

# ACADEMIC COURSE STRUCTURE & SYLLABUS

Effective from the Academic Year 2024-25

## MBA Two Year Degree Course

[MR24 – Regulations]

In

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION [MBA]



## MALLA REDDY ENGINEERING COLLEGE

[Autonomous]

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

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

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**MALLA REDDY ENGINEERING COLLEGE [AUTONOMOUS]  
MR24 - 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 **2024-25**.

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

**INSTITUTION VISION**

To be a premier centre of professional education and research offering quality programs in a socio-economic and ethical ambience.

**INSTITUTION MISSION**

1. To impart knowledge of advanced technologies using state-of-the-art infrastructural facilities.
2. To inculcate innovation and best practices in education, training and research.
3. To meet changing socio-economic needs in an ethical ambience.

**DEPARTMENT VISION**

To be recognized as a management education center producing committed professionals with managerial competencies in an ethical ambience.

**DEPARTMENT MISSION**

1. To promote a culture of excellence in management education with relevant specializations.
2. To impart managerial competencies using innovative teaching and research practices.
3. To produce management professionals with ethics, leadership and entrepreneurial skills, keeping in view socio-economic and industry requirements.

**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 to a Managerial of interdisciplinary systems of the organization.

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

## **PROGRAMME OUTCOMES [POs]**

**Graduates of the MBA program will have:**

**PO1:** Apply knowledge of management theories and practices to solve business problems.

**PO2:** Foster Analytical and critical thinking abilities for data-based decision making.

**PO3:** Ability to develop Value based Leadership ability.

**PO4:** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

**PO5:** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**PO6:** Ability to make intellectual and creative advances for conducting Research in a wider theoretical, practical and policy context.

**PO7:** Able to manage projects in the work environment (Industry) efficiently in respective disciplines and multidisciplinary environments.

**PO8:** Ability to engage in life-long learning independently, with a high level of enthusiasm and commitment to improve knowledge and competence.

**MALLA REDDY ENGINEERING COLLEGE (Autonomous)**  
**COURSE STRUCTURE – MASTER OF BUSINESS ADMINISTRATION**  
**[MBA]**

(Choice Based Credit System)

(MR24 Syllabus - Effective from Academic Year 2024-25 onwards)

**Approved Course Structure for Master of Business Administration Programme**

After careful and detailed discussions, the following course structure and syllabus of **Master of Business Administration (MBA)** 2-year programme under MR24 Regulation (for the batches admitting from Academic Year 2024-25 onwards) has been approved by the BOS members.

**I- SEMESTER**

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	D1E01	Management And Organizational Behavior	4	-	-	4
2	CC	D1E02	Business And Legal Environment	4	-	-	4
3	CC	D1E03	Financial Accounting & Analysis	4	-	-	4
4	CC	D1E04	Managerial Economics	4	-	-	4
5	CC	D1E05	Research Methodology And Statistical Analysis	4	-	-	4
6	CC	D1E06	Indian Ethos And Values	4	-	-	4
7	CC	DOH07	Business English And Communication Skills Lab	-	1	2	2
8	MC	D1EM1	Computer Applications in Business (Report and seminar)	-	-	2	-
<b>Total credits</b>				<b>24</b>	<b>1</b>	<b>4</b>	<b>26</b>

**II- SEMESTER**

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	D1E08	Marketing Management	4	-	-	4
2	CC	D1E09	Financial Management	4	-	-	4
3	CC	D1E10	Human Resource Management	4	-	-	4
4	CC	D1E11	Logistics and Supply Chain Management	4	-	-	4
5	CC	D1E12	Entrepreneurship and Design Thinking	4	-	-	4
6	CC	D1E13	Operations Research	4	-	-	4
7	CC	D1E14	Business Analytics	4	-	-	4
8	MC	D1EM2	Business Analysis (Report And Seminar)	-	-	2	-
<b>Total credits</b>				<b>28</b>	<b>-</b>	<b>2</b>	<b>28</b>

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

### III- SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	D1E15	Production And Operations Management	4	-	-	4
2	CC	D1E16	Management Information System & ERP	4	-	-	4
3	PE	D1E17	Retailing Management	4	-	-	4
		D1E18	Security Analysis and Portfolio Management				
		D1E19	Learning and Development				
		D1E20	Management of Start-up				
4	PE	D1E21	Consumer Behavior	4	-	-	4
		D1E22	Financial institutions, markets and services				
		D1E23	Employee relations and labor laws				
		D1E24	Management of MSME				
5	PE	D1E25	Marketing Analytics	4	-	-	4
		D1E26	Financial Analytics				
		D1E27	Human Resource Analytics				
		D1E28	Family Business Management				
6	PE	D1E29	Digital Marketing	4	-	-	4
		D1E30	Financial Derivatives and risk management				
		D1E31	Strategic Human Resource Management				
		D1E32	Creativity, innovation and entrepreneurship				
7	OE	D1E33	International Business	3	-	-	3
		D1E34	Quality Management				
		D1E35	Project management				
		D1E36	R- Programming				
		D1E37	Environment and Sustainability Management				
		D1E38	Business Intelligence				
8	PR	D1E39	Summer Internship & Seminar	--	--	4	2
<b>Total credits</b>				<b>27</b>	<b>-</b>	<b>4</b>	<b>29</b>

**IV- SEMESTER**

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	D1E40	Strategic Management	4	-	-	4
2	PE	D1E41	Services Marketing	4	-	-	4
		D1E42	Strategic Investment and Financing Decisions				
		D1E43	Compensation and Reward Management				
		D1E44	Entrepreneurial Marketing				
3	PE	D1E45	International Marketing	4	-	-	4
		D1E46	International Financial Management				
		D1E47	International Human Resource Management				
		D1E48	Entrepreneurial Finance				
4	OE	D1E49	Consumer Protection Laws	3	-	-	3
		D1E50	Tax Laws And Planning				
		D1E51	Intellectual Property Rights				
		D1E52	Corporate Governance				
		D1E53	Data Exploration And Application Using Python				
		D1E54	E-Business				
5	PR	D1E55	Pre-submission Project Seminar	---	---	4	2
6	PR	D1E56	Main Project Viva-Voce	---	---	8	4
<b>Total credits</b>				<b>15</b>	<b>--</b>	<b>12</b>	<b>21</b>

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: D1E01</b>	<b>MANAGEMENT AND ORGANIZATIONAL BEHAVIOR</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[13 Periods]**

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

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

**MODULE – II**

**[13 Periods]**

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

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

**MODULE – III**

**[13 Periods]**

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

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

**MODULE – IV**

**[13 Periods]**

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

**B: 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]**

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

**B: 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**”, Himalaya Publishing House, third revised edition, 2017.
2. Robert N. Lussier, “**Management Fundamentals – Concepts, Applications, Skill Development**” Sage publications, 9/e, 2020
3. Stephen P. Robbins, Timothy A. Judge, et al.: “**Organizational Behavior**”, Pearson 18<sup>th</sup> Edition, 2018.
4. L. M. Prasad, “**Principles and Practices of Management**”, Revised Edition, Sultan Chand & Sons Publishing, 2020
5. Udai Pareek, Sushma Khanna, “**Organizational Behavior**”, 3e, Oxford Publishing, 2018
6. Kavitha Sigh, “**Organizational behavior**”, Text and Cases, 3/e, Vikas publishing.

**E Resources:**

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

**Course Outcomes:**

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

CO1: Apply knowledge of the history of management and the contributions of important management research to create informed decisions and strategies.

CO2: Analyze the relevance of environmental scanning, planning, and how to take decisions in the context of management.

CO3: Evaluate the principles of organization, structures, and the methods for motivating people in a management context.

CO4: Analyze organizational behavior and group dynamics within a management context.

CO5: Apply the principles of delegating authority and using power to influence people to accomplish tasks effectively through proper communication and control in a management context.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3		2			3	3	1
CO2			3		3	3			3	2	2
CO3	3				2				3	3	2
CO4			3		3				3	2	1
CO5			3		3	3			2	3	2



<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: D1E02</b>	<b>BUSINESS AND LEGAL ENVIRONMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites:** Fundamentals of Business and Indian Legal system.

**Course objectives:**

The aim of this course is to enable students to understand the Business Environment, Legal and Regulatory framework of Indian Industry for doing business in India.

**MODULE – I**

**[10 Periods]**

**Business Environment:** Environmental scanning- Internal and external environmental factors, Industrial Policy, Industrial policies since Independence, Industrial Policy 1991 and recent developments in Indian Industrial Policy.

**Economic Policies:** Fiscal Policy, Monetary Policy, India's Trade Policy, Policy changes and Issues, recent developments, India's new EXIM policy and FEMA.

**MODULE – II**

**[12 Periods]**

**The Indian Contract Act - 1872:** Nature and essential elements of valid contract, Types of Contracts on different bases, Breach of contract and Remedies for breach of contract, Contingent contracts, contract of Indemnity and guarantee.

**The Sale of Goods Act - 1930:** Introduction, sale and agreement to sell, distinguish between sale and agreement to sell, Hire purchase agreement, auction sale, Conditions and Warranties, Unpaid seller and rights of an unpaid seller.

**MODULE – III**

**[12 Periods]**

**Negotiable Instruments Act - 1881:** Definitions and characteristics, Promissory Note, Bills of Exchange & Cheque, Types of endorsements, Holder- Holder in due course, Discharge of Parties. RBI Guidelines and regulations.

**Competition Act - 2002:** Importance, Objective and salient features, anti-competitive agreements, prevention of abuse of dominant position, combinations, competition advocacy, distinguish between MRTP Act and Competition Act. Competition Commission of India(CCI).

**MODULE –I V**

**[12 Periods]**

**Indian Partnership Act - 1932:** Introduction, types of partners and partnerships, formation of partnership, Rights of partners, Dissolution of firms.

**Limited Liability Partnership Act - 2008:** Definition, nature and salient features, Incorporation of LLP, distinction between LLP and firm Conversion, Winding up and Dissolution of LLP.

**MODULE – V**

**[10 Periods]**

**Companies Act – 2013:** Company and its formation, Types of companies, Appointment, Powers, Duties & Liabilities of Directors, Doctrine of Ultra Vires, Indoor Management and Constructive Notice. Company meetings, types of meetings, Winding-up of a Company, Modes of winding up.

**Reference Books:**

1. Rajdeep Banerjee, Joyeeta Banerjee, Legal Aspects of Business, Sage Publications, 1e,2022.
2. Francis Cherunilam, Business Environment Text & Cases, Himalaya Publications, 13e, 2022.
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning, 5e, 2021.
4. Francis Cherunilam, Business Environment Text & Cases, Himalaya Publications, 13e, 2022.
5. Akhileshwar Patha, Legal Aspects of Business, TMH, 7e, 2019.
6. MC Kuchhal, Vivek Kuchhal, Business Legislation for Management, Vikas, Publishing House, 5e, 2018.

**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](https://www.youtube.com/watch?v=O8_7Fiu-OKI)

**Course Outcomes:**

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

CO1: Learn the basics of business environment and related policies and issues.

CO2: Understand the basics of law of contracts, special contracts and various negotiable instruments and their characteristics

CO3: Gain knowledge of various negotiable instruments and their characteristics along with the basics of competition act.

CO4: Identify about the Indian partnership act and limited liability partnership acts.

CO5: Evaluate about the company act 2013 and latest amendments of the Company act 2013

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3		3		2			3
CO2	3	3	3	3					3	3	
CO3	3	1		3	3						3
CO4	3	3	3	3	3				3	2	
CO5	3			1	2	3		3			3

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: D1E03</b>	<b>FINANCIAL ACCOUNTING AND ANALYSIS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[13 Periods]**

**Introduction to Accounting:** Importance, Objectives and Principles, Accounting Concepts and Conventions, and the Generally Accepted Accounting Principles [GAAP], their implications on accounting system; Double entry system–recording business transactions–Classification of accounts—Accounting cycle.

**MODULE – II**

**[13 Periods]**

**The Accounting Process:** Overview, Books of Original Record; Journal and Subsidiary books, ledger, Trial Balance, Classification of capital and revenue expenses, Final Accounts with adjustments.

**MODULE – III**

**[13 Periods]**

**A: Valuation of fixed assets:** Tangible Vs Intangible assets, methods of depreciation; Depreciation concept– Depreciation of Fixed Assets -Methods of depreciation–their impact on measurement of business Accounting.

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

**MODULE – IV**

**[12 Periods]**

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

**MODULE – V**

**[13 Periods]**

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

**Reference Books:**

1. S.N. Maheswari, S. K. Maheshwari, Sharad K. Maheshwari, Accounting for Management, Vikas Publishing House, 5e, 2022.
2. Narayanaswamy. R, Financial Accounting: A Managerial Perspective, PHI Learning, 7e, 2022.
3. Ambrish Gupta, Financial Accounting for Management, Pearson Education, 7e, 2022.
4. Raj Kumar Sah, Financial Accounting, Cengage Learning, 2e, 2020.
5. Dhanesh K. Khatri, Financial Accounting & Analysis, Tata McGraw-Hill Publishing Limited, 2015.
6. V. Rajasekharan, R. Lalitha, Financial Accounting & Analysis, Pearson Education, 2015.

**E Resources:**

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

**Course Outcomes:**

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

CO1: Identify the importance and principles of accounting.

CO2: Understand the classification of capital and revenue expenses and the concept of depreciation.

CO3: Learn the valuation of inventory & goodwill and also learns statements of financial affairs.

CO4: Prepare, understand, interpret and analyze financial statements with confidence.

CO5: Use the analytical techniques of ratios and financial statement analysis and arriving at conclusions from financial information for the purpose of decision making.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3
CO1	3	3						2	3	3	2
CO2	3	3				3	3	1		3	2
CO3	3	3		2			3	2		2	2
CO4	3	3		2		3	3	1		2	2
CO5		3		2			1	3	3	2	2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: D1E04</b>	<b>MANAGERIAL ECONOMICS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[13 Periods]**

**Introduction to Managerial Economics:** Definition, Nature and Scope, Relationship with other areas in Economics- The role of managerial economist- Basic economic principles – the concept of opportunity cost, incremental concept, scarcity, Time perspective, discounting principle, risk and uncertainty- co-ordinal approach to consumer equilibrium.

**MODULE – II**

**[13 Periods]**

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

**MODULE – III**

**[13 Periods]**

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

**Isoquants and Isocosts:** Returns to Scale and Returns to Factors, Economies of scale- Innovations and global competitiveness.

**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.

**Alternative objectives of the firm:** Profit maximization theory, Managerial utility models, Growth maximization models, Behavioral theories of the firm

**MODULE – V**

**[13 Periods]**

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

**Reference Books:**

1. D.M. Mithani, Managerial Economics, Himalaya Publishing House, 9e, 2022.
2. Satya P. Das & J.K. Goyal, Managerial Economics, Sage Publications, 2e, 2022.
3. Dominick Salvatore, Siddhartha K. Rastogi, Managerial Economics, Oxford Publications, 9e, 2020.
4. H L Ahuja, Business Economics, S. Chand & Co, 13e, 2019.
5. Geetika, Piyali Ghosh, Purba Roy Choudhury, Managerial Economics, Tata McGraw-Hill, 3e, 2018.
6. H L Ahuja, Business Economics, S. Chand & Co, 13e, 2019.
7. Suma Damodaran, Managerial Economics, Oxford Publications, 2e, 2018.
8. P. N. Chopra, Managerial Economics, Kalyani Publishers, 1e, 2018.

**E Resources:**

1. <https://www.youtube.com/watch?v=WccttEFtdKk>
2. <https://www.youtube.com/watch?v=YKSXZt8LHUI>
3. <https://nptel.ac.in/courses/110105067>
4. <https://www.youtube.com/watch?v=4X9THnt9ooU>
5. [https://www.youtube.com/watch?v=wc\\_8dLS53js](https://www.youtube.com/watch?v=wc_8dLS53js)

**Course Outcomes:**

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

CO1: Know the basic economic principles and the concepts of managerial economics.

CO2: Understand the concepts of demand analysis, forecasting demand and supply analysis.

CO3: Analyze the production function.

CO4: Learn the cost theory and estimate cost output relationships.

CO5: Know about market structures and pricing practices.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			2		3			2	3	2
CO2	3	3		3		3			3	3	2
CO3	3	3		3						3	2
CO4	3	3		2	3						2
CO5		3		3	3			2			2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: D1E05</b>	<b>RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites:** NIL

**Course Objectives:**

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

\*Statistical table is required for the students.

#### **MODULE – I**

**[12 Periods]**

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

#### **MODULE – II**

**[13 Periods]**

**A: Measures of central Tendency:** Mean, Median, Mode, Geometric Mean and Harmonic Mean, Dispersion-Range Quartile deviation, Mean Deviation, Standard deviation and coefficient of variation Skewness: Karl Pearson coefficient of skewness, Bowley's coefficient of skewness Kelly's coefficient of skewness. Theory and problems, Discussion on direct and indirect methods of solving the problems.

