Periods]

Introduction for Small and Medium Entrepreneurship (SME): Concept & Definition, Role of Business in the modern Indian Economy SMEs in India, Employment and export opportunities in MSMEs. Issues and challenges of MSMEs

MODULE - II [13 Periods]

Setting of SMEs': Identifying the Business opportunity, Business opportunities in various sectors, formalities for setting up an enterprise - Location of Enterprise – steps in setting up an enterprise – Environmental aspects in setting up, Incentives and subsidies, Rural entrepreneurship – Women entrepreneurship.

MODULE - III [7 Periods]

A: Institutions supporting MSMEs: –Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions, Central level institutions, State level institutions, other agencies

B: Commercial Bank: Appraisal of Bank for loans. Institutional aids for entrepreneurship development – Role of DST, SIDCO, NSIC, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureaus. **[6 Periods]**

MODULE - IV [12 Periods]

Management of MSME: Management of Product Line; Communication with clients – Credit Monitoring System - Management of NPAs - Restructuring, Revival and Rehabilitation of MSME, Problems of entrepreneurs – sickness in SMI – Reasons and remedies — Evaluating entrepreneurial performance

MODULE - V [13 Periods]

Role of Government in promoting Entrepreneurship: MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB).

Reference Books:

1. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2003.
2. Poonima M Charanthimath, Entrepreneurship Development Small Business Enterprises, Pearson, 2006.
3. Paul Burns & Jim Dew Hunt, Small Business Entrepreneurship, Palgrave Macmillan publishers, 2010.
4. Suman Kalyan Chaudhury, Micro Small and Medium Enterprises in India Hardcover, Raj Publications, 2013.
5. Aneet Monika Agarwal, Small and medium enterprises in transitional economies”, challenges and opportunities, DEEP and DEEP Publications.

E-Resources:

1. https://www.youtube.com/watch?v=2vCMm1_MFpQ
2. <https://www.youtube.com/watch?v=94mO2SxzF8I>
3. <https://freevideolectures.com/course/3645/technology-entrepreneurship/1>
4. <http://www.digimat.in/nptel/courses/video/110105067/L50.html>
5. <http://nptel.ac.in/courses/122106032/26>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Understand the Issues and Challenges in MSMEs
CO2: Know the Setting up of MSMEs.
CO3: Know the institutions supporting MSMEs and commercial Banks.
CO4: Know the Management of MSMEs
CO5: Acquainted with Institution and Government support.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3			3	2	1		
CO2		2		2			3	1
CO3	3	2		1			2	
CO4		2	3				2	1
CO5			2	1	5		3	2

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B311	PROFESSIONAL ELECTIVE-III CONSUMER BEHAVIOUR [MARKETING]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

The aim of this course is to enable MBA students take marketing decisions keeping in mind the consumer behaviour. It will help them to design primary market research studies for the mutual benefit of consumers and organizations.

MODULE – I [13 Periods]

Introduction to Consumer Behaviour: Defining consumer behavior-Understanding Consumer through research process, Consumer behaviour in a world of economic instability, Rural Consumer Behaviour, Consumer Segmentation, Targeting and Positioning, Segmentation & Branding, Rural Markets.

MODULE – II [13 Periods]

Environmental Influences on Consumer behaviour: Influence of Culture, Sub Culture, Social Class, Social Group, Family and Personality, Cross-Cultural Consumer Behaviour.

MODULE – III [7 Periods]

A: Consumer as an Individual: Personality and Self-concept, Consumer Motivation, Consumer Perception, Consumer Attitudes and Changing Attitudes.

B: Consumer learning process Consumer learning and Information Processing, Communication and Consumer Behaviour. **[7 Periods]**

MODULE – IV [12 Periods]

Consumer Decision Making Processes: Problem Recognition, Search and Evaluation, Purchasing processes, Post purchase behaviour, Models of Consumer decision making, Consumers and the diffusion of Innovations.

MODULE – V [12 Periods]

Consumerism and Ethics: Roots of Consumerism, Consumer Safety, Consumer Information, Consumer Responsibilities, Marketer responses to consumer issues, Marketing Ethics towards Consumers.

Reference Books:

1. Suja R Nair, “Consumer Behaviour in Indian perspective”, 2nd edition, HPH, 2013.
2. S. Ramesh kumar, cases in “Consumer Behaviour”, Pearson, 2011.
3. Satish Batra, SHH kazmi, “Consumer Behaviour”-Text and Cases, Excel Books, Second Edition, 2011.
4. Ramanuj Majumdar, “Consumer Behaviour”, PHI, 2011.
5. Kardes, Cline, Cronley, “Consumer Behaviour”-Science and Practice, Cengage Learning, 2012.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv866-Page1.htm>
2. https://onlinecourses.nptel.ac.in/noc17_mg05/preview
3. <http://nptel.ac.in/courses/110105029/>
4. <http://nptel.ac.in/courses/110105054/>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the basic concepts of consumer behaviour.
 CO2: Know the environmental influences on consumer behaviour.
 CO3: Learn about the perception and attitude of consumers.
 CO4: Know the consumer decision making process.
 CO5: Learn marketing ethics towards consumers.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2			3		
CO2			2	3	2		1	
CO3			1			2	3	2
CO4	2	3	1					
CO5	3			3	2	1	2	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B312	PROFESSIONAL ELECTIVE – III STRATEGIC MANAGEMENT ACCOUNTING [FINANCE]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

The objective of the course is to enable the students to the components of product cost, their calculation methods, and their control.

MODULE – I [13 Periods]

Introduction to management accounting, cost analysis and control: Management accounting Vs. Cost accounting vs. financial accounting, Role of accounting information in planning and control, Cost concepts and Managerial use of classification of costs. Cost analysis and control: Direct and Indirect expenses, allocation and apportionment of overheads, calculation of machine hour rate. An introduction to activity based costing.

MODULE – II [13 Periods]

Costing for specific industries: Unit costing, Job Costing, Cost Sheet and tender and process costing and their variants, treatment of normal losses and abnormal losses, inter-process profits, costing for by-products and equivalent production.

MODULE – III [6 Periods]

A: Marginal costing-I: Introduction, Application of Marginal costing in terms of cost control, profit planning, Closing down a plant.

B: Charging general and specific fixed costs: fixation of selling price. Make or buy decisions, key or limiting factor.

[6 Periods]

MODULE – IV [13 Periods]

Marginal costing II: Selection of suitable product mix, desired level of profits, diversification of products, closing down or suspending activities, level of activity planning. Break-even analysis: application of BEP for various business problems. Inter-firm comparison: need for inter-firm comparison, types of comparisons, advantages.

MODULE – V [13 Periods]

Budgetary control: Budget, budgetary control, steps in budgetary control, Flexible budget, different types of budgets: sales budget, Cash budget, Production budget, Performance budgets, Zero Based Budgeting; An introduction to cost audit and management audit.

Standard costing: Standard Cost and Standard Costing, Standard costing Vs Budgetary control, Standard costing Vs estimated cost, Standard costing and Marginal costing, analysis of variance, Material variance, Labor variance and Sales variance.

Reference Books:

1. M.Y. Khan, P.K. Jain, “**Management Accounting**”: Theory and Problems, TMH, New Delhi, 4/e, 2007.
2. Manash Gupta, “**Cost Accounting Principles and Practice**”, Pearson Education,2006.
3. Hansen Mowen, “**Cost and Management Accounting& Control**”, Thompson Publications 2012
4. S.P.Jain and K.L.Narang, “**Cost and Management Accounting**”, Kalyani Publishers, New Delhi, 2006.
5. James Jambalvo, “**Managerial Accounting**”, John Wiley & Sons, Inc.New Delhi,2007.
6. Atkinson, Banker, Kaplan and Young, “**Management Accounting**”, PHI, 2006.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv638-Page1.html>
2. <http://nptel.ac.in/courses/110105067/13>
3. <http://nptel.ac.in/courses/110101003/>
4. http://nptel.ac.in/courses/122106031/slides/8_1s.pdf

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the basics of managerial accounting, cost accounting and control.
- CO2: Know about the different costing methods followed in various industries.
- CO3: Learn the application of marginal costing in cost control and other decisions.
- CO4: Know the role of marginal costing in selecting product mix and defining the optimal quantities of production.
- CO5: Know the different types of budgets and the basics of standard costing.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	3				2		2
CO2	2			3	2	1		
CO3	3	3		2	1			2
CO4					2	3	1	
CO5	2	1		2	3			3

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B313	PROFESSIONAL ELECTIVE-III PERFORMANCE MANAGEMENT [HUMAN RESOURCE]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

To give an understanding about performance management and reward system linked with performance.

MODULE – I [13 Periods]

Introduction to Performance Management: Performance Management and reward systems in context- performance management contribution-aims and roles of PM system- performance planning, performance review, Performance Management process, Performance Management strategic planning.

MODULE – II [13 Periods]

System implementations: Defining performance- performance dimensions- choosing a Measurement Approach, Measuring Results and Behaviors. Gathering performance Information – appraisal form - a model of rater motivation - implementing a performance Management System- communication plan and training program.

MODULE – III [6 Periods]

A: Performance Management and employee development – personal developmental plans – supervisor’s role.

B: Performance Management skills – coaching- styles – coaching vs mentoring- performance review meetings. **[6 Periods]**

MODULE – IV [13 Periods]

Reward Systems and legal issues- pay structures – contingent pay plans - laws affecting performance management. Managing Team performance – team –types of teams and performance.

MODULE – V [13 Periods]

Relevant Performance related concepts: Bench marking, Six Sigma, Competency Mapping, Balance Score card, Job Analysis.

Reference books:

1. Herman Aguinis, “**Performance Management**” Pearson, 2012.
2. Prem Chadha “**Performance management**” Macmillan, 2012.
3. Ram Kumar Balyan, Vikramender Singh & Suman “**Performance management text and cases**”, Himalaya Publications, 2011.
4. Lance A Berger & Dorothy R Berger “**The Talent Management Hand Book**” 2nd edition TMH, 2013.

5. B D Singh, “**Performance Management System- a holistic approach**” excel Books,2010.
6. Srinivas K Kandula “**Performance Management**” PHI, 2010.
7. R K Sahu: “**Performance Management System**”, Excel, 2013.

E Resources:

1. https://www.successfactors.com/en_us/lp/articles/optimize-performance-management.html
2. <https://www.opm.gov/policy-data-oversight/performance-management/>
3. <http://nptel.ac.in/courses/122102007/24>
4. <http://nptel.ac.in/courses/122102007/25>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Understand the basic concepts of performance management and reward systems in an organization.
- CO2: Know the process of collecting performance information and various measuring approaches.
- CO3: Gain the knowledge about how performance management helps in employee development.
- CO4: Understand various legal issues of rewards management and also able to manage the team performance.
- CO5: Understand various performance management concepts like Bench marking, Six Sigma, Competency Mapping etc.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2		3		2	1	2	2
CO2	2			2	1			3
CO3		3	1				2	
CO4	1	2	2		3	3		
CO5	3				1	3		2

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B314	PROFESSIONAL ELECTIVE-III FAMILY BUSINESS MANAGEMENT [ENTREPRENEURSHIP]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective:

To understand the importance of family-owned businesses for achieving Competitive advantage in the market place.

MODULE-I [13 Periods]

Introduction to Family Business: Family Business as a unique synthesis- Succession and Continuity: The three generation rule- Building Family business that last- The systems theory model of Family Business - Agency Theory of Family business - The stewardship perspective of family business - Competitive Challenges and Competitive advantages of family businesses- The role of Genograms and family messages to understand the family system. Family emotional intelligence - The ECI-U Model.

MODULE-II [13 Periods]

Ownership Challenges and Family Governance: Shareholder Priorities – Managers vs Owners - Responsibilities of shareholders to the company - Effective Governance of the shareholder - firm relationship – Family Governance: Structure, Challenges to family governance, Managing the challenges of succession. Enterprise Sustainability: Twelve elements of strategic –fit and its implications on family firms.

MODULE-III [6 Periods]

A: Successor Development: Characteristics of next-generation leaders - Next-generation attributes interests and abilities for responsible leadership- Next-generation personalities-managing interdependence

B: CEO as an architect of succession and continuity - Types of CEO Spouse and the transfer of power. **[6 Periods]**

MODULE-IV [13 Periods]

Strategic Planning and Transgenerational Entrepreneurship: Life cycle stages influencing family business strategy - Turning core competencies into competitive advantage – The unique vision of family-controlled businesses - Strategic regeneration- The Business Rejuvenation matrix - Intrapreneurship.

