



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)

Accredited by NAAC with 'A' Grade, ISO 9001:2015 Certified Institution

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

School of management studies

MBA II SEMESTER

COURSE HANDOUTS

A.Y. 2018-19

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

DEPARTMENT OF SCHOOL OF MANAGEMENT STUDIES

(Autonomous & Affiliated to JNTUK, Kakinada & Approved by AICTE, New Delhi,
NAAC Accredited with 'A' grade, Accredited by NBA, Certified by ISO 9001:2015)
L B Reddy Nagar, Mylavaram-521 230, Krishna District, Andhra Pradesh.

COURSE HANDOUT

Part-A

PROGRAM : MBA., II Sem
ACADEMIC YEAR : 2019-20
COURSE NAME & CODE : **Organizational Behaviour - 17MB07 : A - Section**
L-T-P STRUCTURE : 4-0-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : **Dr T Rajasekhar**
COURSE COORDINATOR : **Dr T Rajasekhar**
PRE-REQUISITES: **Organizational Behaviour / Theory/Tools.**

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

1. This course provides students with a model based critical understanding of organizational culture.
2. The main objective is to students thoroughly aware of various factors involved in facilitating and managing change.
3. The course also shows how organizational culture influences change process.
4. The course makes students realize the significant role played by human resources in dealing with change.

COURSE OUTCOMES (COs)

1. To know how himself and people behave under variety of conditions. Achieving these goals allows managers to communicate about human behaviour at work place.
2. To understand the group behaviour and its impact on work performance and organization.
3. To protect cause and effective relationship of the people at work place.
4. To understanding managerial strategies in achieving the goals of the organization.
5. To improve the results-performance outcome through human behaviour and organizational behaviour can aid them in their pursuit of the goals.

COURSE ARTICULATION MATRIX (Correlation between COs&POs,PSOs):

COs	PO1	PO2	PO3	PO4	PO5
CO1	2	1	3	2	2
CO2	2	2	3	1	1
CO3	2	2	1	3	1
CO4	2	2	3	1	2
CO5	2	2	1	2	2

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put '-'
1- Slight (Low), 2 – Moderate (Medium), 3 - Substantial (High).

BOS APPROVED TEXT BOOKS:

T1

Robbins.P. Stephen (2006), Organizational Behaviour, Pearson Education, New Delhi.

T2

Luthans Fred (1998), Organizational Behaviour, Tata Mc Graw Hill International Edition, New Delhi.

BOS APPROVED REFERENCE BOOKS:

R1 Pareek Udai, (2007), Understanding Organizational Behaviour, Oxford University Press, New Delhi.

R2 Aswathappa, K. (2005), Organizational Behaviour, Text and causes games, Himalaya Publishing company, New Delhi.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): Both A & B sections Elective in HR : **Management of Change**

UNIT-I : Introduction to Organizational Behaviour (OB)

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to OB	1	04.01.19		TLM1	2	T1	
2.	Introduction to OB	1	05.01.09					
3.	Definition, Nature of OB	1	07.01.19		TLM1	3	T1	
4.	Definition, Nature of OB	1	08.01.19					
5.	Scope of organizational behavior and its significance	1	11.01.19		TLM1	1	T1	
6.	Contributions of other disciplines	1	18.01.19		TLM1	3	T1, R2	
7.	Contributions of other disciplines - TUTORIALS -1	1	19.01.19		TLM1	2	T1	
8.	Approaches in Organizational Behaviour	1	21.01.19		TLM1	4	T1	
9.	Approaches in Organizational Behaviour - TUTORIALS -2	1	22.01.19		TLM1	2	T1	
10.	Role of OB in management science	1	25.01.19		TLM1	2	T1	
11.	Tutorials	1	28.01.19		TLM1	2	T1	
No. of classes required to complete UNIT-I		11				No. of classes taken:		

UNIT-II : Individual - personality proportions; Introduction

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
12.	Definitions : Concept of learning	1	29.01.19		TLM1	2	T1	
13.	Learning role in organizations	1	01.02.19		TLM1	3	T1	
14.	Learning theories- Ivon Pavlov.	1	02.02.19		TLM1	2	T1 R2,	
15.	BF Skinner and EL Thorndike theories	1	04.02.19		TLM1	3	T1	
16.	Perceptual	1	05.01.19		TLM1	4	T1,	

	management and personality						R2	
17.	Meaning and significance of perception and influencing factors	1	08.02.19		TLM1	2	T1	
18.	The Gestalt perceptual organization and social perception	1	09.02.19		TLM1	2	T1 R2,	
19.	Meaning of personality and Personality trait and Determinants	1	11.02.19		TLM1		T1	
20.	Socialization and its Process	1	12.02.19		TLM1		T1	
21.	Concepts of attitudes, Sources, and Types and Functions	1	12.02.19		TLM1		T1	
22.	Attitudes and consistency, Cognitive dissonance theory	1	17.01.19		TLM1		T1	
23.	Definition of needs, Drives and Motives and Incentives	1	17.01.19		TLM1		T1 R2,	
24.	Motivation theories - Maslow - theory and ERG theory	1	15.02.19		TLM1		T1	
25.	Tutorials	1	16.02.19		TLM1		T1	
26.	Mid exams -1		18.02.19 to 23.02.19					
No. of classes required to complete UNIT-II		12			No. of classes taken:			

UNIT-III : Groups: decision making Process

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
27.	Nature of Groups, Dynamics of Group formation	1	25.02.19		TLM1	3	T1	
28.	Types of groups	1	26.02.19		TLM1	3	T1	
29.	Implications of group dynamics on organizational Behaviour and management	1	01.03.19		TLM1	4	T1	
30.	Informal groups and its significance and decision making process	1	02.03.19		TLM1	3	T1	
31.	Informal groups and its	1	05.03.19		TLM1	2	T1	

	significance and decision making process							
32.	Tutorials	1	08.03.19		TLM1			
33.	Tutorials	1	09.03.19		TLM1			
No. of classes required to complete UNIT-III		07			No. of classes taken:			

UNIT-IV : Leadership

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
34.	Definition of leadership, Traits of effective leaders	1	11.03.19		TLM1	3	T1, R2	
35.	Leadership skills	1	12.03.19		TLM1	3	T1	
36.	Leadership Styles and Determinants	1	15.03.19		TLM1	2	T1	
37.	Management communication,	1	16.03.19		TLM1	2	T1	
38.	The modern perspective importance of communication	1	18.03.19		TLM1	2	T1, R2	
39.	The modern perspective importance of communication	1	19.03.19		TLM1	3	T1	
40.	Type of communication process, Barriers to effective communication	1	22.03.19		TLM1	3	T1	
41.	Type of communication process, Barriers to effective communication	1	23.03.19		TLM1	2	T1	
42.	Review	1	25.03.19		TLM1	3	T1	
43.	Tutorials	1	26.03.19					
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

UNIT-V : Organizational structure and development

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
44.	Stress Management: Definition of stress	1	29.03.19		TLM1	2	T1, R2	
45.	Types of Stress Occupational stress	1	30.03.19		TLM1	3	T1	
46.	The causative factors of organizational stress, and strategies to cope with stress	1	01.04.19		TLM1	3	T1	
47.	The causative factors of organizational stress, and strategies to cope with stress	1	02.04.19		TLM1		T1	

48.	Meaning of Conflict, Classification of conflict process	1	08.04.19		TLM1	3	T1, R2	
49.	Meaning of Conflict, Classification of conflict process	1	09.04.19		TLM1	4	T1	
50.	Understanding of organizational structure, Departmentation	1	12.04.19		TLM1	3	T1	
51.	Understanding of organizational structure, Departmentation	1	13.04.19		TLM1		T1	
52.	Modern organizational designs	1	15.04.19		TLM1	3	T1	
53.	Organizational development and its techniques	1	16.04.19		TLM1	2	T1	
54.	Organizational development and its techniques	1	20.04.19		TLM1		T1	
55.	Advanced topics	1	22.04.19		TLM1	2	T1, R2	
56.	Advanced topics	1	23.04.19		TLM1		T1	
57.	Review/Test	1	26.04.19		TLM1		T1	
58.	Tutorials -		27.04.19		TLM1			
59.	Mid-II. Exams		29.04.19 to 04.05.19					
No. of classes required to complete UNIT-V		14			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
60.	Advanced Topics	1			TLM5		Internet	
61.	Advanced Topics	1			TLM5		Internet	

