

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

CHOICE BASED CREDIT SYSTEM [CBCS]

Effective from the Academic Year 2017-18 onwards

MBA Two Year Degree Programme

[MR17 - 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 section 2(f) & 12 (B) of UGC Act 1956, Accredited by NAAC with 'A' Grade (II Cycle), Maisammaguda, Dhulapally (Post Via Kompally), Secunderabad-500 100
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MALLA REDDY ENGINEERING COLLEGE [AUTONOMOUS]

MR 17- 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 **2017-18** onwards.

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

The Department establishes a Management education centre, to impart high quality trend setting in management an ambience of humanity, wisdom, managing skills, innovation and leadership qualities to nurture the students to become competent and committed professionals with disciplined ethical values.

DEPARTMENT MISSION

Department commitment to progress in mining management knowledge by adopting cutting-edge management to promote academic growth by offering state-of-the-art postgraduate programmes based on well-versed perceptions

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]

- PO1:** The Management Students can acquire in depth knowledge in their specialized areas of Marketing, Finance, HRM and Systems.
- PO2:** Exhibit their ability in analyzing the complex Managerial problems in the field of Business Management apart from solving the problems.
- PO3:** Demonstrate their ability to think and work independently in providing various solutions to a problem without supervision, by due considering the importance level of the Management requirement.
- PO4:** The opportunity of working in research and development environment in both private and government organizations, also able to develop intellectual property and patents.
- PO5:** Transform their ideas in developing new products by becoming self entrepreneurs and modernize & benefit the society, empower themselves for the society responsibilities.
- PO6:** Achieve the targets of the organization and improve the business by managing a team and building interpersonal relationship in a team environment with their communication skills.
- PO7:** Demonstrate their professional, ethical values expected from the society.
- PO8:** Realize the importance and impact of business management on to the global environmental perspective and exhibit their skills and knowledge for continuous development.
- PO9:** Intensely collaborative, we are a community of naturally union people who share a passion for going beyond this comfort zone in an environment where you are encouraged to challenge assumptions in the quest for deepest understanding and smart solutions.
- PO10:** Develops management skills required for an increasingly international business

environment.

P011: Enhances the student's analytical abilities and provides broad base knowledge of core managerial skills.

P012: Helping the students to tackle world scale problem for a complex, fragile and increasingly connected world.

PROGRAMME SPECIFIC OUTCOMES [PSOs]

PSO1: Develops a firm level of understanding of the key functions of business – accounting, finance, management, marketing, management information systems, the global economy, and operation management.

PSO2: Be prepared to become successful professionals in the field of finance/HR/marketing and/or add value to existing professionals by expanding and updating their core base of technical knowledge, competency and skills.

PSO3: Be provided with the analytical skills necessary to make effective business decisions.

1.0 ELIGIBILITY FOR ADMISSIONS:

Admission to the MBA programme shall be made subject to eligibility and qualification as prescribed by the University from time to time.

Admissions shall be made on the basis of merit/rank obtained by the candidates qualified at ICET or Entrance Test conducted by the Telangana State Government or on the basis of any other order of merit as approved by the University, subject to reservations as prescribed by the Government of Telangana from time to time.

2.0 AWARD OF MBA DEGREE:

2.1 A student shall be declared eligible for the award of the MBA Degree, if the student pursues a course of study in a minimum period of two academic years (4 semesters) and a maximum period of four academic years (8 semesters) starting from the date of commencement of first year first semester. 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.

2.2 The student shall register for all 88 credits and secure all the 88 credits.

2.3 MBA is of 2 academic years (4 Semesters), with the academic year being divided into two semesters of 22 weeks (≥ 90 teaching days, out of which number of contact days for teaching / practical ≥ 75 and conducting examinations and preparation days = 15) each.

3.0 COURSE REGISTRATION:

3.1 A 'Faculty Advisor or Counselor' shall be assigned to each student, who will advise him on the Post Graduate Programme [PGP], its Course Structure and Curriculum,

Choice/Option for Subjects/ Courses, based on his competence, progress, pre-requisites and interest.

- 3.2** Academic Section of the College invites 'Registration Forms' from students within 15 days from the commencement of class work for the first semester through 'ON-LINE SUBMISSIONS', ensuring 'DATE and TIME Stamping'. The ON-LINE Registration Requests for any 'SUBSEQUENT SEMESTER' shall be completed BEFORE the commencement of SEEs [Semester End Examinations] of the 'CURRENT SEMESTER'.
- 3.3** A Student can apply for ON-LINE Registration, ONLY AFTER obtaining the 'WRITTEN APPROVAL' from the Faculty Advisor / Counselor, 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 / Counselor and the Student].
- 3.4** A Student may be permitted to register for the Subjects / Course of CHOICE with a typical deviation of ± 3 credits of the semester with minimum credits of 19 and maximum credits of 25, based on his PROGRESS and SGPA / CGPA and completion of the 'PRE-REQUISITES' as indicated for various Subjects / Courses in the department course structure and syllabus contents. It needs specific approval and signature of the Faculty Advisor / Counselor and Head of the Department, 'within a period of 15 days' from the beginning of the current semester.
- 3.5** If the Student submits ambiguous choices or multiple options or erroneous entries during ON-LINE Registration for the Subject[s] / Course[s] 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.
- 3.6** Subject/ Course Options exercised through ON-LINE Registration are final and CANNOT be changed, nor can they be inter-changed; further, alternate choices will also not be considered. However, if the Subject/ Course that has already been listed for Registration [by the Head of Department] in a Semester could not be offered due to any unforeseen or unexpected reasons, then the Student shall be allowed to have alternate choice - either for a new Subject [subject to offering of such a Subject], or for another existing Subject [subject to availability of seats], which may be considered. 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.

4.0 ATTENDANCE REQUIREMENTS:

The programmes are offered on a unit basis with each subject/course being considered as a unit.

- 4.1** Attendance in all classes [Lectures/Laboratories etc.] is compulsory. The minimum required attendance in each theory / Laboratory etc. is 75% including the days of

attendance in sports, games, NCC and NSS activities for appearing for the Semester End Examination. A student shall not be permitted to appear for the Semester End Examinations [SEE] if his attendance is less than 75%.

- 4.2 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].
- 4.3 Shortage of Attendance below 65% in each subject shall not be condoned.
- 4.4 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.
- 4.5 A fee prescribed by the CAC, shall be payable towards condonation of shortage of attendance.
- 4.6 A Candidate shall put in a minimum required attendance at least three [3] theory subjects in each semester for promoting to next 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.
- 4.7 A student shall not be promoted to the next semester unless he satisfies the attendance requirement of the present Semester, as applicable. They may seek readmission into that semester when offered next. If any candidate fulfills the attendance requirement in the present semester, he/she shall not be eligible for readmission into the same class.

5.0 EVALUATION - DISTRIBUTION AND WEIGHTAGE OF MARKS:

The performance of the candidate in each semester shall be evaluated subject-wise, with a maximum of 100 marks for both theory and practicals, on the basis of Continuous Internal Evaluation and Semester End Examinations. For all Subjects/ Courses, the distribution shall be 40 marks for CIE, and 60 marks for the SEE and a Letter Grade corresponding to the % of marks obtained shall be given.

5.1 Theory Courses :

5.1.1 Continuous Internal Evaluation [CIE]:

The CIE consists of two Assignments each of 05 marks and two mid-term examinations each of 35 marks. The CIE shall be finalized based on the 70% of the best performed and 30% of the other performance. 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 Assignments shall be as specified by the concerned subject teacher. Each mid-term examination shall be conducted for a total duration of 120 minutes, for 35 marks.

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	0.5	05
	Fill-in the blanks	10	0.5	05
	Sub-Total			10
Part B	Compulsory questions	5	2	10
Part C	Choice questions [3 out of 5]	3	5	15
Mid-Term Exam Total				35
Assignment				05
Grand Total				40

5.1.2 Semester End Examination [SEE]:

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	8	40
Grand Total				60

5.2 Practical Courses:

5.2.1 Continuous Internal Evaluation [CIE]:

There will be CIE for 40 marks, shall be awarded with a distribution of 20 marks for day - to - day performance and timely submission of lab records, 5 marks for viva - voce, 15 marks for internal lab exam (best out of two exams).

5.2.2 Semester End Examination [SEE]:

There will be SEE for 60 marks, shall be awarded with a distribution of 15 marks for design/procedure/schematic diagram of the given experiment, 20 marks for conduction of experiment, 15 marks for results and 10 marks for viva - voce. For conducting SEE, 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 concerned Head of the Department.

5.3 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 consisting of HOD/Seminar Coordinator, Supervisor and two other senior faculty members of the department. For each Seminar there will be only internal evaluation of 100 marks with a distribution of 30 marks for the report, 50 marks for presentation and 20 marks 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.

5.4 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 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.

5.5 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 aggregate of 50% of the total marks in the Semester End Examination and Continuous Internal Evaluation taken together.

5.6 In case the candidate does not secure the minimum academic requirement in any subject [as specified in 5.5] he has to reappear for the Semester End Examination in that subject.

5.7 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.

5.8 In case the candidate secures less than the required attendance in any subject, the candidate shall not be permitted to write the Semester End Examination in that subject. The candidate shall re-register for the subject when next offered.

6.0 EXAMINATIONS AND ASSESSMENT - THE GRADING SYSTEM:

6.1 Marks 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 % 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.

6.2 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 (Class Intervals)	Grade Points	Letter Grade (UGC Guidelines)
≥ 90%,	10	O (Outstanding)
(≥ 80%, <90%)	9	A+ (Excellent)
(≥ 70%, < 80%)	8	A (Very Good)
(≥ 60%, < 70%)	7	B+ (Good)
(≥ 55%, < 60%)	6	B (Average)
(≥ 50%, < 55%)	5	C (Pass)
(< 50%)	0	F (Fail)
Absent	0	Ab

6.3 A student obtaining F Grade in any Subject shall be considered 'failed' and is required to reappear as 'Supplementary Candidate' in the Semester End Examination [SEE], as and when conducted. In such cases, his Internal Marks [CIE Marks] in those Subjects will remain the same as those he obtained earlier.

6.4 A student not appeared for examination then 'Ab' Grade will be allocated in any Subject shall be considered 'failed' and will be required to reappear as 'Supplementary Candidate' in the Semester End Examination [SEE], as and when conducted.

6.5 A Letter Grade does not imply any specific Marks percentage and it will be the range of marks percentage.

6.6 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'.

6.7 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

- 6.8** The Student passes the Subject/ Course only when he gets $GP \geq 5$ [C Grade or above].
- 6.9** 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:

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

where 'i' is the Subject indicator index [takes 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 Subject, and 'G' represents the Grade Points [GP] corresponding to the Letter Grade awarded for that the Subject.

- 6.10** 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

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

[i.e., 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 [takes 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.

- 6.11** For Calculations listed in Item 6.6 – 6.10, 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.

7.0 EVALUATION OF PROJECT/DISSERTATION WORK:

Every candidate shall be required to submit a thesis or dissertation on a topic approved by the Project Review Committee.

- 7.1** A Project Review Committee [PRC] shall be constituted with Head of the Department as Chairperson, Project Supervisor and one senior faculty member of the Department offering the MBA programme.

- 7.2 Registration of Project Work: A candidate is permitted to register for the project work after satisfying the attendance requirement of all the subjects, both theory and practical.
- 7.3 After satisfying 7.2, a candidate has to submit, in consultation with his Project Supervisor, the title, objective and plan of action of his project work to the PRC for approval. Only after obtaining the approval of the PRC the student can initiate the Project work.
- 7.4 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 A candidate shall submit his project status report every month.
- 7.6 The work on the project shall be initiated at the beginning of the II year 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 registration 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.
- Note: *The project supervisor/guide has to ensure that the student has to publish a minimum of one paper related to the thesis in a National/International Conference/Journal.***
- 7.7 For the final approval by the PRC, the soft copy of the thesis should be submitted for **ANTI-PLAGIARISM** for the quality check and the plagiarism report should be included in the final thesis. If the similarity information is less than 24%, then only thesis will be accepted for submission.
- 7.8 Three copies of the Project Thesis certified by the supervisor, HOD and Principal shall be submitted to the Chief Controller of Examinations for project evaluation [viva voce].
- 7.9 For Project work Review I and II in II Year II Sem. there is an internal marks of 50, the evaluation should be done by the PRC for 30 marks and Supervisor will evaluate for 20 marks. The PRC will examine the overall progress of the Project Work and decide the Project is eligible for final submission or not. A candidate has to secure a minimum of 50% of marks to be declared successful for Project Work per submission Review. If the student fails to fulfill minimum marks, the student has to reappear during the supplementary examination.
- 7.10 For Project Evaluation [Viva Voce] in II Year II Sem. there is an external mark of 150 and the same evaluated by the External examiner appointed by the Chief Controller of Examinations. 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% marks in Project Evaluation [Viva-Voce] examination.
- 7.11 If the student fails to fulfill as specified in 7.10, based the recommendation of the external examiner, the student will reappear for the Viva-Voce examination with the revised thesis only after three months. In the reappeared examination also, fails to fulfill, the student will not be eligible for the award of the degree.
- 7.12 The Head of the Department shall coordinate and make arrangements for the conduct of

Project Viva-Voce examination.

8.0. AWARD OF DEGREE AND CLASS:

8.1 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 PG Programme [PGP], and secures the required number of **88** Credits [with $CGPA \geq 6.0$], shall be declared to have 'QUALIFIED' for the award of the MBA Degree in the chosen Branch of Engineering and Technology with specialization as he admitted.

8.2 Award of Class

After a student has satisfied 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	≥ 6.50 and < 8.00
Second Class	≥ 5.00 and < 6.50

8.3 A student with final CGPA [at the end of the PGP] < 5.00 will not be eligible for the Award of Degree.

9.0 WITH HOLDING OF RESULTS:

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

10.0 TRANSITORY REGULATIONS:

10.1 If any candidate is detained due to shortage of attendance in one or more subjects, they are eligible for re-registration to maximum of three earlier or equivalent subjects at a time as and when offered.