**B: Tabulation, Graphical presentation of data:** Histogram, Diagrammatic representation of data: Bar diagram, Multiple Bar diagram, Sub-divided Bar Diagram, Pie Diagram.

#### **MODULE – III**

**[13 Periods]**

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

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

#### **MODULE – IV**

**[13 Periods]**

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

**MODULE – V****[13 Periods]**

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

**Reference Books:**

1. Ranjit Kumar, Research Methodology: Step-by-step Guide for Beginners, sage, 4e,2022.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, 46e,2021.
3. Shashik.Gupta, P Rangi, Research Methodology: Methods, Tools & Techniques, Kalyani Publishers,6e, 2020.
4. Donald R Cooper, Pamela S. Schindler, Business Research Methods, Tata Mc Graw Hill, 12e, a. 2019.
5. Deepak Chawla, Research Methodology: Concepts & Cases, Vikas Publishing, 2e, 2016.
6. William G Zikmund, Barry J Babin, Jon C. Carr, Atanu Adhikari, Mitch Griffin, Barry J. Babin, Business Research Methods Cengage Learning, 8e, 2016.

**E Resources:**

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

**Course Outcomes:**

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

CO1: Understand the basics of research methodology and its process.

CO2: Solve the problems relating to measuring central tendency.

CO3: Know the various Parametric and Non- Parametric Hypothesis Testing methods.

CO4: Analyze various statistical tools used for correlation.

CO5: Apply the concepts of regression and trend analysis.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1				3		2	2		3
CO2	3	3	3			2			3	3	3
CO3	3	3		3	3	3		2	3	3	3
CO4	3	3			3	3			3		
CO5	3	3						2		3	3



<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: D1E06</b>	<b>INDIAN ETHOS AND VALUES</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

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

#### **MODULE-I**

**[12 Periods]**

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

#### **MODULE-II**

**[13 Periods]**

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

#### **MODULE-III**

**[13 Periods]**

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

**B: Relevance of values in management:**

Need for values in global changes- Indian perspective; values for managers; holistic approach for managers in decision making; secular versus spiritual values in management, Importance of Value System in work culture and teaching ethics in an organization.

#### **MODULE-IV**

**[13 Periods]**

**Stress Management:** Meaning, Types of stress at workplace, Causes of stress and consequences of stress, Problems relating to stress in corporate management environment –Indian perspective, Stress Management Techniques: Meditation-Meaning, Techniques, Advantages of mental health and its Importance in Management, Brainstorming, Brain Stilling, Yoga: Meaning and significance of yoga at workplace.

#### **MODULE-V**

**[13 Periods]**

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

Motivation techniques. Self-Management, Personal growth, Personality development, Personality Development determinants in Indian Ethos and science and human values. Trans-cultural human values in management education.

**Reference Books:**

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

**E Resources:**

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

**Course Outcomes:**

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

CO1: The various elements of Indian ethos and management lessons from Indian scriptures.

CO2: Understand the Indian system of learning and the concepts of karma.

CO3: Know the work ethos and values and its relevance to management.

CO4: Learn the concepts of management of stress.

CO5: Know the concepts of Indian ethos and personality development.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3									2	
CO2								3	3	3	3
CO3		3			3			2	3	3	3
CO4		3			2			3	3	3	
CO5			3					3			3

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I SEMESTER</b>		
<b>Code: D0H07</b>	<b>BUSINESS ENGLISH AND COMMUNICATION SKILLS LAB</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 2</b>		<b>-</b>	<b>1</b>	<b>2</b>

**Prerequisites: NIL**

**Course Objective:**

To demonstrate the importance of various modes of communication and their applications in the business environment to develop Business Writing skills with practice of writing letters and improving the readability of written communication, to highlight the importance of writing business reports and proposals. And impart knowledge and skills necessary for development of verbal (speech & presentation) and non-verbal (body language) skills, orient on the contemporary aspects in communication.

#### **MODULE-I**

**[9 hours]**

**Communication:** Introduction to Business Communication, Communication Barriers, Communication Media Choices, Inter-cultural and Team Communication, Interpersonal Communication: Respecting Social Protocol, Networking and Socializing Professionally, Non-Verbal Communication, Listening, Communication through social media, Business Meetings. Job Hunt Process-SWOT analysis

#### **MODULE-II**

**[9 hours]**

**Developing Business Writing Skills:** Process of Writing, Drafting, Revising Visuals, Editing, Proofreading and Formatting, Writing Positive and Neutral Messages, Persuasive Messages, Bad News Messages, Business Letter Writing, Kinds of Business Letters, Communicating with E-Mail and Memos. Improving Readability of Written Communication using Gunning Fog Index.

#### **MODULE-III**

**[8 hours]**

**Business Reports and Proposals:** Writing the Report, Planning the Report, Steps in Writing Business Reports, Parts of a Report, Corporate Report and Business Proposal, Citing Sources.

#### **MODULE-IV**

**[10hours]**

**Introduction to Phonetics:** Speech Sounds – Vowels and Consonants. Word Accent. Oral and Employment Communication: The Role of Business Presentations, Planning and Organizing Presentations, Team Presentations, Online Presentations, Role play , Group discussion. Understanding Yourself, Career, Goal Setting, Preparing Resume, Resume Formats, Writing Covering Letters, and Enquiry Mails, Preparing for the Job Interview.

#### **MODULE-V**

**[9 hours]**

**Contemporary Aspects in Communication:** Business Etiquette, Developing Professional Telephone Skills, Mass Media, Public Relations Management, Cross Cultural and Global Communication, Communication in Information Technology, e-Business related Operations. Situational Dialogues – Role-Play- Expressions in

Various Situations – Self introduction and introducing others – Greetings – Apologies – Requests – Social and Professional Etiquette. Ice-Breaking activity, JAM session and Debate

**Reference Books:**

1. Kelly M. Quintanilla and Shawn T. Wahl, Business and Professional Communication, Sage Publications, 4e, 2020.
2. Mallika Nawal, Business Communication, Cengage Learning, 2e, 2020.
3. Varinder Kumar, Bodh Raj, Business Communication, Kalyani Publishers,6e,2019.
4. Ober Newman, Communicating in Business, Cengage Learning, 2015.
5. Rebecca Moore How award, Writing Matters, 3e, McGraw Hill Education, 2018.

**E Resources:**

1. <http://www.mindtools.com/CommSkill/ActiveListening.htm>
2. <http://www.slideshare.net/alisonkis/dialogue-and-roleplay-activity>
3. [http://www.hse.ru/pubs/lib/data/access/ram/ticket/2/14309868938d576a532b71360b7354268380727a22/An%20article%20for%20Monika%20\(2010\).pdf](http://www.hse.ru/pubs/lib/data/access/ram/ticket/2/14309868938d576a532b71360b7354268380727a22/An%20article%20for%20Monika%20(2010).pdf)
4. [http://www.mindtools.com/pages/article/newTMC\\_05.htm](http://www.mindtools.com/pages/article/newTMC_05.htm)  
<http://www.kent.ac.uk/careers/intervw.htm>

**Course Outcomes:**

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

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

CO1: Appreciate the importance and influence of Business Communication and learn its applications for the purpose of self-development.

CO2: Learn by practice of writing a variety of formal and informal letters & e-mails and reports and improve the readability of written documents

CO3: Identify the intricacies of writing Business Reports and Proposals

CO4: Develop verbal (oral) skills by giving presentations and participating in group discussions; appreciate the impact of body language in the process of communication

CO5: Polish their etiquette, improve telephonic skills and appreciate the need for culture in maintenance of public relations.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1				2	2			3		3	3
CO2				3	3			3		3	3
CO3					3	3		3	3	3	3
CO4					3	3		3		3	3
CO5					3	3		3		3	

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA I Semester</b>		
<b>Code: D1EM1</b>	<b>COMPUTER APPLICATIONS IN BUSINESS (Report and Seminar)</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: MC</b>		<b>-</b>	<b>-</b>	<b>2</b>

**Prerequisites: NIL**

**Course Objectives:**

The objective of this course is to lay an important foundation to students in managing various computer applications with a special focus on business activities and its requirements.

**Computer Basics-I:** An overview of the computer system. Windows operating system- MS Word- basics, creating, editing and formatting documents, inserting tables and graphics. MS PowerPoint- basics, creating presentation, customizing design templates with slide masters, producing presentation. MS Access- basics, designing and creating database, adding and maintaining data in tables, retrieving data using forms and reports.

**Computer Basics-II:**MS Excel- basics, and printing worksheets, Entering and editing data MS Excel, Data Validation, Sort, Filter.LookUp functions(Vlookup, Hlookup,Match, Index), Logical Functions(IF, AND, OR), Pivot tables and Pivot Charts.

**Computer Basics-III: Data Analysis In MS- Excel:** Basic Arithmetic Operations in Ms-Excel( Sum, Sumif, Sumifs, Count, CountA, Countifs, Average, Averageif, Averageifs,Max, Min), Measures of Central Tendency In Excel, Measures of Dispersion, ANOVA in Excel, Correlation and Regression in Excel. t-test, Chi-square and F- test in Excel.

**Computer Applications in Financial Management:** Using MS Excel to solve financial management problems- Present Value, Future Value, NPV, IRR. Financial Modeling.

**Computer Applications in Statistical Analysis:** Features of SPSS, Creating files and data entry in SPSS, Preparation of frequency tables and graphs, Computation and interpretation of Mean, Standard Deviation, Standard Error, Simple and multiple correlation, regression, Analysis of variance, t-Test, Chi-Square Test. F-test, ANOVA, and time series.

**Computer Lab Practical to be done during the course:**

1. Financial Modeling using MS Excel.
2. Computation of Present value, future value, Net Present Value using MS Excel.

3. Basic arithmetic operations in Ms-Excel.
4. Performing Descriptive statistics, Correlation, Regression in MS-Excel/ SPSS.

**References:**

1. Microsoft Excel 2019 Data Analysis and Business Modeling (Business Skills) 6th Edition, Wayne L.Winston, Microsoft Press.
2. Data Analysis in Management with SPSS Software, J.P. Verma, Springer Publishers.

**E- Resources:**

1. <https://www.youtube.com/watch?v=v18GE7JirGY>
2. [https://www.youtube.com/watch?v=RdT0zKPY\\_OQ&t=1546s](https://www.youtube.com/watch?v=RdT0zKPY_OQ&t=1546s)
3. <https://www.youtube.com/watch?v=OOWAk2aLEfk&t=110s>
4. <https://www.youtube.com/watch?v=-ivpFNCU4CY>
5. <https://www.youtube.com/watch?v=0S89RyIVu2k>

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

CO1: Understand the Financial statement analysis using MS Excel.

CO2: Apply knowledge on computation of Present value, future value, Net Present Value using MS Excel knowledge.

CO3: Know the best practices accounting cycle using TALLY.

CO4: Understand the various online trading.

CO5: Analyze the descriptive statistics, correlation, and regression using MS Excel/SP

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	2	1	1	2	2	2	3	2	1
CO2	2	1	2		1	2			2	1	1
CO3	1	2	1		3		2	1	1		
CO4	3	3	3	2	3		2	2	1	1	2
CO5	2	1	1	3	1	3		2	2	1	1

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: D1E08</b>	<b>MARKETING MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[12 Periods]**

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

**MODULE – II**

**[13 Periods]**

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

**MODULE – III**

**[13 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

**MODULE – IV**

**[13 Periods]**

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

**MODULE – V**

**[13 Periods]**

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

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

**Reference Books:**

1. Rosalind Masterson, Nichola Phillips, David Pickton, Marketing: An Introduction, Sage Publications, 5e, 2021.

2. G.Shainesh Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth, Marketing Management, Pearson, 16e, 2022.
3. Philip Kotler, Gray Armstrong, Prafulla Agnihotri, Principles of Marketing, 18e, Pearson Education, 2020.
4. Ramaswamy, Nama Kumari, Marketing Management, Sage Publications, 6e, 2018.
5. Lamb, Hair, Sharma, Mc Daniel, Principles of Marketing, A South Asian Perspective Cengage Learning, 2016.
6. Arun Kumar & N. Meenakshi, Marketing Management, Vikas Publications, 3e, 2016.

**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:**

CO1: Understanding the concepts of marketing management.

CO2: Know the various factors that influence on the marketing mix and the customer buying behavior.

CO3: Analyze the concepts of market segmentation and positioning.

CO4: Design the channel of distribution and customer driven promotion strategies and will be able to communicate the decisions towards business development with superior customer value.

CO5: Learn the importance of pricing and the methods of pricing. Also appreciate various mediums of marketing communication.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3		3		2		2		2	
CO2	3	3		3	3	2		3	3	2	3
CO3	3	3		3		2		2			3
CO4		3		1	3			2			3
CO5		3		3	3	2			3		2



<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: D1E09</b>	<b>FINANCIAL MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>4</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

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

#### **MODULE – I**

**[13 Periods]**

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

#### **MODULE – II**

**[13 Periods]**

**A: 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.

**B: 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**

**[13 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.

#### **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]**

**A: 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.

**B: 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. Prasanna Chandra, Financial Management, 10e, Mc Graw Hill, 2019.
2. M.Y Khan, P K Jain, Financial Management-Text and Problems, Mc Graw Hill, 8e, 2019.
3. I M Pandey, Financial Management, Vikas Publications, 11e, 2015.
4. James Cvan Horne, Sanjay Dhamija, Financial Management and Policy, Pearson Education, New Delhi,12e,2011.
5. Eugene F. Brigham Michael C. Ehrhardt, Financial Management, Cengage Learning, 12e, 2012.
6. Arindam Banerjee, Financial Management, Oxford Publications, 2016.

**E Resources:**

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

**Course Outcomes:**

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

CO1: Know the financial functions and activities of an organization.

CO2: Analyze the capital budgeting decisions and costs of sources of capital.

CO3: Appreciate the various capital structure theories.

CO4: Evaluate the dividend decisions and dividend policies.

CO5: Understand the concepts of working capital management and can manage the short term finance in an efficient manner.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3						2	2		
CO2	3	3				2	3			3	3
CO3	3	3			3	3	3		3	3	3
CO4	3	3		3	3	3		2	3	3	
CO5	3	3		3		3		2			3

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: D1E10</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[13 Periods]**

**Introduction of HRM:** Introduction to HRM – Scope - Nature- Functions - HR Duties – New Approaches to Organizing HR – The Trends shaping Human Resource Management- Globalization & Competition Trends – Technological Trends – Trends in Nature of Work – Workforce and Demographic Trends – Economic Challenges – HRIS -e-HRM

**MODULE – II**

**[13 Periods]**

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

**MODULE – III**

**[12 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 – Employee Life Cycle.

**MODULE – IV**

**[13 Periods]**

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

**MODULE – V**

**[13 Periods]**

**Industrial Relation :** Labor Movement – Collective Bargaining Process – Grievances – Managing Dismissals – Employee Safety and Health – Occupational Safety Law – Workplace 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”,13/e HPH, 2019.
2. K. Aswathappa & Sadhana Dash “Human Resource Management”, Text and Cases”, 9/e ,TMH, 2021.
3. Biju Varkkey Gary Dessler, “Human Resource Management”, 16<sup>th</sup> Edition, Pearson- 2017.
4. Dennis R. Briscoe et al, “International HRM”,6/e , Routledge, 2022.
5. Dr. Anjali Ghanekar, “Essentials of Human Resource Management”,Everest, 2010.
6. Indranil Mutsuddi, “Essentials of Human Resource Management”, New Age International Pvt. Ltd., 2011.
7. Wayne.F.Cascio, Ranjeet Nambudiri, “Managing Human Resource Management”, 8<sup>th</sup> Edition, TMH, 2010.
8. Dipak Kumar Bhattacharyya “Human Resource Management”, Excel Books, 2006.

**E Resources:**

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

**Course Outcomes:**

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

CO1: Understand the basic HR concepts.

CO2: Learn the process of recruitment, selection.

CO3: Apply the process of performance appraisal, training & development.

CO4: Know the concepts of compensation and employee retention approaches and strategies.

CO5: Identify various industrial & labour legislations in India.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3					3		3
CO2	3	3		2	3			3		3	3
CO3	3	3	3	3		3			3	3	3
CO4	3	3	3	3	3	3		2		3	
CO5	3	3	3	3	3	3		3			3

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: DIE11</b>	<b>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE- I**

**[13 Periods]**

**LOGISTICS AND COMPETITIVE STRATEGY**

Competitive Advantage - Gaining Competitive Advantage Through Logistics- Integrated Supply Chains - Competitive Performance - Models in Logistics Management - Logistics to Supply Chain Management - Focus Areas in Supply Chain Management - Customer Service and Retention- Basic Service Capability Value Added Services.