Teaching Learning Methods

TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) =A	1,2	A=35
II-Mid Examination (Descriptive+ Objective) =B	3,4,5	B=35
Evaluation of Mid Marks: A+B =75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=5
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAMME OUTCOMES (POs)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr.T.Rajasekhar	Dr.T.Rajasekhar	Dr.T.Rajasekhar	Dr.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD

COURSE HANDOUT

Part-A

PROGRAM : MBA., II Sem
ACADEMIC YEAR : 2019-20
COURSE NAME & CODE : **Organizational Behaviour - 17MB07 : B - Section**
L-T-P STRUCTURE : 4-0-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : **Dr T Rajasekhar**
COURSE COORDINATOR : **Dr T Rajasekhar**
PRE-REQUISITES: **Organizational Behaviour / Theory/Tools.**

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1. This course provides students with a model based critical understanding of organizational culture.
2. The main objective is to students thoroughly aware of various factors involved in facilitating and managing change.
3. The course also shows how organizational culture influences change process.
4. The course makes students realize the significant role played by human resources in dealing with change.

COURSE OUTCOMES (COs)

1. To know how himself and people behave under variety of conditions. Achieving these goals allows managers to communicate about human behaviour at work place.
2. To understand the group behaviour and its impact on work performance and organization.
3. To protect cause and effective relationship of the people at work place.
4. To understanding managerial strategies in achieving the goals of the organization.
5. To improve the results-performance outcome through human behaviour and organizational behaviour can aid them in their pursuit of the goals.

COURSE ARTICULATION MATRIX (Correlation between COs&POs,PSOs):

COs	PO1	PO2	PO3	PO4	PO5
CO1	2	1	3	2	2
CO2	2	2	3	1	1
CO3	2	2	1	3	1
CO4	2	2	3	1	2
CO5	2	2	1	2	2

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put '-'

1- Slight (Low), **2** – Moderate (Medium), **3** - Substantial (High).

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Press, New Delhi.

R2 Aswathappa, K. (2005), Organizational Behaviour, Text and causes games, Himalaya Publishing company, New Delhi.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): Both A & B sections Elective in HR :
Management of Change

UNIT-I : Introduction to Organizational Behaviour (OB)

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
62.	Introduction to OB	1	03.01.19		TLM1	2	T1	
63.	Introduction to OB	1	04.01.19					
64.	Definition, Nature of OB	1	05.01.19		TLM1	3	T1	
65.	Definition, Nature of OB	1	08.01.19					
66.	Scope of organizational behavior and its significance	1	10.01.019		TLM1	1	T1	
67.	Contributions of other disciplines	1	11.01.19		TLM1	3	T1, R2	
68.	Contributions of other disciplines - TUTORIALS -1	1	12.01.19		TLM1	2	T1	
69.	Approaches in Organizational Behaviour	1	17.01.19		TLM1	4	T1	
70.	Approaches in Organizational Behaviour - TUTORIALS -2	1	18.01.19		TLM1	2	T1	
71.	Role of OB in management science	1	19.01.19		TLM1	2	T1	
72.	Tutorials	1	22.01.19		TLM1	2	T1	
No. of classes required to complete UNIT-I		11			No. of classes taken:			

UNIT-II : Individual - personality proportions; Introduction

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
73.	Definitions : Concept of learning	1	24.01.19		TLM1	2	T1	
74.	Learning role in organizations	1	25.01.19		TLM1	3	T1	
75.	Learning theories- Ivon Pavlov.	1	29.01.19		TLM1	2	T1 R2,	
76.	BF Skinner and EL Thorndike theories	1	01.02.19		TLM1	3	T1	
77.	Perceptual management and	1	02.02.19		TLM1	4	T1, R2	

	personality							
78.	Meaning and significance of perception and influencing factors	1	05.02.19		TLM1	2	T1	
79.	The Gestalt perceptual organization and social perception	1	07.02.19		TLM1	2	T1 R2,	
80.	Meaning of personality and Personality trait and Determinants	1	08.02.19		TLM1		T1	
81.	Socialization and its Process	1	09.02.19		TLM1		T1	
82.	Concepts of attitudes, Sources, and Types and Functions	1	12.02.19		TLM1		T1	
83.	Attitudes and consistency, Cognitive dissonance theory	1	14.02.19		TLM1		T1	
84.	Definition of needs, Drives and Motives and Incentives	1	15.02.19		TLM1		T1 R2,	
85.	Motivation theories - Maslow - theory and ERG theory	1	16.02.19		TLM1		T1	
86.	Tutorials	1	16.02.19		TLM1		T1	
87.	Mid exams -1		18.02.19 to 23.02.19					
No. of classes required to complete UNIT-II		12			No. of classes taken:			

UNIT-III : Groups: decision making Process

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
88.	Nature of Groups, Dynamics of Group formation	1	26.02.19		TLM1	3	T1	
89.	Types of groups	1	28.02.19		TLM1	3	T1	
90.	Implications of group dynamics on organizational Behaviour and management	1	01.03.19		TLM1	4	T1	
91.	Informal groups and its significance and decision making process	1	02.03.19		TLM1	3	T1	
92.	Informal groups and its significance and	1	05.03.19		TLM1	2	T1	

	decision making process							
93.	Tutorials	1	07.03.19		TLM1		T1	
94.	Tutorials	1	08.03.19		TLM1		T1. R2	
No. of classes required to complete UNIT-III		07			No. of classes taken:			

UNIT-IV : Leadership

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
95.	Definition of leadership, Traits of effective leaders	1	09.03.19		TLM1	3	T1, R2	
96.	Leadership skills	1	12.03.19		TLM1	3	T1	
97.	Leadership Styles and Determinants	1	14.03.19		TLM1	2	T1	
98.	Management communication,	1	15.03.19		TLM1	2	T1	
99.	The modern perspective importance of communication	1	16.03.19		TLM1	2	T1, R2	
100.	The modern perspective importance of communication	1	19.03.19		TLM1	3	T1	
101.	Type of communication process, Barriers to effective communication	1	21.03.19		TLM1	3	T1	
102.	Type of communication process, Barriers to effective communication	1	22.03.19		TLM1	2	T1	
103.	Review	1	23.03.19		TLM1	3	T1	
104.	Tutorials	1	26.03.19					
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

UNIT-V : Organizational structure and development

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
105.	Stress Management: Definition of stress	1	28.03.19		TLM1	2	T1, R2	
106.	Types of Stress Occupational stress	1	29.03.19		TLM1	3	T1	
107.	The causative factors of organizational stress, and strategies to cope with stress	1	30.03.19		TLM1	3	T1	
108.	The causative factors of organizational stress, and strategies to cope with stress	1	02.04.19		TLM1		T1	

109.	Meaning of Conflict, Classification of conflict process	1	04.04.19		TLM1	3	T1, R2		
110.	Meaning of Conflict, Classification of conflict process	1	09.04.19		TLM1	4	T1		
111.	Understanding of organizational structure, Departmentation	1	11.04.19		TLM1	3	T1		
112.	Understanding of organizational structure, Departmentation	1	12.04.19		TLM1		T1		
113.	Modern organizational designs	1	13.04.19		TLM1	3	T1		
114.	Organizational development and its techniques	1	16.04.19		TLM1	2	T1		
115.	Organizational development and its techniques	1	18.04.19		TLM1		T1		
116.	Advanced topics	1	20.04.189		TLM1	2	T1, R2		
117.	Advanced topics	1	23.04.19		TLM1		T1		
118.	Review/Test	1	25.04.19		TLM1		T1		
119.	Tutorials -		26.04.19		TLM1		T1		
120.	Tutorials		27.04.19		TLM1		T1		
121.	Mid-II. Exams		29.04.19 to 04.05.19						
No. of classes required to complete UNIT-V		15			No. of classes taken:				