10.2 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 MR17 Academic Regulations.

11.0 GENERAL:

11.1 Credit: A unit 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.

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

11.3 Wherever the words "he", "him", "his", occur in the regulations, they include "she", "her".

11.4 The academic regulation should be read as a whole for the purpose of any interpretation.

11.5 In the 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

	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 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.
4	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.	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.
5	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.	Cancellation of the performance in that course.
6	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 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	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 over to the police and a police cases registered against them.

	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	
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.*

MALLAREDDY ENGINEERING COLLEGE (Autonomous)
COURSE STRUCTURE – MASTER OF BUSINESS ADMINISTRATION [MBA]
(Choice Based Credit System)
(MR17 Regulations - Effective from Academic Year 2017-18 onwards)

I SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits	Scheme of Valuation		Total Marks
				L	T	P		Internal (CIE)	External (SEE)	
1	PC	7B101	Management and Organizational Behavior	2	2	-	3	40	60	100
2	PC	7B102	Business Laws & Regulations	2	2	-	3	40	60	100
3	PC	7B103	Financial Accounting & Analysis	2	2	-	3	40	60	100
4	PC	7B104	Managerial Economics	2	2	-	3	40	60	100
5	PC	7B105	Statistics for Management	2	2	-	3	40	60	100
6	OE	Open Elective-I								
		7B106	Business Communication	2	2	-	3	40	60	100
		7B107	Total Quality Management							
		7B108	Creativity and Innovations of Management							
		7B109	Human relations and Negotiation Skills							
		7B110	Project Management							
7	PR	7B111	Personality Development- Seminar							
8	PC	7B112	Statistical Data Analysis- Practical[Lab]	---	---	4	2	40	60	100
Total credits				12	12	8	22	Contact Periods-32		

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II-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits	Scheme of Valuation		Total Marks
				L	T	P		Internal (CIE)	External (SEE)	
1	PC	7B113	Human Resource Management	2	2	-	3	40	60	100
2	PC	7B114	Marketing Management	2	2	-	3	40	60	100
3	PC	7B115	Production & Operation Management	2	2	-	3	40	60	100
4	PC	7B116	Quantitative Analysis & Decision Making	2	2	-	3	40	60	100
5	PC	7B117	Financial Management	2	2	-	3	40	60	100
6	OE	Open Elective-II								
		7B118	Business Environment	2	2	-	3	40	60	100
		7B119	Business Ethics & Corporate Governance							
		7B120	Environment and Disaster Management							
		7B121	Logistics and Supply Chain Management							
7B122	WTO & IPR									
7	PC	7B123	Annual Report analysis – Lab	---	---	4	2	100	---	100
8	PR	7B124	Summer Internship-Seminar	---	---	4	2	100	---	100
			Total credits	12	12	8	22	Contact Periods-32		

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III-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits	Scheme of Valuation		Total Marks
				L	T	P		Internal (CIE)	External (SEE)	
1	PC	7B125	Strategic Management	2	2	--	3	40	60	100
2	PC	7B126	Management Information system & ERP	2	2	--	3	40	60	100
3	PC	7B127	Research Methodology	2	2	--	3	40	60	100
Professional Electives										
Professional Elective-I [MRKG/FIN/HRM/SYS]										
4	PE	7B128	Consumer Behavior	2	2	--	3	40	60	100
		7B129	Security Analysis and Portfolio Management	2	2	--	3	40	60	100
		7B130	Performance Management	2	2	--	3	40	60	100
		7B131	Business Intelligence	2	2	--	3	40	60	100
Professional Elective-II [MRKG/FIN/HRM/SYS]										
5	PE	7B132	Advertising and Sales promotion	2	2	--	3	40	60	100
		7B133	Financial Institutions, Markets & Services	2	2	--	3	40	60	100
		7B134	Training and Development	2	2	--	3	40	60	100
		7B135	Data-Base Management System	2	2	--	3	40	60	100
Professional Elective-III [MRKG/FIN/HRM/SYS]										
6	PE	7B136	Digital Marketing	2	2	--	3	40	60	100
		7B137	Strategic Management Accounting	2	2	--	3	40	60	100
		7B138	Industrial Relations and Labour laws	2	2	--	3	40	60	100
		7B139	Decision Support Systems	2	2	--	3	40	60	100
7	PR	7B140	Personal Effectiveness – Seminar	---	---	4	2	100	---	100
8	PR	7B141	Business Best Practices and Success Stories of Emerging Leaders – Seminar	---	---	4	2	100	---	100
Total credits				12	12	8	22	Contact Periods -32		

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IV-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits	Scheme of Valuation		Total Marks
				L	T	P		Internal (CIE)	External (SEE)	
1	PC	7B142	Management of Technology	2	2	--	3	40	60	100
2	PC	7B143	Entrepreneurship	2	2	--	3	40	60	100
Professional Electives										
Professional Elective-IV [MRKG/FIN/HRM/SYS]										
3	PE	7B144	Rural Marketing	2	2	--	3	40	60	100
		7B145	International Financial Management	2	2	--	3	40	60	100
		7B146	Compensation & Reward Management	2	2	--	3	40	60	100
		7B147	E-Business	2	2	--	3	40	60	100
Professional Elective-V [MRKG/FIN/HRM/SYS]										
4	PE	7B148	Services and Retail Marketing	2	2	--	3	40	60	100
		7B149	Strategic Investment and Financing Decisions	2	2	--	3	40	60	100
		7B150	Management of Change and Innovation	2	2	--	3	40	60	100
		7B151	Cyber Security and Cyber Laws	2	2	--	3	40	60	100
Professional Elective-VI [MRKG/FIN/HRM/SYS]										
5	PE	7B152	International Marketing	2	2	--	3	40	60	100
		7B153	Banking and Insurance	2	2	--	3	40	60	100
		7B154	Leadership Theory and Practices	2	2	--	3	40	60	100
		7B155	Information Systems, Control and Audit	2	2	--	3	40	60	100
6	PR	7B156	Comprehensive viva	---	---	4	2	---	100	100
7	PR	7B157	Project pre submission seminar	---	---	4	2	100	---	100
8	PR	7B158	Project viva-voce	2	2	--	3	---	100	100
10	AC	7B160	MOOC courses/NPTEL online courses	--	--	--	--	--	--	--
Total credits				12	12	8	22	Contact Periods -32		

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 7B101	MANAGEMENT AND ORGANISATIONAL BEHAVIOUR	L	T	P
Credits: 3		2	2	-

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

[12 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

[12 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

[6 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, McGregor's theory, ERG theory, and Mc-Cellands needs theory, Valance Theory.

[6 Periods]

MODULE – IV

[12 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.
1. Robert N. Lussier, “**Management Fundamentals – Concepts, Applications, Skill Development**”, Cengage Learning, First Edition, 2012
2. Stephen P. Robbins, Timothy: “**Organizational Behavior**”, Pearson 14th Edition, 2012.
3. L. M. Prasad, “**Principles and Practices of Management**”, Revised Edition, Sulthan Chand Publushings.
4. Udai Pareek, Sushma Khanna, “**Organizational Behavior**”, 3e, Oxford Publishing.
5. Kavitha Sigh, “**Organizational behavior**”, Text and Cases, 3/e, Vikas publishing.
6. Griffin & Moorhead, “**Organizational Behaviour**”, 10th Edition, Cengage Publishing.

E Resources:

1. <http://freevideolectures.com/Course/2689/Management-Science>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv073-Page1.htm>
3. <http://www.onlinevideolecture.com/?course=mba-programs&subject=principles-of-management>
4. <http://www.onlinevideolecture.com/?course=mba-programs&subject=organizational-behavior>
5. <http://nptel.ac.in/courses/110105034/>
6. <http://nptel.ac.in/courses/110105033/>
7. <http://nptel.ac.in/courses/110102016/>

Course Outcomes:

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

1. Learn the history of management and the contributions of important management researchers.
2. Know the relevance of environmental scanning, planning and how to take decisions.
3. Learn principles of organization, structures and the way to motivate people.
4. Know the organizational behavior and group Dynamics.
5. Learn how to delegate authority and use power to influence people to get the work done through proper communication and control.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 7B102	BUSINESS LAWS AND REGULATIONS	L	T	P
Credits: 3		2	2	-

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

[12 Periods]

Law of Contract: Nature of contract and essential elements of valid contract, Offer and Acceptance, Consideration, Capacity to contract and free consent, Legality of object- Unlawful and illegal agreements, Contingent contracts, Performance and discharge of contracts, Remedies for breach of contract. **Contracts-II:** Indemnity and guarantee, Contract of Agency, Sale of goods Act -1930: General Principles, Conditions & Warranties, Performance of Contract of Sale.

MODULE – II

[12 Periods]

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.

MODULE – III

[6 Periods]

A. Companies Act, 1956: Steps and procedure for incorporation of the company, Appointment of Directors, Powers, Duties & liabilities of Directors

B. Company meetings & winding up: Company Meetings, Resolutions, Winding-up of a Company [Include the Major Amendments of-2013].

[6 periods]

MODULE – IV

[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, Basic concept of GST, salient features of GST bill, issues & Challenges.

MODULE – V

[12 Periods]

Cyber Laws : The world-Why do we need cyber laws in the Indian context-The Indian IT act-challenges to Indian Law and cyber crime scenarion in India. [Refer Nina Godbole & Sunit Belapure]

Reference Books:

1. RSN Pillai, Bagavathi, “**Business Law**”, S.Chand, 2013.
2. K.R. Bulchandani,“**Business Law for Management**”, 5/e, Himalaya Publishing House [HPH], 2012.
3. Akhileshwar Pathak: “**Legal Aspects of Business**”, TMH, 4/e, 2013.

4. Nina Godbole & Sunit Belapure “ **Cyber Security**” Wiley India 2012.
5. Ravinder Kumar “**Legal Aspects of Business**”, 2nd Edition Cengage Learning, 2012.
6. Tulsian: Business Law, TMH, 2012.
7. S.N. Maheshwari, S K Maheshwari, “**A Manual of Business Laws**”, Himalaya Publishing House [HPH], 2013.

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

Course Outcomes:

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

1. Learn the basics of law of contracts, special contracts and the sale of goods act.
2. Know the various negotiable instruments and their characteristics.
3. Know about the company act 1956 Steps and procedure for incorporation of the company and latest amendments of the Company act 1956.
4. Know the implications of direct and indirect taxes.
5. Learn the concepts and laws relating to cyber laws and IT act 2000.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 7B103	FINANCIAL ACCOUNTING AND ANALYSIS	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

The aim of accounting is to provide the information that is needed for sound economic decision making. The main purpose is to provide information about firm's performance to external parties such as investors, creditors, bankers, researchers and Government Agencies. It has become an important part of young people's education and citizens in various roles in the societies and businesses of all types.

MODULE – I

[12 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

[12 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, and methods of depreciation. Depreciation concept– Depreciation of Fixed Assets -Methods of depreciation—their impact on measurement of business Accounting.

MODULE – III

[6 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

[12 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.
7. T. Vijaya Kumar, “**Accounting for Management**”, Tata McGraw Hill Education Pvt Ltd, New Delhi 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:

1. Know the importance and principles of accounting.
2. Know the classification of capital and revenue expenses and the concept of depreciation.
3. Learn the valuation of inventory & goodwill and also learns statements of financial affairs.
4. Prepare, understand, interpret and analyze financial statements with confidence.
5. Use the analytical techniques of ratios and financial statement analysis and arriving at conclusions from financial information for the purpose of decision making.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 7B104	MANAGERIAL ECONOMICS	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

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

MODULE – I

[12 Periods]

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

[12 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

[6 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

[12 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:

1. Learn the basic economic principles and the concepts of managerial economics.
2. Know the concepts of demand analysis, forecasting demand and supply analysis.
3. Analyze the production function.
4. Learn the cost theory and estimate cost output relationships.
5. Know about market structures and pricing practices.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 7B105	STATISTICS FOR MANAGEMENT	L	T	P
Credits: 3		2	2	-

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]

Introduction to Statistics: Overview, origin and development and Managerial Applications of Statistics, Statistics and the branches of the study, statistics & computers, limitations of statistics.

MODULE – II

[12 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.

MODULE – III

[6 Periods]

A. Tabulation: Tabulation of Univariate, Bivariate and multivariate data, Data classification and tabulation.

B. Diagrammatic and graphical representation of data: One dimensional, two dimensional and three dimensional diagrams and graphs.

[6 Periods]

MODULE – IV

[12 Periods]

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. 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

[12 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:

1. Learn the Managerial Applications of Statistics.
2. Solve the problems relating to measuring central tendency.
3. Learn data classification and tabulation, Diagrammatic and graphical representation of data.
4. Know various statistical tools used for sample testing.
5. Learn the concepts of regression and trend analysis.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 7B106	OPEN ELECTIVE-I BUSINESS COMMUNICATION	L	T	P
Credits: 3		2	2	-

Introduction:

This course focuses on the basics of business communication, starting with the fundamentals and focus on real world applications of effective writing strategies to reduce miscommunication and increase efficiency of their messages. It also offers the learners an overview of Business Communication and introduces them to the main elements in the communication process. It also emphasizes the importance of writing and reading. This communication course teaches practical business communication techniques for planning, organizing, selecting, writing, and presenting information in business or industry.

Prerequisites: NIL

Course Objectives:

To introduce the dynamics of Communication in the Business world which helps to familiarize and practice different kinds of communication tools and Introduces different forms of Business communication to enable the learners to write effective business reports and apply the techniques of writing during different situations which establishes a writer/reader rapport using business philosophy and psychology.