**MODULE- II**

**[13 Periods]**

**MEASURING LOGISTICS COSTS AND PERFORMANCE**

The Concept of Total Cost Analysis - Principles of Logistics Costing - Logistics and the Bottom- Line - Impact of Logistics on Shareholder Value - Customer Profitability Analysis - Direct Product Profitability-Cost Drivers and Activity-Based Costing.

**MODULE- III**

**[12 Periods]**

**LOGISTICS AND SUPPLY CHAIN RELATIONSHIPS**

Benchmarking the Logistics Process and SCM Operations - Mapping the Supply Chain Processes -Supplier and Distributor Benchmarking - Setting Benchmarking Priorities - Identifying Logistics Performance Indicators - Channel Structure - Economics of Distribution - Channel Relationships - Logistics Service Alliances.

**MODULE- IV**

**[13 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**

**[13 Periods]**

**MANAGING GLOBAL LOGISTICS AND GLOBAL SUPPLY CHAINS**

Logistics in a Global Economy - Views of Global Logistics - Global Operating Levels - Interlinked Global Economy-The Global Supply Chains - Global Supply Chain Business Processes - Global Strategy - Global Purchasing - Global Logistics - Channels

in Global Logistics - Global Alliances - Issues and Challenges in Global Supply Chain Management.

**Reference Books:**

1. IMT Ghaziabad, Advanced Supply Chain Management, Sage Publications, 2021.
2. Rajat K. Basiya, Integrated Supply Chain Management, Sage Publications, 2020.
3. K Sridhara Bhat, Logistics & Supply Chain Management, HPH,1e,2017.
4. Chopra, Sunil, Meindl, Peter and Kalra, D. V., Supply Chain Management: Strategy,
5. Planning and Operation; Pearson Education, 6e, 2016.
6. Altekhar, Rahul V, Supply Chain Management: Concepts and Cases; PHI Learning ,1e,2005.
7. Ballou, R.H. Business Logistics Management. Pearson Education, 5e,2014.
8. Coyle, Bardi, Langley, The Management of Business Logistics – A Supply Chain Perspective, Thomson Press, 7e,2003

**E Resources:**

1. <https://www.youtube.com/watch?v=1ZPO5RclZEo>
2. <https://www.youtube.com/watch?v=w0ps4-Wnmz4&t=8s>
3. <https://www.youtube.com/watch?v=1zVhIR1NmJ4>
4. <https://www.youtube.com/watch?v=S24I1a0kjL4>
5. <https://www.youtube.com/watch?v=mEIqLcGxZRM>

**Course Outcomes:**

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

CO1: Learn the basic concepts that how organizations gain competitive advantage through logistics.

CO2: Understand the concept of measuring the cost of logistics and impact on shareholders.

CO3: Identify the Logistics and Supply chain relationships.

CO4: Examine the sourcing decisions and transportation Impact in lack of coordination.

CO5: Analyze the trends of logistics in a global economy

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3		3		3					1
CO2				3	3			3	3	3	3
CO3				3	3	3	3		3	3	3
CO4		3					3		3	3	3
CO5				3				3			

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: D1E12</b>	<b>Entrepreneurship and Design Thinking</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**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**

**[13 Periods]**

**Understanding Entrepreneurial Mindset:** The Evolution of Entrepreneurship, Qualities, Skills, Functions of Entrepreneurs, Types of Entrepreneurs, Approaches to Entrepreneurship, Process Approach, and Role of Entrepreneurship in Economic Development.

**The individual Entrepreneurial Mindset and Personality:** The Entrepreneurial Journey, Stress and the Entrepreneur, The Entrepreneurial Ego, Entrepreneurial Motivations, Motivational Cycle, Entrepreneurial Motivational Behavior, Entrepreneurial Competencies, Entrepreneurial Stress.

**MODULE – II**

**[12 Periods]**

**Strategic Perspectives in Entrepreneurship:** Strategic Planning, Strategic Actions, Strategic Positioning, Business Stabilization, Building the Adaptive Firms, Understanding the Growth Stage, Internal Growth Strategies and External Growth Strategies, Unique Managerial Concern of Growing Ventures.

**MODULE – III**

**[13 Periods]**

**Opportunities and Challenges of Entrepreneurship:** Initiatives by the Government of India to Promote Entrepreneurship, Social and Women Entrepreneurship. Feasibility Analysis, Industry and Competitor Analysis, Formulation of the Entrepreneurial Plan, The Challenges of New Venture Start-ups, Developing an Effective Business Model, Blue and Red Ocean Strategies, Sources of Finance, Critical Factors for New venture Development, Evaluation Process. Intellectual Property Protection: Patents, Copyrights, Trademarks and Trade Secrets, Avoiding Trademark Pitfalls.

**MODULE – IV**

**[12 Periods]**

**Design Thinking – An Introduction:** Principles of Design Thinking, Process of Design Thinking, planning a Design Thinking Project, Understanding of the Problem, Problem Analysis, Reformation of the Problem, Empathetic Design Methods.

**MODULE – V**

**[12 Periods]**

**Prototype, Testing Ideas, Implementing Design Thinking:** Creativity, Creativity Process, Creativity Techniques, Business Idea, Evaluation of Ideas, Kano Method, Finding Gaps in the Market Place, Prototype, Lean Startup Method, Visualization, Presentation Techniques, Desirability Testing, Methods to Initiate Ventures, Creating New Ventures, Acquiring an Established Venture, Franchising, Advantages and Disadvantages, Implementing Design Thinking, Agility for Design Thinking.

## Reference Books:

- Devayani M. Lal, Design Thinking, Sage Publications, 1e, 2021.
- Ali J Ahmed, Punita Bhatt, Lain Acton, Entrepreneurship in Developing and Emerging Economies, Sage Publications, 1e, 2019.
- Christian Mueller- Roterberg, Handbook of Design Thinking –Tips and Tools for how to design Thinking, Independently Published, US, 2018.
- Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Entrepreneurship, Mc Graw Hill, 10e,2018.
- Bruce R. Barringer/ R. Duane Ireland, Entrepreneurship Successfully launching new ventures, 4e, Pearson, 2015.
- D F Kuratko and T V Rao, Entrepreneurship- A South-Asian Perspective, Cengage Learning,1e, 2012.

## E Resources:

1. <http://freevideolectures.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.pd](http://nptel.ac.in/courses/122106032/Pdf/7_4.pd)
4. <https://www.scribd.com/doc/21516826/Entrepreneurship-Notes>

## Course Outcomes:

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

- CO1: Know the new trends in entrepreneurship and understands the concept of entrepreneurial mind set and personality.
- CO2: Learn the process and various stages involved in starting a new venture.
- CO3: Identify the various sources of financing for new ventures and the institutions offering entrepreneurship development programs in India
- CO4: Identify the role of Central Government and State Government in promoting Entrepreneurship and also gains the knowledge of issues and challenges of women entrepreneurship.
- CO5: Appreciate the various legal aspects of entrepreneurship and the challenges of new startups in India. Also understands how the strategy helps in making the new startups successful.

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1			2	3		3		2		3	3
CO2			3				2		2	3	3
CO3		3	3		2		2		3	3	3
CO4		3	2	2	2		3			2	3
CO5		3	3		2		2	1	3	2	



<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: D1E13</b>	<b>OPERATIONS RESEARCH</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE I**

**[13 Periods]**

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

**MODULE –II**

**[13 Periods]**

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

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

**MODULE- III**

**[13 Periods]**

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

**B: Sequencing problems:**

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

**MODULE –IV**

**[13 Periods]**

**Decision Theory Anatomy of Decision Theory:** Decision Models: Probabilistic Decision Models: Maximum Likelihood Rule - Expected Payoff Criterion - Competitive Decision Models: Maximin, Minimax, Hurwicz, Laplace Decision Models.

**MODULE-V****[12 Periods]**

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

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

**Reference Books:**

1. JK Sharma, Quantitative Techniques, McMillan
2. ND Vohra, Quantitative Techniques in Management, TMH
3. Anderson, Sweeney, Williams, Quantitative Methods for Business, Thomson
4. JK Sharma, Operations Research, McMillan

**E Resources:**

1. <http://nptel.ac.in/courses/110106062/>
2. <https://www.youtube.com/watch?v=SqSUJ0UYWMQ>
3. <https://www.youtube.com/watch?v=NdHdkZLrYdA>
4. <https://www.youtube.com/watch?v=dJabVbR0lPI>
5. <https://www.youtube.com/watch?v=a0WNihfI7as>

**Course Outcomes:**

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

CO1: Understand basic concepts importance of operation research.

CO2: Know the Transportation and Assignment models and its significance.

CO3: Apply Queuing theory and Sequencing Problems.

CO4: Learn the concepts of Decision Theory Anatomy of Decision Theory.

CO5: Design Game theory and simulations problems.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1					3	3		2			3
CO2		3			3	3			3	3	3
CO3		3	3		3		3	2	3	3	
CO4		3	3				3	3		3	3
CO5		3	3				3	2		1	

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code: D1E14</b>	<b>BUSINESS ANALYTICS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

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

**MODULE- I [12 periods]**

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

**MODULE- II [13 periods]**

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

**MODULE- III [13 periods]**

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

**B: Building good regression models:** -Simple, Multiple and Logistics Regression, ANOVA- One way and Two Way ANOVA.

**MODULE- IV [13 periods]**

**Data Mining :** Scope of Data Mining, Data Exploration and Reduction, Types of Machine Learning, Unsupervised learning – Cluster analysis, Association rules; Supervised learning- Partition Data, Classification. Measuring Accuracy- prediction Accuracy, k-nearest neighbors.

**MODULE- V [13 periods]**

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

**Reference books:**

1. James Evans, Business Analytics, 2e, Pearson, 2017.
2. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams Essential of Business Analytics, Cengage Learning.
3. Thomas Eri, Wajid Khattack & Paul Buhler : Big Data Fundamentals, Concepts, drivers and Techniques by Prentice Hall of India, New Delhi, 2015
4. Akil Maheswari: Big Data, Upskill ahead by Tata McGraw Hill, New Delhi, 2016

5. Seema Acharya & Subhashini Chellappan: Big Data and Analytics, Wiley Publications, New Delhi, 2015.

**E Resources:**

1. <https://nptel.ac.in/courses/110105089>
2. <https://nptel.ac.in/courses/110107092>
3. <https://www.udemy.com/course/business-analytics/>
4. <https://www.youtube.com/watch?v=ZWwpNJCCN4>
5. <https://www.youtube.com/watch?v=olFxW7kdtP8>

**Course Outcomes:**

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

CO1: Understand the basic concepts of data analytics and its relevance to business.

CO2: Implement the various descriptive statistical measures and their application

CO3: Learn the tools of predictive analytics and their application for business analysis.

CO4: Understanding the basic concepts of data mining and its importance in business analytics.

CO5: Analyze the concepts of simulation and its application to solve business problems.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1				3				2	3		3
CO2		3			3				3	3	3
CO3		3			3	2		3		3	3
CO4		2			3			2	3		
CO5		3		3				2		1	

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA II Semester</b>		
<b>Code:DIEM2</b>	<b>BUSINESS ANALYSIS (Report and Seminar)</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: MC</b>		<b>-</b>	<b>-</b>	<b>3</b>

**Prerequisites: NIL**

**Course Objectives:**

The aim of this course is to enable students to develop case study analysis ability and presentation skills necessary for personality development and employability.

**EXERCISES (Seminar Presentations)**

1. Presentation on the history and evolution of the company
2. Presentation on SWOT analysis of the company
3. Presentation on the best practices in the functional systems and policies of the company.
4. Presentation on the success story of the founder/ chairman/ CEO of the company
5. Developing a case study or analyzing case studies of respective companies in various functional areas.

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

**Course Outcomes:**

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

CO1: Know the history and evolution of various companies globally.

CO2: Apply of SWOT analysis and also able to know the strengths and weaknesses of various companies.

CO3: Identify the best practices and policies of various companies

CO4: Know the various contemporary and emerging leaders and their success stories

CO5: Analyzing different cases of various companies. And will understand completely about a company through the evaluation in different dimensions.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
<b>COs</b>	<b>Programme Outcomes(POs)</b>								<b>Program Specific Outcomes (PSOs)</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>				3				2	3		3
<b>CO2</b>		3	3		3		3		3	3	3
<b>CO3</b>		3	3		3	2	3	3		3	3
<b>CO4</b>		2	3		3		3	2	3		3
<b>CO5</b>		3	3		3		3	3		3	3

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: DIE15</b>	<b>PRODUCTION AND OPERATIONS MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[12 Periods]**

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

**MODULE – II**

**[13 Periods]**

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

**MODULE – III**

**[13 Periods]**

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

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

**MODULE – IV**

**[13 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.

**MODULE – V****[13 Periods]**

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

**Reference Books:**

1. Ajay K Garg, “**Production and Operations Management**”, TMH, 2012.
2. K.Ashwathappa, Sreedhar Bhat, “**Production and Operations Management**”, HPH, 2012.
3. Panneerselvam “ **Production and Operations Management**” PHI,2012.
4. H.Kaushal, “**Production / Operations Management**”, Case Study Solutions, MacMillan, 2012.
5. Mahadevan, “**Operations Management: Theory and Practice**”, Second Edition, Pearson, 2010.

**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:**

CO1: Know the basics of production and operations management.

CO2: Analyze product designing, process designing and value engineering.

CO3: Appreciate various facility location models and plant layout designs.

CO4: Learn the concept of integrated materials management and various inventorycontrol techniques.

CO5: Understand the basic concepts of projects and its maintenance management.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
<b>COs</b>	<b>Programme Outcomes(POs)</b>								<b>Program Specific Outcomes(PSOs)</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3		3	3	3			3	3	3	
<b>CO2</b>	3	3				2			3	3	3
<b>CO3</b>		3	3		3	3	3	3	3		3
<b>CO4</b>	3		3	3	3		2	3	3		
<b>CO5</b>	3		3		3					3	3

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E16</b>	<b>MANAGEMENT INFORMATION SYSTEM &amp; ERP</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

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

**MODULE – I**

**[13 Periods]**

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

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

**MODULE – II**

**[12 Periods]**

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

**MODULE – III**

**[13 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.

**MODULE – IV**

**[13 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**

**[13 Periods]**

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

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

**Reference Books:**

1. A K Gupta, Sharma “Management of Systems” Macmillan, 2012.



2. Murthy, “Management Information System”, Himalaya, 2013.
3. D P Goyal, “Management Information Systems – Managerial Perspective”, MacMillan, 3rd Edition, 2010.
4. Dr Milind M Oka “Cases in Management Information system ‘Everest”, 2012.
5. Jawadekar, “MIS Text and Cases”, TMH, 2012.

**E Resources:**

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

**Course Outcomes:**

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

CO1: Learn the basics of management information system and the business applications of information system.

CO2: Learn knowledge of managing an Information System efficiently.

CO3: Understand the process of system design and can build an Information System.

CO4: Identify about various models of ERP and their applications in an organization.

CO5: Apply the various benefits of ERP system and also learn about the implementation and maintenance of an ERP system.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes(PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1				3				3	3		
CO2		3				2			3	3	3
CO3	3		3		3	3	3	3	3		3
CO4	3		3	3	3		2	3	3	1	
CO5	3		3		3						

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E17</b>	<b>PROFESSIONAL ELECTIVE-I RETAILING MANAGEMENT [ MARKETING]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

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

#### **MODULE –I**

**[13 Periods]**

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

Case: The Classic story.(Aditya page no 283).

Case: The Panwallah. (Aditya Prakash page no 287).

#### **MODULE –II**

**[13 Periods]**

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

Case: Multinational Fast Food Chains in India. Retail Management (Suja Nair page no 474).

Case: Changing Indian Consumers. (Aditya page no 258).

Case: Tanishq. (Suja Nair page no 440).

#### **MODULE –III**

**[13 Periods]**

**Delivering Value through Retail Functions** - Classification of formats, ownership-based, store based, non-store based, other retail formats, Value Based Model of store format choice, attribute based model of store format choice, the competitive market place, Marketing Structure, the demand side of retailing, non price decisions, types of competition, evolution of retail competition, future changes in retail competition.

Case: Nirula's. (Suja Nair Page no 448).

Case: Hot Breads. (Suja Nair page no 452).

#### **MODULE –IV**

**[13 Periods]**

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

Case: Café Coffee Day. (Suja Nair page no 434).

Case: Shoppers stop. (Suja Nair page no 470).

#### **MODULE –V**

**[12 Periods]**

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

Case: Godrej and Boyee's. (Suja Nair page no 466).

**Text book**

1. Piyush Kumar Sinha, Dwarika Prasad Uniyal, Managing Retailing, 2nd Edition, Oxford, 2012.
2. Journals : Indian Journal of Marketing, MICA Communications Review.

**References:**

1. Lusch, Dunne, Carver, Introduction to Retailing, 7th Edition, Cengage Learning, 2013.
2. Suja Nair, Retail Management, Himalaya Publication House, 2012.
3. Aditya Prakash Tripathi, Noopur Agrawal, Fundamentals of Retailing (text and cases), Himalaya Publication House, First Edition, 2009.
4. Swapna Pradhan, Retail Management-Text & Cases, TMH, 2013.