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
122.	Advanced Topics	1			TLM5		Internet	
123.	Advanced Topics	1			TLM5		Internet	

Teaching Learning Methods

TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) = A	1,2	A=35
II-Mid Examination (Descriptive+ Objective) = B	3,4,5	B=35
Evaluation of Mid Marks: A+B =75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation = C	1,2,3,4,5	C=5
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAMME OUTCOMES (POs)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr.T.Rajasekhar	Dr.T.Rajasekhar	Dr.T.Rajasekhar	Dr.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

SCHOOL OF MANAGEMENT STUDIES

(Autonomous & Affiliated to JNTUK, Kakinada & Approved by AICTE, New Delhi, NAAC Accredited with „A“ grade, Accredited by NBA, Certified by ISO 9001:2015) LB Reddy Nagar, Mylavaram-521230, Krishna District, Andhra Pradesh

COURSE HANDOUT

Part-A

PROGRAM : MBA II-Semester Sec A

ACADEMIC YEAR : 2017-18

COURSE NAME & CODE : MARKETING MANAGEMENT

L-T-P STRUCTURE : 3-1-0

COURSE CREDITS 3

COURSE INSTRUCTOR : Dr. Y VENKATA RAMANA

COURSE COORDINATOR : Dr. Y VENKATA RAMANA **PRE-REQUISITES** : None

Course Educational Objectives:

1. To develop greater insight on concepts, issues and strategies in the marketing and its management
2. To give an exposure to the students on marketing environment

Course Outcomes:

CO1: Evaluate the relevance of marketing concepts impact on environmental changes while designing Marketing Plans, Strategies and Practices.

CO2: Develops marketing strategies based on segmentation, Target marketing and positioning by examining consumer behavior.

CO3: Ability to communicate the unique marketing mixes and selling propositions for specific product offerings and pricing objectives.

CO4: Develops and apply knowledge to create an integrated marketing communication strategies and distribution strategies.

CO5: Ability to analyze marketing control techniques and can understand strategies related to Rural, Global and services marketing areas.

COURSE ARTICULATION MATRIX (Correlation between COs & POs)

Cos	PO1	PO2	PO3	PO4	PO5
CO1	2				
CO2		2			
CO3				3	
CO4	2				
CO5					2

Note: 1- Slight (Low), 2 – Moderate (Medium), 3 - Substantial (High).

BOS APPROVED TEXT BOOK:

1. Philip kotler, Kevin Lane Keller, Abraham koshy&MithileswarJha – Marketing management -- Pearson 14th edition, New Delhi -2013
2. VS Ramaswamy , S.Namakumari –Marketing management||- 3/e, Macmillan, Newdelhi ,4th edition ,2013

BOS APPROVED REFERENCE BOOKS:

- R1: Rajansaxena (2010)- Markeiting management- MC graw hill Publishers
 R2: Vijay prakashanand – Marketing management _ Biztantra&vailey publishers
 R3: RSNpillaiand Bhagawati–Modern marketing principlesand practices–S Chand publications
 R4: K Karunakaran-Marketing management- Himalaya publishers-2013
 R5:Tapan k panda- Marketing management- Text and cases- Excel books , N Delhi

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): Section –A**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	UNIT I: INTRODUCTION TO Marketing	1	31-12-2018		TLM1	1	VS Ramaswamy , S.Namakumari –Marketing management - 3/e, Macmillan, Newdelhi ,4 th edition , 2013	
2.	Definition, Importance & process of marketing,	1	03-01-2019		TLM1	2		
3.	Elements of marketing	1	05-01-2019		TLM1	1		
4.	Evolution of marketing	1	07-01-2019		TLM1/2	1		
5.	Functions of marketing	1	08-01-2019		TLM1	1		
6.	core marketing Concepts	1	10-01-2019		TLM1	1		
7.	Indian Marketing Environment	1	12-01-2019		TLM1	1		
8.	Market research definition	1	14-01-2019		TLM1	1		
9.	Commissioning MR	1	17-01-2019		TLM1	1		
10.	MR process	1	19-01-2019		TLM1	1		
11.	MR Online	1	21-01-2019		TLM1	1		
12.	MIS	1	22-01-2019		TLM1	1		

13.	Tutorial 1	1	24-01-2019		TLM1	1		
14.	Case study	1	28-01-2019		TLM1/2	1		

No. of classes required for Unit 1- 14 No. of classes taken:

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	
15.	UNIT II: Market Segmentation	1	29-01-2019		TLM1	1	VS Ramaswamy , S.Namakumari —Marketing management - 3/e, Macmillan, Newdelhi ,4 th edition , 2013	
16.	Definition importance	1	31-01-2019		TLM1	1		
17.	Levels of Market Segmentation	1	02-02-2019		TLM1	1		
18.	Basis for segmenting Consumer and business markets	1	04-02-2019		TLM1	1		
19.	Requirement for effective Segmentation Targeting	1	05-02-2019		TLM1	1		
20.	Market targeting	1	07-02-2019		TLM1	1		
21.	Marketing Positioning	1	09-02-2019		TLM1	1		
22.	marketing strategies.	1	11-02-2019		TLM1	1		
23.	Understanding consumer behavior	1	12-02-2019		TLM1/2	1		
24.	Marketing mix	1	14-02-2019		TLM1/2	1		
25.	Marketing mix		16-02-2019					
26.	Tutorial 2	1	25-02-2019		TLM1	1		
27.	Case study	1	26-02-2019		TLM1	1		
28.	No. of classes required for Unit 2 -12 No. of classes taken:							
29.								
30.	UNIT III: Product Management & pricing strategy	1	28-02-2019		TLM1/2	1		
31.	Product Definition	1	02-03-2019		TLM1/2	1		
32.	Types of products	1	05-03-2019		TLM1/2	1		
33.	Product levels and mix	1	07-03-2019		TLM1/2	2		
34.	Product line	1	09-03-2019		TLM1	2		

35.	New Product Development	1	11-03-2019		TLM1/ 2	2	
36.	Product Life Cycle	1	12-03-2019		TLM1/ 2	3	
37.	Branding and brand related issues.	1	14-03-2019		TLM1/ 2	3	
38.	Pricing objectives and importance	1	16-03-2019		TLM1/ 2	3	
39.	Process of pricing	1	18-03-2019		TLM1/ 2	3	
40.	Factors influencing pricing and strategies and comp's price	1	19-03-2019		TLM1	2	
41.	Tutorial 3	1	21-03-2019		TLM1	2	
42.	No. of classes required for Unit 3—12		No. of classes taken:				
43.	UNIT-IV: Distribution Management and Promotion	1	23-03-2019		TLM1	2	
44.	Role and importance of marketing channels	1	25-03-2019		TLM1/ 2	1	
45.	Channel intermediaries and functions	1	26-03-2019		TLM1	2	
46.	Channel management decisions	1	28-03-2019		TLM1	2	
47.	Channels for consumer products & industry products	1	30-03-2019		TLM1	2	
48.	Channel conflicts and promotional mix	1	01-04-2019		TLM1	2	
49.	Role of advertising	1	02-04-2019		TLM1	2	
50.	Personal selling and publicity	1	04-04-2019		TLM1	2	
51.	Public relations and sales promotion	1	08-04-2019		TLM1	2	

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
52.	Tutorial 4	1	09-04-2019		TLM1	3	1. Philip kotler, Kevin Lane Keller, Abraham koshy&MithileswarJha - Marketing management -- Pearson 14 th edition, New Delhi -2013	
53.	No. of classes required for Unit 4—12			No. of classes taken:				
54.	UNIT-V Marketing control	1	11-04-2019		TLM1	3		
55.	Types of marketing control	1	13-04-2019		TLM1	3		
56.	Relationship marketing	1	15-04-2019		TLM1/2	3		
57.	Digital marketing	1	16-04-2019		TLM1	3		
58.	Rural marketing	1	18-04-2019		TLM1	3		
59.	Services marketing	1	20-04-2019		TLM1	3		
60.	Market sustainability and ethics	1	22-04-2019		TLM1	3		
61.	Global marketing	1	23-04-2018		TLM1	3		
62.	Tutorial 5	1	25-04-2019		TLM1	3		
63.	Report and presentations	1	27-04-2019		TLM1	3		
No. of classes required for Unit 5—10			No. of classes taken:					

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/SwayamPrabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) = A	1,2	A=35
II-Mid Examination (Descriptive+ Objective) = B	3,4,5	B=35
Evaluation of Mid Marks: A+B =75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation = C	1,2,3,4,5	C=5
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Managementprofession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAMME OUTCOMES (POs)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a teamenvironment.