MODULE – I

[12 Periods]

Parts of Speech, Tenses, Speech, Subject-Verb agreement, Correction of sentences, Synonyms, Antonyms, Affixes, one-word substitutes, Word roots, Analogy, Phrasal Verbs, Idioms, Business Vocabulary. Invitations – Inviting, Accepting & Declining; Permission – Seeking permission, Grant & Refuse permissions; Suggestions – Making suggestion, agree & disagree; Requests & Commands

MODULE – II

[12 Periods]

Types of reading - Skimming, Scanning, Intensive, Extensive reading comprehension models - GRE, TOEFL, and IELTS Models, Critical reading, interpretative reading, review writing, Exercises on Reading strategies

MODULE – III

[6 Periods]

A. Written Communications in Business Organizations, The C's of good business communication, Letter writing - Business Letter Writing, Effective Business Correspondence, logistics of Business Letters, Strategies for Writing the Body of a Letter, Kinds of Business Letters.

B. E-mails - How to write effective emails, Salutations / greetings, Writing the body of the email, Closing / signature, Style.

[6 Periods]

MODULE – IV

[12 Periods]

Business correspondence – Memos, Minutes and Circulars, Business Proposals, SOP's, Collection and analysis of memos, minutes of the meetings, circulars from different

organizations.[Faculty are required to conduct group activities and allow the learners to present their analysis.] Presentations, Planning and making a presentation, who is your audience, Getting the room ready, Plan, Prepare, Practice and Present, Tips for the perfect presentation, Common mistakes and what to avoid.

MODULE – V

[12 Periods]

Reports - Steps in Writing a Routine Business Report, Parts of a Report, Characteristics of a good report, importance of language, Types of Reports, Corporate Reports. Collection and analysis of various kinds of reports from different sources. [Faculty is required to conduct group activities and allow the learners to present their analysis.]

Reference Books:

1. *Business English Dictionary*: Pearson, 2013.
2. C.S.G, Krishnamachryulu and Ramakrishnan, Lalitha: *Business Communication*, HPH: New Delhi, 2011.
3. Fearn-Banks, Kathleen : *Crisis Communication-A case book approach*: Routledge : UK, 2011.
4. Irwin, David : *Effective Business Communications*;: Viva-Thorogood, 2013.
5. Lehman and Sinha ,Dufrene : *BCOM (Business Communication)* 2nd edition, Cengage, 2012.
6. Rao , Subba. Kumar .B. Anitha and Bindu. C. Hima: *Business Communication*: Cengage: New Delhi, 2012.

E Resources

1. <https://blog.udemy.com/types-of-communication/> (Communication Skills)
2. <https://www.skillsyouneed.com/ips/conversational-skills.html> (Conversation Skills)
3. <http://lrs.ed.uiuc.edu/students/jblanton/read/readingdef.htm> (Reading Skills)
4. <https://www.thoughtco.com/what-is-composition-english-1689893>(Writing and composition)
5. <http://www.masscommunicationtalk.com/definition-and-techniques-of-writing-skill.html> (Writing Skills)
6. https://www.youtube.com/watch?v=cQruENyLNYI&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH (Communication Skills)
7. https://www.youtube.com/watch?v=p1-etClsXdk&index=5&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH (Conversation Skills)
8. <http://www.mansfield.edu/fye/upload/Academic-Reading-Skills.pdf> (Reading Skills)
9. <http://www.journals.aiac.org.au/index.php/IJALEL/article/view/2471> (Writing Skills)

Course Outcomes:

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

1. Learn the basic communication and its forms.
2. Know various reading strategies.
3. Learn the basics of written Communications in Business Organizations.
4. Learn business correspondence and tips for the perfect presentation.
5. Compose all common types of written communication in a clear, complete and correct way.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 7B107	TOTAL QUALITY MANAGEMENT	L	T	P
Credits: 3		2	2	-

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

[12 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

[12 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

[6 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.

[6 Periods]

MODULE – IV

[12 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

[12 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.pdf>
5. <http://nptel.ac.in/courses/110105039/25>

Course Outcomes:

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

1. Learn the basics of TQM and its evolution.
2. Know the various principles and practices under TQM.
3. Appreciate the Quality management System and the standards like ISO, EMS and QFD etc.
4. Know the tools and techniques relating to total quality management.
5. Appreciate the various management tools under Total Quality Management system.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 7B108	CREATIVITY AND INNOVATIONS MANAGEMENT	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

To enhance creative potential by strengthening various mental abilities and shape an ordinary learner to become an extraordinary learner; to expand the knowledge horizon of individual creativity and corporate creativity to transform the living conditions of the society.

MODULE – I [12 Periods]

Realms of Creativity: Creativity Concept- Convergent and Divergent Thinking- Creative abilities - Creativity Intelligence, Enhancing Creativity Intelligence-Determinants of Creativity - Process-Roots of Human Creativity-Biological, Mental, Spiritual Social-Forms of Creativity- Essence, Elaborative and Expressive-Existential, Entrepreneurial and Exponential.

MODULE – II [12 Periods]

Creative Personality: Traits - Congenial to Creativity- Motivation and Creativity-Strategies for Motivation for being creative- Conductive Environment: Formative Environment and Creativity- Environmental Stimulants- Blocks to Creativity- Strategies for unblocking Creativity.

MODULE – III [6 Periods]

A. Corporate Creativity: Creative Manager- Creative Problems Solving, Techniques of Creative Problem Solving- Perpetual Creative Organizations-Creative Management Practices:

B. Various Management techniques: Human Resource Management, Marketing Management, Management of Operations, Management of Product Design and Growth Strategies – Collective Creativity.

[6 Periods]

MODULE – IV [12 Periods]

Creative Organisation: Issues and approaches to the Design of Creative Organizations - Successful innovative organization structure- Mechanisms stimulating Organizational Creativity- Creative Societies, Model of creative society.

MODULE – V [12 Periods]

Management of Innovation: Nature of Innovation-Technological Innovations and their Management, Management Innovative entrepreneurship- Agents of Innovation-Skills for Sponsoring Innovation, Practice cases and situations.

Reference Books:

1. P. N. Rastogi, “**Managing Creativity of Corporate Excellence**”, Macmillan, New Delhi.
2. Jone Ceserani, Pater Greatwood, “**Innovation and Creativity**”, Crest Publishing House,

New Delhi.

3. Pradip Khandwalla, **“Lifelong Creativity”**- An Unending Quest, Tata McGraw Hill, 2006.
4. Pradip Khandwalla, **“The Corporate Creativity”** -The Winning Edge, Tata McGraw Hill New Delhi.
5. Christensen Clayton, **“Innovation and General Manager”**, Tata McGraw Hill.
6. Margaret. A,Whit& Gary D. Bruton- **“The Management of Technology Innovation- A Strategic Approach”**.
7. CSG Krishnama Charyulu & R. Lalitha- **“Innovation Management”**, Himalaya Publishing House, 2007.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv132-Page1.htm>
2. <http://linksp.com/article/Reingold-LINK-Creative-Manager-Job-Posting-Jan-15.pdf>
3. http://creativeskillset.org/creative_industries/advertising_and_marketing_communications/job_roles
4. <http://nptel.ac.in/courses/109101003/15>
5. <http://nptel.ac.in/courses/109104107/>

Course Outcomes:

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

1. Learn the basic concepts of creativity management.
2. Develop a creative personality and can become an extraordinary learner.
3. Know the techniques of Creative Problem Solving and Creative Management Practices.
4. Learn the Issues and approaches to the Design of Creative Organizations and Mechanisms stimulating Organizational Creativity.
5. Know the nature and management of innovation.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 7B109	HUMAN RELATIONS AND NEGOTIATION SKILLS	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

The objective is to provide tips and techniques as well as conceptual grounding to motivate participants to learn and apply human skills. Organizations are looking for employees with outstanding interpersonal skills to help them remain flexible and viable in today's competitive workforce.

MODULE – I

[12 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

[12 Periods]

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

MODULE – III

[6 Periods]

A. Conceptual 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.

[6 Periods]

MODULE – IV

[12 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

[12 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:

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

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 7B110	PROJECT MANAGEMENT	L	T	P
Credits: 3		2	2	-

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

[12 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

[12Periods]

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

[12 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

[12 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:

1. Know the basic concepts of project management and its life cycle.
2. Plan a project and can appreciate various approaches to project screening and selection.
3. Conduct project evaluation and manage the risk
4. Build a project team and can manage the conflicts and negotiations.
5. Know the evaluation of the current and future trends in project management.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 7B111	PERSONALITY DEVELOPMENT SEMINAR	L	T	P
Credits: 2		-	-	4

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:

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

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA I Semester		
Code: 7B112	STATISTICAL DATA ANALYSIS LAB	L	T	P
Credits: 2		-	-	4

Prerequisites: NIL

Course Objectives:

The course aims is to understand MS Excel for applying 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

- I. Tabulation, bar diagram, Multiple Bar diagram, Pie diagram, Measure of central tendency: mean, median, mode, Measure of dispersion: variance, standard deviation, Coefficient of variation.
- II. Correlation, regression lines.
- III. T- Test, F-test, ANOVA one way classification, chi square test, independence of attributes.
- IV. Time series: forecasting Method of least squares, moving average method.
- V. Inference and discussion of results.

Reference Books:

1. David Whigham “**Business Data Analysis Using Excel**” Oxford University Press, 2012.
2. Winston “**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. Ajai.S.Gaur, Sanjaya S.Gaur, “**Statistical Methods For Practice and Research**”, Response, 2009.

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:

1. Analyze the data to draw inference for decision making.
2. Know the application of statistical measures of central tendency.
3. Learn the application of ANOVA.
4. Know the process of Analyzing trends.
5. Learn the process of testing hypothesis.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 7B113	HUMAN RESOURCE MANAGEMENT	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

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

MODULE – I

[12 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 TVRLS India.

MODULE – II

[12 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

[12 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

[12 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:

1. Know the basic HR concepts.
2. Know the process of recruitment, selection
3. Learn the process of performance appraisal, training & development.
4. Know the concepts of compensation and employee retention approaches and strategies.
5. Learn various industrial & labour legislations in India.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 7B114	MARKETING MANAGEMENT	L	T	P
Credits: 3		2	2	-

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

[12 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

[6 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

[12 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

[12 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://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 Outcomes:

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

1. Learn the concepts of marketing management.
2. Know the various factors that influence on the marketing mix and the customer buying behavior.
3. Analyze the concepts of market segmentation and positioning.
4. Design the channel of distribution and promotion customer driven strategies and will be able to communicate the decisions towards business development with superior customer value.
5. Know the importance of pricing and the methods of pricing. Also appreciate various mediums of marketing communication.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 7B115	PRODUCTION AND OPERATIONS MANAGEMENT	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

The course aim to introduce concepts of production and 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

[12 Periods]

Product Design and Analysis: 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 Design- Process Research, Pilot Development, Capacity Consideration, Commercial Plan Transfer, Enhanced Capacity Using Optimization. Value Analysis/Value Engineering – History of Value Analysis/Value Engineering, When to Apply Value Analysis, 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

[6 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 Procedures.

[6 Periods]

MODULE – IV

[12Periods] Scheduling: Introduction, Johnson’s Problem, Extension of Johnson’s rule. Job Shop Scheduling: Introduction, Types of Schedules, Schedule Generation, heuristic Procedures, Priority Dispatching Rules. Two Jobs and Machines Scheduling.

MODULE – V

[12 Periods]

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.

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://freevidelectures.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:

1. Know the basics of production and operations management.
2. Analyse product designing and value engineering.
3. Appreciate various facility location models and plant layout designs.
4. Solve problems relating to the scheduling by the application of various scheduling models.
5. Learn the concept of integrated materials management and various inventory control techniques.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 7B116	QUANTITATIVE ANALYSIS AND DECISION MAKING	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

The objective of the course is to provide the basic tools of Operations research in solving the management problems using mathematical approach for decision making.

MODULE – I

[12 Periods]

Introduction to Operations research: Origins of OR, Nature and Scope- Applications of OR in different Managerial areas, Defining a model, types of model, Process for developing an operations research model, Practices, opportunities and short comings of using an OR model.

MODULE – II

[12 Periods]

Linear Programming Method: Structure of LPP, Assumptions of LPP, Application areas of LPP, Guidelines for formulation of LPP, Formulation of LPP For different areas, solving of LPP by Graphical Method: Extreme point method and ISO-cost profit method, simplex method, two phase method, Big-M method, converting primal LPP to dual LPP, Limitations of LPP.

Transportation Problem: 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.

MODULE – III

[6 Periods]

A. Assignment Model: Algorithm for solving assignment model, Hungarians Method for solving assignment problem, variations of assignment problem: Multiple Optimal Solutions.

B. Maximization case in assignment problem: unbalanced assignment problem, travelling salesman problem, simplex method for solving assignment problem.

[6 Periods]

MODULE – IV

[12 Periods]

Decision Theory: Introduction, ingredients of decision problems. Decision making – under uncertainty, cost of uncertainty, under risk, under perfect information, decision tree, construction of decision tree

MODULE – V

[12 Periods]

Queuing Theory: Queuing Structure and basic components of a Queuing Model, Distributions in Queuing Model, Differences in Queuing Model with FCFS, Queue Discipline, Single and Multiple service station with finite and infinite population.

Reference Books:

1. Prem Kumar Gupta “**Introduction to Operations Research**” S.Chand, 2012.
2. J.K. Sharma, “**Operations Research: Theory and applications**”, 5th edition, Macmillian, 2013.
3. C.R. Kothari, “**Quantitative Techniques**”, 3rd revised edition, Vikas, 2012.
4. Anand Sharma, “**Quantitative Techniques for Decision Making**”, HPH, 2010.
5. A M Natarajan, P Balasubramani, A Tamilarasi, “**Operations Research**” Pearson, 2012.
6. M P Gupta, R B Khanna, “**Quantitative Techniques for Decision Making**” PHI, 2011.
7. N.D.Vohra, “**Quantitative Techniques in Management**”, TMH, 2012.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv218-Page1.htm>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv293-Page1.htm>
3. <http://nptel.ac.in/courses/110106062/>
4. <http://nptel.ac.in/courses/110106059/>

Course Outcomes:

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

1. Apply Operational Research concepts to different managerial areas.
2. Learn the concept of linear programming and the mathematical models of transportation problems.
3. Know the various methods of solving assignment problems.
4. Learn the concept of Decision making under uncertainty.
5. Know the queuing structures and the basic components of a Queuing model.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 7B117	FINANCIAL MANAGEMENT	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

To give an overview of the problems facing a financial manager in the commercial world. It will 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

[12 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

[12 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

[6 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.