**E-Resource:**

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

**Course outcome:**

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

CO1: Understand Modern Retailing Concepts and will able to link it to cases to the present Retailing Trends.

CO2: Know the relevance of shopper's Behaviour and shopping environment.

CO3: Analyze classification and other retail formats in a competitive market place.

CO4: Evaluate the Pricing Objectives & Policies and supply chain management.

CO5: Applying Retail Buying & Managing Retail Operations

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1				3					3		
CO2			3				3		3		
CO3	3		3		3			3	3	3	3
CO4			3	3	3			3			
CO5		2							3		3

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E18</b>	<b>PROFESSIONAL ELECTIVE-I SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT [FINANCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[13 Periods]**

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

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

**MODULE – II**

**[12 Periods]**

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

**MODULE – III**

**[13 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.

**MODULE – IV**

**[13 Periods]**

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

**MODULE – V**

**[13 Periods]**

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

**Reference Books:**

3. ZVI Bodie, Alex Kane, Alan J Marcus : Investments, TMH, 2012.

4. William. F.Sharpe, Gordon j Alexander & Jeffery V Bailey: “**Fundamentals of Investments**”, Prentice Hall, 2012.
5. Reilly, Brown: “**Analysis of Investment and Management of Portfolios**”, 10<sup>th</sup> Edition, Cengage, 2012.
6. Donald E Fischer, Ronald J Jordan: “**Security Analysis and Portfolio Management**”, 6<sup>th</sup> Edition, Pearson, 2012.
7. Jones: “**Invest Analysis**”, Wiley.
8. Prasanna Chandra: “**Investment analysis and Portfolio Management**” 4<sup>th</sup> Edition, TMH, 2012.
9. 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://freevidelectures.com/Course/3012/Security-Analysis-and-Portfolio-Management>
4. <http://www.nptelvideos.in/2012/12/security-analysis-and-portfolio.html>
5. <http://nptel.ac.in/courses/110105036/>

**Course Outcomes:**

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

CO1: Learn the basics of investment environment and Indian financial system.

CO2: Appreciate the securities using various portfolio analysis models for a better selection of stocks.

CO3: Appraise the various types of bonds and their valuation process.

CO4: Analyze equity stocks using various valuation models.

CO5: Understand the basic mutual fund schemes and their appreciation models.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2		3	3			2			
CO2	3	3	3	3	3				3	3	3
CO3	3	3	3	3	3	3		3	3	3	3
CO4	3	3		3					3	3	
CO5	3	3		2				2		3	1

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: DIE19</b>	<b>PROFESSIONAL ELECTIVE-I LEARNING AND DEVELOPMENT [ HUMAN RESOURCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

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

**MODULE – I**

**[13 Periods]**

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

**MODULE – II**

**[13 Periods]**

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

**MODULE – III**

**[12 Periods]**

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

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

**MODULE – IV**

**[13 Periods]**

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

**MODULE – V**

**[13 Periods]**

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

**Reference Books:**

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

**E Resources:**

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

**Course Outcome:**

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

CO1: Learn the concept of learning and theories of Learning

CO2: Evaluating training strategies and how to design Training.

CO3: Understand and Apply the traditional and computer based training methods.

CO4: Develop the essentials and approaches to employee development.

CO5: Analyze the Contemporary issues in Training and Development.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3				3			3		3	3
CO2	3	3	3	3					3	3	3
CO3			3		3			3	3	3	
CO4		3	3		3	3					
CO5		3		2				3			2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E20</b>	<b>PROFESSIONAL ELECTIVE-I MANAGEMENT OF STARTUP [ENTREPRENEURSHIP]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

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

**MODULE – I**

**[13 Periods]**

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

**MODULE – II**

**[13 Periods]**

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

**MODULE – III**

**[13 Periods]**

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

**B: Financing with Debt:** Funding startups with bootstrapping- crowdfunding- strategic alliances.

**MODULE – IV**

**[13 Periods]**

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

**MODULE – V**

**[12 Periods]**

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

**Reference Books:**

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2. Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
3. S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.



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

**E Resources:**

1. <http://nptel.ac.in/courses/122106032/26>
2. <http://nptel.ac.in/courses/118105009/50>
3. <http://nptel.ac.in/courses/110105067/>
4. <http://nptel.ac.in/courses/109105122/>
5. [https://www.youtube.com/watch?v=2vCMm1\\_MFpQ](https://www.youtube.com/watch?v=2vCMm1_MFpQ)

**Course Outcomes:**

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

CO1: Know the Startup opportunities.

CO2: Learn the Legal and other requirements for new ventures.

CO3: Examine the Financial Issues of startups.

CO4: Know the Sustainability and growth of startups.

CO5: Evaluate the Exit strategies

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes(PSOs)		
	PO 1	PO2	PO 3	PO4	PO 5	PO6	PO 7	PO8	PSO1	PSO 2	PSO 3
CO1	2	1	2	2	1	2	2	3	2	1	2
CO2	2	2	2	1	3	3	1	1	1	2	1
CO3	2	2			2		1	1	2	1	1
CO4	1	2	1	1	2	2	2	1	2	2	2
CO5	2	3	2	1		2	1	2	1	2	1

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: DIE21</b>	<b>PROFESSIONAL ELECTIVE-III CONSUMER BEHAVIOR [MARKETING]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[13 Periods]**

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

**MODULE – II**

**[13 Periods]**

**Environmental Influences on Consumer behavior:** Influence of Culture, SubCulture, Social Class, Social Group, Family and Personality, Cross-Cultural Consumer Behavior.

**MODULE – III**

**[13 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 Behavior.

**MODULE – IV**

**[12 Periods]**

**Consumer Decision Making Processes:** Problem Recognition, Search and Evaluation, Purchasing processes, Post purchase behavior, 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 Behavior in Indian perspective**”, 2<sup>nd</sup> edition, HPH, 2013.
2. S. Ramesh kumar, cases in “**Consumer Behavior**”, Pearson, 2011.
3. Satish Batra, SHH kazmi, “**Consumer Behavior**”-Text and Cases, Excel Books, Second Edition, 2011.
4. Ramanuj Majumdar, “**Consumer Behavior**”, PHI, 2011.
5. Kardes, Cline, Cronley, “**Consumer Behavior**”-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](https://onlinecourses.nptel.ac.in/noc17_mg05/preview)
3. <http://nptel.ac.in/courses/110105029/>
4. <http://nptel.ac.in/courses/110105054/>

**Course Outcomes:**

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

CO1: Learn the basic concepts of consumer Behaviour.

CO2: Understand the environmental influences on consumer Behaviour.

CO3: Analyze the perception and attitude of consumers.

CO4: Identifying the consumer decision making process.

CO5: Apply marketing ethics towards consumers.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3		3			3		3
CO2		3		3				3	3	3	3
CO3		3	3		3					3	3
CO4	3	3	3	3	3				3		
CO5	3		3		3	3		3		1	

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E22</b>	<b>PROFESSIONAL ELECTIVE-II FINANCIAL INSTITUTIONS MARKETS AND SERVICES [FINANCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[13 Periods]**

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

**MODULE – II**

**[13 Periods]**

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

**MODULE – III**

**[13 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** – Organization and structure, listing trading and settlement, SEBI and Regulation of Primary and Secondary Markets.

**MODULE – IV**

**[13 Periods]**

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

**MODULE – V****[12 Periods]**

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

**Reference Books:**

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

**E Resources:**

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

**Course Outcomes:**

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

CO1: Learn the structure of Indian financial system and various reforms after 1991.

CO2: Understand the knowledge of various banking and non-banking institutions in India.

CO3: Know about various instruments of financial and securities markets.

CO4: Evaluate the concept of asset based financing system and their practices.

CO5: Gain knowledge of investment banking and the challenges in India.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
<b>COs</b>	<b>Programme Outcomes(POs)</b>								<b>Program Specific Outcomes (PSOs)</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2					3		
<b>CO2</b>	3	3		2	3			3	3	3	3
<b>CO3</b>	3		3	3	3			3	3	3	
<b>CO4</b>	3	1	3	3	3	2			3	3	3
<b>CO5</b>	2			3	3			3			

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E23</b>	<b>PROFESSIONAL ELECTIVE-II EMPLOYEE RELATIONS AND LABOR LAWS [HUMAN RESOURCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

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

**MODULE – I**

**[12 Periods]**

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

**MODULE – II**

**[13 Periods]**

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

**MODULE – III**

**[13 Periods]**

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

**B. Industrial Disputes:**

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

**MODULE – IV**

**[12 Periods]**

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

**MODULE – V****[13 Periods]**

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

**Reference Books:**

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

**E Resources:**

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

**Course Outcomes:**

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

CO1: Know the basics of Industrial relation system in India.

CO2: To Understand the concept of collective bargaining.

CO3: Gain knowledge of key areas of Employee grievance and industrial disputes act

CO4: Analyze the various labour Laws regarding the payments

CO5: Analyze the various Labour Laws related to bonus, provident fund, etc.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1		3	3	3				2	3		3
CO2			3	3	3			2		3	
CO3				3	3		3		3	3	3
CO4				3	3		3			3	3
CO5				3				2		3	

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E24</b>	<b>PROFESSIONAL ELECTIVE-II MANAGEMENT OF MSME</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

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

**MODULE - I**

**[13 Periods]**

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

**MODULE - II**

**[13 Periods]**

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

**MODULE - III**

**[13 Periods]**

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

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

**MODULE - IV**

**[12 Periods]**

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

**MODULE - V**

**[13 Periods]**

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



**Reference Books:**

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

**E-Resources:**

1. [https://www.youtube.com/watch?v=2vCMm1\\_MFpQ](https://www.youtube.com/watch?v=2vCMm1_MFpQ)
2. <https://www.youtube.com/watch?v=94mO2SxzF8I>
3. <https://freevideolectures.com/course/3645/technology-entrepreneurship/1>
4. <http://www.digimat.in/nptel/courses/video/110105067/L50.html>
5. <http://nptel.ac.in/courses/122106032/26>

**Course Outcomes:**

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

CO1: Understand the Issues and Challenges in MSMEs

CO2: Know the Setting up of MSMEs.

CO3: Identifying the institutions supporting MSMEs and commercial Banks.

CO4: Analyze the Management of MSMEs

CO5: Acquainted with Institution and Government support.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	2	2	1	2	2	1	2	1	2
CO2	2	2	2	1	3	3	1	1	1	2	1
CO3	2	2	1		2		1	1	2	1	1
CO4	1	2	1	1	2	2	2	1	2	2	2
CO5	2	3	2	1		2	1	2	2	2	1

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E25</b>	<b>PROFESSIONAL ELECTIVE – III MARKETING ANALYTICS [MARKETING]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To provide an understanding of Fundamentals of Marketing Analytics, and to elaborate on the scope of MS Excel for conduction of Marketing Analytics, to highlight the importance of Management of Customer Expectations through Marketing Analytics, to orient on the usage of Marketing Analytics for Product Pricing and impart knowledge on Market Segmentation methods and Advertising using Marketing Analytics.

**MODULE – I**

[13 Periods]

**Introduction to Marketing Analytics:** Definition, Need and Scope of Marketing Analytics, Marketing Analytics Vs Marketing Research, Levels in Marketing Analytics, Adoption and Application of Marketing Analytics, Marketing Analytics and Business Intelligence. MS Excel as a Tool for conduction of Marketing Analytics. Using MS Excel to Organize and Summarize Marketing Data: Creation of Pivot Tables and Organizing Data.

**MODULE – II**

[13 Periods]

**Summarizing Marketing Data: Summarizing Revenue Data:** Month-wise and Product-wise. Slicing & Dicing of Data: Pareto Principle, Report Filters and Slicers. Demographic Analysis: Analyzing Sales Data by Age, Gender, Income and Location, Construction of Crosstabs of Two Demographic Variables. Using GETPIVOT Function for Pulling Data. Adding Data Labels and Data Tables.

**MODULE – III**

[13 Periods]

**Customer Analytics:** Customer Journey Mapping and the Process of Mapping (How to). Metrics for Tracking Customer Experience: Customer Feedback Metrics & Behavior Derived Customer Metrics. Customer Persona, Building a Customer Persona and its Benefits, Parts of Buyer Persona. What Customer Wants: Using Conjoint Analysis for Levels in Consumer Decision Process in Product Choices and Product Attributes. Customer Lifetime Value (CLV). Calculating Customer Lifetime Value: Creating the Basic Customer Value Template, Measuring Sensitivity Analysis with Two-Way Tables, Estimating the Chance if Customer is still Active.

**MODULE – IV**

[13 Periods]

**Pricing Analytics:** Pricing, Goals of Pricing, Price Elasticity, Estimating Linear and Power Demand Curves, Using Excel Solver to Optimize Price, Incorporating Complementary Products, Using Solver Table to Price Multiple Products and Finding Demand Curve for All Products. Price Bundling, Bundling Prices to Extract Consumer

Surplus, Mixed Bundling, Using Evolutionary Solver to Find Optimal Bundle Prices. Price Skimming.

**MODULE – V**

**[12 Periods]**

**A. Segmentation & Promotion Analytics:** Segmentation Analytics: Cluster Analysis and its Applications, Location-wise Clustering, Using Solver to find Optimal Clusters. Using Conjoint Analysis to Segment a Market, Using Decision Trees for Segmenting the Market.

**B. Promotion Analytics:** Promotions and Types of Promotions, Discounting & Types of Discounting. Measuring the Effectiveness of Advertising: The Adstock Model. Media Selection Models: Linear Media Allocation Model, Quantity Discounts, Monte Carlo Media Allocation Simulation. Pay per Click Advertising.

**Reference Books:**

- Seema Gupta & Avadhoot Jathar, Marketing Analytics, Wiley, 2021.
- Wayne L. Winston, Marketing Analytics: Data Driven Techniques with Microsoft Excel, 2014.
- Chuck Hermann, Ken Burbary, Digital Marketing Analytics, Que Publishing, 2e, 2018.
- Moustusy Maity and Pavankumar Gurazada, Marketing Analytics for Strategic Decision Making, Oxford Higher education, 2021.
- Mike Grigsby, Marketing Analytics, Kogan Page, 2015.
- Robert Kozielski, Measuring Marketing Analytics, Emerald Publishing, 2018.

**Course Outcomes:**

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

CO1: Learn the Concepts of Marketing Analytics and their relevance in business,

CO2: Use MS Excel to deal with Marketing Data at basic level

CO3: Appreciate Customer’s journey through Product Selection Process and Customer Lifetime Value,

CO4: Conduct Analysis in Determining the Pricing Strategies and

CO5: Understand the Process of Optimizing Clusters and Measure the Effectiveness of Promotion.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3	2	2	1	2	3		3
CO2	2					2			3		3
CO3		3		1		2	3	1		2	2
CO4		3			3	2		2	3	1	2
CO5						1	2			1	2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E26</b>	<b>PROFESSIONAL ELECTIVE-III FINANCIAL ANALYTICS [FINANCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To enable understanding of various aspects in Financial Analytics, to help understand time value money, risk and return aspects, to impart knowledge of various capital budgeting techniques and elucidate various aspects of Equity Valuation, enlighten on the aspects of Bond Valuation.

**MODULE – I**

**[13 Periods]**

**Techniques of Financial Statement:** Horizontal, Vertical Analysis, Trend Analysis, Ratio Analysis, Liquidity, Profitability, Solvency and Turnover Ratio, Valuation of Ratios, Statement of Cash Flow, Classification of Cash Flow, Computing Net Cash Flow: Operating, Investing and Financing Activities. Reporting and Interpretation using Spreadsheet.

**MODULE – II**

**[13 Periods]**

**Time Value of Money:** Future Value: Simple, Compound Interest and Annuity, Present Value: Discounted, Annuity, Equated Loan Amortization, Perpetuity using Spreadsheets.

**Risk and Return:** Holding Period Returns, Arithmetic Mean vs Geometric Mean, Risk: Standard Deviation, Coefficient of Variation, Beta, Covariance of Stock.

**MODULE – III**

**[12 Periods]**

**Capital Budgeting Techniques:** Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index, Decision Tree, Cash Flow in Capital Budgeting, Cost of Capital, Advance Capital Budgeting Techniques, Adjusted Present Value Approach, Competing Project Risk using Spreadsheets.

**MODULE – IV**

**[13 Periods]**

**Equity Valuation:** Calculation of Portfolio Mean and Variance, Capital Asset Pricing Model (CAPM), Variance: Covariance Matrix, Estimating Beta and Security Market Line. Industry Analysis, Economic Analysis and Technical Analysis in Stock, Real Option in Capital Budgeting.

**MODULE – V**

**[13 Periods]**

**Bond Valuation:** Duration, Duration of Bond with Uneven Payments, Immunization Strategies, Modeling the Term Structure, Calculating Expecting Bond Return in a Single and Multi-period Framework, Semi-annual Transition Matrix, Computation of Bond Beta.