MODULE-V [13 Periods]

The Future of Family Business: New Leaders of the Evolution - Three states of evolution- Continuity and culture - changing the culture - The change formula - Organization Development approaches to change - Commitment planning - Organic competencies and business’s future - Thriving through competition - Institutionalizing the change.

Reference books:

1. Ernesto J.Poza, Mary S. Daughterty, Family Business, 4e, Cengage Learning, 2015.
2. Frank Hoy, Pramodita Sharma, Entrepreneurial Family Firms, Prentice Hall, 2010
3. Sudipt Dutta, Family Business in India, Sage Publications, 1997.
4. Laura Hougaz, Entrepreneurs in Family Business Dynasties: Stories of Italian-Australian Family Businesses over 100 years, Springer, 2015.
5. John L. Ward, Keeping the Family Business Healthy: How to Plan for Continuing Growth, Profitability and Family Leadership, Palgrave Macmillan, 2011.
6. M. Nordqvist, T. Zellweger, Transgenerational Entrepreneurship: Exploring Growth and
7. Performance in Family Firms across Generations, Edward and Elgar Publishing Limited, 2010.

E-Resource:

1. <https://freevideolectures.com/course/3645/technology-entrepreneurship/1>
2. <http://www.digimat.in/nptel/courses/video/110105067/L50.html>
3. <http://nptel.ac.in/courses/122106032/26>
4. <https://www.youtube.com/watch?v=94mO2SxzF8I>
5. www.digimat.in/nptel/courses/video/110105067/L50.html

Course Outcomes:**At the end of the course, the student will be able to:**

- CO1: Know the Perspectives in Family Business.
 CO2: Learn the Ownership Challenge and Family Governance.
 CO3: Understand the Successor Development strategies.
 CO4: Know the Strategic Planning and Transgenerational Entrepreneurship.
 CO5: Understand the New Leaders of the Evolution and Change.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2			3		1
CO2			2	3			2	1
CO3	1	2		3		3		
CO4	2			3	2			1
CO5	3	3	2				1	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B315	PROFESSIONAL ELECTIVE – IV DIGITAL MARKETING [MARKETING]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective:

The objective of this course is to expose the student to digital marketing mainly for lead generation and retention activities in both business to business and business to consumer environments.

MODULE-I [12Periods]

Introduction of Digital Marketing: Digital Marketing meaning- need of digital marketing- Digital Marketing Vs Traditional Marketing- Digital Marketing Process- Creating digital marketing strategy- Digital Marketing era and the way forward.

MODULE-II [14 Periods]

Search Engine Optimization: What is Search Engine?, Type of Search Engines, Search Engine Optimization Types- SEO life cycle- Difference between Organic and Inorganic- Keyword Research -Google Trends- On-Page Optimization- Off-Page Optimization.

Social Media Optimization: Social Media- importance- Social Media Marketing- Branding - Paid Advertising – Blogging- Face book –Twitter- LinkedIn- Slide Share- Social Media Management Tool (SMMT).

MODULE-III [6 Periods]

A: Google Adwords: Navigating through Google AdWords- Understanding Google AdWords Structure- Writing Ads in Google AdWords

B: Google Tools: Keyword Planner Tool- Google Webmaster Tool- Google Analytics- Reporting and Analysis Tool. **[6 Periods]**

MODULE-IV [13Periods]

Email Marketing: How Email works?- Challenges while sending bulk emails- Solution over challenges- Types of email marketing- Email marketing Tools- Designing of Email template- Email marketing scheduler- Email marketing success tracking - Lead Generation For Business.

MODULE-V [13 Periods]

Other forms of Digital marketing: Mobile marketing- Inbound marketing-content marketing- E-commerce marketing- affiliate marketing- YouTube channel marketing.

Reference books:

1. Vandana Ahuja, **Digital Marketing – Oxford Higher Education-2015**
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha: **Marketing Management**, 13/e, Pearson Education, 2012.
3. Michael miller, **B2B Digital Marketing: Using the Web to Market Directly to Businesses**, 1/e, Pearson Education.
4. Dave Chaffey, Fiona Ellis-Chadwick, **Digital Marketing: Strategy, Implementation and Practice**, Pearson, 6th edition -2015.
5. Jeanniey Mullen, David Daniels, **Email Marketing: an Hour a Day**, Times Knowledge series- 2010.

E Resources:

1. <http://freevidelectures.com/Course/2752/Future-of-Marketing>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=marketing-fundamental>
3. <http://nptel.ac.in/courses/110104070/>
4. <http://nptel.ac.in/courses/110104068/>

Course out comes:**At the end of the course, the student will be able to:**

- CO1: Learn the basics of digital marketing and also be able to develop a comprehensive digital marketing strategy
- CO2: Know the concept of search engine and its optimization process.
- CO3: Know the basic concepts of social media marketing and its management.
- CO4: Learn the basics of Google Adwards and tools and its application in digital marketing.
- CO5: Learn various emerging platforms of digital marketing.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2			1		3		2
CO2		1				2	3	
CO3	3	3			2		1	2
CO4		2	2	1		3		2
CO5	3	1			2			3

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B316	PROFESSIONAL ELECTIVE-IV FINANCIAL DERIVATIVES AND RISK MANAGEMENT [FINANCE]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective: To give an understanding about the derivatives in stock, commodity and Forex markets.

MODULE-I **[13 Periods]**

Introduction to Derivatives – Development and Growth of Derivative Markets, Types of Derivatives, Fundamental linkages between spot & Derivative Markets, The Role of Derivatives Market, Uses & Misuses of derivatives. Participants in derivatives market, Insider Trading.

MODULE –II **[13 Periods]**

Future and Forward Market structure of forward and Future Markets, Mechanics of future markets, Hedging Strategies, Using futures, Determination of forward and future prices, Interest rate futures, Currency futures and Forwards.

MODULE –III **[6 Periods]**

A: Options – Distinguish between Options and Futures, Structure of Options Market, Principles of Option Pricing, Option Pricing Models: The Binomial Model, The Black – Scholes Merton Model.

B: Basic Option Strategies, Advanced Option Strategies, Trading with Options, Hedging with Options, Currency Options. **[6 Periods]**

MODULE –IV **[13 Periods]**

Swaps – Concept and Nature, Evolution of Swap Market, Features of Swaps, Major types of Swaps, Interest Rate Swaps, Currency Swaps, Commodity Swaps, Equity Index Swaps, Credit Risk in Swaps, Credit Swaps, using Swaps to Manage Risk, Pricing and Valuing Swaps.

MODULE –V **[13 Periods]**

Commodity Market Derivatives- Introduction, Types, Commodity Futures and Options, Swaps. Commodity Exchanges- MCX, NCDEX- Role, Functions & Trading. (Refer : M.Ranganatham & R.Madhumathi)

Reference Books:

1. John C Hull: Options, Futures and other derivatives, , Pearson , 2012.
2. M.Ranganatham & R.Madhumathi : Derivatives and Risk Management, Pearson, 2012
3. Robert A Strong: Derivatives – An Introduction, Thomson, 2012
4. Gupta: Financial Derivatives, PHI 2012

5. Dubofsky, Miller: Derivatives Valuations and Risk Management, Oxford. 2012
6. Don M. Chance, Robert Brooks: Derivatives and Risk Management Basic, Cengage. 2012.
7. Sundaram Das, Derivatives – Principles and Practice, McGraw Hill, 2012.

E Resources:

1. <http://nptel.ac.in/courses/110105036/37>
2. <http://nptel.ac.in/courses/110105035/37>
3. <https://www.youtube.com/watch?v=KuJkFqBWpl0>
4. https://www.youtube.com/watch?v=DacchSabC_o
5. https://www.youtube.com/watch?v=zo_dLUoyqjc

Course out comes:

At the end of the course, the student will be able to:

- CO1: Know the basics of concepts of derivative market.
- CO2: Learn the concepts and valuation of Forwards and futures.
- CO3: Understand the structure, concepts and valuation of options.
- CO4: Know the concepts, types and valuation of swaps.
- CO5: Know about various commodity exchanges and different types of commodity derivatives.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1			3	2	1	1	
CO2	1	2		3				1
CO3	1	2			3	2	1	
CO4	1	1	2	2	3			
CO5	2	2				1		3

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B317	PROFESSIONAL ELECTIVE-IV STRATEGIC HUMAN RESOURCE MANAGEMENT [HUMAN RESOURCE]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective:

To give an understanding about strategic Human Resource planning, implementation, training and development and evaluation.

MODULE-I [13 Periods]

Human Resource Strategy: Introduction to Strategic Human Resource Management - valuation objectives and Importance of Human Resources Strategy- Strategic fit – A conceptual framework -Human Resources contribution to strategy - Strategy driven role behaviors and practices – Theoretical Perspectives on SHRM approaches – Linking business strategies to HR strategies.

MODULE –II [13 Periods]

Strategic Human Resource Planning: Objectives, benefits, levels of strategic planning- Activities related to strategic HR Planning-Basic overview of various strategic is planning models-Strategic HR Planning model-Components of the strategic plan.

MODULE – III [6 Periods]

A: Strategy Implementation: Strategy implementation as a social issue-The role of Human Resource-Work force utilization and employment practices

B: Resourcing and Retention strategies-Reward and Performance management strategies. **[6 Periods]**

MODULE-IV [13 Periods]

Strategic Human Resource Development: Concept of Strategic Planning for HRD Levels in Strategic HRD planning-Training and Development Strategies-HRD effectiveness.

MODULE-V [13 Periods]

Human Resource Evaluation: Overview of evaluation - Approaches to evaluation, Evaluation Strategic contributions of Traditional Areas - Evaluating Strategic Contribution of Emerging Areas-HR as a Profit centre and HR outsourcing strategy.

Reference Books:

1. Charles R. Greer: “Strategic Human Resource Management” - A General Manager Approach - Pearson Education, Asia
2. Fombrum Charles & Tichy: “Strategic Human Resource Management” - John Wiley Sons, 1984
3. Dr. Anjali Ghanekar “Strategic Human Resource Management” Everest Publishing House, Pune 2009

4. Tanuja Agarwala “Strategic Human Resource Management” Oxford University Press, New Delhi 2014

E Resources:

1. nptel.ac.in/courses/110105069/
2. https://onlinecourses.nptel.ac.in/noc18_mg18/announcement
3. <https://www.youtube.com/watch?v=Fa8E3tCDIpo>
4. www.nptelvideos.com/discipline.php?name=management
5. <https://www.youtube.com/watch?v=IGjQkqgN95w>

Course out comes:

At the end of the course, the student will be able to:

- CO1: Learn the basics of the conceptual understanding of Human Resource Strategy.
- CO2: Know the concept of the actives related to Human Resource Planning.
- CO3: Know the basic concepts of strategic implementation and retention strategies.
- CO4: Understand the basic concepts of Human Resource Development and its effectiveness.
- CO5: Learn the concepts of Human Resource evaluation its contributions and approaches.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3		2		3	1		
CO2	2				2	1	3	2
CO3	1	2	2	3				
CO4	3	2			2	3		
CO5				4		2	3	2

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B318	PROFESSIONAL ELECTIVE-IV CREATIVITY, INNOVATION AND ENTREPRENEURSHIP [ENTREPRENEURSHIP]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective:

To understand the creativity and innovation aspects in an enterprise management.

MODULE – I [13 Periods]

The Creativity Phenomenon: Creative Cerebration- Creative Personality and Motivation –Creative Environment- Creative Technology- Creativity Training- Puzzles of Creativity- Spiritual and social roots of creativity- Essence, Elaborative and Expressive Creativities- Quality of Creativity- Existential, Entrepreneurial and Empowerment Creativities – Criteria for evaluating Creativity- Credible Evaluation- Improving the quality of our creativity.

MODULE – II [13Periods]

Mastering Creative Problem Solving: Structuring of ill- defined problems- Creative Problem solving- Models of Creative problem solving- Mechanisms of Divergent thinking- Useful mechanisms of convergent thinking- Techniques of Creativity Problem solving

MODULE – III [7 Periods]

A: Creative Intelligence: Creative Intelligence abilities - A model of Creative Intelligence – Convergent thinking ability - Traits Congenial to creativity - Creative Personality and forms of creativity-

B: Motivation and Creativity: Blocks to creativity- fears and Disabilities- Strategies for Unblocking- Energy for your creativity- Designing Creativogenic Environment.

[6 Periods]

MODULE – IV [13 Periods]

Innovation Management: Concept of Innovation- Levels of Innovation- Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods- Theories of outsourcing New Product Development: Transaction Cost, Resource Based, Resource Dependence, Knowledge Based Theories.