Periods]

[6

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. Shashi K.Gupta, R.K.Sharma , “**Financial Management**” Kalyani Publishers ,2012.
6. Rajiv Srivastava, Anil Mishra , “**Financial Management**” Oxford University Press, New Delhi, 2012.
7. 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/109107115/>
4. <http://nptel.ac.in/courses/110105057/>

Course Outcomes:

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

1. Know the financial functions and activities of an organization.
2. Analyse the capital budgeting decisions and costs of sources of capital.
3. Appreciate the various capital structure theories.
4. Evaluate the dividend decisions and dividend policies.
5. Know the concepts of working capital management and can manage the short term finance in an efficient manner.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 7B118	OPEN ELECTIVE-II BUSINESS ENVIRONMENT	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

Aim of this course is to make students understand different types of business environments they should review before taking managerial decisions.

MODULE – I [12 Periods]

Industrial Policy and Regulatory Structure: Industrial Policy- Industrial Licensing Policy- Five Year Planning- Industrial Policy 1991, Small Scale Industries [SSI]-Industrial Finance- Foreign Direct Investment [FDI].

MODULE – II [12 Periods]

Economic Policies: Fiscal Policy- Latest Union Budget- Reforms Undertaken- Role of Government- Monetary Policy- Basic Concepts- Monetary Policy in the 21st Century- Banking Sector Reforms.

MODULE – III [6 Periods]

A. Capital Markets, SEBI, RBI: Capital Market Institutions-Stock Indices.

B. Derivatives Market- Global and Indian Scenario- Role of SEBI and RBI. [6 Periods]

MODULE – IV [12 Periods]

India's Trade Policy: Policy changes and Issues- sector wise trade policies: recent developments- GATT- WTO agreements and implications.

MODULE – V [12 Periods]

EXIM policies & FEMA: India's new EXIM policy- legal framework- initiatives, FEMA – Multi-national companies and FDI.

Case: RBI Slapped Rs. 125 Crore on Reliance Infrastructure. A Case Study on FEMA, [Dr. Vivek Mittal, page no.655]

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. Misra and Puri, “**Indian Economy**” 30E, Himalaya Publishing, 2012.

7. Palle Krishna Rao, “WTO Text & Cases”, PSGIM, Coimbatore, 2009.

E Resources:

1. <http://www.icaew.com/en/technical/business-resources/business-environment>
2. <http://www.montroseedc.org/31/Business-Environment>
3. <http://nptel.ac.in/courses/110105038/10>
4. <http://nptel.ac.in/courses/110105079/54>

Course Outcomes:

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

1. Know the issues related to the industrial policy and regulation and their amendments from time to time.
2. Know about the various economic policies of India.
3. Learn the basic concepts of capital markets and their regulating bodies.
4. Know the policy changes and issues relating to the sector wise trade policies.
5. Know the legal frame work of EXIM policy and FEMA.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 7B119	OPEN ELECTIVE-II	L	T	P
Credits: 3	BUSINESS ETHICS AND CORPORATE GOVERNANCE	2	2	-

Prerequisites: NIL

Course Objectives:

The aim of this subject is to inculcate the need for business ethics to ensure sustained business stability.

MODULE – I

[12 Periods]

Business Ethics: Business Ethics-why does it matter?; Levels of Business Ethics-Five Myths about Business Ethics- Can Business Ethics be Taught and Trained?; stages of Moral development, Kohlberg’s study- Carol Gilligan’s Theory-Principles of Ethics.

MODULE – II

[12 Periods]

Professional Ethics: Introduction to Professional Ethics- Ethics in Production and Product Management-Ethics of Marketing Professionals-Ethics in HRM-Ethics of Finance and Accounting Professionals-Ethics of Advertisement-Ethics of Media Reporting-Ethics of Healthcare Services. Ethical Dilemma. Introduction, Dilemma and Ethical Dilemma-Mounting Scandals-Ethical Issues-Preparatory Ethics: Proactive steps-The software challenge.

MODULE – III

[6 Periods]

A. Cyber crimes and Cyber Laws: Terrorism-social,Political, ethical and psychological, dimensional , Intellectual property in the cyberspace,Ethical dimenstions of cyber crimes

B. The psychology: mindset & Skills of Hackers & Other cyber criminals, Sociology of cyber criminals, inforamtion Warfare.

[6 Periods]

MODULE – IV

[12 Periods]

Corporate Governance-I: Importance of corporate Governance –Corporate Governance in India-Board Structures Processes and Evaluation-Director Independence –Board committees, Indian model of Corporate Governance, clause 49 of SEBI.

MODULE – V

[12 Periods]

Corporate Governance-II: Information communication and Disclosure-Irani Committee Report-OECD Principles of Corporate Governance –Risk, Internal Control and Assurance-Banks and Corporate Governance.

Reference Books:

1. C.S.V.Murthy: “**Business Ethics**”, Himalaya Publishing House, 2012.
2. V Balachandram, V Chandrasekaran, “**Corporate Governance**”, Ethics and Social Responsibility, PHI, 2011.
3. SK Mandal: “**Ethics in Business and Corporate Governance**”, TMH, 2/e, 2012.

4. N.Balasubramanian : “**Corporate Governance and Stewardship**”, TMH,2012.
5. Geethika,RK Mishra, “**Corporate Governance Theory and Practice**”,Excel,2011.
6. K.Praveen Parboteeach, “**Business Ethics**”, Routledge, 2013.
7. H.C.Mruthyunjaya, “**Business Ethics and Value Systems**”, PHI, 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 Outcomes:

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

1. Know the role of business ethics and moral development.
2. Learn the concepts of professional ethics in different functional areas of business.
3. Be aware of the primary motto of cyber crimes and laws relating to cyber crimes in India.
4. Gain knowledge of corporate governance and clause 49 of SEBI.
5. Know the OECD principles of corporate governance.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 7B120	OPEN ELECTIVE-II ENVIRONMENT AND DISASTER MANAGEMENT	L	T	P
Credits: 3		2	2	-

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 [12 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 [12 Periods]

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

MODULE – III [6 Periods]

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

B. Socio economic system: Factors affecting mitigation measures, Factors affecting damages.

[6 periods]

MODULE – IV [12 Periods]

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

MODULE – V [12 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.
4. Rajib Shaw, R.R. Krishnamurthy –“**Disaster Management Global Challenges and Local Solutions- Universities Press**”, Hyderabad.

E Resources:

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

Course outcomes:

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

1. Learn the basic concepts of disaster management
2. Know the various types of disasters and its effects.
3. Know about socio economic system in India.
4. Learn about the disaster management tools and methods.
5. Know the role of government in managing the disasters and the legal enactments of disaster management.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 7B121	OPEN ELECTIVE-II LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P
Credits: 3		2	2	-

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

[12 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

[12 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

[12 Periods]

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

[12 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:

1. Learn the basic concepts that how organizations gain competitive advantage through logistics.
2. Know the concept of measuring the cost of logistics and impact on share holders.
3. Learn the Logistics and Supply chain relationships.
4. Know the sourcing decisions and transportation Impact in lack of coordination.
5. Know the trends of logistics in a global economy.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 7B122	OPEN ELECTIVE-II WTO & IPR	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

To know the General Agreement on Tariffs and Trade [GATT], WTO, IPR, Trademarks and copy right.

MODULE – I **[12 Periods]**

Introduction: General Agreement on Tariffs and Trade [GATT] Eighth Round: Uruguay Round, World Trade Organization: Structure – Technology Transfer – Dispute resolution Mechanism- Doha Declaration – WTO Agreements including TRIPS & TRIMS.

MODULE – II **[12 Periods]**

WIPO – Paris convention – Bern Convention –WCT- Budapest treaty – Madrid Agreement – Hauge Agreement – UPOV.

MODULE – III **[6 Periods]**

A. IPR-1 Patents: Historical Background of IPR-Introduction, definition and classification of intellectual Property, Patents – Patentable and Non patentable inventions – Legal requirements for patents – Types of patent applications.

B. Patent document: specification and claims – Important procedural aspects – Management of IP Assets and IP portfolio – Commercial exploitation of IP. **[6 Periods]**

MODULE – IV **[12 Periods]**

IPR– 2: Designs and Geographical Indication [GI] – Designs: Basic requirements – Procedure – Convention application – Term – Date Geographical Indication: Definition – What can be registered – Who can apply – Rights – Term – Restrictions.

MODULE – V **[12 Periods]**

IPR-3: Trademarks and Copy rights: Definitions – Classification of trademarks – Classifications of goods and services – Vienna classification – Trademarks procedure – Trademarks enforcement: Infringement and passing off – Remedies – Copy rights – Term of copyrights – Procedure of copyright-Assignment of copy right – Copyright infringement – Remedies.

Reference Books:

1. [P. K. Vasudeva](#) ,“World Trade Organization: Implications on Indian Economy”, Pearson Education, 2015.

2. P.Krishna Rao, “ **WTO-Text and cases**”, Excel Books, 2015.
3. Caves, Frankel, Jones, “**World Trade and Payments-An Introduction**”, Pearson Education, 2015.
4. Carlos M. Correa- “**Intellectual property rights , The WTO and Developing countries**”-Zed books.
5. Peter-Tobias stoll, Jan busche , Katrian arend- “**WTO- Trade –related aspects of IPR**”- Library of congress.

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:

1. Know the basic information about the General Agreement on Tariffs and Trade [GATT]
2. Know about the World Intellectual Property Rights organisation [WIPO].
3. Know the historical background of Intellectual Property rights.
4. Learn the issues relating to the designs and Graphical Indications [GI] in IPR.
5. Learn the concept of trademarks and their classification and also learns the procedure for obtaining copy rights.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 7B123	ANNUAL REPORT ANALYSIS LAB	L	T	P
Credits: 2		-	-	4

**Approach: CMIE Prowess Database/ Annual Report of Companies & MS-Excel
Marks 100.**

Prerequisites: NIL

Course Objectives:

Aim is to show annual reports of different companies to students so that they use the knowledge gained in financial accounting and analysis and financial management for analysis of performance of the organizations on multiple dimensions.

Exercises:

1. Analysis of profitability ratios.
2. Analysis of structural ratios.
3. Analysis of asset turnover ratios.
4. Analysis of liquidity ratios.
5. Analyse Growth, Stability and Stock Performance.

Reference Books:

1. Sinha Gokul-“**Financial Statement Analysis**”-PHI 2014.
2. Gupta –“**Corporate Financial Analysis in a Global Environment**”, South-Western Pub.
3. Erich A. Helfert –“**Financial Analysis Tools and Techniques**”: A Guide for Managers-TMH, 2014.
4. Robert M. Grant-“**Contemporary Strategy Analysis: Text and Cases**”-Wiley,2014.
5. John Tennent, “**Guide to Financial Management**”, [The Economist], Viva, 2010.
6. Sarngadharan M. and Kumar S. Rajitha –“**Financial Analysis for Management Decisions**”-PHI.

Course Outcomes:

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

1. Analyse balance sheet of an organization.
2. Analyse profit and loss of an organization.
3. Analyse investment portfolio of the organization.
4. Analyse profitability ratios, asset turnover ratios, structural ratios and liquidity ratios.
5. Forecast the future gaps in terms changing objectives of the organization.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA II Semester		
Code: 7B124	SUMMER INTERNSHIP	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 bunks, 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:

1. Know the organization structure and its functions.

2. 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.
3. Learn the organizational dynamics in terms of organizational behavior, culture, competition, future strategies and change initiatives of the organization.
4. Gain the practical exposure related to the job of their interest.
5. Acquire practical knowledge by working in any organization.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B125	STRATEGIC MANAGEMENT	L	T	P
Credits: 3		2	2	-

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

[12 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

[12 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

[12 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

[12 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://freevidelectures.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:

1. Know how to scan internal and external environment of an organization, understand different types of strategies
2. Know the formulation of strategies for gaining competitive advantage.
3. Learn various corporate level strategies and the concept of organizational restructuring.
4. Gain knowledge about the corporate implications for global strategies and the risk involved in an international environment.
5. Evaluate strategies and take corrective steps.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B126	MANAGEMENT INFORMATION SYSTEM AND ERP	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

Aim is to understand the basic management information systems case studies.

MODULE – I

[12 Periods]

UNIT-I: 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

[6 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

[12 Periods]

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

[12 Periods]

Benefits of ERP: Reduction of Lead Time, On-Time Shipment, Reduction in Cycle Time, Improved Resource Utilisation, 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:

1. Learn the basics of management information system and the business applications of information system.
2. Gain the knowledge of managing an Information System efficiently.
3. Know the process of system design and can build an Information System.
4. Know about various models of ERP and their applications in an organization.
5. Learn the various benefits of ERP system and also learn about the implementation and maintenance of an ERP system.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B127	RESEARCH METHODOLOGY	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

The objective of the course is to introduce the basic methods of conducting research, explore ideas in formulating Research Objectives, Hypothesis and Sample framework for understanding the research studies.

MODULE – I

[12 Periods]

Foundations of research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, Deductive and inductive theory. Characteristics of scientific method – Understanding the language of Research – Concept, Construct, Definition, Variable. Research Process.

MODULE – II

[12 Periods]

Problem identification & formulation: Research Question – Investigation Question – Measurement Issues – Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance.

MODULE – III

[6 Periods]

A. Research design: Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.

B. Data collection: Types of Data- Secondary Data - Definition, Sources, Characteristics. Primary Data - Definition, Advantages and disadvantages over secondary data, Observation method, Questionnaire Construction, Personal Interviews, Telephonic Interview, Mail Survey, Email/Internet survey.