**Reference books:**

1. Sheeba Kapil, Financial Valuation and Modeling, Wiley, 1e,2022.

2. R. Narayanaswamy, Financial Accounting-Managerial Perspective, PHI,7e,2022.
3. Timothy Mayes, Financial Analysis with MS Excel, Cengage, 7e, 2013.
4. N R Parasuraman, Financial Management-step by step approach, Cengage, 1e,2014.
5. Simon Bennings, Financial Modeling-Using Excel, MIT Press, Cambridge,3e
6. Vijay Gupta, Financial Analysis using Excel, VJ Books Inc, Canada.

**E Resources:**

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

**Course Outcomes:**

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

- CO1: Proficiency in financial statement analysis for assessing liquidity, profitability, solvency, and turnover ratios.
- CO2: Application of Time Value of Money concepts for financial calculations using spreadsheet tools.
- CO3: Evaluation of Capital Budgeting Techniques and investment decision-making using decision trees and spreadsheet models.
- CO4: Analysis of Equity Valuation methodologies and Real Option analysis in capital budgeting scenarios.
- CO5: Understanding Bond Valuation principles, including Duration, Immunization Strategies, and assessing bond risk.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Programme Specific Outcomes(POs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3		3			2		2	3		3
CO2	2	2							3	3	3
CO3		3				2				3	3
CO4	3			3	2				3	3	3
CO5	3	2		3				2	3	3	3

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E27</b>	<b>PROFESSIONAL ELECTIVE-III HUMAN RESOURCE ANALYTICS [HUMAN RESOURCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To provide an overview of evolution of HRM and its journey towards Analytics and highlight the need, concepts and scope of HR Analytics linked with business outcomes, To elucidate the methods of capturing, examining & purifying data and to introduce the aspect of HR Metrics in the context of HR Analytics, To impart knowledge of conduction of HR Analytics for key HR Processes using MS Excel, To provide an overview of various tools and software technologies used for conduction of Descriptive HR Analytics and Visualization of HR Data, To provide a futuristic perspective of Predictive and Prescriptive HR Analytics.

**MODULE-I**

**[13 Periods]**

**Introduction to HR Analytics:** History of Different HRM Perspectives, Transition from HRM to HCM and Gaining Sustainable Advantage through HCM. HR Analytics and Changing Role of HR Professionals. Importance and Scope of HR Analytics. Significance of HR Analytics, Benefits of HR Analytics. Levels of Analysis and Conducting analytics. Key Influencers of the HR Analytics Process. Big Data Era in HR Analytics, HR Analytics – Linkage to Business Outcomes.

**MODULE –II**

**[13 Periods]**

**Understanding HR Analytics:** Conducting HR/Workforce Analytics: Models of HR Analytics, How to Conduct HR Analytics. Understanding HR Data: Importance of Data, Types and Scales of Data; Methods of Capturing Data, Data Examination & Purification. Understanding various HR Metrics from the perspective of HR Analytics.

**MODULE – III**

**[12 Periods]**

**Analytics for Key HR Processes Using MS Excel:** HR Analytics for Recruitment & Selection, Training & Development, Performance Appraisal, Talent Management, Employee Engagement, Compensation Management and Expatriate Management.

**MODULE-IV**

**[13 Periods]**

**Descriptive Analytics:** Overview of Select Tools for Conduction HR Analytics: MS Excel, R, Tableau, Power BI, Python, SPSS & PSPP. Descriptive Analytics in HR: HR Dashboards using MS Excel, Slicing and Dicing of HR Data using MS Excel Pivot Table Applications, Data Visualization for Key HR processes.

**MODULE-V**

**[13 Periods]**

**Predictive & Prescriptive HR Analytics:** Predictive HR Analytics: Correlation, Linear and Multiple Regression, Factor Analysis and Cluster Analysis, Comparison of Means and Analysis of Variance for Manpower Demographics, Employee Satisfaction, Training Effectiveness etc. Prescriptive HR Analytics, Predictive vs Prescriptive HR

Analytics, Future of HR Analytics.

**Reference Books:**

1. Rama Shankar Yadav & Sunil Maheshwari, HR Analytics, Wiley, 2021.
2. Pratyush Banerjee, Jatin Pandey & Manish Gupta, HR Analytics: Practical Applications of HR Analytics, Sage, 2019.
3. Dipak Kumar Bhattacharya, HR Analytics, Sage, 2017.
4. Ramesh Soundrarajan & Kuldeep Singh, Winning on HR Analytics, Sage, 2017.
5. Nishant Uppal, Human Resource Analytics, Pearson, 2021.
6. Bharti Motwani, HR Analytics: Practical Approach Using Python, Wiley, 2021.

**E Resources:**

**Course out comes:**

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

- CO1: Gain an understanding of the relevance of HR Analytics in the current business scenario.
- CO2: Have an understanding of the models of conducting HR Analytics and understanding of the methods of capturing, examining & purifying data for conduction of HR Analytics.
- CO3: Use MS Excel for conduction of HR Analytics for key HR Processes
- CO4: Have an overview of various tools and software technologies used for conduction of Descriptive HR Analytics and Visualization of HR Data.
- CO5: Appreciate the significance of Predictive and Prescriptive Analytics.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1				3				3	3		
CO2		3				2			3	3	3
CO3	3		3		3	3	3	3	3		3
CO4	3		3	3	3		2	3	3	1	
CO5	3		3		3						

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E28</b>	<b>PROFESSIONAL ELECTIVE-III FAMILY BUSINESS MANAGEMENT [ENTREPRENEURSHIP]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

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

**MODULE-I**

**[13 Periods]**

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

**MODULE-II**

**[13 Periods]**

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

**MODULE-III**

**[12 Periods]**

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

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

**MODULE-IV**

**[13 Periods]**

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

**MODULE-V**

**[13 Periods]**

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



**Reference books:**

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

**E-Resource:**

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

**Course Outcomes:**

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

CO1: learn the Perspectives in Family Business.

CO2: Understand the Ownership Challenge and Family Governance.

CO3: Identifying the Successor Development strategies.

CO4: Analyze the Strategic Planning and Trans generational Entrepreneurship.

CO5: Evaluate the New Leaders and of their Change.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	1		1		1	1	2	1	1
CO2	2	3	2		1	2		1	1	2	1
CO3	2	2	1	1	2		1	1	2	1	1
CO4	2	2	1	1	2	2	1	1	3	1	1
CO5	1	1	2	1	1	1	2	2	1	2	2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E29</b>	<b>PROFESSIONAL ELECTIVE – IV DIGITAL MARKETING [MARKETING]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**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**

**[14 Periods]**

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

**Social Media Optimization:** Social Media- importance- Social Media Marketing- Branding - Paid Advertising – Blogging- Facebook –Twitter- LinkedIn- Slideshare- Social Media Management Tool (SMMT).

**MODULE-III**

**[12 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.

**MODULE-IV**

**[13 Periods]**

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

**MODULE-V**

**[13 Periods]**

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

**Reference books:**

1. Vandana Ahuja, **Digital Marketing – Oxford Higher Education-2015**
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar 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, 6<sup>th</sup> edition -2015.
5. Jeanniey 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:**

CO1: Learn the basics of digital marketing and also be able to develop a comprehensive digital marketing strategy

CO2: Understand the concept of search engine and its optimization process.

CO3: Analyze Concepts Google Adwords And Tools And Its Application In Digital Marketing.

CO4: Apply the email marketing in successful digital marketing.

CO5: To compare the benefits of emerging platforms of digital marketing like YouTube marketing, mobile marketing-commerce marketing... etc.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1				3		2		3	3	1	
CO2		2	3		3	2		3	3	3	3
CO3		2	3		3	2		3	3	3	3
CO4		2	2		3	2		3		3	3
CO5		2	3			2		3			

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E30</b>	<b>PROFESSIONAL ELECTIVE-IV FINANCIAL DERIVATIVES AND RISK MANAGEMENT [ FINANCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

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

**MODULE-I**

**[13 Periods]**

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

**MODULE –II**

**[13 Periods]**

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

**MODULE –III**

**[12 Periods]**

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

**B: Basic Option Strategies,** Advanced Option Strategies, Trading with Options, Hedging with Options, Currency Options.

**MODULE –IV**

**[13 Periods]**

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

**MODULE –V**

**[13 Periods]**

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

**Reference Books:**

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

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

**E Resources:**

1. <https://www.youtube.com/watch?v=D9taPUts-RI>
2. <https://www.youtube.com/watch?v=5uTeOEBIcpw>
3. <https://www.youtube.com/watch?v=ZHvaTcpa6Yc>
4. <https://www.youtube.com/watch?v=6Zj02g3LtJ4>
5. <https://www.youtube.com/watch?v=aV8Cy0c2LZw&list=PLPjSqITyvDeWpnxja9QT1Q-YbNYMnksjm>

**Course out comes:**

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

CO1: Know the basics of concepts of derivative market.

CO2: Learn the concepts and valuation of Forwards and futures.

CO3: Analyze the structure, concepts and valuation of options.

CO4: Apply the concepts, types and valuation of swaps.

CO5: Understand the various commodity exchanges and different types of commodity derivatives.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1		2				2		3		3	1
CO2		2			3			3	3	1	
CO3	3	2			3			3	3	3	3
CO4	3	3			3	3		3	3	3	
CO5	3					3		3			1

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E31</b>	<b>PROFESSIONAL ELECTIVE-IV STRATEGIC HUMAN RESOURCE MANAGEMENT [HUMAN RESOURCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

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

**MODULE-I**

**[13 Periods]**

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

**MODULE –II**

**[13 Periods]**

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

**MODULE – III**

**[12 Periods]**

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

**B: Resourcing and Retention strategies-**Reward and Performance management strategies.

**MODULE-IV**

**[13 Periods]**

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

**MODULE-V**

**[13 Periods]**

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

**Reference Books:**

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

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

**E Resources:**

1. [nptel.ac.in/courses/110105069/](https://nptel.ac.in/courses/110105069/)
2. [https://onlinecourses.nptel.ac.in/noc18\\_mg18/announcement](https://onlinecourses.nptel.ac.in/noc18_mg18/announcement)
3. <https://www.youtube.com/watch?v=Fa8E3tCDIpo>
4. [www.nptelvideos.com/discipline.php?name=management](http://www.nptelvideos.com/discipline.php?name=management)
5. <https://www.youtube.com/watch?v=lGjQkqgN95w>

**Course out comes:**

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

CO1: Learn the basics of the conceptual understanding of Human Resource Strategy.

CO2: Understand the concept of the actives related to Human Resource Planning.

CO3: Apply the basic concepts of strategic implementation and retention strategies.

CO4: Analyze the basic concepts of Human Resource Development and its effectiveness.

CO5: Evaluate the concepts of Human Resource evaluation its contributions and approaches

CO- PO Mapping (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3							3	3	3
CO2		3	3		3				3	3	3
CO3		3	3		3	3		3	3		
CO4	3		3			3		3	3	3	2
CO5						2					

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E32</b>	<b>PROFESSIONAL ELECTIVE-IV CREATIVITY, INNOVATION AND ENTREPRENEURSHIP [ ENTREPRENEURSHIP]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To understand the creativity and innovation aspects in enterprise management.

**MODULE – I**

**[13 Periods]**

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

**MODULE – II**

**[13 Periods]**

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

**MODULE – III**

**[13 Periods]**

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

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

**MODULE – IV**

**[13 Periods]**

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

**MODULE – V**

**[12 Periods]**

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





<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E33</b>	<b>OPEN ELECTIVE-I INTERNATIONAL BUSINESS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

To introduce the basics of International business in an era of rapid growth and expansion is an essential course that would amplify the strategic and tactical dimensions of businesses hence promoting and instilling the idea of global opportunities.

**MODULE – I**

**[13 Periods]**

**Global Imperative :** An Overview – International Business: Global Perspective – Emergence of Globalization – Drivers of Globalization – Internationalization Process – Stages in International Business – Approaches to International Business; the World of International Business: Regional and Global Strategy – The Multinational Enterprise – Triad and International Business – International Trade Theories; Environment of International Business-Cultural Environment and Political Environment.

**MODULE – II**

**[13 Periods]**

**Global Business and National Regulation:** Rationale for Government Intervention – Forms of Trade Regulation at National Level-Tariff and Non-Tariff Barriers. Regional Economic Integration: Levels of Economic Integration – Benefits and Costs of Economic Integration-Major Trading Blocs: EU, NAFTA, ASEAN, SAARC and BRICS, G20. Multilateral Regulation of Trade and Investment-Basic Principles of Multilateral Trade Negotiations – GATT and its early Rounds – World Trade Organization – Structure and Functions – TRIPs and TRIMs-WTO and India – UNCTAD.

**MODULE – III**

**[13 Periods]**

**Global Business and Entry Strategies:** Global Market Entry Strategies – Exporting, Licensing, Franchising, Contract Manufacturing, Assembly and Integrated Local Manufacturing. Global Ownership Strategies: Strategic Alliance – Types of Strategic Alliances – Selection of Strategic Alliance Partner, Managing and Sustaining Strategic Alliance – Cost and Benefit Analysis of Entry Strategies: Entry Analysis and Entry Strategy Configuration.

**MODULE – IV**

**[13 Periods]**

**Global E-Business:** Conceptual Framework of E-Business – Prerequisites for Effective E-Business Transactions – E-Enabled Business Process Transformation

and Challenges – E-Business Technology and Environment – E-Business Applications – E-Business Models – Alternative E-Business Strategies – Global E-Marketing – Electronic Processing of International Trade Documents – Policy Framework for Global E-Business.

**MODULE – V**

**[12 Periods]**

**Managing Global Business Perspectives :** Strategy and Global Organization – Global Strategic Planning – Going Global and Implementing Strategies – Intercultural Communications – Intercultural Human Resources Management in Global Context.

**Reference Books:**

1. Hill.C.W., International Business : Competing in the Global market place, Irwin-McGraw 7. Hill, 1999.
2. Shivaramu, International Business, Macmillan India.
3. Francis Cherunilam, International Business, Wheeler Publications
4. International Business, Oxford University Press: Rakesh Mohan Joshi
5. International Business, Pearson Publication: Sumati Varma.

**E Resources:**

1. <https://www.youtube.com/watch?v=KS9CfrKyMI0>
2. [https://onlinecourses.nptel.ac.in/noc20\\_mg54/preview](https://onlinecourses.nptel.ac.in/noc20_mg54/preview)
3. <https://www.youtube.com/watch?v=60Qc2fAzsLg>
4. [https://www.youtube.com/watch?v=\\_Mgb5jnxcw](https://www.youtube.com/watch?v=_Mgb5jnxcw)
5. <https://www.youtube.com/watch?v=VqeknTYODeA>

**Course Outcomes:**

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

- CO1: To build Understanding on the basics of International Business.
- CO2: Explains the various multilateral agreements to be carried out to improve the stance of international business.
- CO3: Discusses at a length the various entry arrangements and barriers to companies while going global.
- CO4: Develops an understanding on E-business and its prerequisites.
- CO5: Critical review and analysis on the global perspective of business.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3				3			3		3	3
CO2	3	3	3	3					3	3	3
CO3			3		3			3	3	3	
CO4		3	3		3	3					
CO5		3		2				3			2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E34</b>	<b>OPEN ELECTIVE –I QUALITY MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[10 Periods]**

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

**MODULE – II**

**[10 Periods]**

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

**MODULE – III**

**[12 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.

**MODULE – IV**

**[10 Periods]**

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

**MODULE – V**

**[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**”, 3<sup>rd</sup> 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:**

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

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	1		1		1	1	2	1	1
CO2	2	3	2		1	2		1	1	2	1
CO3	2	2	1	1	2		2	1	2	1	1
CO4	2	2	1	1	3	2	1	1	3	1	1
CO5	1	1	2	1	1	1	2	2	1	2	2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E35</b>	<b>OPEN ELECTIVE –I PROJECT MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[13 Periods]**

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

**MODULE – II**

**[13 Periods]**

**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**

**[13 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.

**MODULE – IV**

**[13 Periods]**

**Leading Project Teams:** Building a project Team, Characteristics of a Effective project Team, achieving cross-functional cooperation, virtual project teams, Conflicts management, Negotiations

**MODULE – V**

**[13 Periods]**

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

**Reference Books:**

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

**E Resources:**

1. <http://freevidelectures.com/Course/3648/Project-Management-Professional>
2. [http://videlectures.net/cleanbalkans2011\\_cesko\\_pm/?q=management](http://videlectures.net/cleanbalkans2011_cesko_pm/?q=management)
3. <http://nptel.ac.in/courses/110104073/>
4. <http://nptel.ac.in/courses/110105039/14>

**Course Outcomes:**

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

- CO1: Understand the basic concepts of project management and its life cycle.  
 CO2: Plan a project and identify various approaches to project screening and selection.  
 CO3: Evaluation of project and manage the risk  
 CO4: Creating a project team and can manage the conflicts and negotiations.  
 CO5: Evaluating the current and future trends in project management

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1			3					2	
CO2		3		3				3			3
CO3	3	3				2	3		3		
CO4	3	2		3			3				
CO5	3	3		2		3	3	3			2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E36</b>	<b>OPEN ELECTIVE –I R- PROGRAMMING</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisite:** NIL

**Course Objectives:**

To provide basic knowledge in the area of R-Programming by explaining methods to explore, import, export and manipulate data and data frames to impart knowledge on hypothesis tests for estimating or predicting statistical methods

**MODULE I**

**[10 Periods]**

R Programming, Overview and History of R, Getting Help, R Packages: Loading, Installing and Managing.