MODULE – V [12 Periods]

Micro and Macro Perspectives of Innovation: Systems Approach to Innovation- Innovation in the context of Emerging Economies- Organizational factors affecting innovation at the firm level- Leadership and Innovations- Open Innovation- Innovation Framework- Innovations developed by Open Technology Communities.

Reference Books:

1. Pradip N Khandwalla, Lifelong Creativity, An Unending Quest, Tata McGraw Hill, 2004.
2. Vinnie Jauhari, Sudanshu Bhushan, Innovation Management, Oxford Higher Education, 2014.
3. Innovation Management, C. S. G. Krishnamacharyulu, R. Lalitha, Himalaya Publishing House, 2010.
4. A.Dale Timpe, Creativity, Jaico Publishing House, 2003.
5. Brian Clegg, Paul Birch, Creativity, Kogan Page, 2009
6. P. N. Rastogi, Managing Creativity for Corporate Excellence, Macmillan 2009.

E-Resource:

1. <http://nptel.ac.in/courses/122106032/26>
2. <https://www.youtube.com/watch?v=94mO2SxzF8I>
3. www.digimat.in/nptel/courses/video/110105067/L50.html
4. <https://freevideolectures.com/course/3645/technology-entrepreneurship/1>
5. <http://www.digimat.in/nptel/courses/video/110105067/L50.html>

Course Outcome:

At the end of the course, the student will be able to:

- CO1: Learn the basics of Creativity.
CO2: Know the mastering of Creative Problem solving.
CO3: Understand Creative Intelligence and motivation.
CO4: Know Perspectives of Innovation.
CO5: Understand the macro and micro perspectives of innovation.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1				3	2	3	1
CO2	2	3			1			
CO3	2	1	2		3			2
CO4			1		2	3		
CO5	2	1	2	3				2

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B319	OPEN ELECTIVE-I MANAGEMENT OF STRESS	L	T	P
Credits: 3		3	-	-

Prerequisites: NIL

Course Objectives:

To obtain the basic concepts of Stress management for managerial problem solving and self management.

MODULE - I [10 Periods]

Understanding the nature of stress: The Meaning of Stress - The Body's Reactions to Stress - Sources of Stress across the Lifespan- Adaptive and Maladaptive Behavior- Individual and Cultural Differences

MODULE - II [9 Periods]

Strategies of synthesis and prevention: Resilience and Stress_ Optimal Functioning - Making Changes Last Tentative Course Schedule

MODULE - III [5 Periods]

A: Strategies of stress management and prevention: Challenging Stressful Thinking - Problem Solving and Time Management - Psychological and Spiritual Relaxation Methods - Physical Methods of Stress Reduction –

B: Preparing for the Future: College and Occupational Stress - Care of the Self: Nutrition and Other Lifestyle Issues - Stress and Conflict in Relationships

[5 Periods]

MODULE - IV [10 Periods]

Challenging Stressful Thinking: Problem Solving and Time Management - Psychological and Spiritual Relaxation Methods - Physical Methods of Stress Reduction - Preparing for the Future: College and Occupational Stress

MODULE - V [9 Periods]

Care of the Self: Nutrition and Other Lifestyle Issues - Stress and Conflict in Relationships Resilience and Stress Optimal Functioning to Make Your Changes

Reference Books:

1. Aldwin, Carolyn M. "Stress coping and development – An Integrative Perspective", The Guilford Press.2007.
2. Alex, Roney and Cooper, Cary. "Professionals on work place stress", John Wiley and Sons Ltd., 1997.
3. Armstrong, Michael. "A Handbook of Human Resource Management Practice" 10th edition, Kogan Page, 2006, pg. 839-844.
4. Ashwathappa, K. " Human Resource and Personnel Management-Text and Cases ", 4th Edition, Tata Mcgraw Hill, 2005.

5. 5. Batra, Promod. "Simple ways to manage Stress", Thompson Press, India.1995.
6. 6. Beehr, Terry, A. "Psychological Stress in the Workplace", Routledge Publications. New York. 1995.
7. 7. Bolton, C Sharon. "Emotion Management in the Workplace" Palgrave, Mc Millan New York, 2005.

E Resources:

1. nptel.ac.in/courses/121105009/
2. nptel.ac.in/courses/122108038/39
3. nptel.ac.in/syllabus/121105009/
4. www.nptelvideos.com/lecture.php?id=1064
5. www.nptelvideos.in/2012/11/concept-evolution-of-management-thought.html

Course Outcomes:

At the end of the course, students will be able to

- CO1: Understand the nature and sources of stress.
- CO2: Learn the strategies of synthesis and prevention.
- CO3: Understand the strategies of stress management and the concepts of preparing for future.
- CO4: Learn various psychological and spiritual relaxation methods for problem solving.
- CO5: Understand the concepts of self care and management.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1					3	3
CO2					3	1	2	3
CO3	2	1					3	3
CO4	3				3	2	1	
CO5	2	3		2	1			

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B320	OPEN ELECTIVE –I QUALITY MANAGEMENT	L	T	P
Credits: 3		3	-	-

Prerequisites: NIL

Course Objectives:

The objective of this course is to facilitate students appreciate the quality concepts and develop an understanding of tools and techniques relating to total quality management.

MODULE – I [10 Periods]

Principles and Practices-I: Introduction,- Gurus of TQM,- Historic Review,- Benefits of TQM-Leadership, characteristics of Quality leaders.-The Deming Philosophy-Quality councils-Strategic Planning- Customer Satisfaction- Customer perception of Quality-service Quality, -Customer Retention-Employee Involvement-Employee survey-Empowerment-Gain sharing-Performance Appraisal.

MODULE – II [10 Periods]

Principles and Practices-II: Continuous process Improvement - the Juran trilogy - The PDCA Cycle-Kaizen- Reengineering. Supplier Partnership- Partnering-Sourcing-Supplier Selection- Supplier rating-Performance Measures-Basic concept-Strategy-Quality cost- Bench marking- reasons for bench marking-Process-Understanding current performance-Pitfalls and criticism of benchmarking.

MODULE – III [5 Periods]

A: Tools and Techniques-I: Information Technology- Computers and the quality functions –Information quality Issues-Quality management System- Benefits of ISO registration-ISO 9000 series Standards-Internal Audits.

B: Environmental Management System: ISO 14000 series-Benefits of EMS-Relation to Healthy and safety-Quality Function Deployment-The voice of the Customer- Building a House of Quality-QFD Process. **[5 Periods]**

MODULE – IV [10 Periods]

Tools and Techniques-II: Quality by Design- Benefits-Communication Model-Failure Mode and Effective Analysis-Failure Rate, FMEA Documentation-The process of FMEA Documentation-Product liability-Proof and Expert Witness. Total Productive Maintenance- promoting the Philosophy and Training-Improvements and needs- Autonomous Work groups.

MODULE – V [9 Periods]

Management Tools: Management Tools,-Introduction-Forced field Analysis-Tree diagram- Process decision Program Chart-Statistical Process Control-Cause and Effect diagram-Histogram-state of control– Process Capability- Experimental Design-Hypothesis-Orthogonal Design-Two factors and Full factors-Quality Strategy for Indian Industries-Quality Management in India.

Reference Books:

1. Sridhara bhat, “**Total Quality Management Texts and Cases**”, Himalaya, 2015.
2. Dr.S.Kumar , “**Total Quality Management**”, University Science Press ,2015.
3. Joel E Ross : “**Total Quality Management**”, 3rd Edition,CRC press,2015.
4. Dale H.Besterfeild, carlon Besterfeild: “**Total Quality Management**”, Pearson Education, 2015.
5. Poornima M charantimath “**Total Quality Management**”, Pearson Education, 2015.
6. Kanishka Bedi: “**Quality Management**”, Oxford, 2015.

E Resources:

1. <http://www.vutube.edu.pk/vu-lectures/viewcategory/173/total-quality-management>
2. <https://www.youtube.com/watch?v=uNNP60MEaYw>
3. <http://nptel.ac.in/courses/122105020/13>
4. <http://nptel.ac.in/courses/110101010/downloads/mod2/Module%20II-Lec3.pd>
5. <http://nptel.ac.in/courses/110105039/25>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the basics of TQM and its evolution.
 CO2: Know the various principles and practices under TQM.
 CO3: Appreciate the Quality management System and the standards like ISO, EMS and QFD etc.
 CO4: Know the tools and techniques relating to total quality management.
 CO5: Appreciate the various management tools under Total Quality Management system.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1				
CO2	2						2	
CO3	2	2					3	
CO4		1				3	2	
CO5	2	1		3	3			

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B321	OPEN ELECTIVE –I NEGOTIATION SKILLS	L	T	P
Credits: 3		3	-	-

Prerequisites: NIL

Course Objectives:

The objective is to provide tips and techniques as well as conceptual grounding to motivate students to learn and apply negotiation skills.

MODULE – I [10 Periods]

Conceptual understanding and application Self Awareness: Self disclosure and trust; Personal & Interpersonal skills; Conceptual understanding and application of Goal Setting and self management.

MODULE – II [10Periods]

Conceptual Conveying: understanding and application of working with diverse others and listening; Conceptual understanding and application of Conveying and persuading others.

MODULE – III [5 Periods]

A: Conceptual Negotiation: Negotiation and managing conflicts: understanding and application of Negotiation and managing conflicts.

B: Team Building: Conceptual understanding and application of Building teams, work groups and facilitating team success. **[5 Periods]**

MODULE – IV [9 Periods]

Conceptual making decisions and solving problems: understanding and application of Effective meetings, making decisions and solving problems; Conceptual understanding and Application of Power, politicking, networking and mentoring.

MODULE – V [9 Periods]

Conceptual providing feedback and project management: understanding and application of Coaching, providing feedback and project management; Conceptual understanding and application of Leading and empowering self and others.

Reference Books:

1. Gallagher, K. [2011].“Skills development for business and management students”. Oxford University Press, Delhi.
2. Wallace, H.R., & Masters, L.A. [2012].“Personality Development”, New Delhi: Cengage Learning.
3. De Janasz, S. C., Dowd, K. O., and Schneider, B. Z. [2012].“Inter personal skills in organizations”,3rd Edition, McGraw-Hill Irwin.
4. Robbins, S.P and Hunsaker, P. L. [2012]. “Training in interpersonal skills”; Tips for managing people at work. 45h Edition, PHI Learning Private Limited.
5. Hegar,K.W.[2012].“Modern human relations at work” [11thed.]. Cengage Learning.

E Resources:

1. <https://link.springer.com/journal/10748>
2. <http://www.terrehaute.in.gov/departments/human/human-relations-links>
3. <http://nptel.ac.in/courses/109104068/>
4. <http://nptel.ac.in/courses/122105020/12>

Course Outcomes:**At the end of the course, the student will be able to:**

- CO1: Have the conceptual understanding and Application Self Awareness.
- CO2: Work with diverse people and develop listening and conveying skills.
- CO3: Develop negotiation skills and also knows about building teams and working in groups.
- CO4: Learn decision making and problem solving skills and also understand the concept of power and networking.
- CO5: Know the concept of coaching, project management and also understands the application of leading and empowering self and others.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1			3	2		3	
CO2		2	3	3		1		
CO3	2				3	2		1
CO4	2	3	1					
CO5	1	2					3	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B322	OPEN ELECTIVE-I ENVIRONMENT MANAGEMENT	L	T	P
Credits: 3		3	-	-

Pre-requisite: NIL

Course Objectives: An interdisciplinary approach to complex environmental problems using basic tools of the natural and social sciences, including geo systems, biology, chemistry, economics, political science and international processes.

MODULE I **[9 Periods]**

Ecosystems: Definition, Scope and Importance of ecosystem, Concept of ecosystem, Classification of ecosystems, Structure and Structural Components of an ecosystem, Functions of ecosystem, Food chains, food webs and ecological pyramids. Flow of energy.

MODULE II **[10 Periods]**

Natural Resources: Classification of Resources: Living and Non-Living resources, Renewable and non-renewable resources. Water resources: use and over utilization of surface and ground water, floods and droughts, Dams: benefits and problems. Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources – case studies. Energy resources: growing energy needs, introduction to renewable and non renewable energy sources.

MODULE III **[5 Periods]**

A: Environmental Pollution and Control: Classification of pollution and pollutants, Causes, effects and control technologies. Air Pollution: Primary and secondary pollutants, Automobile and Industrial pollution, Ambient air quality standards. Water pollution: Point and non-point sources of pollution, Major pollutant of water and their sources, drinking water quality standards.