[6 Periods]

MODULE – IV

[12 Periods]

Qualitative and quantitative research: Qualitative research – Quantitative research – Concept of Measurement, causality, generalization, replication. Merging the two approaches; Measurement: Concept of measurement, what is measured? Problems in measurement, Validity and Reliability, Levels of measurement- Nominal, Ordinal, Interval, Ratio, Scaling techniques.

MODULE – V

[12 Periods]

Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response, Characteristics of a good sample, Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Determining size of the sample, Practical considerations in sampling and sample size.

Data Preparation: Univariate analysis [frequency tables, bar charts, pie charts, Percentages], bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of Association. Report writing and presentation of results. Types of research reports, report structure, report formulation, Guidelines for effective Documentation.

Reference Books:

1. C.R.Kothari- “**Research Methodology**” .
2. O.R Krishna swamy&D.Obul Reddy- “**Research Methodology and Statistical Analysis**” [Text and cases]
3. Donald Cooper & Pamela Schindler, “**Business Research Methods**”, TMGH, 9th edition.
4. Alan Bryman & Emma Bell, “**Business Research Methods**”, Oxford University Press.
5. Deepak Chawla& Neena sondhi,- “**Research Methodology – concepts and cases**” .

E Resources:

1. <http://www.socscidiss.bham.ac.uk/methodologies.html>
2. <https://www.alleydog.com/links-sp/methods.php>
3. <http://nptel.ac.in/courses/110999910>
4. <http://nptel.ac.in/courses/110104068/17>
5. <http://nptel.ac.in/courses/110104068/18>

Course Outcomes:

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

1. Learn the basics of research methods and various theories of it.
2. Know the process of identifying a research problem and the formulation of Hypothesis for their research.
3. Gain the knowledge of various research designs and data collection methods.
4. Learn the basics of Qualitative and Quantitative research and also learns various measurement and scaling techniques.
5. Know the concept of sampling and also learns the process of data analysis.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B128	PROFESSIONAL ELECTIVE-I CONSUMER BEHAVIOUR [MARKETING]	L	T	P
Credits: 3		2	2	-

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 [12 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 [12 Periods]

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

MODULE – III [6 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. **[6 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:

1. Learn the basic concepts of consumer behaviour.
2. Know the environmental influences on consumer behaviour.
3. Learn about the perception and attitude of consumers.
4. Know the consumer decision making process.
5. Learn marketing ethics towards consumers.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B129	PROFESSIONAL ELECTIVE-I SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT [FINANCE]	L	T	P
Credits: 3		2	2	-

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

[12 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

[6 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

[12 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.

Derivatives: Overview of derivatives Markets, Option Markets, Option Strategies and option valuation forward & futures, market strategies, Stock index futures, interest rate futures, Swaps contracts.

MODULE – V

[12 Periods]

Mutual Funds: Introduction to Mutual funds, Types of Mutual Funds Schemes, Structure, NAV[Net Asset Value], Risk and Return, Performance Evaluation Models- Sharpe 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:

1. Learn the basics of investment environment and Indian financial system.
2. Appreciate the securities using various portfolio analysis models for a better selection of stocks.
3. Know the various types of bonds and their valuation process.
4. Analyse equity stocks using various valuation models and also gain the basic knowledge of derivatives.
5. Know the basic mutual fund schemes and their appreciation models.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B130	PROFESSIONAL ELECTIVE-I PERFORMANCE MANAGEMENT [HUMAN RESOURCES]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

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

MODULE – I [12 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 [12 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 [12 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 [12 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:

1. Learn the basic concepts of performance management and reward systems in an organization.
2. Know the process of collecting performance information and various measuring approaches.
3. Gain the knowledge about how performance management helps in employee development.
4. Know various legal issues of rewards management and also able to manage the team performance.
5. Learn various performance management concepts like Bench marking, Six Sigma, Competency Mapping etc.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B131	PROFESSIONAL ELECTIVE-I BUSINESS INTELLIGENCE [SYSTEMS]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

It enables the student understand the concepts of Business Intelligence

MODULE – I

[12 Periods]

Introduction to Business Intelligence-the Business pressure-Responses and support model-Definition of BI- Architecture of BI- Styles of BI-vent-Driven alerts-A cyclic process of Intelligence Creation. The value of Business intelligence-Value driven and Information use-Performance metrics and key performance indicators-horizontal use cases for BI.

MODULE – II

[12 Periods]

Data Ware Housing-Definitions and concepts: DW process an Innovation-Data Warehousing Implementation-Data warehousing Administration-Security Issues and future trends.

Business Performance Management: Overview Strategic plan, monitor, performance measurement, BPM methodologies-BPM Techniques-Performance dashboard and scorecards.

MODULE – III

[6 Periods]

A. Data mining for Business Intelligence: Data mining concepts and definitions-Data mining applications-Artificial neural Networks for data mining.

B. Text and web mining-Natural language processing-Text mining applications-Text mining process-tools-Web mining overview-Web content overview-Web structure mining-Web usage mining.

[6 Periods]

MODULE – IV

[12 Periods]

Business Rules: the value preposition of business rules-Business rules approach-Business rule system-sources of business rules and management approach.

MODULE – V

[12 Periods]

Business intelligence implementation: Business Intelligence and integration implementation-connecting in BI systems- Issues of legality- Privacy and ethics- Social networking and BI.

Reference Books:

1. Rajiv Sabherwal “**Business Intelligence**” Wiley Publications, 2012.
2. Amit Johri “**Business Intelligence**” Himalaya, 2012.
3. Efraim Turban et al.“**Business Intelligence**” 2e, Pearson Education, 2012.
4. David Loshin “**Business Intelligence**” 2e, Elsevier, 2012.

5. Carlo Verzellis “**Business Intelligence**” Wiley Publications, 2012.
6. Philo Janus, Stacia Misner, “**Building Integrated Business Intelligence Solutions with SQL Server**”, 2008 R2 & Office 2010, TMH, 2011.

E Resources:

1. <http://www.b-eye-network.com/links/>
2. <https://support.office.com/en-us/article/Getting-Started-Introduction-to-the-Business-Intelligence-Center-2ea9253a-5b61-4065-b6e3-7a981bb8d90d>
3. <https://www.youtube.com/playlist?list=PLg1DlfVwmqS7Nt9F9Tj98134S6aZBnpV>
4. <https://www.slideshare.net/sujithkylm007/business-intelligence-ppt>

Course Outcomes:

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

1. Learn the basic concepts of Business Intelligence and the value of Business Intelligence.
2. Know the security issues and future trends of data ware housing and also learn the techniques and methodologies of BPM.
3. Know the basic concepts of data mining for Business Intelligence.
4. Learn the concept of business rules and management approach and the sources of business rules.
5. Know the various issues relating to the implementation of Business Intelligence in an organization.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B132	PROFESSIONAL ELECTIVE-II ADVERTISING AND SALES PROMOTION [MARKETING]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

The aim of this course is to enable MBA students to understand Sales Management and Sales Personnel, the role of Distribution Channels and enabling them to manage Channel partners. They can also emerge as good sales executives and help the organization's efforts towards business development.

MODULE – I

[12 Periods]

Advertising: Nature - Scope - Importance - Role of advertising in economic development - Social, Cultural, and ethical dimensions of advertising - Recent trends advertising – advertising Objectives - DAGMR Approach. Organising Advertising - Department: Functions of Advertising Department and Advertising Manager.

MODULE – II

[12 Periods]

Advertisement copy: Meaning - Components – Types, Essentials of good advertising copy - Advertisement copy for Print media. Radio, T.V. and Outdoor Media layout of Advertising copies - Creativity in Advertising. Advertising Agencies - Functions - Need - Selecting and compensating advertising agencies - Advertising agencies in India- An overview.

MODULE – III

[6 Periods]

A. Media alternatives: Media Selection - Media Planning, Scheduling decisions - Media mix decisions.

B. An overview of media scenario in India: Print Media - Broad Cast, TV and Internet Media.

[6 Periods]

MODULE – IV

[12 Periods]

Advertising Budgets: Planning for advertising budgets - Methods of determining size of advertising budget. Measuring Effectiveness of advertising: Need-Problems - Tools and techniques for measuring communication effectiveness and sales effectiveness of advertising.

MODULE – V

[12 Periods]

Sales Promotion: Meaning: Objectives - Techniques of sales promotion at consumer level, trade level and sales force level - Essentials of good sales promotion - Planning Sales promotion - Evaluating Effectiveness of sale promotion.

Reference Books:

1. Mahendra Mohan: “**Advertising Management**” - Concepts and Cases - Tata Mc. Graw Hill.
2. Neeraj Kumar : “**Marketing Communications**” - Theory and Practice, Himalaya Publishing House. Mumbai, 1998.
3. David.A., Aker & John G. Hyer : “**Advertising Management**”, Prentice Hall of India.
4. Pran Choudhary & Elliot. R & ALAN TOOP: “**Successful Sales Promotion**” - Orient Longman, New Delhi, 1992
5. Rossiter Jr. and Percy, L : “**Advertising and Promotion Management**” Mc. Graw Hill Insitt. New York. 5. Chunawala S. A. and K.C. Sethia : Foundation of Advertising - Theory and Practice, Himalaya
6. Rohaor: “**Advertising Management**”-Himalaya Publishing House, Mumbai
7. William F. Arens : “**Contemporary Advertising**” - Irwin – Mc. Graw Hill 1999

E Resources:

1. <https://www.slideshare.net/yogipunjabi1/advertising-and-sales-promotion>
2. <http://managementhelp.org/marketing/advertising/defined.htm>
3. [http://nptel.ac.in/courses/110105029/pdf%20sahany/Module5.\(10\)_doc.pdf](http://nptel.ac.in/courses/110105029/pdf%20sahany/Module5.(10)_doc.pdf)
4. <http://nptel.ac.in/courses/110105029/pdf%20sahany/Module.6-30.pdf>
5. <http://nptel.ac.in/courses/110105029/pdf%20sahany/Module.7-37.pdf>

Course Outcomes:

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

1. Know the recent trends in advertising.
2. Know about the different advertising mediums and various types of advertising agencies.
3. Learn the concept of media mix and the Indian scenario.
4. Learn the basics of advertising budgets and their evaluation.
5. Know the essentials of sales promotion and its effectiveness.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B133	PROFESSIONAL ELECTIVE-II FINANCIAL INSTITUTIONS, MARKETS AND SERVICES [FINANCE]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

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

MODULE – I

[12 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

[12 Periods]

The banking and Non Banking Institutions: Commercial banks – the public and the private sectors – structure and comparative performance. The problems of competition; interest rates, spreads, and NPAs. Bank capital – adequacy norms and capital market support. Banking Innovations. 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

[6 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

[12 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:

1. Learn the structure of Indian financial system and various reforms after 1991.
2. Gain the knowledge of various banking and non-banking institutions in India.
3. Know about various instruments of financial and securities markets.
4. Learn the concept of asset based financing system and their practices.
5. Gain knowledge of investment banking and the challenges in India.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B134	PROFESSIONAL ELECTIVE-II TRAINING AND DEVELOPMENT (HUMAN RESOURCES)	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

COURSE OBJECTIVE:

To enable the students to understand the design of training, implementation and evaluation of training programs in the organization.

MODULE – I

[12 Periods]

Training in organizations: Trends in training, Career opportunities in training, important concepts and meanings, Integrating OD, strategy and training, understand motivation and performance, aligning training design with learning process.

MODULE – II

[12 Periods]

Need Analysis and Training design: The Training Need Analysis (TNA) Model, TNA and Design, organizational constraints, developing objectives, Facilitation of learning and training transfer to the job, design theory.

MODULE – III

[6 Periods]

A. Training methods: On-the-job training (OJT)- self directed learning, Apprenticeship, coaching, job rotation..

B. Off-the-job training: lectures and demonstrations, case studies, games and simulations, computer based training.(CBT)

6 Periods]

MODULE – IV

[12 Periods]

Implementation & Evaluation of Training: Development of training, implementation, transfer of training, major players in training & development, rational for evaluation, resistance to training evaluation, types of evaluation.

MODULE – V

[12 Periods]

Organizational Training: Orientation training, diversity training, sexual harassment training, team training, cross functional teams, cross cultural training, training for talent management and competency mapping.

Reference books:

1. Anjali Ghansakar “**Training & Development**” Everest, 2013.
2. G Pandu Naik “**Training & Development**” Excel Books, 2012.
3. P.Nick Blanchard, James W. Thacker, A.Anand Ram, “**Effective Training 4e**”, Pearson, 2012.

4. B,Rathan Reddy “ **Effective Human Resource Training & Developing Strategy**” Himalaya,2012.
5. Rolf Lynton, Uday Pareek “**Training for Development**” Sage, 2012.
6. P L Rao : HRD Trainer's Handbook of Management Games, Excel, 2013.

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>

Course Outcomes:

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

1. Learn the basic concepts of training and development in an organization.
2. Design a training programme with the knowledge of need analysis.
3. Know about the various training methods that are used in organizations.
4. Appreciate the training programs that are implemented at an organization.
5. Gain knowledge of various areas of giving training to the employees.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B135	PROFESSIONAL ELECTIVE-II DATA-BASE MANAGEMENT SYSTEM [SYSTEMS]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

It enables the student to understand the foundations of Enterprise planning and ERP System Options.

MODULE – I

[12 Periods]

Database Concepts and Modeling: Introduction & overview – Client/Server Technology: 3 Tier architecture, data modeling, hierarchical, network, object oriented, Introduction to distributed databases. Relational Data structure: tuple, attributes, set; relational algebra operators, entity relationship diagrams, design of E-R Schema, E-R Schema to tables.

MODULE – II

[12 Periods]

Relational Languages and Relational Database: Functional dependence: normal forms, integrity constraints, domain, referential integrity, Codd’s rules. Elementary operations, set operations, aggregate functions, null values, nested sub queries, derived relations, views, joined relations, DDL, embedded SQL, QBE, QUEL.

MODULE – III

[6 Periods]

A. Transaction Processing: Transaction concepts, states, atomicity, durability, Serializability, isolation, transaction definition in SQL.