Course Instructor	Course Coordinator	Module Coordinator	HOD

COURSE HANDOUT

Part-A

PROGRAM : MBA II-Semester Sec B

ACADEMIC YEAR : 2017-18

COURSE NAME & CODE : MARKETING MANAGEMENT

L-T-P STRUCTURE : 3-1-0

COURSE CREDITS 3

COURSE INSTRUCTOR : Dr. Y VENKATA RAMANA

COURSE COORDINATOR : Dr. Y VENKATA RAMANA **PRE-REQUISITES** : None

Course Educational Objectives:

3. To develop greater insight on concepts, issues and strategies in the marketing and its management

4. To give an exposure to the students on marketing environment

Course Outcomes:

CO1: Evaluate the relevance of marketing concepts impact on environmental changes while designing Marketing Plans, Strategies and Practices.

CO2: Develops marketing strategies based on segmentation, Target marketing and positioning by examining consumer behavior.

CO3: Ability to communicate the unique marketing mixes and selling propositions for specific product offerings and pricing objectives.

CO4: Develops and apply knowledge to create an integrated marketing communication strategies and distribution strategies.

CO5: Ability to analyze marketing control techniques and can understand strategies related to Rural, Global and services marketing areas.

COURSE ARTICULATION MATRIX (Correlation between COs & POs)

Cos	PO1	PO2	PO3	PO4	PO5
CO1	2				
CO2		2			
CO3				3	
CO4	2				
CO5					2

Note: 1- Slight (Low), 2 – Moderate (Medium), 3 - Substantial (High).

BOS APPROVED TEXT BOOK:

1. Philip kotler, Kevin Lane Keller, Abraham koshy&MithileswarJha – Marketing management -- Pearson 14th edition, New Delhi -2013
2. VS Ramaswamy , S.Namakumari –Marketing management||- 3/e, Macmillan, Newdelhi ,4th edition ,2013

BOS APPROVED REFERENCE BOOKS:

R1: Rajansaxena (2010)- Markeiting management- MC graw hill Publishers

R2: Vijay prakashanand – Marketing management _ Biztantra&vailey publishers

R3: RSNpillaiandBhagawati–Modernmarketingprinciplesandpractices–S Chand publications

R4: K Karunakaran-Marketing management- Himalaya publishers-2013

R5:Tapan k panda- Marketing management- Text and cases- Excel books , N Delhi

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): Section –A**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	UNIT I: INTRODUCTION TO Marketing	1	31-12-2018		TLM1	1	VS Ramaswamy , S.Namakumari -Marketing management - 3/e, Macmillan, Newdelhi ,4 th edition ,2013	
2.	Definition, Importance &process of marketing,	1	04-01-2019		TLM1	2		
3.	Elements of marketing	1	05-01-2019		TLM1	1		
4.	Evolution of marketing	1	07-01-2019		TLM1/2	1		
5.	Functions of marketing	1	08-01-2019		TLM1	1		
6.	core marketing Concepts	1	11-01-2019		TLM1	1		
7.	Indian Marketing Environment	1	12-01-2019		TLM1	1		
8.	Market research definition	1	14-01-2019		TLM1	1		
9.	Commissioning MR	1	18-01-2019		TLM1	1		
10.	MR process	1	19-01-2019		TLM1	1		
11.	MR Online	1	21-01-2019		TLM1	1		

12.	MIS	1	22-01-2019		TLM1	1		
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13.	Tutorial 1	1	25-01-2019		TLM1	1		
14.	Case study	1	28-01-2019		TLM1/2	1		

No. of classes required for Unit 1- 14 No. of classes taken:

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	
15.	UNIT II: Market Segmentation	1	29-01-2019		TLM1	1	VS Ramaswamy , S.Namakumari —Marketing management - 3/e, Macmillan, Newdelhi ,4 th edition , 2013	
16.	Definition importance	1	01-02-2019		TLM1	1		
17.	Levels of Market Segmentation	1	02-02-2019		TLM1	1		
18.	Basis for segmenting Consumer and business markets	1	04-02-2019		TLM1	1		
19.	Requirement for effective Segmentation Targeting	1	05-02-2019		TLM1	1		
20.	Market targeting	1	08-02-2019		TLM1	1		
21.	Marketing Positioning	1	09-02-2019		TLM1	1		
22.	marketing strategies.	1	11-02-2019		TLM1	1		
23.	Understanding consumer behavior	1	12-02-2019		TLM1/2	1		
24.	Marketing mix	1	15-02-2019		TLM1/2	1		
25.	Marketing mix		16-02-2019					
26.	Tutorial 2	1	25-02-2019		TLM1	1		
27.	Case study	1	26-02-2019		TLM1	1		
28.	No. of classes required for Unit 2 -12 No. of classes taken:							
29.								
30.	UNIT III: Product Management & pricing strategy	1	01-03-2019		TLM1/2	1		
31.	Product Definition	1	02-03-2019		TLM1/2	1		
32.	Types of products	1	05-03-2019		TLM1/2	1		
33.	Product levels and mix	1	08-03-2019		TLM1/2	2		
34.	Product line	1	09-03-2019		TLM1	2		

35.	New Product Development	1	11-03-2019		TLM1/ 2	2	
36.	Product Life Cycle	1	12-03-2019		TLM1/ 2	3	
37.	Branding and brand related issues.	1	15-03-2019		TLM1/ 2	3	
38.	Pricing objectives and importance	1	16-03-2019		TLM1/ 2	3	
39.	Process of pricing	1	18-03-2019		TLM1/ 2	3	
40.	Factors influencing pricing and strategies and comp's price	1	19-03-2019		TLM1	2	
41.	Tutorial 3	1	22-03-2019		TLM1	2	
42.	No. of classes required for Unit 3—12		No. of classes taken:				
43.	UNIT-IV: Distribution Management and Promotion	1	23-03-2019		TLM1	2	
44.	Role and importance of marketing channels	1	25-03-2019		TLM1/ 2	1	
45.	Channel intermediaries and functions	1	26-03-2019		TLM1	2	
46.	Channel management decisions	1	29-03-2019		TLM1	2	
47.	Channels for consumer products & industry products	1	30-03-2019		TLM1	2	
48.	Channel conflicts and promotional mix	1	01-04-2019		TLM1	2	
49.	Role of advertising	1	02-04-2019		TLM1	2	
50.	Personal selling and publicity	1	08-04-2019		TLM1	2	
51.	Public relations and sales promotion	1	09-04-2019		TLM1	2	

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly	
52.	Tutorial 4	1	12-04-2019		TLM1	3	1. Philip kotler, Kevin Lane Keller, Abraham koshy&MithileswarJha - Marketing management -- Pearson 14 th edition, New Delhi -2013		
53.	No. of classes required for Unit 4—12			No. of classes taken:					
54.	UNIT-V Marketing control	1	13-04-2019		TLM1	3			
55.	Types of marketing control	1	15-04-2019		TLM1	3			
56.	Relationship marketing	1	16-04-2019		TLM1/2	3			
57.	Digital marketing	1	20-04-2019		TLM1	3			
58.	Rural marketing	1	22-04-2019		TLM1	3			
59.	Services marketing , Market sustainability and ethics	1	23-04-2018		TLM1	3			
60.	Global marketing	1	26-04-2019		TLM1	3			
61.	Tutorial 5, Report and presentations	1	27-04-2019		TLM1	3			
No. of classes required for Unit 5—10			No. of classes taken:						

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/SwayamPrabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) = A	1,2	A=35
II-Mid Examination (Descriptive+ Objective) = B	3,4,5	B=35
Evaluation of Mid Marks: A+B =75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation = C	1,2,3,4,5	C=5
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAMME OUTCOMES (POs)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Course Instructor	Course Coordinator	Module Coordinator	HOD

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
SCHOOL OF MANAGEMENT STUDIES
(Autonomous & Affiliated to JNTUK, Kakinada & Approved by AICTE, New Delhi,
NAAC Accredited with 'A' grade, Accredited by NBA, Certified by ISO 9001:2015)
L B Reddy Nagar, Mylavaram-521 230, Krishna District, Andhra Pradesh.