B: Soil Pollution: Soil as sink for pollutants, Impact of modern agriculture on soil, degradation of soil. Marine Pollution: Misuse of International water for dumping of hazardous waste, Coastal pollution due to sewage and marine disposal of industrial effluents. E-waste and its management. **[5 Periods]**

MODULE IV: **[9 Periods]**

Global Environmental Problems and Global effects: Green house effect, Green House Gases (GHG), Global Warming, Sea level rise, climate change and their impacts on human environment. Ozone depletion and Ozone depleting substances (ODS). Deforestation and desertification. International conventions / Protocols: Earth summit, Kyoto protocol and Montréal Protocol.

MODULE V: **[10 Periods]**

Towards sustainable future: Concept of Sustainable Development, Threats to Sustainability, Population and its explosion, Crazy Consumerism, Over-exploitation of resources, Strategies for Achieving Sustainable development, Environmental Education, Conservation of Resources, Urban Sprawl, Sustainable Cities and Sustainable Communities, Human health, Role of IT in Environment, Environmental

Ethics, Environmental Economics, Concept of Green Building, Clean Development Mechanism (CDM).

Reference Books:

1. R.Rajagopalan, “**Environmental studies From crisis to cure**”, Oxford University Press 2nd Edition, 2005.
2. Anubha Kaushik, C.P.Kaushik, “**Environmental studies**” New age International Publishers,4th Edition,2012
3. Erach Bharucha, “**Environmental studies**” University Grants Commission, and University Press,1stEdition, 2005. M.Anji Reddy “**Text book of Environmental Science and Technology**” 3rd Edition, 2007
4. Richard T.Wright, “**Environmental Science: towards a sustainable future**” PHL Learning, Private Ltd. New Delhi, 2nd Edition., 2008.
5. Gilbert McMasters and Wendell P.Ela, “**Environmental Engineering and science**”,3rd Edition, PHI Learning Pvt. Ltd., 2008.

E Resources:

1. <http://www.gdrc.org/uem/ait-terms.html> (Glossary of Environmental terms).
2. <http://www.environmentalscience.org/> (Environmental sciences Lectures series).
3. Journal of earth science and climatic change (OMICS International Journal).
4. Journal of pollution effects & control (OMICS International Journal).
5. nptel.ac.in/courses/120108004/

Course Outcomes:

At the end of the course, students will be able to

- CO1: Realize the importance of ecosystem, its structure, and services. To make the students aware of different natural functions of ecosystem, this helps to sustain the life on the earth.
- CO2: Use natural resources more efficiently.
- CO3: Understand the impacts of human actions on the environment, its effects and minimizing measures to mitigate them.
- CO4: Identify environmental issues and problems at local, national and international level.
- CO5: To know more sustainable way of living.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2				2		3
CO2	2	2				3	1	
CO3		2		3	2			1
CO4				3	2			1
CO5	2	1		2				3

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B323	OPEN ELECTIVE-I INDIAN ECONOMY	L	T	P
Credits: 3		3	-	-

Prerequisites: NIL

Course Objectives:

The objective of this course is to facilitate students appreciate the quality concepts and develop an understanding of Indian economy, their major issues, National income analysis.

MODULE - I [9 Periods]

Indian Economy: An Introduction- The background—main features, geographic size; Endowment of natural resources—land, water, forest and energy with emphasis on recent policies in these areas; population—size, composition, quality and growth trends; Occupational distribution and rural urban migration; Population policy—need and present status.

MODULE - II [10 Periods]

Major Issues: their Dimensions and Categories Mass poverty—extent and incidence; Unemployment—types, causes and consequences; Population pressure—economic effects; Inequality—extent, consequences and remedies; Regional imbalance—extent, consequences and remedies; Inflation in India (WPI, CPI, CPIIW, CPI-AL); Trends in inflation; Parallel economy in India—causes and consequences.

MODULE - III [5 Periods]

A: National income Analysis: National income Analysis and the Current FYP National income and per-capita income—sectoral and regional distribution; Estimates of national income in India—CSO estimates of GDP growth

B: Current five year plan: An analysis of current five year plan—broad objectives, targets and sectoral analysis; A critique of the previous FYP. **[5 Periods]**

MODULE - IV [10 Periods]

Economic Planning in India: Major controversies on planning in India-with special reference to broad goals and achievements of various plans; From central planning to indicative planning; Decentralized planning—73rd and 74th constitutional amendments; A critique of Indian economic planning.

MODULE - V [9 Periods]

India and the World India and WTO: Indian agriculture, Indian industry and foreign trade agreements, IPRS, TRIPS, TRIMS, GATS and New EXIM policy; India and SAARC—issues and recent developments; India and ASEAN—prospects for India; Indo-China economic cooperation.

Reference Books:

1. Ruddardutt & K.P.M. Sundaram, 2006. Indian Economy. S.Chand & Co. New Delhi.
2. Surry, M. M. 2004. Indian Economy in 21st Century. Indian Tax Foundation
3. Kapila, Uma. 2004. Indian Economy since Independence. Academic Foundation New Delhi.
4. Agarwal A.N. 1999. Indian Economy. Wiley Eastern Ltd., New Delhi
5. Jalan , B. 2002. The Indian Economy- Problems and Prospects. Viking, New Delhi
6. Sen R.K. and B. Chatterjee, 2002. Indian Economy; Agenda for 21st Century (Essays in Honour of Professor P. R. Brahmanda). , Deep & Deep Publications, New Delhi.
7. Dhingra, C. 2001. Indian Economy Resource Planning Development and Problems. Sultan Chand & Sons, New Delhi.
8. Chakarvarty, S. 1987. Development Planning: the Indian experience. Oxford University Press, New Delhi
9. Tax Foundation of India 2001. Report on External sector Reforms 1991-2001

E Resources:

1. nptel.ac.in/courses/109104045/6
2. nptel.ac.in/courses/109104045/22
3. nptel.ac.in/courses/109106058/
4. https://www.youtube.com/watch?v=tsg_-DuRt60
5. <https://www.youtube.com/watch?v=vhSRO4mfeaM>

Course Outcomes:**At the end of the course, students will be able to:**

- CO1: Learn the background, features and population of present status.
- CO2: Know the concepts and issues of mass poverty, unemployment and population pressure.
- CO3: Know the National income analysis and current Five year planning.
- CO4: Understanding the major issues and controversies of economic planning of India.
- CO5: Know different policies and prospects of India and WTO.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1			3		2	1	
CO2	1	1		2			3	
CO3	3			3	2		1	
CO4	1	2					3	1
CO5	2	1			3		2	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B324	SUMMER INTERNSHIP & SEMINAR	L	T	P
Credits: 2		-	-	4

Prerequisites: NIL

Course Objectives:

Aim of summer internship is to give an opportunity to the MBA students to have practical exposure related to the job they prefer to do after MBA. Summer internship is to acquire practical knowledge by working in any organization. Through working for one to two months in any organization of their choice, students should learn how to do routine work related to the functional area of their interest.

Approach to decide Summer Internship: After careful analysis of the job market, students are expected to understand what type of job will be suitable to their knowledge and skill set. Students are advised not to ignore their first degree and the specialization they want to do at MBA level, before deciding the summer internship. Students may work in any organization like banks, hospitals, hotels, insurance companies, charitable trusts, NGOs, Government departments etc. or work with any professional [like chartered accountants, doctor, lawyers, real estate, temples/ religious institutions etc.], small or big or any entrepreneur, manager of any business organization and understand how they are doing business. They can visit the shops, petrol bunk, dealers, distributors, retailers, companies or their branch offices in their nearby cities, towns and villages to understand their business model.

Presentation of their experiences through working and observation during the summer internship will enable them to enhance their creativity towards solutions for the issues and challenges of the business organizations or professionals with whom they are associated.

Students should take covering letter/s, addressed to the organization/professional, before second mid of first semester and approach the organizations. They can use their own contacts or seek assistance from the faculty and head of the MBA department of the college to pursue the process of getting the summer internship. College is also expected to constantly approach companies and professionals and try to explore opportunities of providing summer internship to their MBA students. Students are also expected to put their serious efforts to get the summer internship because there is huge competition for getting summer internships and organizations are also expressing their inability to provide summer internship to the large number of students pursuing MBA.

Report: A brief report of explaining their analysis and understanding the organization they work should be presented. There is no need to present information available in the websites. Students should give reference to the web link with a brief note on what the web site contains. While there is no limit on the number of pages, about 30 pages should be sufficient for submission followed by presentation.

Course Outcomes:**At the end of the course, the student will be able to:**

- CO1: Know the organization structure and its functions.
- CO2: Learn routine work which they would prefer to do after MBA. They can also continue with the same organization or professional for the MBA mini projects and final project also.
- CO3: Learn the organizational dynamics in terms of organizational behavior, culture, competition, future strategies and change initiatives of the organization.
- CO4: Gain the practical exposure related to the job of their interest.
- CO5: Acquire practical knowledge by working in any organization.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3					2		1
CO2	1					2	3	1
CO3	1					2	3	1
CO4		1				2		3
CO5	1			3		2	2	1

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 8B325	BUSINESS BEST PRACTICES, SUCCESSFUL STORIES OF CONTEMPORARY AND EMERGING LEADERS -SEMINAR	L	T	P
Credits: MC		-	-	2

Prerequisites: NIL

Course Objectives:

To enable students to understand the best practices followed by the organizations and to understand the real life situations and the motivating circumstances for a leader to emerge and the underlying passion and commitment for the causes to which the leader is fully committed. It also aims at understanding how the leader communicates his passion to others and make others motivated to the cause. The leader can be someone who excels in any domain such as science, medicine business, sport, art, literature or public life and belonging to contemporary period or very immediate future [emerging].

Business best practices: seminar presentation

1. Balanced Score Card.
2. Benchmarking.
3. Career Planning
4. Competency Mapping.
5. Capability Maturity Model.
6. People Capability Maturity Model [Level 5].
7. Performance Management System.
8. Six Sigma.
9. Talent Management.
10. Any other functional systems, policies, practices may also be considered for studying.

Successful stories of contemporary and emerging leaders: seminar presentation.

1. The compelling circumstance that makes a leader.
2. The basic character that makes a strong leader.
3. The sustaining forces of leadership.
4. Leader- follower relations and dynamics.
5. Various types of leadership styles.
6. The process of evaluating leadership taking into accounts the strengths and weakness.
7. The art of expert critiquing.

The student is expected to take up specifically instances of leadership that made some difference in a domain of his choice in the contemporary age, and after discussing with the Faculty Adviser concerned right at the beginning of the semester, start studying the leader of his choice as approved and make a detailed report for

presentation at the seminar. At the seminar expert critiquing by fellow students and teachers must be encouraged for meaningful evaluation and feedback.

Reference Books: The student must look for specific references related to the story of his/her leader and must include in the report.

Report: A report must be prepared with the help of the information available in the open source [example websites, news papers, business magazines]. Formal or informal interaction with the managers of the organization may also be attempted to have better clarity.

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Know the various practices of successful organizations.
- CO2: Know the best practices of different emerging organizations.
- CO3: Know about various successful people of business world and their personnel attributes.
- CO4: Know the success story of a leader of their choice.
- CO5: Motivate them towards following the successful people and their best practices.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3					2	1	1
CO2	2				3	2	1	1
CO3	2		3			2	1	1
CO4	2					2	3	1
CO5	2					3	1	1

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B401	PROJECT MANAGEMENT	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

The objective of this course is to lay an important foundation to students in managing projects with a special focus on every phase such as project planning, execution, monitoring and evaluation.

MODULE – I [13 Periods]

Introduction: Introduction-Project management-What is Project Management-why Project Management-Project Lifecycle- Project Management Research in brief, Project Management today, Organization strategy and structure and culture, Forma of organization structure, stake holder management, organization culture, creating a culture for Project Management.

MODULE – II [13Periods]

Project Planning: Defining the project Planning, Approaches to project screening and selection, Work breakdown structure, financial Module, Getting Approval and compiling a project charter, setting up a monitoring and controlling process.

MODULE – III [6 Periods]

A: Project Execution: Initiating the Project, Controlling and Reporting project objectives, conducting project Evaluation.

B: Managing Risk: Four Stage Process, risk management an integrated approach, cost Management, Creating a project Budget. **[6 Periods]**

MODULE – IV [13 Periods]

Leading Project Teams: Building a project Team, Characteristics of a Effective project Team, achieving gross - functional co-operation, virtual project teams, Conflicts management, Negotiations

MODULE – V [13 Periods]

Performance Measurement and Evaluation: Project control cycles, monitoring project performances, earned value management, Human factors in project Evaluation and control, Project termination, Types of project terminations, Project management: current and future trends in project management.

Reference Books:

1. R. Panneerselvam, P. Senthilkumar, “**Project Management**”, PHI, 2015.
2. Gray, Larson: “**Project Management**”-Tata McGraw Hill-2015.
3. Jeffery K.Pinto: “**Project Management**”-Pearson Education-2015.
4. Enzo Frigenti: “**Project Management**”-Kogan, 2015.
5. Thomas M.Cappels: “**Financially Focused Project Management**”, SPD, 2008.