B. Concurrency control: locking, deadlock, handling, recovery systems, log based shadow paging.

[6 Periods]

MODULE – IV

[12 Periods]

Distributed and Special Database: Distributed data storage, network transparency, distributed query processing, commit protocols, Concurrency controls, deadlock handling. Data analysis, data mining, data warehousing, spatial and geographical, multimedia database, mobility and personal database, distributed information system. World Wide Web (www).

MODULE – V

[12 Periods]

ORACLE: Introduction: SQL-SQL commands for data definition & data manipulation, views-procedures indexing, PL/SQL, forms design process, triggers, SQL report writer, SQL menus.

Reference Books:

1. Narayan S. Umanath & Richard W. Scamwell, “**Data Modeling and Data Base Design**”.

2. Abraham Shivershatz, Henry F. Korth & S Sudershan- **“Data Base System Concepts”**.
3. Lemme & Colby, **“Implementing and Managing Oracle Databases”**, Prentice Hall.
4. Hansen & Hansen, **“Database Management & Design”**, Prentice Hall.
5. Lee Chao, **“Database Development and Management”**, 2010, Special Indian Ed. Auerbach Publications.
6. Rob & Coronel, **“Database Systems”**, Thomson.

E Resources:

1. <http://nptel.ac.in/courses/106106093/>
2. <https://www.microsoft.com/en-in/sql->
3. <http://nptel.ac.in/courses/106106095/>
4. <http://nptel.ac.in/courses/106104135/>

Course Outcomes:

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

1. Learn the basic database concepts and modeling.
2. Know about various relational languages and databases.
3. Process the transaction using relational languages.
4. Learn the basic concepts of distributed and special databases.
5. Use SQL commands for data definition and manipulations.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B136	PROFESSIONAL ELECTIVE – III DIGITAL MARKETING [MARKETING]	L	T	P
Credits: 3		2	2	-

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

[12 Periods]

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

[12 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

[12Periods]

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

[12 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. Jeannie Mullen, David Daniels, **Email Marketing: an Hour a Day**, Times Knowledge series- 2010.

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 out comes:

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

1. Learn the basics of digital marketing and also be able to develop a comprehensive digital marketing strategy
2. Know the concept of search engine and its optimization process.
3. Know the basic concepts of social media marketing and its management.
4. Learn the basics of Google Adwards and tools and its application in digital marketing.
5. Learn various emerging platforms of digital marketing.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B137	PROFESSIONAL ELECTIVE – III STRATEGIC MANAGEMENT ACCOUNTING [FINANCE]	L	T	P
Credits: 3		2	2	-

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

[12 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

[12 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

[12 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

[12 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 Jiambalvo, “**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. https://books.google.co.in/books?id=F8zV885FSw0C&pg=PA1282&lpg=PA1282&dq=Website+links+on+STRATEGIC+MANAGEMENT+ACCOUNTING&source=bl&ots=-jw9F47Hf6&sig=_w1cxfPZUzoxBfEN5m7Pkbot-3U&hl=en&sa=X&ved=0ahUKewjekPb488jTAhXMRI8KHYYQXA9oQ6AEIbDAH#v=onepage&q=Website%20links%20on%20STRATEGIC%20MANAGEMENT%20ACCOUNTING&f=false
3. <http://nptel.ac.in/courses/110105067/13>
4. <http://nptel.ac.in/courses/110101003/>
5. http://nptel.ac.in/courses/122106031/slides/8_1s.pdf

Course Outcomes:

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

1. Learn the basics of managerial accounting, cost accounting and control.
2. Know about the different costing methods followed in various industries.
3. Learn the application of marginal costing in cost control and other decisions.
4. Know the role of marginal costing in selecting product mix and defining the optimal quantities of production.
5. Know the different types of budgets and the basics of standard costing.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B138	PROFESSIONAL ELECTIVE – III INDUSTRIAL RELATIONS AND LABOUR LAWS (HUMAN RESOURCES)	L	T	P
Credits: 3		2	2	-

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]

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

MODULE – II

[12 Periods]

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

MODULE – III

[6 Periods]

A. Settlement of Disputes: Role of state Dispute Settlement Machinery and its instruments, Legislation: Causes of disputes.

B. Right to Strike: Major Strikers, Tripartite and Bipartite Bodies, Industrial employment (Standing orders), Act 1946 and Grievance Procedure.

[6 Periods]

MODULE – IV

[12 Periods]

Statutory compliances I: Minimum wages Act- 1948, Payment of wages Act- 1936, Gratuity Act- 1972, Provident fund Act – 1952.

MODULE – V

[12 Periods]

Statutory compliances II: ESI ACT-1948, Maternity Benefit Act-1961(amendments of 2016), Payment of Bonus Act -1965(amendments of 2016).

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. Kubendran.V,Kodeeswari.K **“Industrial Relations and Labour Laws”** Himalaya Publishing House,2011.
7. 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:

1. Learn the basics of Industrial relation system in India.
2. Know the role of state Dispute Settlement Machinery in settling the industrial disputes.
3. Gain knowledge of key areas of industrial disputes act and the concept of collective bargaining.
4. Know about the various acts relating to the payment of wages, gratuity and Provident Fund.
5. Know about the various acts relating to ESI, Maternity benefit, Payment of Bonus.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B139	PROFESSIONAL ELECTIVE – III DECISION SUPPORT SYSTEM [SYSTEMS]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

It enables the student understand how to build and implement Decision Support system.

MODULE – I **[12 Periods]**

Introduction to Decision Support System [DSS]: How DSS evolved- DSS Benefits-Systems, Information Quality and Models-Dataflow daigram Inforamntion quality- Types of DSS- DSS hierarchy- Generalizing DSS categeories. **Cases.**

MODULE – II **[12 Periods]**

Building and implementing DSS: DSS on the center corporate systems- Intenet and client/ Server computing in DSS- DSS on stand alone system-Choosing a DSS Gardware environment. **Cases.**

MODULE – III **[6 Periods]**

A. DSS software tools: Standard Package-specialized tools and Generators-Programming launguage for DSS- Building DSS- DSS development process.

B. Project developement participants-Overcoming Resistance of Change- Models in DSS.

[6 Periods]

MODULE – IV **[12 Periods]**

Group Decision Support System: Why group DSS? –Group Vs Individual activities-Media richness and Task Types-Types of Group DSS-Group DSS in use today-Group ware products.

MODULE – V **[12 Periods]**

Data Warehousing: What is DW-DW concepts - The DW database-Database structure-Getting the data into the datawarehouse- Metadara.

Reference Books:

1. Dhiraj Sharma : “**Foundations of IT**”, Excel, 2013.
2. Jawadekar, “**MIS Text and Cases**”, TMH, 2012.
3. Efreem G.Mallach “**Decision Support and Data Warehouse Systems**” TMH,2012
4. Efraim Turban “**Decision Support and Busines Intelligence Systms**” Pearson , 2012
5. Nina Godbole & Sunit Belapure “**Cyber Security**” Wiley india 2012.
6. Dr Milind M Oka “**Cases in Management Information system**” ‘Everest, 2012.

E Resources:

1. <http://dssresources.com/tour/dsstour.html>
2. <https://www.journals.elsevier.com/decision-support-systems>
3. <http://nptel.ac.in/course/110999907/>
4. <https://www.youtube.com/watch?v=m-aKj5ovDfg>

Course Outcomes:

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

1. Know the basic concepts of Decision Support Systems.
2. Learn the concept of building and implementing DSS.
3. Gain knowledge on various DSS software tool and their application in an organization.
4. Learn the concept of group decision support system and its types.
5. Know the basic concepts of data warehousing.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B140	PERSONAL EFFECTIVENESS SEMINAR	L	T	P
Credits: 3		-	-	4

Prerequisites: NIL

Course Objectives:

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

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

Reference Books:

1. Sherfeild: **“Developing Soft skills”**-Pearson Education-2015.
2. Murphy: **“Effective Business communication”**, 7/e, TMH, 2015.
3. Colin BEARD: **“Experiential Learning”**, Kogan Page, 2015.
4. Anandamurugan, **“Placement Interview Skills for Success”**, TMH, 1/e, 2012.
5. [Diana Winstanley](#) –**“Personal Effectiveness”**- Excel Publications, 2014.
6. Juan Abascal, Patricia Stephenson –**“Psychology of Personal Effectiveness”**- Pearson Publications, 2015.

Journals : Vikalpa, IIMA, IIMB Review, Decision, IIMC, Vision, HBR.

Course Outcomes:

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

1. Build public speaking skills and feel confident about them-selves.
2. Participate in group discussions in an effective manner.
3. Face interviews with a good level of confidence.
4. Learn Time management skills to efficiently manage time in meeting deadlines in modern day organizations.
5. Learn the Life style management skills to grow in modern day organization and succeed in their chosen careers.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA III Semester		
Code: 7B141	BUSINESS BEST PRACTICES, SUCCESSFUL STORIES OF CONTEMPORARY AND EMERGING LEADERS SEMINAR	L	T	P
Credits: 2		-	-	4

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:

1. Know the various practices of successful organizations.
2. Know the best practices of different emerging organizations.
3. Know about various successful people of business world and their personnel attributes.
4. Know the success story of a leader of their own choice.
5. Motivate themselves towards following the successful people and their best practices.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B142	MANAGEMENT OF TECHNOLOGY	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

The Objective of the course is to expose students to the importance of technology in conduct of business and its skillful management for optimum results.

MODULE – I

[12 Periods]

Technology innovation: Introduction to Technology, difference between Science and Technology, classification of Technology, Management of Technology, Nature & significance, Concept and nature of Innovation, types of Innovation, diverse routes and sources for Innovation, Innovation Process.

MODULE – II

[12 Periods]

Creativity and problem solving: Concept of creativity, Creative process, Individual Creative Techniques, Group Creativity Techniques, characteristics of Creative individuals.

MODULE – III

[6 Periods]

A. Research and development strategies: R&D Programme Planning and Control, Project Management, Project Planning and Control.

B. Project Termination: Resource Allocation and Management; Elements of R&D strategies, Selection and Implementation of R&D Strategy.

[6 Periods]

MODULE – IV

[12 Periods]

Financial evaluation of research and development projects: The Need for Cost Effectiveness, R&D Financial forecasts, Risk as a factor in Financial Analysis, Project Selection Formulae, Allocation of Resources, DCF and other Techniques of evaluating R&D ventures.

MODULE – V

[12 Periods]

New product development and technology: Product Development as a Competitive Strategy, Types of new products, new product development process, tools for efficient product development, performance measure, new product failures.

Technological forecasting for decision making: Definition of Technological Forecasting, Forecasting system Inputs and Outputs, Classification of Forecasting Techniques, Current Status. Transfer of Technology: Modes of technology transfer, Price of technology transfer, Negotiation for price of MOT.

Reference Books:

1. Lalitha Ramakrishnan, 2009 “**Management of Technology**”.
2. V.K.Narayanan, “**Managing Technology and Innovation for Competitive Advantage**”, Pearson Education, 2006.
3. Norma Harrison & Danny Samson, “**Technology Management—Text and International Cases**”, McGraw-Hill International, 2005.
4. Tarek Khalil, -“**Management of Technology—The Key to Competitiveness and Wealth Creation**”, McGraw Hill, Boston, 2006.
5. P.N.Rastogi, “**Managing Creativity**”, Macmillan India Ltd, 2003.
6. Pradip N Khandwalla: “**Lifelong Creativity—An Unending Fest**”, Tata McGraw Hill, 2004.
7. White: “**The Management of Technology & Innovation**” Thomson, 2007.

E Resources:

1. https://www.simpli.com/web?qsrc=999&qo=semQuery&ad=semD&o=603708&l=sem&askid=7a41a6eb-c3fb-4935-b2f8-5fc31e0b51ae-0-si_gsb&q=management%20of%20technology&dqi=&am=broad&an=google_s
2. <http://nptel.ac.in/courses/106104074/>
3. <http://nptel.ac.in/courses/106102066/>

Course Outcomes:

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

1. Know the role of management of technology in successful running of an organization.
2. Know the various techniques of creativity to solve organizational problems.
3. Know about research and development strategies and their implementation.
4. Learn the process of financial evaluation of R&D
5. Learn the process of new product development and the role of technological forecasting in decision making.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B143	ENTREPRENEURSHIP	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

The aim of this subject is to inspire students to become entrepreneurs so that they will emerge as job providers rather than job seekers.

MODULE – I

[12Periods]

Entrepreneurship: Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship, differences between Entrepreneur and Intrapreneur, Understanding individual Entrepreneurial Mindset and personality, recent trends in entrepreneurship.

MODULE – II

[12 Periods]

Starting the venture: generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.

MODULE – III

[6 Periods]

A. Sources of finance: Various sources of Finance available: Long term sources -Equity Shares, Preference Shares and debentures- Kinds Private Placements- IPO-SEBI- FDI- Institutional Finance - Banks - IDBI, IFCI, IIBI, ICICI, SIDBI, SFC's in India - NBFC's in India - their way of financing in India for small and medium business.

B. Entrepreneurship development programs in India: The entrepreneurial journey- Institutions in aid of entrepreneurship development: MDI, NIESBUD, EDII, IED. EDP's of SIDBI.

[6 Periods]

MODULE – IV

[12 Periods]

Entrepreneurship Development and Government: Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available.

Women entrepreneurship: Role and Importance, Growth of women entrepreneurship in India, Issues & challenges.

MODULE – V

[12 Periods]

Entrepreneurship and Law: Intellectual property Rights-Patents, Copyrights-Trademarks and Trade secrets- Licensing- franchising, Legal issues and challenges of new venture startups.

Strategic perspectives in entrepreneurship: Strategic planning-Strategic actions- strategic positioning-Business stabilization- Building the adaptive firms-Understanding the growth stage-Unique managerial concern of growing ventures.