**MODULE II**

**[10 Periods]**

Data Definition & Control Structures, Data definition types, constants, variables, R data types and objects, Reading and writing data.

**MODULE III**

**[13 Periods]**

Expressions: Arithmetic, Logical, Precedence rules Control Structures: Sequencing, Input and output statements, Assignment statement, Control Structures: Selection, Repetition, Combination, Functions, scoping rules and loop functions, Flow Control

**MODULE IV:**

**[9 Periods]**

Exploring Data with R, Import, export and manipulate data and data frames, Statistical summaries of continuous and categorical data.

**MODULE V:**

**[10 Periods]**

Hypothesis tests, and simple regression models, Linear models like ANOVA, linear regression and mixed models, generalized linear models, Basic graphics & reports of statistical analyses

**Reference Books:**

1. Wickham, Hadley, and Garrett Golemund. "R for Data Science": Import, Tidy, Transform, Visualize, and Model Data. "O'Reilly Media, Inc.", 2016.
2. Matloff, Norman. The art of R programming: A tour of statistical software design. No Starch Press, 2011.

**E Resources:**

1. <https://www.youtube.com/watch?v=3iSKFCKLUsl>
2. [https://onlinecourses.nptel.ac.in/noc19\\_ma33/preview](https://onlinecourses.nptel.ac.in/noc19_ma33/preview)



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

CO1: Know about R programming overview

CO2: Learn how to programme In R for data analysis

CO3: Understand concepts and terminology used in R-programming

CO4: Able to demonstrate the procedure to explore, import, export and manipulate the data.

CO5: To formulate hypothesis and testing of hypothesis for predicting models using Regression and other statistical tools for the given data.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1		3						2	3		
CO2	3	3		3	3	2	3		1	2	2
CO3	1		3	3		2		2	2	2	
CO4	3	3	3	2	3	2	3	2		1	
CO5	3	3	3	2	3		3	2	2	2	2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E37</b>	<b>OPEN ELECTIVE-I</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits:3</b>	<b>ENVIRONMENT AND SUSTAINABILITY MANAGEMENT</b>	<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

Sensitizing the business professionals on their affirmative role in environmental protection through sustainable development practices and their Implications on Economic Growth by adopting appropriate valuation methods.

**MODULE - I**

**[12 Periods]**

**Conceptual Issues in Environmental and Natural Resources Management:**

Environment and Its Integral Components: Ecology, Ecosystem & habitat  
Environmental Resources: Land (Agriculture), Water, Forests/ Wildlife, Fisheries  
Stakeholders of Environment, Carrying Capacity of Ecosystems (& Earth) Population  
Growth and Environmental Impact

**MODULE - II**

**[13 Periods]**

**Dimensions of Environmental Management:** Economic, Socio-cultural, Technological, Ethical & Moral, Political & Legal Dimensions, Urban Environmental Management (UEM), Managing the local Environment, Concepts of Good Environmental Management, Environmental Management System and Processes, Waste Management, Development Management, Environmental Awareness

**MODULE - III**

**[13 Periods]**

**A: Global Warming and Climate Change:** Debate on Climate Change – the manifestations of Climate Change; Natural and anthropogenic (human interventions), Climate change: Adaptation and Mitigation Strategies at International and national contexts, International and National Efforts at Carbon, Emission Reductions

**B: Sustainable Development in theory and practice:**

Global Responses to Sustainable Development, Sustainable Development Goals (vs Millennium Development Goals), The Paris and Post-Paris Convention on Climate Change and Sustainable Development, Triple Bottom Line of Sustainability: Food, Water, Energy nexus, Potential and Barriers to Sustainable Business, Sustainable rural and urban livelihoods

**MODULE - IV**

**[12 Periods]**

**Environmental Valuation:** Why are the environment and natural resources prone to market failure, Values (Economic or otherwise) of Environment and Natural Resources: Use, Option, Existence, Signals of Natural Resource Depletion/ scarcity and valuation methods (Health cost, amenities and Hedonic Pricing, Travel Cost methods, Contingent Valuation Methods, Choice Experiments, Limitations of these signals), Payment for Ecosystem Services (PES)

**MODULE - V**

**[13 Periods]**

**Socially and Environmentally Responsible Business Management :** The relevance of Green Growth Green Business paradigms, Environmental Values of Business,

Corporate Social Responsibility and Environmental Impacts, Environmental Risk Management & Environmental Strategy, Environmental and Ecological Stewardship, Student Project presentations on Case Studies

**Reference Books:**

Suggested Course Materials and Readings\*

Basic Reference: Jacob Thomas, Environmental Management – Text and Cases, Dorling Kindersley (India) Pvt. Ltd. 2014.

1. Environmental Management, Ajith Sankar, R.N., Oxford University Press, New Delhi, 2015
2. Environmental Management, N. K. Uberoi, Second Edition, Excel Books, 2003.
3. Environmental Management and Development, C. J. Barrow, Routledge, 2006.

**E Resources:**

1. [https://www.youtube.com/watch?v=tPuRRB\\_749I](https://www.youtube.com/watch?v=tPuRRB_749I)
2. <https://www.youtube.com/watch?v=2n30INVx0c4>
3. <https://www.youtube.com/watch?v=Cp1cfMl7Z8o>
4. <https://www.youtube.com/watch?v=S773F1qtVyE>
5. <https://www.youtube.com/watch?v=6-bkU5Zwyuc>

**Course Outcomes:**

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

- CO1: To instruct the learners on environmental resources management.
- CO2: Outline various dimensions of environmental management.
- CO3: Reinforces the idea of climate change, global warming and need for sustainable practices.
- CO4: Explains the various environmental valuation methods.
- CO5: Emphasizes on best practices for business sustainability.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	3	2	3	2	3	
CO2	2				2		2				
CO3	2	2	3	2			2	2			
CO4		1		1		1		1			
CO5	1	1	1	1		1		1	1	1	2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E38</b>	<b>BUSINESS INTELLIGENCE</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The objective of the course is to make the students proficient in the tools and techniques of Business Intelligence making use of Data mining and Data Warehousing processes.

**MODULE I**

**[13 Periods]**

**Introduction:** Business intelligence: Effective and timely decisions, Data, information and knowledge, - Components of BI Architecture, Business Intelligence Process, Role of mathematical models in BI, Ethics and business intelligence. BI Front End-Tools.

**MODULE II**

**[13 Periods]**

**Data Mining and Business Intelligence:** Data Mining, Tools and Techniques of Data Mining, Output Of Data Mining, Myths of Data Mining. Data preparation: Data validation, Datatransformation, Data reduction.

**Text Mining and Business Intelligence:** Process of Text Mining, Data Mining vs. Text Mining, Text Mining and Analytics. Web Mining: Web Structure Mining, Web Usage Mining, Web Mining Algorithm, Data vs. Text Vs. Web Mining.

**MODULE III**

**[12 Periods]**

Mathematical models for Business decision making: Structure of mathematical models, Development of a model, Classes of models.

**Prediction methods and models for BI:** Data preparation, Prediction methods, Mathematical method, Distance methods, Logic method, heuristic method-local optimization technique, stochastic hill climber method.

**MODULE IV**

**[13 Periods]**

**Business Intelligence Applications:** Marketing Models- Relational Marketing, Sales Force Management; Logistic and Production Models- Supply Chain Optimization, Logistic Planning, Revenue Management. Business Intelligence applications in Banking, Finance and Human Resources Management Using Business Cases

**MODULE V**

**[13 Periods]**

**Data Visualization in BI:** Data Visualization and its Benefits, Tools of Data Visualization, Dashboard Strategies and Data Visualization, Business Data Visualization using Cases, Role of BI in Managerial Decision making.

**References**

- Cindi Howson: Successful Business Intelligence, Tata McGraw Hill, 2008
- Turban: Business Intelligence, Pearson, 2009.

- Martin Callingham: Market Research, Kogan Page,2004.
- C.S.R.Prabhu: Data Warehousing, 3/e,PHI Learning,2008
- George M.Markas: Decision Support Systems,2/e,Pearson Education,2008
- Efreem G.Mallach: Decision Support and Data Warehousing Systems, Tata McGraw Hill, 2008

**E Resources:**

- <https://www.coursera.org/specializations/bi-foundations-sql-etl-data-warehouse>
- <https://www.udemy.com/course/sql-mysql-for-data-analytics-and-business-intelligence/>
- <https://www.udemy.com/course/business-intelligence-c/>
- <https://www.youtube.com/watch?v=Hg8zBJ1DhLQ&t=1713s>
- <https://www.youtube.com/watch?v=HFRJQODbu6E>

**Course Outcomes:**

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

CO1: Develops knowledge on the concepts and models of business intelligence.

CO2: Imparts insights on procuring and analyzing business data through data mining techniques.

CO3: Simplifies the complex decision-making process and enhances the analytical abilities of the Students.

CO4: Builds knowledge on Data mining application to functional units of business.

CO5: Elaborates Data visualization tools that aid in business policy-making.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1				3				3	3		
CO2		3				2			3	3	3
CO3	3		3		3	3	3	3	3		3
CO4	3		3	3	3		2	3	3	1	
CO5	3		3		3						

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA III Semester</b>		
<b>Code: D1E39</b>	<b>SUMMER INTERNSHIP &amp; SEMINAR</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>-</b>	<b>-</b>	<b>4</b>

**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 on 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 cover letter/s, addressed to the organization/professional, before the 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 internships 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 internships to the large number of students pursuing MBA.

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

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

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

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
<b>COs</b>	<b>Programme Outcomes(POs)</b>								<b>Program Specific Outcomes (PSOs)</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	2	1		1		1	1	2	1	1
<b>CO2</b>	2	3	2		1	2		1	1	2	1
<b>CO3</b>	2	2	1	1	2		2	1	2	1	1
<b>CO4</b>	2	2	1	1	3	2	1	1	3	1	1
<b>CO5</b>	1	1	2	1	1	1	2	2	1	2	2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E40</b>	<b>STRATEGIC MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:** The Objective of the course is to enable students to have a grasp of various business strategies in general and functional management areas. It will provide a strategic orientation in conduct of the business

#### **MODULE – I**

**[13 Periods]**

**Introduction** - Concepts in Strategic Management, Strategic Management as a process – Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company’s strategy – Environmental Scanning: Industry and competitive analysis- Methods, Concepts of Core Competence, SWOT Analysis- value chain analysis - Crafting a strategy for competitive advantage.

#### **MODULE – II**

**[13 Periods]**

**Strategic Analysis and Choice:** Tools and techniques for strategic analysis- Porter's Five Force Model, BCG Matrix, GE Model, TOWS Matrix, IE Matrix, The Grand Strategy Matrix. Market Life Cycle Model- and Organizational Learning, Impact Matrix and Experience Curve.

#### **MODULE – III**

**[12 Periods]**

**Strategy Formulation:** Formulation of strategy at corporate, business and functional levels. Strategy Alternatives: - Stability Strategy, Growth Strategy, Retrenchment Strategy, and Combination Strategy.

**Strategy Implementation:** Types of Strategies: Offensive strategy, Defensive strategy, vertical integration, horizontal strategy; Tailoring strategy to fit specific industry and company situations.

#### **MODULE – IV**

**[13 Periods]**

Turnaround and Diversification Strategies: Turnaround strategy- Management of strategic change, strategies for Mergers, Acquisitions, Takeovers and joint ventures, Strategy and Leadership, Resource Allocation as a vital part of strategy – Planning systems for implementation.

#### **MODULE – V**

**[13 Periods]**

**Strategy Evaluation and control** – Establishing strategic controls for measuring performance-appropriate measures- Role of the strategist- using qualitative and quantitative benchmarking to evaluate performance- strategic information systems– problems in measuring performance- Guidelines for proper control- Strategic surveillance- strategic audit- Strategy and Corporate Evaluation and feedback in the Indian and international context.

#### **Reference Books:**

1. Mital;“**Cases in Strategic Management**”; 3<sup>rd</sup> Edition, TMH, 2013.



2. P. Subba Rao, “**Business Policy and Strategic Management**”, 2<sup>nd</sup> 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**”, 1<sup>st</sup> Edition, Excel Books, 2012.

**E Resources:**

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

**Course Outcomes:**

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

CO1: Know how to scan internal and external environment of an organization, understand different types of strategies

CO2: Understanding the formulation of strategies for gaining competitive advantage.

CO3: Analyze various corporate level strategies and the concept of organizational restructuring.

CO4: Gain knowledge about the corporate implications for global strategies and the risk involved in an international environment.

CO5: Evaluate strategies and take corrective steps

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	1	3		3				3	3
CO2	3	3	3	3	3			3	3		3
CO3	3	3		3	3	3		3	3	3	
CO4	3	3	3	3			3		3		3
CO5	3	3	1	1	3		3	3			

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E41</b>	<b>PROFESSIONAL ELECTIVE-V SERVICES MARKETING [ MARKETING]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites:** NIL

**Course Objective:**

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

**MODULE –I**

**[13 Periods]**

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

**MODULE –II**

**[13 Periods]**

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

**MODULE –III**

**[12 Periods]**

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

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

**MODULE –IV**

**[13 Periods]**

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

**MODULE –V**

**[13 Periods]**

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

**Reference Books:**

1. John E.G.Bateson, K.Douglas Hoffman : Services Marketing, Cengage Learning, Fourth Edition, 2012.
2. R. Srinivasan, Services Marketing the Indian context, 3<sup>rd</sup> edition, PHI,2012.
3. Harsh V.Varma: Services Marketing text and cases, Pearson, Second edition, 2012.
4. Ravi Shanker : Services Marketing - The Indian Perspective, Excel Books, 2011.
5. Vinnie Jauhari, Kirti Dutta: Services- Marketing, Operations and Management, Oxford University Press,2012.

6. Govind Apte : Services Marketing, Oxford Press, 2011.
7. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Services Marketing, 7<sup>th</sup> edition Pearson 2013.
8. K.Rama Mohan Rao, Services Marketing, 2<sup>nd</sup> edition Pearson, 2011.
9. Dr. S. Shajahan, Services Marketing, 2<sup>nd</sup> edition, HPH, 2012.
10. Ramneek Kapoor, Justin Paul, Biplab Halder, Services Marketing Concepts and Practices, TMH, 2011.

**E- Resources:**

1. [business.linkedin.com/Linkedin/Video-Ads](https://business.linkedin.com/Linkedin/Video-Ads)
2. [nptel.ac.in/downloads/110105078/](https://nptel.ac.in/downloads/110105078/)
3. [https://onlinecourses.nptel.ac.in/noc18\\_mg16/announcements](https://onlinecourses.nptel.ac.in/noc18_mg16/announcements)
4. [nptel.ac.in/courses/110104070/43](https://nptel.ac.in/courses/110104070/43)
5. <https://www.youtube.com/watch?v=C8DLhhPFqpU>

**Course outcome:**

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

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

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1		3						2	3		
CO2	3	3		3	3	2	3		1	2	2
CO3	1		3	3		2		2	2	2	
CO4	3	3	3	2	3	2	3	2		1	
CO5	3	3	3	2	3		3	2	2	2	2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E42</b>	<b>PROFESSIONAL ELECTIVE-V STRATEGIC INVESTMENT AND FINANCING DECISIONS [FINANCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[14 Periods]**

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

**MODULE – II**

**[12 Periods]**

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

**MODULE – III**

**[13 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.

**MODULE – IV**

**[12 Periods]**

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

**MODULE – V**

**[13 Periods]**

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

**Reference Books:**

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

**E Resources:**

1. <https://www.vidyarthiplus.com/vp/thread-24197.html#.WQGNDdKGPIU>
2. [http://www.efmaefm.org/0EFMAMEETINGS/EFMA%20ANNUAL%20MEETINGS/2016-Switzerland/papers/EFMA2016\\_0505\\_fullpaper.pdf](http://www.efmaefm.org/0EFMAMEETINGS/EFMA%20ANNUAL%20MEETINGS/2016-Switzerland/papers/EFMA2016_0505_fullpaper.pdf)
3. <https://www.simplilearn.com/discounted-cash-flow-methods-npv-v-video>
4. <http://www.accaglobal.com/in/en/student/exam-support-resources/foundation-level-study-resources/ffm/ffm-technical-articles/discounted-payback.html>

**Course Outcomes:**

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

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

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3					2			3	2	
CO2		2				3			3	3	3
CO3	3	3			3		2		3	3	3
CO4					3					3	
CO5	3			2					1		

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E43</b>	<b>PROFESSIONAL ELECTIVE-V COMPENSATION &amp; REWARD MANAGEMENT [HUMAN RESOURCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[13 Periods]**

**Introduction to Strategic Compensation Management:** Concept of Compensation – Exploring and Defining the Compensation Context – System of Compensating – Compensation Dimensions – Concept of Reward – Role of Compensation in Organization – Non-Financial Compensation System – Concept of Total Reward System – New Trends in Compensation Management – The 3-P Compensation Concept.