E Resources:

1. <http://freevideolectures.com/Course/3648/Project-Management-Professional>
2. http://videolectures.net/cleanbalkans2011_cesko_pm/?q=management
3. <http://nptel.ac.in/courses/110104073/>
4. <http://nptel.ac.in/courses/110105039/14>

Course Outcomes:**At the end of the course, the student will be able to:**

- CO1: Know the basic concepts of project management and its life cycle.
- CO2: Plan a project and can appreciate various approaches to project screening and selection.
- CO3: Conduct project evaluation and manage the risk
- CO4: Build a project team and can manage the conflicts and negotiations.
- CO5: Know the evaluation of the current and future trends in project management.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1							3	
CO2		2		2		2	3	1
CO3		3		2		2	3	
CO4	2	2	3	2	3	1	3	1
CO5		2		3		2	3	1

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B402	PROFESSIONAL ELECTIVE-V SERVICES MARKETING [MARKETING]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective:

To facilitate the students about the concepts of Services Market and service marketing

MODULE –I **[13 Periods]**

Foundations of Service Marketing: What are Services? Why Services Marketing? Role of Services in Modern Economy, Service and Technology, characteristics of services compared to goods, Services Marketing Mix, staying focusing on customer, Gaps model of Service Quality-Customer Gap, Provider Gap, and Closing Gap.

MODULE –II **[13 Periods]**

Focus on the Consumer: Consumer behaviour in services, Consumer expectations in service, consumer perceptions of service, Understanding Consumer Requirements-listening to customers through research, building customer relationships, service recovery.

MODULE –III **[6 Periods]**

A: Aligning Service Design and Standards: Service innovation and design-challenges; types of service innovations, stages in service innovation and development; Service blueprinting, high performance service innovations.

B: New Service Development: Processes, Customer defined service, standards, influencing factors, types, and development, Physical Evidence and the Services cape.

[6 Periods]

MODULE –IV **[13 Periods]**

Delivering and Performing Service: Employee's roles in service delivery, customer's roles in service delivery, delivering service through intermediaries and electronic channels, managing demand and capacity.

MODULE –V **[13 Periods]**

Managing Service Promises: Integrated services marketing communications-need for coordination, five categories of strategies to match service promises with delivery, Pricing of Services-three key ways that service prices are different for customers, approaches to pricing services, pricing strategies that link to the four value definitions.

Reference Books:

1. John E.G.Bateson, K.Douglas Hoffman : Services Marketing, Cengage Learning, Fourth Edition, 2012.
2. R. Srinivasan, Services Marketing the Indian context, 3rd edition, PHI,2012.
3. Harsh V.Varma: Services Marketing text and cases, Pearson, Second edition, 2012.
4. Ravi Shanker : Services Marketing - The Indian Prespective, Excel Books, 2011.
5. Vinnie Jauhari, Kirti Dutta: Services- Marketing, Operations and Management, Oxford University Press,2012.
6. Govind Apte : Services Marketing, Oxford Press, 2011.
7. Christoper lovelock,Jochen wirtz, Jayanta Chatterjee, Services Marketing, 7th edition Pearson 2013.
8. K.Rama Mohan Rao, Services Marketing, 2nd edition Pearson, 2011.
9. Dr. S. Shajahan, Services Marketing, 2nd edition, HPH, 2012.
10. Ramneek Kapoor, Justin Paul, Biplab Halder, Services Marketing Concepts and Practices, TMH, 2011.

E- Resources:

1. business.linkedin.com/Linkedin/Video-Ads
2. nptel.ac.in/downloads/110105078/
3. https://onlinecourses.nptel.ac.in/noc18_mg16/announcements
4. nptel.ac.in/courses/110104070/43
5. <https://www.youtube.com/watch?v=C8DLhhPFqU>

Course outcome:**At the end of the course, the student will be able to:**

- CO1: Learn the Roles and characteristics of servicing marketing.
 CO2: Understand consumer behavior in services
 CO3: Know how to align service design and standards, delivering service
 CO4: Learn employee's role in service delivery.
 CO5: Know managing services promises.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2			2	2	6	3	1
CO2				3	2	2	1	
CO3			1	3		1	2	
CO4	1	2	2		3			
CO5	3	2		3		3	1	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B403	PROFESSIONAL ELECTIVE-V STRATEGIC INVESTMENT AND FINANCING DECISIONS [FINANCE]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

To develop an understanding of the role of financial strategy, in the investing, financing and resource allocation decisions within an organization. To develop an understanding of the various strategies those are in use to trade off risk and return

MODULE – I [14 Periods]

Investment decisions under conditions of Risk and uncertainty: Concepts of risk and uncertainty. Risk Analysis in Investment Decisions. Risk adjusted rate of return, certainty equivalents, probability distribution of cash flows, decision trees, sensitivity analysis and Monte Carlo Approach to Simulation. Investment Decisions under capital constraints: Capital Rationing Vs. Portfolio. Portfolio Risk and diversified projects.

MODULE – II [12 Periods]

Types of Investments and disinvestments: Project abandonment decisions, Evidence of IRR. Multiple IRR, Modified IRR, Pure, simple and mixed investments. Lorie Savage Paradox. Adjusted NPV and impact of inflation on capital budgeting decisions.

MODULE – III [7 Periods]

A: Critical analysis of appraisal techniques: Discounted pay back, post pay back, surplus life and surplus pay back, Bail-out pay back, Return on Investment, Equivalent Annual Cost.

B: Terminal Value: single period constraints, multi-period capital constraint and an unresolved problem, NPV mean variance analysis, Hertz Simulation and Hillier approaches. Significance of information and data bank in project selection.

[6 Periods]

MODULE – IV [12 Periods]

Strategic Analysis of selected investment decisions: Lease Financing, Leasing vs. Operating Risk, borrowing vs. procuring. Hire purchase and Installment decisions. Lease Risk Management, Leasing as a Financing Decision, Advantages of Leasing, and Leasing Decision in practice.

MODULE – V [13 Periods]

Financing Decisions: Mergers and Acquisitions Basic Issues, Strategy, Diversification and Mergers and Acquisitions, Theories of Mergers, Types of Mergers, Cost of Mergers, Government guidelines for Takeover, Problems on Mergers & Acquisitions and cases.

Reference Books:

1. Ravi M Kishore “ **Strategic Financial Management**”, Taxman 2012.
2. Prasanna Chandra: Projects: “**Planning, Analysis, Financing Implementation and Review**”, 6/e, TMH, 2012.
3. Nikiforos T. Laopodis, ”**Understanding Investments-Theories and Strategies**”, Routledge, 2013.
4. I.M. Pandey: “**Financial Management**”, Vikas 2012.
5. Brigham & Ehrhardt: “**Financial Management**”, Text and Cases, Cengage, 2012.
6. G.V.Satya Sekhar, “**Strategic Financial Management**” , Himalaya Publishing House 2012
7. MY Khan and PK Jain: “**Financial Management**”: Text, Problems & Cases, TMH, 2012.

E Resources:

1. <https://www.vidyarthiplus.com/vp/thread-24197.html#.WQGNDdKGPIU>
2. http://www.efmaefm.org/0EFMAMEETINGS/EFMA%20ANNUAL%20MEETINGS/2016-Switzerland/papers/EFMA2016_0505_fullpaper.pdf
3. <https://www.simplilearn.com/discounted-cash-flow-methods-npv-v-video>
4. <http://www.accaglobal.com/in/en/student/exam-support-resources/foundation-level-study-resources/ffm/ffm-technical-articles/discounted-payback.html>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn about the investment decisions under risk and uncertainty.
 CO2: Know the process of investment and disinvestment and their types.
 CO3: Appraise various capital budgeting techniques.
 CO4: Learn the process of strategic analysis of investment decisions.
 CO5: Learn the financial aspects of corporate restructuring.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	3		2	1			1
CO2		1					3	2
CO3	2			2	1	3		2
CO4		3					2	1
CO5				1		2	3	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B404	PROFESSIONAL ELECTIVE-V COMPENSATION & REWARD MANAGEMENT [HUMAN RESOURCE]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

It enables the student understand the concepts issues and challenges of compensation and reward management.

MODULE – I [13 Periods]

Compensation management: An Introduction: Compensation Management, Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation for Special Groups, Significant Compensation- Job Evaluation, Grading and Compensation Structure: Concept of Salary Structure, Salary Progression, Methods of Payment, Public sector pay Management.

MODULE – II [13 Periods]

The Pay Model Strategy: The Totality of Decisions, Defining Internal Alignment, Job Analysis, Evaluating Work, Job Evaluation, person-based Structures.

Defining Competitiveness: Designing pay levels, Mix and pay structures, pay for performance. The Evidence pay for performance plans, Pubic Sector pay management and Legal challenges.

MODULE – III [7 Periods]

A: Employee Benefits and Services: Concept and Nature of Benefits, Classification of Employee Benefits, Employee Benefit Programs, Long term Incentive plans.

B: Strategic Perspectives on Benefits: Factors Influencing Choice of Benefit Program, Administration of Benefits and Services, Employee Services – Designing a Benefit Package. **[6 Periods]**

MODULE – IV [13 Periods]

Employee Rewards & Recognition: Concept of Reward Management, Developing Reward Policies, Reward Strategy, Developing Total Reward Approach, Reward Management in Service Sector and manufacturing sector, Factors affecting Reward Management Policies in, Process of Designing a Successful Reward Strategy.

MODULE – V [12 Periods]

International Compensation: concept, global compensation practices, Expatriate Compensation and its Objectives, Elements of Expatriate’s Compensation Package, Problems in Compensation Management.

Reference Books:

1. Kanchan Bhatia “**Compensation Management**” Himalaya, 2012.
2. B D Singh “**Compensation and Reward Management**” Excel books,2012.
3. Joseph J.Martocchio “**Strategic Compensation**” Pearson, 2012.
4. Henderson “**Compensation Management in a Knowledge Based World**” 3e, Pearson, 2012.
5. Luis R.FGomez- Mejia “**Compensation and Organizational Performance**” Yesdee Publishing, 2012.
6. Michale Armstrong “**Employee Reward**” University Press, 2012.
7. Barry Gerhart, “**Compensation**” Sage, 2012.

E Resources:

1. https://en.wikipedia.org/wiki/Reward_management
2. <http://managementhelp.org/payandbenefits/>
3. <http://www.accaglobal.com/in/en/student/exam-support-resources/professional-exams-study-resources/p5/technical-articles/reward-schemes-for-employees-and-management.html>
4. http://nptel.ac.in/courses/122106031/Pdfs/4_1.pdf
5. <http://nptel.ac.in/courses/122105020/17>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: The student should be able to understand the basic concepts of compensation and compensation management.
- CO2: The student should be able to understand the concept of Pay model strategy and also learns the process of defining competitiveness.
- CO3: The student should be able to understand the various benefits and services offered to an employee at organization.
- CO4: The student should be able to know the basics of reward management system in various sectors.
- CO5: The student should be able to understand the issues and problems of international compensation management system.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	2				3	
CO2	2	1			3			
CO3					3	3	2	1
CO4	1		2	3	3			
CO5				3	2	1	2	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B405	PROFESSIONAL ELECTIVE-V ENTREPRENEURIAL MARKETING [ENTREPRENEURSHIP]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective:

To understand the marketing challenges and to apply marketing tools and models for an entrepreneurial marketing.

MODULE – I [13 Periods]

Introduction to Entrepreneurial Marketing – Meaning, Characteristics, Functions, Marketing Challenges, Marketing Mix (6P's). Identifying entrepreneurial marketing opportunities, market research, demand forecasting.

MODULE – II [13 Periods]

Enterprise Growth: Concept of Enterprise Growth, forms, types, structures of organizational growth, Gazelles and Mice, Growth Objectives – operative and strategic targets, Growth Analysis – Portfolio analysis, ERRC Grid, SWOT-analysis, and raising entrepreneurial finance.

MODULE – III [6 Periods]

A: Growth Strategies and Models: Growth Strategies – concept and forms, Internal, External, and Cooperative growth strategies.

B: Growth models: Life-cycle and Phase model, integrated life-cycle model (evolutionary), Greiner's growth model (revolutionary), and Complexity management (process) model.

[7 Periods]

MODULE – IV [13Periods]

Entrepreneurial Market Development Strategies: Positioning, Segmentation, targeting, entrepreneurial communication strategy, entrepreneurial pricing strategy, entrepreneurial distribution strategy, building customer relationships, marketing plans.