Reference Books:

1. Vasant Desai “**Small Scale industries and entrepreneurship**” Himalaya publishing 2012.
2. Nandan H, “**Fundamentals of Entrepreneurship**”, PHI, 2013.
3. D F Kuratko and T V Rao “**Entrepreneurship- A South-Asian Perspective “Cengage Learning**”, 2012. [For PPT, Case Solutions Faculty may visit : login.cengage.com]
4. Rajeev Roy “**Entrepreneurship**” 2e, Oxford, 2012.
5. B.Janakiram and M.Rizwana- “**Entrepreneurship Development**”, Text& Cases, Excel Books,2011.
6. Shejwalkar, “**Entrepreneurship Development**”, Everest, 2011.
7. Khanka, “**Entrepreneurship Development**”, S.Chand, 2012.

E Resources:

1. <http://freevidelectures.com/Course/3641/Entrepreneurship-Through-the-Lens-of-Venture-Capital>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=entrepreneurship>
3. http://nptel.ac.in/courses/122106032/Pdf/7_4.pdf
4. <https://www.scribd.com/doc/21516826/Entrepreneurship-Notes>

Course Outcomes:

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

1. Know the new trends in entrepreneurship and understands the concept of entrepreneurial mind set and personality.
2. Learn the process and various stages involved in starting a new venture.
3. Know about the various sources of financing new ventures and the institutions offering entrepreneurship development programs in India
4. Know the role of Central Government and State Government in promoting Entrepreneurship and also gains the knowledge of issues and challenges of women entrepreneurship.
5. Know the various legal aspects of entrepreneurship and the challenges of new startups in India. Also understands how the strategy helps in making the startups successful.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B144	PROFESSIONAL ELECTIVE – IV RURAL MARKETING [MARKETING]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

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

MODULE – I [12 Periods]

Rural Marketing: Concept and components - Characteristics of Rural Markets: Population - Infrastructure - Demand - Consumption Pattern - Incomes - Consumer Behavior – Changing Scenario of Rural Marketing in India.

MODULE – II [12 Periods]

Problem areas and strategies for Rural Marketing: Transportation - Ware housing - Communications - Channels Management - Sales Force Management.

MODULE – III [6 Periods]

A. Rural retail trade: Structure of retail outlets - Problems - Public Distribution system in Rural areas - Managerial aspects.

B. Policy on Rural PDS - Problems of Rural PDS-An overview of marketing of rural industry products. **[6 Periods]**

MODULE – IV [12 Periods]

Agricultural Marketing in India: Characteristics of agricultural products - Importance of agricultural marketing-Defects in agricultural marketing systems - Measures to improve agricultural marketing in India.

MODULE – V [12 Periods]

Rural Periodic Markets in India: Location - Functionaries - Nature of merchandise - Management of periodic markets.

Regulated markets: Origin and growth - Objectives Functions - Management - Problems - Progress.

Reference Books:

1. Gopala swamy: “**Rural marketing - environment, problems and strategies**” - a.h. Wheeler & co., 1997.

2. Ramaswamy n.s. And rama kumari: **“marketing management planning implementation and control- the indian context”**. Mc. Millan india ltd., new delhi.
3. Anjila saxena and others [ed.]: **“rural marketing- thurstand challenges-national publishing house”**. Jaipur, 1997.
4. Rajagopal: **“rural marketing - development policy; planning and practice – rawat publications”**, jaipur, 1998.
5. Neelamegham. S.: **“marketing in india: cases & reading”**, vikas publishing house, new delhi.
6. Jain.c: **“principles and practice of agricultural marketing and policies”**, vora & co., publishers, bombay.

E Resources:

1. https://www.tutorialspoint.com/rural_marketing/rural_marketing_introduction.htm
2. <http://smallbusiness.chron.com/difference-between-rural-marketing-urban-marketing-23162.html>
3. <http://nptel.ac.in/courses/110104068/>
4. <http://nptel.ac.in/courses/110105054/>
5. <http://nptel.ac.in/courses/110105029>

Course Outcomes:

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

1. Learn the basic concepts and components of rural marketing and the changing scenario of rural marketing in India.
2. Know about the various problematic areas in rural marketing and the strategies to overcome them.
3. Know the structure and the problems of public distribution system in India.
4. Know the trends of agriculture marketing in India.
5. Learn the basic concepts of rural periodic markets in India.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B145	PROFESSIONAL ELECTIVE – IV INTERNATIONAL FINANCIAL MANAGEMENT [FINANCE]	L	T	P
Credits: 3		2	2	-

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

[12 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.

[6 Periods]

MODULE – IV

[12 Periods]

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

[12 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://freevidelectures.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:

1. Learn the basic concepts of International Financial Management and its challenges.
2. Know the various concepts of international monetary system.
3. Know the structure and functions of foreign exchange markets and also learns the basics of other markets.
4. Learn about the exchange rate system and the factors affecting the exchange rate.
5. Gain the knowledge on managing assets and liabilities globally.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B146	PROFESSIONAL ELECTIVE – IV COMPENSATION & REWARD MANAGEMENT [HUMAN RESOURCES]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

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

MODULE – I

[12 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

[12 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. Cases.

MODULE – III

[6 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

[12 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:

1. Learn the basic concepts of compensation and compensation management.
2. Learn the concept of Pay model strategy and also learns the process of defining competitiveness.
3. Know the various benefits and services offered to an employee at organization.
4. Know the basics of reward management system in various sectors.
5. Know the issues and problems of international compensation management system.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B147	PROFESSIONAL ELECTIVE – IV E-BUSINESS [SYSTEMS]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

It enables the student understand the concepts of Electronic Business.

MODULE – I

[12 Periods]

Electronic Business: Understanding new Internet Economy and Business-E-business an e-commerce-Features of E-Business- Advantages of E-Business- Busines Environment- Establishing E-Business.

MODULE – II

[12 Periods]

E-Business Models: E-Business Strucutre- E-Business models- E-Business model Design-IT infrastructure requirement of E-business models.

MODULE – III

[6 Periods]

A. Creating E-Business plans: software programs to create a business- Phases /Aspects of E-Business-

B. E-Marketing and sales Strategies: website and portal managemnet.

[6 Periods]

MODULE – IV

[12 Periods]

E-Business Applications: Characterstics of E-Business applications-Project palning approach for E-Business applications- Application Integration- application in various domains.

MODULE – V

[12 Periods]

Securing your e-business: Risk Managment- business continuity planning-Network and web site security-web site Defacement-Security audit and Pentration Testing.

Reference Books:

1. Kulkarni et al. “**E-Business**” Oxford, 2012.
2. Napier et al “ **Creating A Winning E-Business**” Cengage, 2012.
3. Dave chaffey, “**e-business & e- commerce management- strategy**”, implementation and practice, 5th edition, pearson, 2013.
4. Parad Diwan, Sunil Sharma : “**e-commerce A Manager's Guide to e-business**”, Excel, 2013.
5. Elias M Awad, “**Electronic Commerce**”, PHI,2012.

E Resources:

1. <https://www.slideshare.net/madhu0998/e-business-websites>
2. <http://www.intracen.org/itc/exporters/using-e-business-tools/>
3. <http://nptel.ac.in/courses/106105084/35>
4. https://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf

Course Outcomes:

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

1. Learn the basic concepts of E-Business and its business environment.
2. Know about the various models of E-Business and their designing process
3. Learn the process of creating E-business plans and developing software for E-Business and its management.
4. Know about various E-Business applications and their integration process.
5. Learn various security related issues of E-Business and the way to overcome them.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B148	PROFESSIONAL ELECTIVE-V SERVICES AND RETAIL MARKETING [MARKETING]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

To facilitate the students about the concepts of Services and retail Marketing through which they can gain the competitive edge in marketing.

MODULE – I

[12 Periods]

Service: Concepts, Scope of Services. Goods-Services continuum; 4I's of Services- Goods and Services Categorization; Industrial Services; Segmentation, target Marketing and positioning; Customer expectations and perceptions of services.

MODULE – II

[12 Periods]

Service marketing Mix: Product, Pricing, Place, Promotion, People, Physical evidence and process. Service Quality- Dimensions of quality. Understanding Quality Management. Measuring service Quality.

MODULE – III

[6 Periods]

A. Strategies for Marketing: Overview, strategies for dealing with intangibility, inventory, inconsistency and inseparability. Building customer Relationship through Segmentation and retention strategies.

B. Service Marketing Triangle- External Marketing, Internal Marketing, Relationship Marketing and Interactive M

[6 Periods]

MODULE – IV

[12 Periods]

Introduction to Retailing: Types, Franchising in retail, Technology in retail, Factors affecting retail, Retailing process; Retailing in India; emerging trends and Policy imperatives.

MODULE – V

[12 Periods]

Merchandise Management: Sources of merchandise, Logistic Management, Category Management, Store Layout, Design and Visual Merchandising, Retailing Strategy and Customer Service.

Reference Books:

1. Rampal M.K. and Gupta S.L, 2000, “**Service Marketing**”, Concepts, application and cases, Galgotia Publishing Company, New Delhi.
2. A J Lamba, 2006, “**The Art of Retailing**”, TMH
3. Hoffman, 2007, “**Services Marketing**”, Thomson.

4. Lovelock, Chatterjee, 2006, “**Services Marketing People, Technology Strategy**”, 5th edition, Pearson Education.
5. David Gilbert, 2003, “**Retail Marketing Management**”, 2nd edition, Pearson Education.
6. Zeithaml Valerie A. and Bitner Mary , 2000, “**Services Marketing**” TMH.

E Resources:

1. <https://en.wikipedia.org/wiki/Retail>
2. http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf
3. <http://nptel.ac.in/courses/110105078/>
4. <http://nptel.ac.in/courses/110104065/>
5. <http://nptel.ac.in/courses/110105038/>

Course Outcomes:

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

1. Learn the basics of service marketing.
2. Know the composition of service marketing mix.
3. Know about various strategies used in marketing a service product.
4. Learn the basics of retail marketing in India
5. Gain the knowledge of merchandising management in retailing.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B149	PROFESSIONAL ELECTIVE-V STRATEGIC INVESTMENT AND FINANCING DECISIONS [FINANCE]	L	T	P
Credits: 3		2	2	-

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

[12 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

[6 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

[12 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:

1. Learn about the investment decisions under risk and uncertainty.
2. Know the process of investment and disinvestment and their types.
3. Appraise various capital budgeting techniques.
4. Learn the process of strategic analysis of investment decisions.
5. Learn the financial aspects of corporate restructuring.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B150	PROFESSIONAL ELECTIVE-V MANAGEMENT OF CHANGE AND INNOVATION [HUMAN RESOURCES]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

The course enables the student to understand the concept change management. This will help them to emerge as leaders in the organizations.

MODULE – I [12 Periods]

Managing Change Conundrums, Organizational change: Classifications- History and organizational change. The role of paradigms and perspectives; External and Internal change contexts

MODULE – II [12Periods]

Organizational design and change: strategic level change, Group and team level change, and Individual level change. Organizational Structure; Organizational Culture and Management of Change.

MODULE – III [6 Periods]

A. The leadership of Change: Change communication, resistance to change, Organizational learning, power, politics and Organizational change.

B. Ethics and Its changes: Ethics and Managing Change, Change Agents and Agency.

[6 Periods]

MODULE – IV [12 Periods]

HR and Managing Change: Recruitment & Selection and the Management of Change, Performance Management & Management of Change, Reward Managements & The Management of Change, Technological Change.

MODULE – V [12 Periods]

Employee Relations: Involvement Strategies and Management of Change, Downsizing and the Management of Change, Evaluating and Promoting change.

Reference Books:

1. Radha R Sharma “Change Management and Organizational Transformation” Mc Grawhill, 2012.
2. Dipak Kumar “ Organizational Change and Development” Oxford,2012.

3. Mark Hughes, “**Managing Change – a critical perspective**”, Universities Press, 2011.
4. Adrian Thornhill, Phil Lewis, Mike Millmore. Mark N K Saunders “**Managing change**”, Pearson, 2011.
5. John Hayes “**The Theory and Practice of Change Management**”, Palgrave, 2012.
6. Robert A Paton “**Change Management**” 3e , Sage Publications , 2012.
7. Palmer Dunford “**Managing Organizational Change**” TMH, 2012.

E Resources:

1. <http://www.businessballs.com/changemanagement.htm>
2. <http://www.innovation-management.org/managing-change-and-innovation.html>
3. http://nptel.ac.in/courses/110105034/SM_Web/Ch23%20modified.pdf
4. <http://nptel.ac.in/courses/122105020/15>
5. <http://nptel.ac.in/courses/112106175/Module%201/Lecture%203.pdf>

Course Outcomes:

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

1. Manage the organizational change and its effects in an organization.
2. Learn the concept of designing an organizational structure with reference to organizational culture.
3. Know about the resistance and communication of change and also the ethical issues of managing the change.
4. Know the role of various functions of HR department in managing the change.
5. Know the evaluation and promotion of change in an organization through employee relations.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B151	PROFESSIONAL ELECTIVE-V CYBER SECURITY AND CYBER LAWS [SYSTEMS]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

It enables the student to understand Cyber crime, Tools and methods used in cyber crime and Cyber Security.

MODULE – I

[12 Periods]

Cyber crime: Mobile and Wireless devices-Trend mobility-authentication service security-Attacks on mobile phones-mobile phone security Implications for organizations-Organizational measurement for Handling mobile-Security policies and measures in mobile computing era.
Cases.

MODULE – II

[12 Periods]

Tools and methods used in cyber crime-Proxy servers and Anonymizers-Phishing-Password cracking-Key loggers and Spywares-Virus and worms-Trojan Horse and Backdoors-Steganography-SQL Injection-Buffer overflow-Attacks on wireless network.

MODULE – III

[6 Periods]

A. Understanding computer forensic: Historical background of cyber forensic-Forensic analysis of e-mail-Digital forensic life cycle.

B. Network forensic: Setting up a computer forensic Laboratory-Relevance of the OSI 7 Layer model to computer Forensic-Computer forensic from compliance perspectives. **[6 Periods]**

MODULE – IV

[12 Periods]

Forensic of Hand –Held Devices: Understanding cell phone working characteristics-Hand-Held devices and digital forensic- Toolkits for Hand-Held device-Forensic of i-pod and digital music devices-Techno legal Challenges with evidence from hand-held Devices.