COURSE HANDOUT

Part-A

PROGRAM : MBA. II-Semester
ACADEMIC YEAR : 2018-19
COURSE NAME & CODE : FINANCIAL MANAGEMENT & 17MB09
L-T-P STRUCTURE : 4-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : U. RAMBABU
COURSE COORDINATOR : R. JEYA LAKSHMI

• **PRE-REQUISITES:**

COURSE EDUCATIONAL OBJECTIVES (CEOs):

Course Educational Objectives:-

- To make the management students familiar with fundamental concepts of Financial Management
- To provide adequate and appropriate theoretical knowledge to initiate financial Decisions that leads success of business.
- To discuss the short term and long term financial needs generating sources of capital in an organization
- To discuss the role of the Working capital management for the successful operations of business.
- To explore various methodologies to be followed in dividend management in view of maximization of equity shareholders wealth as well as firm value.

Course Outcomes:-

- Students are able to learn basic fundamentals of Financial Management and make themselves as efficient and effective managers in dealing financial decisions.
- Student is able to understand the process of investment of capital, generation of funds and other financial operations of a business.
- Student is able to digest various tools & techniques applied in the effective working capital management of a business.
- Able to understand cost & benefits of each financial decision in short run & long run.
- Student can understand various approaches and methodologies to be followed in dividends management for the wealth maximization of a shareholders.

COURSE ARTICULATION MATRIX (Correlation between COs&POs,PSOs):

COs	PO1	PO2	PO3	PO4	PO5
CO1	3	-	-	-	3
CO2	2	1	-	-	-
CO3	1	1	-	--	-
CO4	-	2	--	--	--
CO5	1	2	--	--	--

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put ‘-’
1- Slight (Low), **2** – Moderate (Medium), **3** - Substantial (High).

BOS APPROVED TEXT BOOKS:**Text Books:**

TEXT BOOKS

T1: Khan & Jain P.K, Financial management: Text & Problems, Tata McGraw-Hill, New Delhi.

T2: IM Pandey, Financial management, 9th edition, Vikas Publishing House Pvt Ltd, New Delhi-2005

REFERENCES

R1. Eugene F Brigham et al Financial management: Theory & Practices, 9th edition, the Dryden Press-1999.

R2. Van Horne, Financial Management & Policy, 12th edition, Prentice Hall New Delhi.

R3. Damodaran, Aswath.john, Corporate finance: Theory & Practices, 2nd edition, Wiley& sons,

R4. Prasanna Chandra, Financial management: Theory & Practices, 7th edition, Tata McGraw-Hill, New Delhi-2004

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): Section-B****UNIT-I : Introduction** to financial management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject	1	03-01-2019		TLM1	CO1	T1/T2	
2.	Course Outcomes	1	04-01-2019		TLM2	CO1	T1/T2	
3.	Introduction to UNIT-I	1	07-01-2019		TLM1	CO1	T1/T2	
4.	Nature and scope of FM	1	08-01-2019		TLM1	CO1	T1/T2	
5.	Tutorial -1	1	10-01-2019		TLM3	CO1	T1/T2	
6.	Evolution of financial management	1	11-01-2019		TLM1	CO1	T1/T2	
7.	Objectives of financial management	1	18-01-2019		TLM1	CO1	T1/T2	
8.	Functions of financial management	1	19-01-2019		TLM1	CO1	T1/T2	
9.	Branches of financial management	1	21-01-2019		TLM1	CO1	T1/T2	
10.	Interface of financial management with other functional areas	1	22-01-2019		TLM1	CO1	T1/T2	
11.	Environment of corporate finance	1	24-01-2019		TLM1	CO1	T1/T2	
12.	Environment of corporate finance	1	25-01-2019		TLM1	CO1	T1/T2	

13.	Tutorial -2	1	28-01-2019		TLM3	CO1	T1/T2	
No. of classes required to complete UNIT-I		13			No. of classes taken:			

UNIT-II :

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
14.	UNIT II Time value of money introduction	1	29-01-2019		TLM1	CO2	T1/T2	
15.	Types of cash flows Future value of single cash flow	1	30-01-2019		TLM1	CO2	T1/T2	
16.	Multiple cash flows Annuity cash flows	1	31-01-2019		TLM2	CO2	T1/T2	
17.	Present value of a single cash flows	1	01-02-2019		TLM1	CO2	T1/T2	
18.	Tutorial-3	1	02-02-2019		TLM3	CO2	T1/T2	
19.	Multiple cash flows & annuity Perpetual & growing perpetuity	1	04-02-2019		TLM1	CO2	T1/T2	
20.	Capital expenditure decisions Process of capital budgeting	1	05-02-2019		TLM1	CO2	T1/T2	
21.	Basic principles in estimating cost & benefit of investment Appraisal criterion	1	07-02-2019		TLM1	CO2	T1/T2	
22.	Discounted methods	1	08-02-2019		TLM1	CO2	T1/T2	
23.	Non-discounted methods	1	11-02-2019		TLM1	CO2	T1/T2	
24.	PROBLEMS	1	12-02-2019		TLM1	CO2	T1/T2	
25.	Cost of capital concept and measurement: Debt vs	1	14-02-2019		TLM1	CO2	T1/T2	

	equity of debt Preference ,equity shares							
26.	Retained earnings weighted	1	15-02-2019		TLM1	CO2	T1/T2	
27.	average cost of capital Importance of cost of capital capital budgeting	1	16-02-2019		TLM1	CO2	T1/T2	
28.	I MID	1	18-02-2019					
29.	I MID	1	19-02-2019					
30.	I MID	1	21-02-2019					
31.	I MID	1	19-02-2018					
32.	I MID	1	21-02-2018					
33.	I MID	1	22-02-2018					
34.	I MID	1	23-02-2018					
No. of classes required to complete UNIT-II		21			No. of classes taken:			

UNIT-III: CAPITAL STRUCTURE THEORIES

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
35.	Capital structure theories: NI approach	1	25-02-2019		TLM1	CO3	T1 or R4	
36.	NPI Approach	1	26-02-2019		TLM1	CO3	T1 or R4	
37.	MM Approach	1	28-02-2019		TLM1	CO3	T1 or R4	
38.	Business and financial risk	1	01-03-2019		TLM1	CO3	T1 or R4	
39.	Tutorial	1	02-03-2019		TLM3	CO3		
40.	Determents of capital structure	1	05-03-2019		TLM1	CO3	T1 or R4	
41.	Approach to estimate the capital structure	1	07-03-2019		TLM1	CO3	T1 or R4	
42.	Variations of capital structure	1	08-03-2019		TLM1	CO3	T1 or R4	