MODULE – V [12 Periods]

Entrepreneurial Marketing Tools: Concept, Guerrilla Marketing, Ambush / Free ride Marketing - Tools of entrepreneurial marketing – Buzz, Social Media, Viral Marketing.

Reference Books:

1. Edwin J. Nijssen, Entrepreneurial marketing An Effectual Approach 2e, Routledge, 2017.
2. Leonard Lodish, Howard Lee Morgan, Amy Kallianpur, Entrepreneurial Marketing, Wiley Publishers, 2001.
3. Zubin Sethna, Paul Harrigan, Rosalind Jones, Entrepreneurial Marketing: Global Perspectives, Emerald Group Publishing, 2013.

4. Bruce D. Buskirk, Molly Lavik, Entrepreneurial Marketing: Real Stories and Survival Strategies, Thomson, 2004.
5. Ian Chaston, Entrepreneurial Marketing: Sustaining Growth in All Organisations, Palgrave Macmillan, 2016.
6. Marc Longman, Entrepreneurial Marketing: A Guide for Startups & Companies With Growth Ambitions, Garant Publishers, 2011.

E-Resources:

1. nptel.ac.in/courses/122106032/26
2. nptel.ac.in/courses/110105067/
3. nptel.ac.in/courses/118105009/50
4. <https://freevidelectures.com/course/3645/...entrepreneurship/15>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the Marketing mix of an enterprise.
- CO2: Understand the concepts, objectives of growth enterprise.
- CO3: Learn Growth and marketing strategies.
- CO4: Understand the Market Development strategies.
- CO5: Learn the Entrepreneurial marketing tools.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2		2	1			
CO2						1	3	2
CO3				3	1		2	2
CO4				1	2	3	1	
CO5	3	2						1

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B406	PROFESSIONAL ELECTIVE-VI RETAILING MANAGEMENT [MARKETING]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective: To facilitate the students about the concepts of Retailing through cases so that interested students can choose retailing as their career.

MODULE –I **[13 Periods]**

Introduction to Retail Management - Meaning of Retail & Retailing, History, types, functions, utilities, theories of retailing, e-tailing, structure of Indian retail industry, retailing in Asia, global retailing, retailing in Europe, service retailing, FDI retailing, Rural marketing, ethics in retailing.

MODULE –II **[13 Periods]**

Understanding Shoppers & Shopping - Shopping Environment, shopping in a Socio Cultural Contest, shopping process shopping behaviour, demographics of Indian shoppers, psychographic profile of Indian shoppers, lifestyle of Indian shoppers, shopping patterns in India.

MODULE –III **[7 Periods]**

A: Delivering Value through Retail Functions: Classification of formats, ownership-based, store based, non-store based, other retail formats, Value Based Model of store format choice, attribute based model of store format choice

B: Competitive market place: Marketing Structure, the demand side of retailing, non price decisions, types of competition, evolution of retail competition, future changes in retail competition. **[6 Periods]**

MODULE –IV **[13 Periods]**

Pricing & Supply Chain Management - Pricing Objectives & Policies, Interactive Pricing Decisions, different Pricing Strategies, Price Adjustment Strategies. SCM-introduction, drivers of SCM, SCM & competitive advantages, types of supply chain-supply chain length, width, control of supply chain, framework of Supply Chain Management-SCM network structure, Supply Chain Business Process, SCM components, Retail Inventory Management, Retail Logistics Management, EDI in SCM.

MODULE –V **[12 Periods]**

Retail Buying & Managing Retail Operations-objectives of buying, organization buying, retailing buying behavior, models of buying behavior, buyer-responsibilities, merchandising & assortment plans-merchandise plan, merchandise plan for basic stocks retail buying groups, negotiations in retail, contract in retail, store layout & design, merchandise display-fixtures, positioning of merchandise, materials & finishes – floors, interior walls, ceilings, lightings, music, graphics-exterior signage, interior signage, layouts for e-retailers.

Reference Books:

1. Lusch, Dunne, Carver, Introduction to Retailing, 7th Edition, Cengage Learning, 2013.
2. **Suja Nair**, Retail Management, Himalaya Publication House, 2012.
3. **Aditya Prakash** Tripathi, Noopur Agrawal, Fundamentals of Retailing (text and cases), Himalaya Publication House, First Edition, 2009.
4. Swapna Pradhan, Retail Management-Text & Cases, TMH, 2013.
5. Dr. Harjit Singh, Retail Management a global perspective text and cases, S.Chand, 2011.
6. Michael levy, Barton Weits, Ajay Pundit, Retailing Management, McGraw-Hill, 2011.
7. David Gilbert, Retail Marketing Management, 2nd edition, Pearson, 2013
8. Shridhar Bhat, Supply Chain Management, HPH, 2012
9. Amit Sinha, Supply Chain Management, TMH, 2012
10. Piyush Kumar Sinha, Dwarika Prasad Uniyal, Managing Retailing, 2nd Edition, Oxford, 2012.

E-Resource:

1. nptel.ac.in/courses/110104070/37
2. nptel.ac.in/courses/110104070/35
3. nptel.ac.in/courses/110104070/36
4. nptel.ac.in/courses/110104070/
5. <https://www.youtube.com/watch?v=YjQNiCvVY5A>

Course outcome:**At the end of the course, the student will be able to:**

- CO1: Learn the Modern Retailing Concepts and will able to link it to cases to understand the present Retailing Trends.
- CO2: Understand the relevance of shopper's behaviour and shopping environment.
- CO3: Understand classification and other retail formats in a competitive market place.
- CO4: Learn the Pricing Objectives & Policies and supply chain management.
- CO5: Learn to Retail Buying & Managing Retail Operations.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2				3	2	
CO2	3	2			1	1		
CO3						3	2	1
CO4		3		2	1			
CO5	3	1		2		2	2	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B407	PROFESSIONAL ELECTIVE – VI INTERNATIONAL FINANCIAL MANAGEMENT [FINANCE]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objectives:

The objective of the course is to provide students with a broad view of International Monetary Systems and its understanding to enable a global manager to do business in a global setting and give an understanding about MNC Financial Management.

MODULE – I [12 Periods]

International Financial Management: An overview, Importance, nature and scope, International Business Methods, Recent changes and challenges in IFM

MODULE – II [13 Periods]

International Flow of Funds: Balance of Payments [BoP], Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade flows, Agencies that facilitate International flows. Indian BoP Trends. International Monetary System: Evolution, Gold Standard, Bretton Woods's system, the flexible exchange rate regime, evaluation of floating rates, the current exchange rate arrangements, the Economic and Monetary Union [EMU].

MODULE – III [6 Periods]

A: Foreign Exchange Market: Function and Structure of the Forex markets, major participants, types of transactions and settlements dates, Foreign exchange quotations.

B: Process of arbitrage: speculation in the forward market - Currency Futures and Options Markets, Overview of the other markets – Euro currency market, Euro credit market, Euro bond market, International Stock market. **[7 Periods]**

MODULE – IV [13Periods]

Exchange Rates: Measuring exchange rate movements, Factors influencing exchange rates. Government influence on exchange rates – exchange rate systems. Managing Foreign exchange Risk. International arbitrage and interest rate parity.

Relationship between inflation: interest rates and exchange rates – Purchasing Power Parity – International Fisher Effect – Fisher Effect.

MODULE – V [13 Periods]

Asset-liability Management: Foreign Direct Investment, International Capital Budgeting, International Capital structure and cost of capital. International Portfolio Management. International Financing: Equity, Bond financing, parallel loans - International Cash management, accounts receivable management, inventory management. Payment methods of international trade, trade finance methods, Export – Import bank of India, recent amendments in EXIM policy, regulations and guidelines. A brief on international Tax.

Reference Books:

1. Madhu Vij: “**International Financial Management**”, Excel, 2012.
2. Sharan.V: “**International Financial Management**” 5Th Ed.PHI2012
3. Jeff Madura: “**International Corporate Management**”, Cengage, 2012. [For PPT, Case Solutions Faculty may visit : login.cengage.com]
4. P.G.Apte: **International Financial Management** , TMH 2012.
5. Alan C.Shapiro: **Multinational Financial Management**, John Wiley, 2012
6. Ephraim Clark: **International Finance**, , Second Edition, Thomson.
7. S.Eun Choel and Risnick Bruce: **International Financial Management**, TMH, 2012

E Resources:

1. <http://freevideolectures.com/Course/3503/International-Finance>
2. www.rbi.org.in/home.aspx
3. exim.indiamart.com/act-regulations/fema-2000-ii.html
4. www.economist.com/markets/bigmac/
5. <http://nptel.ac.in/courses/110105031/>
6. <http://textofvideo.nptel.iitm.ac.in/110105057/lec1.pdf>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn the basic concepts of International Financial Management and its challenges.
- CO2: Know the various concepts of international monetary system.
- CO3: Know the structure and functions of foreign exchange markets and also learns the basics of other markets.
- CO4: Learn about the exchange rate system and the factors affecting the exchange rate.
- CO5: Gain the knowledge on managing assets and liabilities globally.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2					1	3	2
CO2	3	1		3	2			
CO3				3		1	2	1
CO4	2	2		3			1	
CO5	1	2			3	2		3

2018-19 Onwards (MR-18))	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B408	PROFESSIONAL ELECTIVE-VI INTERNATIONAL HUMAN RESOURCE MANAGEMENT [HUMAN RESOURCE]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective: To understand the growing significance of international Human Relations management in the context of Global workforce.

MODULE – I **[13 Periods]**

Introduction and Overview: Global Market Context-Key Perspective in Global Workforce Management - Cultural Foundations of International Human resource Management- Understanding culture-Major models of National Culture- final Caveats on Culture and Global Workforce Management- Changes and challenges in the Global Labor Market- Globalization-Technological Advancement- change in labour force Demographics and Migration-Emerging on the contingent workforce- Offshore sourcing- global workforce Management challenges.

MODULE- II **[13 Periods]**

The key role on International HRM: key role on International HRM in Successful MNC Strategy-Knowledge Transfer-Global Leadership training and Development-Strategic Control Needs-Competitive strategy of Multinational corporations-Structuring for Optimal global Performances- Linking Human Resource management practices to Competitive Strategy and Organization Structure-Paradigm Shift of international Human Resource Management form contingency model to Process Development.

MODULE – III **[6 Periods]**

A:Global Human Resource Planning : From strategy to Decision about work Demand and labour supply External Environment Scanning- Job Design for Meeting global Strategy work demand HR planning for the Long term-

B:Global Staffing: General Actors Affecting Global Staffing-Global Recruitment of Human Resources-Global selection of Human Resources. **[6 Periods]**

MODULE – IV **[13 Periods]**

Global Workforce Training and Development : Strategic role of Training and Development in the global Market Place- Fundamental concepts and principles for Guiding global Training and Development- Training imperative for the global workforce- Managing International Assignments- Expatriate Preparation, Foreign Assignment an Repatriation-International Assignments considerations for Special Expatriates-New and Flexible International Assignments.

MODULE – V **[13 Periods]**

Global workforce performance Management: Performing Management Process-Important consideration for Global Performance Management-Planning and

Implementing Global Performance Appraisal- Compensation for a Global workforce- Managing Compensation on a global Scale: Fundamental Practices-Key compensation for Expatriates, HCN's and TNC's – Global Employee Relations- current ER issues- Influence of MNC's and Union on Global ER.

Reference Books:

1. Charles M Vance and Yongsunpaik, Managing Global Work force, PHI, 2009.
2. Mark E.Mendenhall, Gary R.Oddou, Gunter K.Stahl, Reading and Cases in International Human Resource Management, Routledge, Fourth Edition, 2007.
3. Tony Edwards and Chris Rees: International Human Resource Management, Pearson, 2009.
4. Nilanjan Sengupta, Mousumi S. Bhattacharya, Excel Books, 2007.
5. Peter Dowling, International Human Resource Management: Managing People in a Multinational Context, 5e, Thomson, 2008.
6. K. Ashwathappa, Sadhna Dash, International Human Resource Management, Tata Mc Graw Hill, 2008.
7. S. K. Bhatia, International Human Resource Management, Deep & Deep Publications, 2005.