MODULE – V

[12 Periods]

Cyber Security: Organizational implications-cost of cybercrimes and IPR issues-Web threats for organizations: the evils and Perils-Social media marketing-Security and privacy Implications-Protecting people privacy in the organizations-Forensic best practices for organizations.

Reference Books:

1. Harish Chander, “**Cyber laws & IT protection**”, PHI learning pvt.ltd, 2012.
2. MS.M.K.Geetha & Ms.Swapne Raman “**Cyber Crimes and Fraud Management**”, MACMILLAN, 2012.
3. Nina Godbole & Sunit Belapure “**Cyber Security**”, Wiley India, 2012.
4. Dhiren R Patel, “**Information security theory & practice**”, PHI learning pvt ltd, 2010.
5. Pankaj Agarwal : “**Information Security & Cyber Laws**” [Acme Learning], Excel, 2013.
6. Vivek Sood, “**Cyber Law Simplified**”, TMH, 2012.

E Resources:

1. https://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf
2. <http://www.cyberlawsindia.net/>
3. <http://nptel.ac.in/courses/106105031/>
4. https://www.sans.org/courses/forensics?utm_medium=cpc&utm_source=Google+CPC&utm_content=infosec+courses&utm_campaign=India-Forensics&gclid=Cj0KEQj
5. https://www.sans.org/courses/forensics?utm_medium=cpc&utm_source=Google+CPC&utm_content=infosec+courses&utm_campaign=India-Forensics&gclid=Cj0KEQj

Course Outcomes:

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

1. Learn various security issues in managing mobiles and wireless devices.
2. Know about the various tools and methods used in cyber crimes.
3. Gain the basic understanding of computer forensic.
4. Know about forensic of hand-held devices and also knows the techno legal Challenges with evidence from hand-held Devices
5. Learn the implications of cyber security on an organization.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B152	PROFESSIONAL ELECTIVE-VI INTERNATIONAL MARKETING [MARKETING]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

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

MODULE – I

[12 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

[6 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

[12 Periods]

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

MODULE – V

[12 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:

1. Learn the basic concepts of international marketing and their theories.
2. Know about the various environmental factors affecting the global markets.
3. Learn the process of assessing global marketing opportunities.
4. Know the process of developing global marketing strategies.
5. Learn the basic concepts of global marketing strategies implementations.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B153	PROFESSIONAL ELECTIVE-VI BANKING AND INSURANCE [FINANCE]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

To give an understanding about the Banking and Insurance in the Indian economy

MODULE – I

[12 Periods]

Introduction to Banking: Introduction to Indian Financial System - Meaning of a Bank and Customer- Bank and customer Relationship - Role of commercial banks in Economic Development - Evolution of Banking in India – origin, nationalization, reforms and Financial Inclusion in India - Financial statements of banks with special focus on Indian banks - Financial statement analysis of banks: CAMEL Approach, Key Performance indicators- Sources of Bank Funds.

MODULE – II

[12 Periods]

Uses of Bank Funds: Features of Bank Credit - types of lending - assessment of credit worthiness of a prospective borrower - management of credit process - different types of loans and their features - Loan Pricing: The basic model, pricing fixed & floating rate loans, cost-benefit loan pricing, Customer Profitability Analysis - Non Performing Assets:- gross and net concept of NPAs, causes, implications & recovery of NPAs.

MODULE – III

[6 Periods]

A. Regulation and Innovations in Banking System: Regulation of Bank Capital: The need to regulate Bank Capital - Concept of Economic Model - Concept of Regulatory Capital, Basel Accords I,II and III.

B. Banking Innovations:-Core Banking Solution - Retail Banking - Products & Services: Nature, Scope, Future and Strategies - Plastic Money - National Electronic Funds Transfer - ATM - Mobile Phone Banking - Net Banking- Bank-assurance. Changing role of Banks as Financial Intermediaries - Customer service quality in Indian banking industry. **[6 Periods]**

MODULE – IV

[12 Periods]

Introduction to Insurance: Insurance as a Risk Management Tool- Principles of Insurance - Characteristics of Insurance contract - Functions of Insurers: Production, Underwriting, Rate Making, Managing Claims and Losses, Investment & Financing, Accounting & Record Keeping and other miscellaneous functions - Types of Insurers- Reinsurance: the concept, uses and advantages - Marketing channels: Agents & brokers –professionalism, remuneration,

responsibilities, classification, criteria for appointment and capital adequacy norms for broker - an overview of IRDA.

MODULE – V

[12 Periods]

Life Insurance and General Insurance: The concept of Life Insurance - types of Life Insurance contracts - Tax treatment of Life Insurance- Life Insurance Products- Classification of Life Insurance - The Actuarial Science- Provisions of Life Insurance contracts - Special Life Insurance forms - Health and General insurance–Overview, Types, Third Party Administrators- Micro Insurance in India

Reference Books:

1. **“Banks & Institutional Management”**, Vasant Desai, Himalaya Publishing House 2010, 2nd Edition.
2. **“Indian Insurance – A Profile”**, H. Narayanan, Jaico Publishing House, 2008
3. **“Management of Banking & Financial Services”**, Padmalatha Suresh & Justin Paul, Pearson, 2nd Edition.
4. **“Banking & Insurance”**, Reddy K S and Rao R N, Paramount Publishing House 2013, 1st Edition.
5. **“Bank Management & Financial Services”**, Peter.S.Rose & Sylvia. C. Hudgins, Tata McGraw Hill 2010, 7th Edition.
6. **“Fundamentals of Risk & Insurance”**, Emmett J. Vaughan & Therese M. Vaughan, Wiley, India Edition 2003, 9th Edition
7. **“Risk Management & Insurance”**, James S. Trieschmann, Robert E. Hoyt & David. W. Sommer, Cengage Learning 2005, 12th Edition.

E Resources:

1. https://www.youtube.com/watch?v=P_bqDgkZmuY
2. http://nptel.ac.in/courses/110106040/module2/2_2%20-Banking%20Risk%20and%20Regulations.pdf
3. http://www.universityofcalicut.info/SDE/Banking_on19May2016.pdf
4. <http://nptel.ac.in/courses/110106040/>
5. <http://nptel.ac.in/courses/109104076/>

Course Outcomes:

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

1. Know about the banking and financial system of India.
2. Gain knowledge on the utilization of bank funds.
3. Know the recent trends in banking regulations and innovations.
4. Learn the basics of insurance and how it can be used as a risk management tool in investing.
5. Know about various insurance products in India.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B154	PROFESSIONAL ELECTIVE-VI LEADERSHIP THEORY AND PRACTICES [HUMAN RESOURCES]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

The aim of this subject is to empower the students with the concepts, theories and approaches to lead organizations. The knowledge gained will help the students to feel confident to add value to the organizations.

MODULE – I

[12 Periods]

Leadership definition and components: ways of conceptualizing leadership, Trait versus process leadership, leadership and management. Trait Approach: Description, Five- factor personality model and leadership, emotional intelligence, how does the trait approach work? Strengths, criticisms, applications.

MODULE – II

[12 Periods]

Skills Approach: Description, three- skill approach, skills models, how does the skills approach work? Strengths, criticisms, applications. **Style Approach:** Description, The Ohio State Studies, The University of Michigan Studies, Blake and Mouton’s Managerial [leadership] Grid, paternalism/Materialism Opportunism. **Situational Approach:** Description Leadership Styles, Development Levels, How does the Situational Approach Work? Strengths, criticisms, applications.

MODULE – III

[6 Periods]

A. Contingency Theory: Description, leadership Styles, Situational Variables, How does Contingency Theory Work? Strengths, Criticisms, applications.

B. Path-Goal Theory: Description, leader Behaviours, Subordinate characteristics, how does Path-Goal Theory Work? Strengths, criticisms, applications; **Leader-Member Exchange theory:** Description, Early studies, Later Studies, Leadership Making.

[6 Periods]

MODULE – IV

[12 Periods]

Transformational Leadership: Description, Transformational leadership definition, Transformational leadership and charisma, A model of transformational leadership, How does the Transformational Leadership Work? Strengths, criticisms, applications, **Servant Leadership:** Definition, Description, Historical basis of servant leadership, ten characteristics of a servant leader, Building a theory of servant leadership.

MODULE – V

[12 Periods]

Team Leadership-Description: Team Leadership model- How doe’s team leader work- Women and Leadership-Gender, Leadership Styles-Culture and Leadership- Dimension of Culture- Leadership Behaviour-Leadership Ethics-Ethical Theories-Heifetz’s Perspective on Ethical Leadership.

Reference Books:

1. Uday kumar Haldar, “**Leadership & team building**”, Oxford, 2011.
2. Dr.P.C.Reddy, Mr. C S Sai prasad Reddy, “**Case studies in business management**”,
3. paramount publishers, 2012.
4. Peter G. Northouse “**Leadership: Theory & Practices**” Sage Publications, 2012.
5. W.Glenn Rowe, Laura Guerrero, “**Cases in Leadership**”, 3rd edition, Sage, 2013.
6. Kain Dalton, “**Leadership& management development**”, Pearson, 2013.
7. Hughes, Ginnett, Curphy “**Leadership**” 7e Indian edition, TMH, 2013.
8. Gary Yukl “**Leadership in Organizations**” Pearson, 2012.

E Resources:

1. <http://www.vutube.edu.pk/vu-lectures/viewcategory/175/leadership-team-management-mgmt623>
2. <http://freevideolectures.com/Course/2753/Leadership-Motivation>
3. <http://freevideolectures.com/Course/2522/Leadership>
4. <http://www.nptelvideos.in/2012/11/leadership.html>
5. <http://nptel.ac.in/courses/122105021/>

Course Outcomes:

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

1. Learn the concept of leadership and also learns the various traits of a leader.
2. Know the various approaches of leadership.
3. Know about various theories of leadership and their application.
4. Know the different leadership styles and how does they work?
5. Cultivate team Leadership in perspective on Ethical leadership styles.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B155	PROFESSIONAL ELECTIVE-VI INFORMATION SYSTEM CONTROL AND AUDIT [SYSTEMS]	L	T	P
Credits: 3		2	2	-

Prerequisites: NIL

Course Objectives:

It enables the student understand the concepts of Information System and Control.

MODULE – I **[12 Periods]**

Audit and review of Information Technology: Audit standards-Importance of audit standard independence- AICPA proannouncement- The need for IT audit function- role of the IT auditor- Legal implications.

MODULE – II **[12 Periods]**

Audit proces in an information Technology Environment: Risk Assesment-Audit budget- Objectives and context-preliminary review-Feildwork and implementing audit Methodology- Documenting results.

MODULE – III **[6 Periods]**

A. Computer Assistance Audit tools: Auditor productivity tools- Flowcharting Techniques- Flowcharting as an analytical tool.

B. Defining critical data in Flowcharting technique-Generalizing audit software-Computer forensic. **[6 Periods]**

MODULE – IV **[12 Periods]**

Managing IT audits: Establish a career developement and planning-Evaluating IT audit quality- criteria for IT audit quality-IT auditing in new millinieum-code of ethics and professional standards-Private industry- Managmeent consultancy.

MODULE – V **[12 Periods]**

Strategy and standards for Auditing: Strategic palnning- communication- demand managment- Architecture and standards- Busines architecture- application and information architecture-Architecture functions.

Reference Books:

1. Nina Godbole & Sunit Belapure “**Cyber Security**” Wiley India 2012.
2. Jawadekar, “**MIS Text and Cases**”, TMH, 2012.
3. Sandra Senft & Fredrick “**Inforamtion Technology Control and Audit**” CRC Press, 2012.

4. D P Dube, V P Gulati, **“Information System Audit and Assurance”** – Includes case studies and cheilists from the banking industry, TMH, 2008.
5. Dr .Milind M Oka **“Cases in Management Information system”** ‘Everest, 2012.

E Resources:

1. <https://www.youtube.com/watch?v=tx3211G7piM>
2. <https://www.youtube.com/watch?v=uGglqSs56jo>
3. <http://nptel.ac.in/courses/122105022/>
4. <http://www.nptelvideos.in/2012/11/management-information-system.html>

Course Outcomes:

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

1. Learn the concept of auditing and reviewing Information technology and also knows the legal implications of it.
2. Know the process and methodologies of auditing Information Technology environment.
3. Know about various computer aided tools of auditing Information Technology.
4. Learn the process of managing IT audits and also learns the code of ethics and professional standards.
5. Know about various strategies and standards of IT auditing.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B156	COMPREHENSIVE VIVA	L	T	P
Credits: 2		-	-	4

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:

1. Face questions on any core subjects of management as well as all the subjects.
2. Answer any subjective questions in the specific stream of elective.
3. Gain the confidence to face any job interview.
4. Gain the ability to enter into any research programmes in management with adequate confidence.
5. The successful completion of Comprehensive Viva should signal firm grasp of all the subjects learnt in the entire programme of MBA.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B157	PRE SUBMISSION SEMINAR ON PROJECT WORK	L	T	P
Credits: 2		-	-	4

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:

1. Put across his work on the main project.
2. Under go for critical assessment and provide an opportunity to make any online corrections.
3. Get incorporated with suggestions from the internal guide for better and improved work.
4. Know the documentation process of the project work.
5. Know the overall conclusion for the project.

2017-18 Onwards (MR-17)	MALLA REDDY ENGINEERING COLLEGE (Autonomous)	MBA IV Semester		
Code: 7B158	FINAL PROJECT GUIDELINES & VIVA-VOCE	L	T	P
Credits: 3		2	2	-

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:

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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:

1. Student should be able to develop a research design for their topic of research.
2. Student will be able to understand the data requirements and collect data relevant for a research study.
3. Student will be able to analyse the organizational data and interpret results.
4. Student will be able to analyse the findings and suggestion of the topic.
5. 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 30%

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 University to give the grade as per the University guidelines-2017-18.