**MODULE – II**

**[13 Periods]**

**Compensation and Employee Behavior:** Bases for Traditional Pay System and Modern Pay System – Establishing Pay Plans – Aligning Compensation Strategy with HR Strategy and Business Strategy – Seniority and Longevity Pay – Linking Merit Pay with Competitive Strategy – Incentive Pay – Person Focus to Pay – Team Based Pay.

**MODULE – III**

**[13 Periods]**

**Designing Compensation System:** Building Internally Consistent Compensation System – Creating Internal Equity Through Job Analysis and Job Valuation – Building Market Competitive Compensation System – Compensation Surveys – Integrating Internal Job Structure with External Market Pay Rates – Building Pay Structures that Recognize Individual Contributions – Constructing a Pay Structure – Designing Pay for Knowledge Program.

**MODULE – IV**

**[13 Periods]**

**Employee Benefits Management:** Components – Legally Required Benefits – Benefits Administration – Employee Benefits and Employee Services – Funding Benefits Through VEBA – Costing the Benefits – Components of Discretionary Core Fringe Compensation – Designing and Planning Benefit Program – Totally Integrated Employee Benefit Program.

**MODULE – V**

**[12 Periods]**

**Contemporary Strategic Compensation Challenges:** International Compensation and Competitive Strategies – Executive Compensation Packages – Compensating Executives – Compensating the Flexible Workforce – Contingent Employees and

flexible work Schedules – Compensation for Expatriates and Repatriates – Strategic Issues and Choices in Using Contingent and Flexible Workers.

**Reference Books:**

1. Kanchan Bhatia “**Compensation Management**” Himalaya, 2015.
2. B D Singh “**Compensation and Reward Management**” Excel books,2017.
3. Joseph J.Martocchio “**Strategic Compensation**” Pearson, 2020.
4. Henderson “**Compensation Management in a Knowledge Based World**” 10e, Pearson, 2020.
5. Luis R.FGomez- Mejia “**Compensation and Organizational Performance**” Yesdee Publishing, 2012.

**E Resources:**

1. [https://en.wikipedia.org/wiki/Reward\\_management](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](http://nptel.ac.in/courses/122106031/Pdfs/4_1.pdf)
5. <http://nptel.ac.in/courses/122105020/17>

**Course Outcomes:**

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

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

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2						3	2	3	3
CO2		2		3				3	3	3	
CO3		3			3	3			3	3	3
CO4		3		3	3	2				3	
CO5		3		3							3

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E44</b>	<b>PROFESSIONAL ELECTIVE-V ENTREPRENEURIAL MARKETING</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

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

**MODULE – I**

**[13 Periods]**

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

**MODULE – II**

**[13 Periods]**

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

**MODULE – III**

**[13 Periods]**

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

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

**MODULE – IV**

**[13 Periods]**

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

**MODULE – V**

**[12 Periods]**

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

**Reference Books:**

1. Edwin J. Nijssen, Entrepreneurial marketing An Effectual Approach 2e, Routledge, 2017.
2. Leonard Lodish, Howard Lee Morgan, Amy Kallianpur, Entrepreneurial Marketing, Wiley Publishers, 2001.
3. Zubin Sethna, Paul Harrigan, Rosalind Jones, Entrepreneurial Marketing: Global Perspectives, Emerald Group Publishing, 2013.
4. Bruce D. Buskirk, Molly Lavik, Entrepreneurial Marketing: Real Stories and Survival Strategies, Thomson, 2004.
5. Ian Chaston, Entrepreneurial Marketing: Sustaining Growth in All Organizations, Palgrave Macmillan, 2016.



- Marc Longman, Entrepreneurial Marketing: A Guide for Startups & Companies With Growth Ambitions, Garant Publishers, 2011.

**E-Resources:**

- [nptel.ac.in/courses/122106032/26](https://nptel.ac.in/courses/122106032/26)
- [nptel.ac.in/courses/110105067/](https://nptel.ac.in/courses/110105067/)
- [nptel.ac.in/courses/118105009/50](https://nptel.ac.in/courses/118105009/50)
- <https://freevideolectures.com/course/3645/...entrepreneurship/15>

**Course Outcomes:**

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

CO1: Learn the Marketing mix of an enterprise.

CO2: Understand the concepts, objectives of growth enterprise.

CO3: Analyze Growth and marketing strategies.

CO4: Identify the Market Development strategies.

CO5: Evaluate the Entrepreneurial marketing tools.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3		1	2							
CO2		2			1	3		3	1	1	1
CO3			3	3	3		2	2	3	2	2
CO4	3	2				3	3	1	2	2	1
CO5	2	3	1	3	2		1				

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E45</b>	<b>PROFESSIONAL ELECTIVE-I INTERNATIONAL MARKETING [MARKETING]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE - I**

**[13 Periods]**

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

**MODULE- II**

**[12 Periods]**

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

**MODULE- III**

**[13 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.

**MODULE - IV**

**[13 Periods]**

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

**MODULE - V**

**[13 Periods]**

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

**Reference Books:**

1. P.K.Vasudeva- **“International Marketing”**-4<sup>th</sup> edition-Excel Books-2012.
2. Dr.Gajender Sharma- **“International Marketing”**-1<sup>st</sup> edition-Excel Books-2010.
3. Svend Hollensen, Madhumita Benerjee- **“Global Marketing”**-4<sup>th</sup> Edition-Pearson-2010.
4. Rajagopal –**“International Marketing”**-2<sup>nd</sup> Edition –Vikas -2011.
5. Justin Paul- **“International Marketing”** – Text and Cases, TMH, 2013.
6. Kiefer Lee, Steve Carter-**“Global Marketing Management”**-3<sup>rd</sup> edition-Oxford-2011.

- Warner J.Keogan, Naval K.Bhargava-“Global Management”-7<sup>th</sup> Edition- Person-2011.

**E Resources:**

- <https://www.youtube.com/watch?v=7ceTukehc4o>
- [http://novellaqalive2.mhhe.com/sites/0073380989/information\\_center\\_view0/supplements.html](http://novellaqalive2.mhhe.com/sites/0073380989/information_center_view0/supplements.html)
- [https://onlinecourses.nptel.ac.in/noc16\\_mg02/](https://onlinecourses.nptel.ac.in/noc16_mg02/)
- <http://nptel.ac.in/courses/110105057/31>

**Course Outcomes:**

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

CO1: Learn the basic concepts of international marketing and their theories.

CO2: Understand about the various environmental factors affecting the global markets.

CO3: Analyze the process of assessing global marketing opportunities.

CO4: Identify the process of developing global marketing strategies.

CO5: Understand the basic concepts of global marketing strategies implementations.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2							1	3	3
CO2	3			3	3			2	3	3	3
CO3	3			3	3	2			3		
CO4		3	3			2		2	3	3	2
CO5		3	3	3						1	

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: DIE46</b>	<b>PROFESSIONAL ELECTIVE – VI INTERNATIONAL FINANCIAL MANAGEMENT [FINANCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

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

**MODULE – I**

**[12 Periods]**

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

**MODULE – II**

**[13 Periods]**

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

**MODULE – III**

**[13 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.

**MODULE – IV**

**[13 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**

**[13 Periods]**

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

**Reference Books:**

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

**E Resources:**

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

**Course Outcomes:**

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

CO1: Learn the basic concepts of International Financial Management and its challenges.

CO2: Understand the various concepts of international monetary system.

CO3: Know the structure and functions of foreign exchange markets and also learns the basics of other markets.

CO4: Demonstrate about the exchange rate system and the factors affecting the exchange rate.

CO5: Gain the knowledge on managing assets and liabilities globally.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3				2	2		
CO2	3	2	3	2	3	2	3			3	3
CO3	3		3		3	3	3	3	3	2	2
CO4	3	3	3	2	3	2	2	3	3	3	
CO5		2	3	2		2	2	3			1

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E47</b>	<b>PROFESSIONAL ELECTIVE – VI INTERNATIONAL HUMAN RESOURCE MANAGEMENT [ HUMAN RESOURCE]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

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

**Module-I**

**[12 Periods]**

**Introduction to IHRM:** Basics of IHRM Importance - Definition, Nature, Scope and components of IHRM Strategy, Functions, difference between Domestic HRM and IRHM, Over view of International HR activities- HR planning, Recruitment, Selection, Training and Development, Performance Management, Remuneration, Repatriation, Employee Relations, Approaches to the study of employment policy across countries.

**Module – II**

**[13 Periods]**

**International Recruitment and Selection:** Approaches to international Recruitment ethnocentric, polycentric, geocentric, region-centric; Selection process-factors effecting in expatriate selection process, Technical ability, cross-cultural suitability, individual adjustments, family adjustments IHRM practices – USA, UK, Japan and India A comparative study

**Module – III**

**[13 Periods]**

**Managing HRM In Virtual Organization, Globalization & HRM:** Meaning, Features and Types of Virtual Organizations, Advantages and disadvantages, Managing HR in Virtual Organizations; Impact of Globalization on Employment, HRD, Wage & Benefits, Collective Bargaining, Participative Management, Ethical Issues in H

**Module-IV:**

**[12 Periods]**

**IHRM Model of India:** Culture and Indian Managers- Indian Managers-Responses to HR practices across the world-Implication for multinationals – MNCs skill based approach and staff training and Development priority – The global managers and future organizations - India's Response to Universalization of HR Principles, Policies and Practices – Cross- Convergence.

**Module-V:**

**[13 Periods]**

**Special Issues in IHRM:** Challenges of Globalization and implications of Managing people and leveraging Human Resources for competitive advantage – Impact of IT on Human Resource Management- IT and HR- outsourcing HR-Globalization, Quality of Work life and productivity Reorienting work force through HR Interventions – Women expatriates and their problems – Exit policy and practices – Impact on participative Management and Quality circles.

**REFERENCES:**

1. N. Sengupta&Mousumi, S.Bhattacharya, International HRM, Excel Books
2. P.L. Rao, International Human Resource Management – Text and Cases, Revised Edition, Excel BooksNew Delhi
3. Edwards - International HRM, Pearson Education.
4. K. Aswathappa - International Human Resource Management Sadhna Dash Text and Cases, Tata McGraw Hill Publishing Company Ltd
5. P. Subba Rao, International Human Resource Management Himalaya Publishing House Dr. Nilanjam Sengupta- International Human Resource Management Excel Books, New Delhi
6. Charles M. Vance, Managing a Global Workforce, challenges and opportunities in IHRM PHI-Private Ltd, New Delhi – 2007.

**E-Resource:****Course Outcomes:**

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

CO1: Understand Perspective in Global workforce Management

CO2: Identifying the Role of IHRM in Successful MNC.

CO3: Learn the Global human Resource Planning.

CO4: Get acquainted with Training and development of Global employees.

CO5: Know the concepts of Performance Management of Global employees.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1		3						2			
CO2				3	3				3	3	3
CO3		3	3		3			3	3		3
CO4				3					3	1	3
CO5								2			

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E48</b>	<b>PROFESSIONAL ELECTIVE-VI ENTREPRENEURIAL FINANCE [ENTREPRENEURSHIP]</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 4</b>		<b>4</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

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

**MODULE – I**

**[13 Periods]**

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

**MODULE- II**

**[13 Periods]**

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

**MODULE – III**

**[12 Periods]**

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

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

**MODULE – IV**

**[13 Periods]**

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

**MODULE – V**

**[13 Periods]**

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



Foreign Investors, State and Central Government Financing Programmes. Receivables Lending and Factoring, Mortgage Lending, Venture Leasing.

**Reference Books:**

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

**E-Resource:**

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

**Course Outcomes:**

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

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

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	1		1		1	1	2	1	1
CO2	2	3	2		1	2		1	1	2	1
CO3	2	2	1	1	2		2	1	2	1	1
CO4	2	2	1	1	3	2	1	1	3	1	1
CO5	1	1	2	1	1	1	2	2	1	2	2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E49</b>	<b>OPEN ELECTIVE-II CONSUMER PROTECTION LAW</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: Nil**

**Course Objectives:**

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

**MODULE- I**

**[10 Periods]**

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

**MODULE- II**

**[10 Periods]**

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

**MODULE- III**

**[10 Periods]**

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

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

**MODULE- IV**

**[9 Periods]**

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

**MODULE- V**

**[9 Periods]**

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

**Reference Books:**

1. Law of Consumer Protection in India, D.N. Saraf, N.M. Tripathi (1990).
2. Public Utility Services under the Consumer Protection Act, Mamta Rao, Deep & Deep, (1999).

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

**E- Resources:**

1. [www.digimat.in/](http://www.digimat.in/)
2. <https://study.com/academy/.../what-is-intellectual-property-law-definition-and-rights.h...>
3. <https://www.youtube.com/watch?v=7asg2nTRVKY>
4. [https://www.youtube.com/watch?v=\\_2LZvEc-5E](https://www.youtube.com/watch?v=_2LZvEc-5E)

**Course outcomes:**

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

CO1: Understand the basic concepts of consumer protection law and policies.

CO2: Identifying the basic legal issues and consumer rights.

CO3: Gain the knowledge on Legislative framework, Salient features of consumer protection act.

CO4: Analyze the cases on consumer protection Law

CO5: Analyze the emerging issues in consumer protection and law

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	2	2	1	1	1		2	1	1
<b>CO2</b>	2	3	2	2	2	2	1	1	1	1	1
<b>CO3</b>	2	2	2		2		1	2	1	1	1
<b>CO4</b>	2	2	2	3	1		2	1	2		1
<b>CO5</b>	2	2	2	2	1			2	2	1	1

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E50</b>	<b>OPEN ELECTIVE-II TAX LAWS AND PLANNING</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites:** Nil

**Course Objectives:**

The main objective of this course is to enable the students to understand the various tax laws and also to provide the basic knowledge of tax planning in different categories like individuals, corporate, firms, HUFs and AOPs etc.

**Module I:**

**[10 Periods]**

**Tax laws in India:** Introduction to Taxation, Structure, types of Taxes, Broad Schema of Income Tax Law, Finance Acts, Fundamental principles of Tax laws, taxation and constitution of India, Income Tax act 1961, Income tax rules, Goods and services Tax Law,

**Module II:**

**[12 Periods]**

**Computation of Taxable income and liability:** Rates of Taxes Applicable to Different Types of Taxpayers like individuals, corporate, firms, HUFs and AOPs etc. Computation of table income under different heads of income-House property, Profit and gain from business or profession, Capital gain and income other sources, Taxable and Exempt Incomes, Deduction from Gross Total income, carry forward and set off of losses in case of companies, Minimum Alternative Tax.

**Module III:**

**[13 Periods]**

**A: Tax Planning:** concept, objectives and factors to be considered for Tax Planning, Tax avoidance and tax evasion. Tax Planning of Specific Categories of Income, Tax Planning for Firms, HUFs and AOPs- partnership firm under Income Tax Law,

**B:** Tax planning with corporate dividend, Dividend policy- bonus shares. Tax planning with reference to specific managerial decisions- Make or Buy, Own or Lease, Purchase by installment or by Hire, Repair, Replace, Renewal or Renovation, shutdown or continue.

**Module IV:**

**[10 Periods]**

**Tax Planning with Reference to Nature of Business:** Relevance of Tax Provisions in Deciding the Nature of Business, Tax Provisions for Certain Types of Businesses, Businesses given Special Tax Treatment, Tax Provisions for Offshore Banking Units and Special Tax Zones, Tax implications of financing decisions.

**Module V:****[10 Periods]**

**International Taxation:** Diversity in taxation among countries, Basic principles of international taxation, Factors affecting double taxation, Unilateral and bilateral reliefs for double taxation, Anti-Avoidance measures, tax treaty, transfer pricing, International tax arbitrage, E-Commerce taxation.