E-Resource:

1. nptel.ac.in/courses/110105069/21
2. nptel.ac.in/courses/122105020/
3. https://onlinecourses.nptel.ac.in/noc18_mg18/announcements
4. https://www.youtube.com/watch?v=bu_yh3h0n3U
5. www.nptelvideos.in/2012/11/human-resource-management-i.html

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Know the Cultural aspects of IHRM.
- CO2: Understand the Role of IHRM in Successful MNC.
- CO3: Learn the Global human Resource Planning.
- CO4: Get acquainted with Training and development of Global employees.
- CO5: Know the concepts of Performance Management of Global employees.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	2	3				
CO2				1		2	3	1
CO3		1		2	2			3
CO4				3	2	1		1
CO5	1	2		3			3	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B409	PROFESSIONAL ELECTIVE-VI ENTREPRENEURIAL FINANCE [ENTREPRENEURSHIP]	L	T	P
Credits: 4		4	-	-

Prerequisites: NIL

Course Objective:

To understand the role of Entrepreneurial Finance, Planning and valuation of an Enterprise.

MODULE – I [13 Periods]

Finance for Entrepreneurs: Principles of Entrepreneurial Finance- Role of Entrepreneurial Finance- The successful venture life cycle- Financing through venture lifecycle- Life Cycle approach for teaching - Entrepreneurial finance. Developing Business Idea, Business Model. Screening venture opportunities: Pricing / Profitability considerations, Financial, / harvest Considerations. Financial Plans and Projections.

MODULE- II [13 Periods]

Organizing and Operating the Venture: Financing a New venture, Seed, Startup and First Round Financing Sources- Financial Boot Strapping, Business Angel Funding, First Round Financing Opportunities. Preparing and Using Financial Statements: Obtaining and Recording the resources to start and Build a new venture, Asset and Liabilities and Owners Equity in Business, Sale expenses and profits Internal Operating Schedules, Statement of cash flows, Operating Break even Analysis. Evaluating operating and financial performance using ratio analysis.

MODULE – III [6 Periods]

A: Financial Planning: Financial Planning throughout the Venture's life cycle, Short Term cash planning tools, projected monthly financial statements. Types and costs of Financial Capital: Implicit and Explicit financial capital costs

B: Financial Markets: Determining the cost of Debt Capital, Investment Risk, Estimating the cost of Equity Capital, Weighted average cost of capital. **[6 Periods]**

MODULE – IV [13 Periods]

Venture Valuation: Valuing Early stage Ventures, Venture Worth, Basic Mechanics of valuation, developing the projected financial statements for a discounted Cash Flow Valuation, Accounting Vs Equity Valuation Cash Flow. Venture Capital Valuation Methods: Basic Venture Capital Valuation Method, Earnings Multiplier, and Discounted Dividends.

MODULE – V [13 Periods]

Financing for the Growing Venture: Professional Venture Capital, Venture Investing Cycle, Determining the fund objectives and policies, Organizing the new fund, Soliciting investments in the new fund, Capital Call, Conducting due diligence and actively investing, arranging harvest or liquidation, Other financing alternatives:

Facilitators, Consultants and Intermediaries, Banking and Financial Institutions, Foreign Investors, State and Central Government Financing Programmes. Receivables Lending and Factoring, Mortgage Lending, Venture Leasing.

Reference Books:

1. Leach/ Melicher, Entrepreneurial Finance, 5e, 2015.
2. Steven Rogers, Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur 3e, Tata Mc Graw Hill, 2014.
3. Douglas Cumming, Entrepreneurial Finance, Oxford University Press, 2012.
4. M J Alhabeeb, Entrepreneurial Finance: Fundamentals of Financial Planning and Management for Small Business, Wiley, 2015.
5. Philip J. Adelman, Alan M. Marks, Entrepreneurial Finance, 5e, Pearson, 2011.

E-Resource:

1. nptel.ac.in/courses/122106032/26
2. nptel.ac.in/courses/110105067/
3. nptel.ac.in/courses/118105009/50
4. <https://freevidelectures.com/course/3645/...entrepreneurship/25>
5. <https://freevidelectures.com/course/3645/technology-entrepreneurship/26>

Course Outcomes:

At the end of the course, the student will be able to:

- CO1: Learn Financing through venture life cycle.
- CO2: Understand the Organizing and operating the enterprise.
- CO3: Learn the Financial Planning of an enterprise.
- CO4: Know the Valuation of an enterprise.
- CO5: Learn Financing for growing enterprises.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2			1			3
CO2	1	2		2	3			
CO3				1		2	3	1
CO4	3	2	2	1				
CO5		2		2	2	3		

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code:8B410	OPEN ELECTIVE-II CONSUMER PROTECTION LAW	L	T	P
Credits: 3		3	-	-

Prerequisites: Nil

Course Objectives:

To understand the consumer protection law, policies, cases and issues for a consumer.

MODULE- I [10 Periods]

An introduction to consumer protection law and policies: Development of market and consumer relations, Globalization and consumerism, Consumer movement in the global context, Legal frame work and policy challenges

MODULE- II [10 Periods]

Consumer rights: Genesis of the consumer rights – UN role, Right to safety, Right to be informed, Right to choose, Right to be heard and assured. Right to redressal, Right to consumer education.

MODULE- III [5 Periods]

A: Legislative framework on consumer protection in India: Evolutionary steps of Consumer Protection Laws in India- a historical perspective, Some Consumer friendly Legislations, Prevention of Food Adulteration Act, 1954- Consumer Protection Act, 1986.

B: Salient features of consumer protection act: Objective of the legislation, Definitions, Three tire system of grievance redressal system, Jurisdiction of the Consumer Forums, Complainants under the C.P. Act. **[5 Periods]**

MODULE- IV [9 Periods]

Case law in consumer protection: Goods – Case laws on manufacturing defects, Service Sector – Airlines, Banking, Insurance, Housing, Medical negligence, Lawyers negligence.

MODULE- V [9 Periods]

Emerging issues in consumer protection and law: WTO and Consumer Protection, E-Commerce and Consumer Rights, Role of Civil Society in Consumer Protection, Access to justice and Consumer Laws, ADR in resolution of Consumer disputes, Data protection

Reference Books:

1. Law of Consumer Protection in India, D.N. Saraf, N.M. Tripathi (1990).
2. Public Utility Services under the Consumer Protection Act, Mamta Rao, Deep & Deep, (1999).
3. Is it Really Safe? Girimaji & Roy, CUTS, (2004).
4. State of the Indian Consumer, CUTS, (2001).
5. Consumer Protection, Dr. V.K. Agarwal, 6th edition, Bharat, (2008).
6. Consumer Protection Law in India : An Eco-Legal Treatise on Consumer Justice, R.K. Nayak, N.M. Tripathi, (1991).
7. International Perspective on Consumers Access to Justice, Ed. Rickell & Telfer, (2003).
8. International Consumer Protection, Dennis Cambell, (1995).
9. Consumer Law in the information society, Wilhelm & son et. al. (2001).
10. Consumer Law, Iain Ramsay, (1992).
11. Consumer Protection in the 21st Century: A Global Perspective, William T. Vukowich, (2002).

E- Resources:

1. www.digimat.in/
2. <https://study.com/academy/.../what-is-intellectual-property-law-definition-and-rights.h...>
3. <https://www.youtube.com/watch?v=7asg2nTRVKY>
4. https://www.youtube.com/watch?v=__2LZvEc-5E

Course outcomes:**At the end of the course, the student will be able to:**

- CO1: Understand the basic concepts of consumer protection law and policies.
 CO2: Understand the basic legal issues and consumer rights.
 CO3: Gain the knowledge on Legislative framework, Salient features of consumer protection act.
 CO4: Learn the cases on consumer protection Law
 CO5: Learn the emerging issues in consumer protection and law

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3				2	1		1
CO2		2		3	2	1		
CO3	1	2	1	3				
CO4				2	1		3	1
CO5		1		2			1	3

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code:8B411	OPEN ELECTIVE-II INTELLECTUAL PROPERTY RIGHTS	L	T	P
Credits: 3		3	-	-

Prerequisites: Nil

Course Objectives:

The objective of the course is to make students familiar with various types of Intellectual Properties, IPR legislations and policies. Also helps in understanding innovations of engineering and other domains.

MODULE- I

[9 Periods]

Intellectual Property (IP): meaning, nature of IP- Importance – Protection of IPR, Invention and Creativity: Basic types of property (Movable Property, Immovable Property and Intellectual Property).

MODULE- II

[10 Periods]

Intellectual Property (IP) Types: Patents – Copyrights and related rights – Trade Marks and rights arising from Trademark registration – Definitions, Industrial Designs and Integrated circuits: Protection of Geographical Indications at national and International levels – Application Procedures.

MODULE- III

[5 Periods]

A: Indian IPR legislations: Commitments to WTO- Indian Position Vs WTO and Strategies

B: Patent Ordinance and the Bill: Draft of a national Intellectual Property Policy – Protection against unfair competition.

[5 Periods]

MODULE - IV

[9 Periods]

International convention relating to Intellectual Property –WIPO- Establishment – Mission and Activities – History, General Agreement on Trade and Tariff (GATT), TRIPS & TRIMS, UNESCO.

MODULE - V

[10 Periods]

New development of intellectual property: new developments in trade mark law; copy right law, patent law, intellectual property audits. International trade mark law: copy right law, international patent law, and international development in trade secrets law.

References Books

1. Subbaram N.R. “Handbook of Indian Patent Law and Practice “, S. Viswanathan Printers and Publishers Pvt. Ltd., 1998.
2. P. Narayanan; Law of Copyright and Industrial Designs; Eastern law House, Delhi, 2010
3. Prabhuddha Ganguli: ‘ Intellectual Property Rights” Tata Mc-Graw –Hill, New Delhi
4. M.Ashok Kumar and Mohd.Iqbal Ali: “Intellectual Property Right” Serials Pub.
5. Carlos M.Correa- “Intellectual property rights , The WTO and Developing countries”-Zed books
6. Intellectual Property: Law and the Information Society **by** James Boyle, Jennifer Jenkins -Center for the Study of the Public Domain , 2014.
7. Law relating to patents, trademarks, copyright designs, Wadehra, B.L. & 2 ed. Universal Law Publishing 2000.

E Resources:

1. https://www.wto.org/english/tratop_e/trips_e/trips_e.htm
2. https://www.wto.org/english/thewto_e/whatis_e/tif_e/agrm7_e.htm
3. <http://nptel.ac.in/courses/110999906/>
4. <http://nptel.ac.in/courses/109105112/>

Course outcomes:

At the end of the course, the student will be able to:

- CO1: Understand the basic concepts of Intellectual properties and their importance.
- CO2: Understand different types of Intellectual properties, their characteristics and procedures.
- CO3: Understand the basic legal issues and legislation related to Intellectual properties in India.
- CO4: Gain the knowledge of various international organizations for the protection of IPR.
- CO5: Learn the new developments of Intellectual property.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3			2	1		1	
CO2		2		3	2	1		
CO3			3	1	1			2
CO4				3	2		1	1
CO5		3		2	1	1		

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B412	OPEN ELECTIVE-II DISASTER MANAGEMENT	L	T	P
Credits: 3		3	-	-

Prerequisites: NIL

Course Objectives:

The aim of the course is to explain the role and significance of management in tackling disaster situations and to understand various perspectives of disaster management.

MODULE – I [10 Periods]

Disaster Management: Concept, Definition, Objectives, Scope, Dimensions, Challenges, Ecological planning for sustainability & sustainable development in India- Sustainable rural development: A Remedy to Disasters-Role of Panchayats in Disaster mitigations

MODULE – II [9 Periods]

Types of disasters & effects/ damages due to disasters: Natural disasters: Unpredictable disasters– Earthquake, disasters, Ecological disasters.

MODULE – III [5 Periods]

A: Disaster Management: Disaster preparedness – community based disaster management–emergency response.

B: Socio economic system: Factors affecting mitigation measures, Factors affecting damages. **[5 periods]**

MODULE – IV [9 Periods]

Disaster Management Cycle: Prevention, Mitigation, and Preparedness; Tools, Methods, and Technologies to Manage Disasters, Planning for Disaster Preparedness and Management.

MODULE – V [10 Periods]

Disasters and Development: Disasters and the Government- Disaster Management Act 2005, Environmental policies & programmes in India- Institutions & National Centers for Natural Disaster reduction, Environmental Legislations in India, Awareness, Conservation Movement, Education & Training

Reference Books:

1. M. Saravana Kumar –“**Disaster Management**”, Himalaya Publishing House.
2. B. K. Khanna –“**All You Wanted to Know about Disasters- New India Publishing Agency**”, New Delhi.
3. David Alexander –“**Natural Disasters - UCL Press**”, London.

- Rajib Shaw, R.R. Krishnamurthy –“Disaster Management Global Challenges and Local Solutions- Universities Press”, Hyderabad.