43.	EBIT/EPS Analysis	1	09-03-2018		TLM1	CO3	T1 or R4		
44.	Tutorial	1	11-03-2019		TLM3	CO3	T1 or R4		
45.	ROI/ROE Analysis	1	12-03-2019		TLM1	CO3	T1 or R4		
46.	Leverage: measuring and analyzing the implication of leverage	1	14-03-2019		TLM1	CO3	T1 or R4		
47.	Operating leverage	1	15-03-2019		TLM1	CO3	T1 or R4		
48.	Financial leverage	1	16-03-2019		TLM1	CO3			
49.	Total leverage	1	18-03-2019		TLM1	CO3	T1 or R4		
50.	Problems	1	19-03-2019		TLM1	CO3	T1 or R4		
51.	Tutorial	1	21-03-2019		TLM3	CO3	T1 or R4		
52.	Sources of long term finance: equity capital -	1	22-03-2019		TLM1	CO3	T1 or R4		
53.	debenture capital term loans	1	23-03-2019		TLM1	CO3	T1 or R4		
54.	Deferred credit, venture capital	1	25-03-2019		TLM1	CO3	T1 or R4		
55.	, IPO, public issue by listing companies	1	26-03-2019		TLM1	CO3	T1 or R4		
56.	Right issues preferential allotment	1	28-03-2019		TLM1	CO3	T1 or R4		
57.	private placement and institutional finance	1	29-03-2019		TLM1	CO3	T1 or R4		
No. of classes required to complete UNIT-III		22					No. of classes taken:		

UNIT-IV : working capital

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
58.	Components of WC	1	30-03-2019		TLM1	CO4	T1 or R4	
59.	GROSS VS NET W.C	1	01-04-		TLM1	CO4	T1 or R4	

			2019					
60.	Determinants of working capital	1	02-04-2019		TLM1	CO4	T1 or R4	
61.	Need of w.c	1	04-04-2019		TLM1	CO4	T1 or R4	
62.	Operating cycle	1	08-04-2019		TLM3	CO4	T1 or R4	
63.	Tutorial	1	09-04-2019		TLM1	CO4	T1 or R4	
64.	Planning of working capital	1	11-04-2019		TLM1	CO4	T1 or R4	
65.	Financial of working capital through bank finance & trade credit	1	12-04-2019		TLM1	CO4	T1 or R4	
No. of classes required to complete UNIT-IV		08			No. of classes taken:			

UNIT-V: Dividend policy

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
66.	Dividend -types of dividend	1	15-04-2019		TLM1	CO5	T1 or R4	
67.	Factors affecting dividend policy	1	16-04-2019		TLM1	CO5	T1 or R4	
68.	Different approaches of dividend policy	1	18-04-2019		TLM1	CO5	T1 or R4	
69.	Traditional approach	1	19-04-2019		TLM1	CO5	T1 or R4	
70.	Tutorial		20-04-2019		TLM3	CO5		
71.	Walter model & Gordon model	1	22-04-2019		TLM1	CO5	T1 or R4	
72.	Modigliani miller model	1	23-04-2019		TLM1	CO5	T1 or R4	
73.	Rational expectations model	1	25-04-2019		TLM1	CO5	T1 or R4	
74.	problems	1	26-04-2019		TLM1	CO5	T1 or R4	
No. of classes required to complete UNIT-V		09			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
75.	Online trading	1	27-04-2019		TLM4		ZERODHA WEB SITE	
76.	II MID EXAM		29-04-2019					
77.	II MID EXAM		30-04-2019					
78.	II MID EXAM		02-05-2019					
79.	II MID EXAM		03-04-2019					

80.	II MID EXAM		04-05-2019					
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Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part – C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) = A	1,2	A=35
II-Mid Examination (Descriptive+ Objective) = B	3,4,5	B=35
Evaluation of Mid Marks: A+B =75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation = C	1,2,3,4,5	C=5
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAMME OUTCOMES (POs)

- Apply knowledge of management theories and practices to solve business problems.
- Foster Analytical and critical thinking abilities for data-based decision making.
- Ability to develop Value based Leadership ability.
- Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
- Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Mr.U. RAMBABU	Smt.R. JEYA LAKSHMI	Smt.R. JEYA LAKSHMI	Dr.A. ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD

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L B Reddy Nagar, Mylavaram-521 230, Krishna District, Andhra Pradesh.

COURSE HANDOUT

Part-A

PROGRAM : MBA., II-Semester
ACADEMIC YEAR : 2018-19
COURSE NAME & CODE : FINANCIAL MANAGEMENT & 17MB09
L-T-P STRUCTURE : 4-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : U. RAMBABU
COURSE COORDINATOR : R. JEYA LAKSHMI

• **PRE-REQUISITES:**

COURSE EDUCATIONAL OBJECTIVES (CEOs):

Course Educational Objectives:-

- To make the management students familiar with fundamental concepts of Financial Management
- To provide adequate and appropriate theoretical knowledge to initiate financial Decisions that leads success of business.
- To discuss the short term and long term financial needs generating sources of capital in an organization
- To discuss the role of the Working capital management for the successful operations of business.
- To explore various methodologies to be followed in dividend management in view of maximization of equity shareholders wealth as well as firm value.

Course Outcomes:-

- Students are able to learn basic fundamentals of Financial Management and make themselves as efficient and effective managers in dealing financial decisions.
- Student is able to understand the process of investment of capital, generation of funds and other financial operations of a business.
- Student is able to digest various tools & techniques applied in the effective working capital management of a business.
- Able to understand cost & benefits of each financial decision in short run & long run.
- Student can understand various approaches and methodologies to be followed in dividends management for the wealth maximization of a shareholders.

COURSE ARTICULATION MATRIX (Correlation between COs&POs,PSOs):

Cos	PO1	PO2	PO3	PO4	PO5
CO1	3	-	-	-	3
CO2	2	1	-	-	-
CO3	1	1	-	--	-
CO4	-	2	--	--	--
CO5	1	2	--	--	--

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put '-'
1- Slight (Low), **2** – Moderate (Medium), **3** - Substantial (High).

BOS APPROVED TEXT BOOKS:

Text Books:

TEXT BOOKS

T1: Khan & Jain P.K, Financial management: Text & Problems, Tata McGraw-Hill, New Delhi.

T2: IM Pandey, Financial management, 9th edition, Vikas Publishing House Pvt Ltd, New Delhi-2005

REFERENCES

R1. Eugene F Brigham et al Financial management: Theory & Practices, 9th edition, the Dryden Press-1999.

R2. Van Horne, Financial Management & Policy, 12th edition, Prentice Hall New Delhi.

R3. Damodaran, Aswath.john, Corporate finance: Theory & Practices, 2nd edition, Wiley& sons,

R4. Prasanna Chandra, Financial management: Theory & Practices, 7th edition, Tata McGraw-Hill, New Delhi-2004

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): Section-B

UNIT-I : Introduction to financial management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
81.	Introduction to Subject	1	02-01-2019		TLM1	CO1	T1/T2	
82.	Course Outcomes	1	04-01-2019		TLM2	CO1	T1/T2	
83.	Introduction to UNIT-I	1	05-01-2019		TLM1	CO1	T1/T2	
84.	Nature and scope of FM	1	07-01-2019		TLM1	CO1	T1/T2	
85.	Tutorial -1	1	08-01-2019		TLM3	CO1	T1/T2	
86.	Evolution of financial management	1	09-01-2019		TLM1	CO1	T1/T2	
87.	Objectives of financial management	1	11-01-2019		TLM1	CO1	T1/T2	
88.	Functions of financial management	1	18-01-2019		TLM1	CO1	T1/T2	
89.	Branches of financial management	1	19-01-2019		TLM1	CO1	T1/T2	
90.	Interface of financial management with other functional areas	1	21-01-2019		TLM1	CO1	T1/T2	
91.	Environment of corporate finance	1	22-01-2019		TLM1	CO1	T1/T2	
92.	Environment of corporate finance	1	23-01-2019		TLM1	CO1	T1/T2	
93.	Tutorial -2	1	25-01-2019		TLM3	CO1	T1/T2	
No. of classes required to complete UNIT-I		13			No. of classes taken:			

UNIT-II :