**References:**

1. Taxmann's Guide to Taxation Laws (Amendment) Act 2019 (2020 Edition) by Taxmann
2. Student's Handbook on Taxation (Includes Income Tax and GST Law) by T. N. Manoharan.
3. Goods & Services Tax, Laws, Concepts and Impact Analysis-Bloomsbury – Dr. Sanjiv Agarwal & Sanjeev Malhotra
4. GST Ready Reckoner- Taxmann – V.S. Datey , 14th Edition.
5. Comprehensive Guide to Tax Laws by Dr. Yogendra Bangur
6. Taxmann's Direct Taxes Law & Practice (Professional Edition)-As Amended by Finance Act 2020 (Asst.Years 2020-21 & 2021-22) by Dr. Vinod K Singhania, Dr. Kapil Singhania
7. Systematic Approach to Taxation Containing income tax & GST (42nd Edition) by Dr. Girish Ahuja & Dr Ravi Gupta
8. Taxation Laws by K. Rai

**Course Outcomes:**

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

CO1: Learn the Tax laws in India.

CO2: Gain knowledge on Computation of Taxable income and liability.

CO3: Analyze the Tax Planning, corporate tax planning.

CO4: Know the Tax Planning with Reference to Nature of Business various online

CO5: Apply and to develop International Taxation.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3										
CO2		2		2					3	2	2
CO3	3		3	3	3	1	3	2		2	1
CO4		3	3		2		2	2	2	2	
CO5	1		1	1		3	3	2	2		

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E51</b>	<b>OPEN ELECTIVE-II INTELLECTUAL PROPERTY RIGHTS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: Nil**

Course Objectives:

To acquaint the learners with the basic concepts of intellectual property rights to develop expertise in IPR related issues and sensitize the learners with the emerging issues in IPR and the rationale for the protection of IPR.

**MODULE – I : Overview of Intellectual Property [13 Periods]**

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights ,Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India : Genesis and development – International IPR - Major International Instruments concerning Intellectual Property Rights.

**MODULE – II: Patents [12 Periods]**

Patents - Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter , Rights and Duties of Patentee, Assignment and license , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board

**MODULE – III: Copyrights & Trademarks [13 Periods]**

**A: Nature of Copyright - Subject matter of copyright:** original literary, dramatic, musical, artistic works; cinematograph films, sound recordings, software - Registration Procedure, Term of protection, Ownership of copyright, Assignment and license of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights

**B: Concept of Trademarks** - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board

**MODULE – IV: Other forms of IP [13 Periods]**

**A Design:** meaning and concept of novel and original - Procedure for registration, effect of registration and term of protection Geographical Indication (GI) Geographical indication: meaning, and difference between GI and trademarks - Procedure for registration, effect of registration and term of protection

**B Plant Variety Protection:** meaning and benefit sharing and farmers’ rights – Procedure for registration, effect of registration and term of protection,

**MODULE – V [12 Periods]**

**A. IPR Registrations:** meaning – Procedure for registration, effect of registration and term of protection

**B. India's New National IP Policies** – Govt. of India step towards promoting IPR – Govt. Schemes in IPR – Career Opportunities in IP - IPR in current scenario with case studies

**Text book:**

1. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
2. Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.
3. Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.

**E-resources:**

1. [https://onlinecourses.nptel.ac.in/noc22\\_hs59/unit?unit=16&lesson=17](https://onlinecourses.nptel.ac.in/noc22_hs59/unit?unit=16&lesson=17)
2. [https://onlinecourses.nptel.ac.in/noc22\\_hs59/unit?unit=16&lesson=23](https://onlinecourses.nptel.ac.in/noc22_hs59/unit?unit=16&lesson=23)
3. [https://onlinecourses.nptel.ac.in/noc22\\_hs59/unit?unit=62&lesson=63](https://onlinecourses.nptel.ac.in/noc22_hs59/unit?unit=62&lesson=63)

**Course outcome:**

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

CO1: Imbibe and builds knowledge of intellectual property and its protection through various laws

CO2: Delivers the purpose and functions of IPR and patenting

CO3: Develops a platform for protection and compliance of copyrights and trademarks

CO4: Functional awareness on IPR related compliances for academia and industry.

CO5: Legally recommended registration process and New policies of IPR.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3				3			3		3	3
CO2	3	3	3	3					3	3	3
CO3			3		3			3	3	3	
CO4		3	3		3	3					
CO5		3		2				3			2

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E52</b>	<b>OPEN ELECTIVE-II CORPORATE GOVERNANCE</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objective:**

To understand the growing importance of Corporate Governance in Indian and Global Context.

**MODULE – I**

**[13 Periods]**

**Corporate Governance:** Introduction to Corporate Governance - Major Corporate Governance Failures- Need for Corporate Governance - Corporate Governance in India, Theories of Corporate Governance - Agency Theory, Stewardship Theory, and Stakeholder Theory – Convergence- Problems of Governance in Companies.

**MODULE – II**

**[13 Periods]**

**Corporate Governance codes and committees** – Global reporting initiative – OECD Principles - Cadbury Committee Report - Kumara Mangalam Birla Committee Report – Naresh Chandra Committee Report - Narayana Murthy Committee Report - SEBI Clause 49 Guidelines- Corporate Governance Committees - Role of capital Markets, Regulator, Government in Corporate Governance.

**MODULE – III**

**[12 Periods]**

**A: Board and Leadership-** The board of Directors, Structure of the Board, role of the board, Role, duties and responsibilities of Directors, Types of Directors, Board as a learning organization,

**B: Leveraging Good Governance** for Competitive Advantage, Conflicts of Interest, Remedial Actions, Governance Ratings- Merits and Demerits.

**MODULE – IV**

**[12 Periods]**

**Models of Corporate Governance-** Effect of Context and culture on corporate governance-Anglo Saxon Model- The UK Commonwealth principles based Model- The German Model - The Japanese Business Network Model- Indian Model of corporate governance- forces for convergence and differentiation in corporate governance.

**MODULE – V**

**[13 Periods]**

**Whistle-blowing and CSR in Corporate Governance:** The Concept of whistle-blowing; types of whistle-blowers; whistle-blower policy; the whistle-blower legislation across countries; developments in India. Corporate Social Responsibility (CSR): Corporate philanthropy; CSR-an overlapping concept; corporate sustainability reporting; CSR through triple bottom line; relation between CSR and corporate governance; environmental aspect of CSR; CSR initiatives in India.



**Reference Books:**

1. Sateesh Kumar, Corporate Governance, Oxford University Press, 2015.
2. Christine A. Mallin, Corporate Governance, Oxford University Press, 4e, South Asia Edition, 2016.
3. Bob Tricker, Corporate Governance Principles, Policies, and Practices, Oxford University Press, 2015.
4. N. Balasubramanian, Corporate Governance and Stewardship, TMH, 2012.
5. A. C. Fernando, Corporate Governance, Principles, Policies and Practices, Pearson, 2012.
6. Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, New Delhi

**E Resources:**

1. <https://www.slideshare.net/lizakhanam/business-ethics-and-corporate-governance-15588903>
2. <http://www.enterweb.org/ethics.htm>
3. <http://nptel.ac.in/courses/110105079/>
4. <http://nptel.ac.in/courses/109104032/>

**Course Outcome:**

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

CO1: Understand the need for Corporate Governance in India.

CO2: Know the OECD principles of corporate governance.

CO3: Gain knowledge on Role of Board in Corporate Governance.

CO4: Analyze of different models in Corporate Governance.

CO5: Know the concepts of whistle-blowing and CSR in Corporate Governance.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3							2			3
CO2				3				3	3	3	3
CO3			3		3				3		3
CO4	3		3	2	3		2		3	3	
CO5							3				3

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E53</b>	<b>OPEN ELECTIVE-II DATA EXPLORATION AND APPLICATION USING PYTHON</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The course imparts the undertaking of the concepts and various application issues of e-business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

### **MODULE I**

**[13 Periods]**

**Introduction:** Introduction to Data Science, Exploratory Data Analysis and Data Science Process. Motivation for using Python for Data Analysis, Introduction of Python shell iPython and Jupyter Notebook.

Essential Python Libraries: NumPy, pandas, matplotlib, SciPy, scikit-learn, statsmodels.

### **MODULE II**

**[13 Periods]**

**Getting Started with Pandas:** Arrays and vectorized computation, Introduction to pandas Data Structures, Essential Functionality, Summarizing and Computing Descriptive Statistics. Data Loading, Storage and File Formats. Reading and Writing Data in Text Format, Web Scraping, Binary Data Formats, Interacting with Web APIs, Interacting with Databases Data Cleaning and Preparation. Handling Missing Data, Data Transformation, String Manipulation.

### **MODULE III**

**[12 Periods]**

**Data Wrangling:** Hierarchical Indexing, Combining and Merging Data Sets Reshaping and Pivoting. Data Visualization matplotlib: Basics of matplotlib, plotting with pandas and seaborn, other python visualization tools

### **MODULE IV**

**[13 Periods]**

**Data Aggregation and Group operations:** Group by Mechanics, Data aggregation, General split-apply-combine, Pivot tables and cross tabulation

**Time Series Data Analysis:** Date and Time Data Types and Tools, Time series Basics, date Ranges, Frequencies and Shifting, Time Zone Handling, Periods and Periods Arithmetic, Resampling and Frequency conversion, Moving Window Functions

### **MODULE V**

**[13 Periods]**

**Advanced Pandas:** Categorical Data, Advanced GroupBy Use, Techniques for Method Chaining.

**Exploratory Data Analytics:** Descriptive Statistics – Mean, Standard Deviation, Skewness and Kurtosis – Box Plots – Pivot Table – Heat Map – Correlation Statistics – ANOVA.

### **References**

1. McKinney, W.(2017). Python for Data Analysis: Data Wrangling with Pandas, NumPy and IPython. 2nd edition. O'Reilly Media.

2. O'Neil, C., & Schutt, R. (2013). Doing Data Science: Straight Talk from the Frontline O'Reilly Media.

**E Resources:**

1. <https://www.analyticsvidhya.com/blog/2015/04/comprehensive-guide-data-exploration-sas-using-python-numpy-scipy-matplotlib-pandas/>

**Course Outcomes:**

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

- CO1: Use data analysis tools in the pandas library
- CO2: Load, clean, transforms, merge and reshape data.
- CO3: Create informative visualization and summarize data sets.
- CO4: Analyze and manipulate time series data.
- CO5: Solve real world data analysis problems.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3		3	3	3			3	3	3	
CO2	3	3				2			3	3	3
CO3		3	3		3	3	3	3	3		3
CO4	3		3	3	3		2	3	3		
CO5	3		3		3					3	3

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E54</b>	<b>OPEN ELECTIVE-II E - BUSINESS</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 3</b>		<b>3</b>	<b>-</b>	<b>-</b>

**Prerequisites: NIL**

**Course Objectives:**

The course imparts the undertaking of the concepts and various application issues of e-business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

#### **MODULE I**

**[13 Periods]**

**Introduction to e-business :** Electronic business, Electronic commerce, difference between e-business & e-commerce, electronic commerce models, types of electronic commerce, value chains in electronic commerce-commerce in India, internet, web based tools for electronic commerce. Electronic data, Interchange, components of electronic data interchange, and electronic data interchange process.

#### **MODULE II**

**[13 Periods]**

**Security threats to e- business:** Security overview, Electronic commerce threats, Encryption, Cryptography, public key and private key Cryptography digital signatures, digital certificates, security protocols over public networks : HTTP, SSL, Firewall as security control, public key infrastructure (PKI) For Security.

#### **MODULE III**

**[12 Periods]**

**Electronic payment system:** Concept of money, electronic payment systems, types of electronic payment systems, smart cards and electronic payment systems, infrastructure issues in EPS, Electronic fund transfer.

#### **MODULE IV**

**[13 Periods]**

**E-business applications and strategies:** Business models & revenue models over internet, emerging trends in e- business- governance, digital commerce, mobile commerce, strategies for business over web, internet based business models.

#### **MODULE V**

**[13 Periods]**

**E –business infrastructure and e- marketing:** Hard work system software infrastructure, ISP's, managing e-business applications infrastructure, what is e-marketing, e-marketing planning, tactics, strategies.

**Text books:**

1. Dave chaffey :e-business & e-commerce management- Pearson.
2. e- commerce- e-business : Dr.C.S.Rayudu, Himalaya.
3. E-Business Roadmap for Success, Dr. Ravi Kalakota Marcia Robinson Addison Wesley.

**Reference Books:**

1. Whitley,David(2000),e-commerce strategy,Technologies And Applications. TMH.

2. Schneider Gary P. and Perry, James T (1<sup>ST</sup> edition 2000) Electronic commerce, Thomson Learning.
3. Bajaj, Kamlesh K and Nag, Debjani (1<sup>st</sup> edition 1999) ,e- commerce, The cutting edge of business, TMH Publishing company
4. E-commerce, Schneider, Cengage Learning.
5. E-commerce and web marketing, Hanson and Kalyanam, Cengage Learning.
6. E-business and e-commerce management, Chaffey, Pearson Education.
7. Frontiers of e-commerce, Ravi Kalakota, Pearson.

**E Resources:**

1. <https://nptel.ac.in/courses/110/105/110105083/>

**Course Outcomes:**

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

CO1: Outlines the E- business infrastructure and trends.

CO2: Analyze different types of portal technologies and deployment methodologies commonly used in the industry.

CO3: To assess the effectiveness of network computing and cloud computing policies in a multi- location organization.

CO4: Constructs real business cases regarding their e-business strategies and transformation processes and choices.

CO5: Integrate theoretical frameworks with business strategies.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3			3		3			3		3
CO2		3		3				3	3	3	3
CO3		3	3		3					3	3
CO4	3	3	3	3	3				3		
CO5	3		3		3	3		3		1	

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E55</b>	<b>PRE-SUBMISSION PROJECT SEMINAR</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 02</b>		<b>-</b>	<b>-</b>	<b>4</b>

**Prerequisites: NIL**

**Course Objectives:**

The final project work of MBA consists of three stages as clearly described in the guideline for project work. The progress on the first stage of formulating research methodology and the second stage of data analysis is indeed crucial before one can take up the final stage of writing the project report. The seminar on pre submission of project report is aimed at providing an opportunity to present the work on the first two stages of project work before an enlightened audience and have a critical assessment of the work carried out so far. The process would give the student sufficient feedback to be incorporated at the time of writing the project report.

**Course Outcome:**

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

CO1: Put across his work on the main project.

CO2: Under go for critical assessment and provide an opportunity to make any online corrections.

CO3: Get incorporated with suggestions from the internal guide for better and improved work.

CO4: Know the documentation process of the project work.

CO5: Know the overall conclusion for the project.

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
<b>COs</b>	<b>Programme Outcomes(POs)</b>								<b>Program Specific Outcomes (PSOs)</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>						2					
<b>CO2</b>	1	2			1		1			2	2
<b>CO3</b>	2		2	2	1	2		1	2	2	2
<b>CO4</b>			3		3		2	2	2		
<b>CO5</b>		2						3			

<b>2024-2025 Onwards (MR-24)</b>	<b>MALLA REDDY ENGINEERING COLLEGE (Autonomous)</b>	<b>MBA IV Semester</b>		
<b>Code: D1E56</b>	<b>MAIN PROJECT VIVA-VOCE</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Credits: 04</b>		<b>-</b>	<b>-</b>	<b>8</b>

**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 to 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 checklist for doing STAGE I of the project.

Topic:

.....  
 .....  
 .....  
 .....

**Chapter I**

- Brief Introduction:
- Review of literature:
- Research Gaps:
- Research Questions:
- Objectives of the study:
- Hypotheses:
- Scope of the study:
- Period of the study:
- Sample:
- Data Collection:
- Primary Data:
- Secondary Data:

**Stage II: STATISTICAL ANALYSIS - [Chapter II of the main report]**

**Approach:** Students should collect data for the main project from CMIE Prowess DATABASE or any other source or from the field. Students are expected to use relevant statistical tools using Excel, SPSS, MINI TAB, Python or R and make a

**Seminar Presentation.** This will be the **CHAPTER II: Data Analysis** of the main report

**Stage III: MAIN PROJECT REPORT AND VIVA** [Chapter III of the Main Report].

In addition to the above two stages the students should write the third chapter on Data Interpretation, Conclusion & Suggestions and submit the final report by including the following.

**Course Outcomes:**

CO1: Students should be able to develop a research design for their topic of research.

CO2: Students will be able to understand the data requirements and collect data relevant for a research study.

CO3: Students will be able to analyze the organizational data and interpret results.

CO4: Students will be able to analyze the findings and suggestions of the topic.

CO5: Students will be able to give the overall conclusion of the topic.

**Reference Books:**

Appendix I: Questionnaire [if any].

Appendix II: Definition of concepts, models, formulas used in the report.

NOTE: faculty should advise students to give only references to the websites and journals and not to directly download in the project report. Maximum 24% can be downloaded and rest should be original.

**After the submission of the report by consolidating the work done in stage 1, 2 and 3, an external viva will be held by the Institute to give the marks as per the University guidelines 2018-19.**

<b>CO- PO Mapping</b> (3/2/1 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak											
COs	Programme Outcomes(POs)								Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	3	2	3	2	3	
CO2	2				2		2				
CO3	2	2	3	2			2	2			
CO4		1		1		1		1			
CO5	1	1	1	1		1		1	1	1	2