E Resources:

- <http://www.ndma.gov.in/en/>
- <http://www.wcpt.org/disaster-management/what-is-disaster-management>
- http://iare.ac.in/sites/default/files/lecture_notes/dm%20notes.pdf
- <https://www.slideshare.net/PIRATERHINO/disaster-management-ppt>

Course outcome:

At the end of the course, the student will be able to:

- CO1: Learn the basic concepts of disaster management
- CO2: Know the various types of disasters and its effects.
- CO3: Know about socio economic system in India.
- CO4: Learn about the disaster management tools and methods.
- CO5: Know the role of government in managing the disasters and the legal enactments of disaster management.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1				3		2	2	1
CO2	2	1		1			3	
CO3			2	1		3		1
CO4	1			1	2			3
CO5		2	1	3		1		

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B413	OPEN ELECTIVE-II CORPORATE GOVERNANCE	L	T	P
Credits: 3		3	-	-

Prerequisites: NIL

Course Objective:

To understand the growing importance of Corporate Governance in Indian and Global Context.

MODULE – I [10 Periods]

Corporate Governance: Introduction to Corporate Governance - Major Corporate Governance Failures- Need for Corporate Governance - Corporate Governance in India, Theories of Corporate Governance - Agency Theory, Stewardship Theory, and Stakeholder Theory – Convergence- Problems of Governance in Companies.

MODULE – II [10 Periods]

Corporate Governance codes and committees – Global reporting initiative – OECD Principles - Cadbury Committee Report - Kumara Mangalam Birla Committee Report – Naresh Chandra Committee Report - Narayana Murthy Committee Report - SEBI Clause 49 Guidelines- Corporate Governance Committees - Role of capital Markets, Regulator, Government in Corporate Governance.

MODULE – III [5 Periods]

A: Board and Leadership- The board of Directors, Structure of the Board, role of the board, Role, duties and responsibilities of Directors, Types of Directors, Board as a learning organization,

B: Leveraging Good Governance for Competitive Advantage, Conflicts of Interest, Remedial Actions, Governance Ratings- Merits and Demerits. **[5 Periods]**

MODULE – IV [9 Periods]

Models of Corporate Governance- Affect of Context and culture on corporate governance-Anglo Saxon Model- The UK Common wealth principles based Model- The German Model - The Japanese Business Network Model- Indian Model of corporate governance- forces for convergence and differentiation in corporate governance.

MODULE – V [9 Periods]

Whistle-blowing and CSR in Corporate Governance: The Concept of whistle-blowing; types of whistle-blowers; whistle-blower policy; the whistle-blower legislation across countries; developments in India. Corporate Social Responsibility (CSR): Corporate philanthropy; CSR-an overlapping concept; corporate sustainability reporting; CSR through triple bottom line; relation between CSR and corporate governance; environmental aspect of CSR; CSR initiatives in India.

Reference Books:

1. Sateesh Kumar, Corporate Governance, Oxford University Press, 2015.
2. Christine A. Mallin, Corporate Governance, Oxford University Press, 4e, South Asia Edition, 2016.
3. Bob Tricker, Corporate Governance Principles, Policies, and Practices, Oxford University Press, 2015.
4. N. Balasubramanian, Corporate Governance and Stewardship, TMH, 2012.
5. A. C. Fernando, Corporate Governance, Principles, Policies and Practices, Pearson, 2012.
6. Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, New Delhi
7. V Balachandram, V Chandrasekaran, “**Corporate Governance**”, Ethics and Social Responsibility, PHI, 2011.
8. SK Mandal: “**Ethics in Business and Corporate Governance**”, TMH, 2/e, 2012.
9. Geethika,RK Mishra, “**Corporate Governance Theory and Practice**”,Excel,2011.
10. K.Praveen Parboteeach, “**Business Ethics**”, Routledge, 2013.

E Resources:

1. <https://www.slideshare.net/lizakhanam/business-ethics-and-corporate-governance-15588903>
2. <http://www.enterweb.org/ethics.htm>
3. <http://nptel.ac.in/courses/110105079/>
4. <http://nptel.ac.in/courses/109104032/>

Course Outcome:**At the end of the course, the student will be able to:**

- CO1: Learn the need for Corporate Governance in India.
 CO2: Know the OECD principles of corporate governance.
 CO3: Gain knowledge on Role of Board in Corporate Governance.
 CO4: Be aware of different models in Corporate Governance.
 CO5: Know the concepts of whistle-blowing and CSR in Corporate Governance.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1				1	3	2	1	
CO2				3	2		1	1
CO3	1	2		2				3
CO4	2	1	2	3				
CO5	3					1	1	2

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B414	OPEN ELECTIVE-II INDIAN CONSTITUTION	L	T	P
Credits: 3		3	-	-

Prerequisites: NIL

Course Objective:

To understand the importance of Indian constitution, Administration, Concept and Development of Human Rights, election commission

MODULE-I

[9 Periods]

Introduction to Indian Constitution: Constitution' meaning of the term, Indian Constitution- Sources and constitutional history, Features- Citizenship, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy

MODULE-II

[10 Periods]

Union Government and its Administration Structure of the Indian Union: Federalism, Centre- State relationship, President: Role, power and position, PM and Council of ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha, The Supreme Court and High Court: Powers and Functions; **State Government and its Administration** Governor: Role and Position, CM and Council of ministers, State Secretariat: Organisation, Structure and Functions

MODULE-III

[5 Periods]

A: Local Administration District's Administration head: Role and Importance, Municipalities: Introduction, Mayor and role of Elected Representative, CEO of Municipal Corporation,

B: Pachayati raj: Introduction, PRI: Zila Pachayat, Elected officials and their roles, CEO Zila Pachayat: Position and role, Block level: Organizational Hierarchy (Different departments), Village level: Role of Elected and Appointed officials, Importance of grass root democracy

[5 Periods]

MODULE-IV

[10 Periods]

Concept and Development of Human Rights: Meaning Scope and Development of Human Rights, United Nations and Human Rights – UNHCR, UDHR 1948, ICCPR 1966 and ICESCR 1966, **Human Rights in India:** Protection of Human Rights Act, 1993 (NHRC and SHRC), First, Second and Third Generation Human Rights, Judicial Activism and Human Rights.

MODULE-V**[9 Periods]**

Election Commission: Election Commission- Role and Functioning, Chief Election Commissioner and Election Commissioners, State Election Commission: Role and Functioning, Institute and Bodies for the welfare of SC/ST/OBC and women

Reference Books:

1. 'Indian Polity' by Laxmikanth
2. 'Indian Administration' by Subhash Kashyap
3. 'Indian Constitution' by D.D. Basu
4. 'Indian Administration' by Avasti and Avasti
5. Durga Das Basu, Introduction to the Constitution of India, Prentice – Hall of India Pvt. Ltd.. New Delhi
6. SubashKashyap, Indian Constitution, National Book Trust
7. J.A. Siwach, Dynamics of Indian Government & Politics
8. M.V. Pylee, Indian Constitution Durga Das Basu, Human Rights in Constitutional Law, Prentice – Hall of India Pvt. Ltd.. New Delhi

E-Resources:

1. nptel.ac.in/courses/109104074/8
2. nptel.ac.in/courses/109104045/
3. nptel.ac.in/courses/101104065/
4. www.hss.iitb.ac.in/en/lecture-details
5. www.iitb.ac.in/en/event/2nd-lecture-institute-lecture-series-indian-constitution

Course outcome:**At the end of the course, the student will be able to:**

- CO1: Know the sources, features and principles of Indian Constitution.
 CO2: Learn about Union Government, State government and its administration.
 CO3: Get acquainted with Local administration and Pachayati Raj.
 CO4: Be aware of basic concepts and developments of Human Rights.
 CO5: Gain knowledge on roles and functioning of Election Commission.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2		1		1		
CO2				3	1	2		2
CO3	1	2		3	2			
CO4	3	2	1		1			
CO5		2	1			3		2

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B415	COMPREHENSIVE VIVA	L	T	P
Credits: 2		-	-	-

Prerequisites: NIL

Course Objectives:

Aim of the viva is to make student to go through the conceptual frame work of all that has been learnt in the course of the first two years of MBA programme and answer clearly, concisely and cogently to questions posed enabling the student to prepare for proper articulation in the domain of management studies. The preparation for comprehensive viva *inter alia* will enable student to face any job interview and tests on selection for admission into research programmes in management and science with adequate confidence. The successful completion of Comprehensive Viva should signal firm grasp of all the subjects learnt in the entire programme of MBA.

1. Firm grounding of fundamentals of core subjects of management.
2. The ability to put across the concepts with ease and good clarity.
3. The ability to use the theoretical framework to solve specific management problems.
4. Demonstrating one's competency in management subjects.

Course outcome:

At the end of the course, the student will be able to:

- CO1: Face questions on any core subjects of management as well as all the subjects.
- CO2: Answer any subjective questions in the specific stream of elective.
- CO3: Gain the confidence to face any job interview.
- CO4: Gain the ability to enter into any research programmes in management with adequate confidence.
- CO5: The successful completion of Comprehensive Viva should signal firm grasp of all the subjects learnt in the entire programme of MBA.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3					2	1	1
CO2		3			1	1	2	
CO3	1		1			2	3	
CO4			1	2		1	2	3
CO5	1	2	3		1			

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B416	PRE SUBMISSION SEMINAR AND REPORT	L	T	P
Credits: 1		-	-	2

Prerequisites: NIL

Course Objectives:

The final project work of MBA consists of three stages as clearly described in the guideline for project work. The progress on the first stage of formulating research methodology and the second stage of data analysis is indeed crucial before one can take up the final stage of writing the project report. The seminar on pre submission of project report is aimed at providing an opportunity to present the work on the first two stages of project work before an enlightened audience and have a critical assessment of the work carried out so far. The process would give the student sufficient feedback to be incorporated at the time of writing the project report.

Course Outcome:

At the end of the course, the student will be able to:

- CO1: Put across his work on the main project.
- CO2: Under go for critical assessment and provide an opportunity to make any online corrections.
- CO3: Get incorporated with suggestions from the internal guide for better and improved work.
- CO4: Know the documentation process of the project work.
- CO5: Know the overall conclusion for the project.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1					3	2
CO2			1	2	3	2		
CO3					2	3	2	1
CO4	1	2				2	3	
CO5				1	1	2	3	

2018-19 Onwards (MR-18)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 8B417	PROJECT VIVA - VOCE	L	T	P
Credits: 3		-	-	6

THE FINAL PROJECT IS DIVIDED IN TO STAGE-I, STAGE-II AND MAIN PROJECT REPORT AND VIVA.

Prerequisites: NIL

Course Objectives:

Aim of multi stage evaluation is to enable students do original work on their own so that they can get the benefit in terms of gaining practical knowledge and possible employment.

Stage I: RESEARCH METHODOLOGY [Chapter I of the Main Report] -

Students should be advised to do final MBA projects on topics close to the job they prefer to do after MBA. The faculty should guide them and focus on the methodology of doing a project so that the students can understand how to study the problems they come across while working. The following is the suggested check list for doing STAGE I of the project.

Topic:

.....

Chapter I

- Brief Introduction:
- Review of literature:
- Research Gaps:
- Research Questions:
- Objectives of the study:
- Hypotheses:
- Scope of the study:
- Period of the study:
- Sample:
- Data Collection:
- Primary Data:
- Secondary Data:

Stage II: STATISTICAL ANALYSIS - [Chapter II of the main report]

Approach: Students should collect data for the main project from CMIE Prowess DATABASE or any other source or from the field. Students are expected to use relevant statistical tools using Excel, SPSS, MINI TAB, or R and make a **Seminar Presentation**. This will be the **CHAPTER II: Data Analysis** of the main report

Stage III: MAIN PROJECT REPORT AND VIVA [Chapter III of the Main Report].

In addition to the above two stages the students should write the third chapter on Data Interpretation, Conclusion & Suggestions and submit the final report by including the following.

Course Outcomes:

- CO1: Student should be able to develop a research design for their topic of research.
- CO2: Student will be able to understand the data requirements and collect data relevant for a research study.
- CO3: Student will be able to analyse the organizational data and interpret results.
- CO4: Student will be able to analyse the findings and suggestion of the topic.
- CO5: Student will be able to give the overall conclusion of the topic.

Reference Books:

- Appendix I: Questionnaire [if any].
- Appendix II: Definition of concepts, models, formulas used in the report.

NOTE: faculty should advise students to give only references to the websites and journals and not to directly download in the project report. Maximum 24% can be downloaded and rest should be original.

After the submission of the report by consolidating the work done in stage 1, 2 and 3, an external viva will be held by the Institute to give the marks as per the University guidelines 2018-19.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak								
COs	Programme Outcomes(POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2			3	3		
CO2				1	2	2	3	
CO3		2		2	1	3	3	
CO4					2	1	2	3
CO5	3	3	2	1				