S.No.	Topics to be covered	No. of Classes	Tentative Date of	Actual Date of	Teaching Learning	Learning Outcome	Text Book	HOD Sign
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		Required	Completion	Completion	Methods	COs	followed	Weekly
94.	UNIT II Time value of money introduction	1	28-01-2019		TLM1	CO2	T1/T2	
95.	Types of cash flows Future value of single cash flow	1	29-01-2019		TLM1	CO2	T1/T2	
96.	Multiple cash flows Annuity cash flows	1	30-01-2019		TLM2	CO2	T1/T2	
97.	Present value of a single cash flows	1	01-02-2019		TLM1	CO2	T1/T2	
98.	Tutorial-3	1	02-02-2019		TLM3	CO2	T1/T2	
99.	Multiple cash flows & annuity Perpetual & growing perpetuity	1	04-02-2019		TLM1	CO2	T1/T2	
100.	Capital expenditure decisions Process of capital budgeting	1	05-02-2019		TLM1	CO2	T1/T2	
101.	Basic principles in estimating cost & benefit of investment Appraisal criterion	1	06-02-2019		TLM1	CO2	T1/T2	
102.	Discounted methods	1	08-02-2019		TLM1	CO2	T1/T2	
103.	Non-discounted methods	1	11-02-2019		TLM1	CO2	T1/T2	
104.	PROBLEMS	1	12-02-2019		TLM1	CO2	T1/T2	
105.	Cost of capital concept and measurement: Debt vs equity of debt Preference ,equity shares	1	13-02-2019		TLM1	CO2	T1/T2	
106.	Retained earnings weighted average cost of capital	1	15-02-2019		TLM1	CO2	T1/T2	

107.	Importance of cost of capital capital budgeting	1	16-02-2019		TLM1	CO2	T1/T2	
108.	I MID	1	18-02-2019					
109.	I MID	1	19-02-2019					
110.	I MID	1	20-02-2019					
111.	I MID	1	22-02-2018					
112.	I MID	1	23-02-2018					
No. of classes required to complete UNIT-II		19			No. of classes taken:			

UNIT-III: CAPITAL STRUCTURE THEORIES

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
113.	Capital structure theories: NI approach	1	25-02-2019		TLM1	CO3	T1 or R4	
114.	NPI Approach	1	26-02-2019		TLM1	CO3	T1 or R4	
115.	MM Approach	1	27-02-2019		TLM1	CO3	T1 or R4	
116.	Business and financial risk	1	01-03-2019		TLM1	CO3	T1 or R4	
117.	Tutorial	1	02-03-2019		TLM3	CO3		
118.	Determents of capital structure	1	05-03-2019		TLM1	CO3	T1 or R4	
119.	Approach to estimate the capital structure	1	06-03-2019		TLM1	CO3	T1 or R4	
120.	Variations of capital structure	1	08-03-2019		TLM1	CO3	T1 or R4	
121.	EBIT/EPS Analysis	1	09-03-2018		TLM1	CO3	T1 or R4	
122.	Tutorial	1	11-03-2019		TLM3	CO3	T1 or R4	
123.	ROI/ROE Analysis	1	12-03-2019		TLM1	CO3	T1 or R4	
124.	Leverage: measuring and analyzing the implication of leverage	1	13-03-2019		TLM1	CO3	T1 or R4	

125.	Operating leverage	1	15-03-2019		TLM1	CO3	T1 or R4		
126.	Financial leverage	1	16-03-2019		TLM1	CO3			
127.	Total leverage	1	18-03-2019		TLM1	CO3	T1 or R4		
128.	problems	1	19-03-2019		TLM1	CO3	T1 or R4		
129.	Tutorial	1	20-03-2019		TLM3	CO3	T1 or R4		
130.	Sources of long term finance: equity capital -	1	22-03-2019		TLM1	CO3	T1 or R4		
131.	debenture capital term loans	1	23-03-2019		TLM1	CO3	T1 or R4		
132.	Deferred credit, venture capital	1	25-03-2019		TLM1	CO3	T1 or R4		
133.	, IPO, public issue by listing companies	1	26-03-2019		TLM1	CO3	T1 or R4		
134.	Right issues preferential allotment	1	27-03-2019		TLM1	CO3	T1 or R4		
135.	private placement and institutional finance	1	29-03-2019		TLM1	CO3	T1 or R4		
No. of classes required to complete UNIT-III		22					No. of classes taken:		

UNIT-IV : working capital

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
136.	Components of WC	1	30-03-2019		TLM1	CO4	T1 or R4	
137.	GROSS VS NET W.C	1	01-04-2019		TLM1	CO4	T1 or R4	
138.	Determinants of working capital	1	02-04-2019		TLM1	CO4	T1 or R4	
139.	Need of w.c	1	03-04-2019		TLM1	CO4	T1 or R4	
140.	Operating cycle	1	08-04-2019		TLM1	CO4	T1 or R4	
141.	Tutorial	1	09-04-2019		TLM3	CO4	T1 or R4	
142.	Planning of working capital	1	10-04-2019		TLM1	CO4	T1 or R4	

143.	Financial of working capital through bank finance & trade credit	1	12-04-2019		TLM1	CO4	T1 or R4	
No. of classes required to complete UNIT-IV		08			No. of classes taken:			

UNIT-V : Dividend policy

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
144.	Dividend - types of dividend	1	15-04-2019		TLM1	CO5	T1 or R4	
145.	Factors affecting dividend policy	1	16-04-2019		TLM1	CO5	T1 or R4	
146.	Different approaches of dividend policy	1	17-04-2019		TLM1	CO5	T1 or R4	
147.	Traditional approach	1	19-04-2019		TLM1	CO5	T1 or R4	
148.	Tutorial		20-04-2019		TLM3	CO5		
149.	Walter model	1	22-04-2019		TLM1	CO5	T1 or R4	
150.	Gordon model	1	23-04-2019		TLM1	CO5	T1 or R4	
151.	Modigliani miller model Rational expectations model	1	24-04-2019		TLM1	CO5	T1 or R4	
152.	Tutorial	1	26-04-2019		TLM1	CO5	T1 or R4	
No. of classes required to complete UNIT-V		09			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
153.	Online trading	1	27-04-2019		TLM4		ZERODHA WEB SITE	
154.	II MID EXAM	1	29-04-2019					
155.	II MID EXAM	1	30-04-2019					
156.	II MID EXAM	1	01-05-2019					
157.	II MID EXAM	1	03-04-2019					
158.	II MID	1	04-05-					

	EXAM		2019					
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Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part – C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) = A	1,2	A=35
II-Mid Examination (Descriptive+ Objective) = B	3,4,5	B=35
Evaluation of Mid Marks: A+B =75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation = C	1,2,3,4,5	C=5
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAMME OUTCOMES (POs)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

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LB Reddy Nagar, Mylavaram-521 230, Krishna District, Andhra Pradesh.

COURSE HANDOUT Section-A

Part-A

PROGRAM : MBA., II-Sem.
ACADEMIC YEAR : 2018-19
COURSE NAME & CODE : HUMAN RESOURCES MANAGEMENT
STRUCTURE : 3-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr.A.ADISESHA REDDY
COURSE COORDINATOR : Dr.A.ADISESHA
REDDY

COURSE EDUCATION OBJECTIVES:

1. To enable students understand the significant role played by HRM departments and familiarize them with the process of manpower planning
2. To explain students about the scientific recruitment and selection process and their merits and demerits.
3. To ensure students knowledge about different techniques of managing employee careers.
4. To make students recognize the importance of evaluating job performances and offering competitive pay packages to employees.
5. To familiarize students with the usual disciplinary and grievance handling procedures.

COURSE OUTCOME:

- CO1: Deal with HRM/HRP efficiently in the real business life to ensure efficient human resources.
- CO2: Conduct job analysis and scientific recruitment and selection process for the higher productivity.
- CO3: Contribute towards organizational growth by designing and implementing appropriate training and development programmes.
- CO4: Develop relevant and objective performance appraisal and compensation system to meet individual and organisational strategic needs.
- CO5: Effectively handle disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organisation.

COURSE ARTICULATION MATRIX(Correlation between COs&POs,PSOs):

CO S	PO1	PO2	PO3	PO4	PO5
CO1	---	---	2	----	3
CO2	1	3	---	---	---
CO3	---	----	2	3	---
CO4	----	1	---	----	3
CO5	---	---	2	1	---

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, **put „-“**
1- Slight(Low), **2** -Moderate(Medium), **3** - Substantial (High).

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SECTION -A

UNIT-I : INTRODUCTION TO HRM

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject	1	03-1-19		TLM1	CO1	T1,R1	
2.	Course Outcomes	1	04-1-19		TLM1	CO1	T1,R1	
3.	UNIT-I:Introduction to HRM	1	05-1-19		TLM1	CO1	T1,R1	
4.	Definitions	1	08-1-19		TLM1	CO1	T1,R1	
5.	Functions of HRM	1	10-1-19		TLM1	CO1	T1,R1	
6.	Personal polices and principles	1	11-1-19		TLM1	CO1	T1,R1	
7.	Tutorial -1	1	18-1-19		TLM1	CO1	T1,R1	
8.	Human resources planning	1	19-1-19		TLM1	CO1	T1,R1	
9.	Definitions -objectives of HRP	1	22-1-19		TLM1	CO1	T1,R1	
10.	Process of HRP	1	24-1-19		TLM1	CO1	T1,R1	
11.	Assessing current human resources	1	25-1-19		TLM1	CO1	T1,R1	
12.	Importance of HRP	1	29-1-19		TLM1	CO1	T1,R1	
13.	Tutorial -2	1	31-1-19		TLM1	CO1	T1,R1	
14.	Current trends in HRM/HRP	1	01-2-19		TLM1	CO1	T1,R1	
No. of classes required to complete UNIT-I		14			No. of classes taken:			

UNIT-II : JOB ANALYSIS AND DESIGN

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly	
15.	Introduction to job analysis	1	02-2-19		TLM1	CO2	T1,R1		
16.	Process of job analysis	1	05-02-19		TLM1	CO2	T1,R1		
17.	Use and methods of job analysis	1	07-2-19		TLM1	CO2	T1,R1		
18.	Job description & job specification	1	08-2-19		TLM1	CO2	T1,R1		
19.	Job design : factor affecting for job design	1	9-2-19		TLM1	CO2	T1,R1		
20.	Different approaches of job design	1	12-2-19		TLM1	CO2	T1,R1		
21.	Hickman & Oldham's job characteristics model	1	14-2-19		TLM1	CO2	T1,R1		
22.	Recruitment process and sources and advantages and disadvantages and selection e-recruitment , selection	1	15-2-19		TLM1	CO2	T1,R1		
23.	Selection process and barriers to effective selection	1	16-2-19		TLM1	CO2	T1,R1		
24.	I MID EXAM		19-2-19						
25.	I MID EXAM		21-2-19						
26.	I MID EXAM		22-2-19						
27.	I MID EXAM		23-2-19						
No. of classes required to complete UNIT-II		09			No. of classes taken:				

UNIT-III: Managing careers

S. No.	Topics to be covered	No.of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
31.	Introduction to career planning	1	26-2-19		TLM1	CO3	T1,R1	
32.	Elements of career planning	1	28-2-19		TLM1	CO3	T1,R1	
33.	Promotion -transfer -separations	1	01-3-19		TLM1	CO3	T1,R1	
34.	Tutorial -5	1	02-3-19		TLM1	CO3	T1,R1	
35.	Career development -initiatives - employee commitment	1	05-3-19		TLM1	CO3	T1,R1	
36.	Training and development	1	07-3-19		TLM1	CO3	T1,R1	
37.	Training and development	1	08-3-19		TLM1	CO3	T1,R1	
38.	Inputs- as a source of competitive advantages	1	09-3-19		TLM1	CO3	T1,R1	
39.	Training process	1	12-3-19		TLM1	CO3	T1,R1	
40.	Training methods	1	14-3-19		TLM1	CO3	T1,R1	
41.	Tutorial -6	1	15-3-19		TLM1	CO3	T1,R1	
42.	Evaluation, employment development methods	1	16-3-19		TLM1	CO3	T1,R1	
No. of classes required to complete UNIT-III		12			No. of classes taken:			

UNIT-IV : performance appraisal

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
43.	Introduction to performance appraisal	1	19-3-19		TLM1	CO 4	T1,R1	
44.	Definitions , objectives and process	1	21-3-19		TLM1	CO 4	T1,R1	
45.	Methods of performance appraisal	1	22-3-19		TLM1	CO 4	T1,R1	
46.	Tutorial -7	1	23-3-19		TLM1	CO 4	T1,R1	
47.	Job evaluation	1	26-3-19		TLM1	CO 4	T1,R1	
48.	Methods of job evaluation	1	28-3-19		TLM1	CO 4	T1,R1	
49.	Compensation management	1	29-3-19		TLM1	CO 4	T1,R1	
50.	Components of remuneration	1	30-3-19		TLM1	CO 4	T1,R1	
51.	Importance of an ideal compensation system	1	02-4-19		TLM1	CO 4	T1,R1	
52.	Factors influencing employee remuneration	1	04-4-19		TLM1	CO 4	T1,R1	
53.	Concept of wages	1	05-4-19		TLM1	CO 4	T1,R1	
54.	Incentives -types of incentives plans	1	09-4-19		TLM1	CO 4	T1,R1	
55.	Guidelines for effective incentives plans	1	11-4-19		TLM1	CO 4	T1,R1	
No. of classes required to complete UNIT-IV		13			No. of classes taken:			

UNIT-Employee discipline

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
57.	Introduction to employee discipline	1	12-4-19		TLM1	CO 5	T1,R1	
58.	Causes of indiscipline	1	13-4-19					
59.	Kinds of punishment /penalties - Misconduct, Forms of misconduct	1	16-4-19		TLM1	CO 5	T1,R1	
60.	Procedure for disciplinary actions	1	18-4-19		TLM1	CO 5	T1,R1	
61.	Principles of maintaining discipline	1	20-4-19		TLM1	CO 5	T1,R1	

62	Grievance handling :causes of grievance Procedure and advantages of grievance handling	1	23-4-19		TLM1	CO 5	T1,R1
63	Labour laws :importance and sources and objectives	1	25-4-19		TLM1	CO 5	T1,R1
64	Labour laws :importance and sources and objectives	1	26-4-19		TLM1	CO 5	T1,R1
65	Paper presentations	1	27-4-19		TLM1	CO 5	T1,R1

66	II mid exam		30-4-19					
67	II mid exam		02-05-19					
68	II mid exam		03-05-19					
No. of classes required to complete UNIT-V		9			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
69.	Ethical issues in HRM	1	04-04-19		TLM 2	CO 5	T 1	

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) =A	1,2	A=35
II-Mid Examination (Descriptive+ Objective) =B	3,4,5	B=35
Evaluation of Mid Marks: A+B=75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=5
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

BOS APPROVED TEXT BOOKS (T1) : K.ASWATHAPPA, "HUMAN RESOURCE AND PERSONAL MANAGEMENT", TATA MCGRAW HILL, NEW DELHI, 2007.

**BOS APPROVED REFERENCE BOOKS (R1): B.PATNAIK, "HUMAN RESOURCE MANAGEMENT"
PHI, NEW DELHI,2001.**

PROGRAM EDUCATION OBJECTIVES(PEO"s)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAM OUTCOMES

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr.A.Adishesha Reddy	Dr.A.Adishesha Reddy	Dr.A.Adishesha Reddy	Dr.A.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
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LB Reddy Nagar, Mylavaram-521 230, Krishna District, Andhra Pradesh.

COURSE HANDOUT Section-B

Part-A

PROGRAM : MBA., II-Sem.
ACADEMIC YEAR : 2018-19
COURSE NAME & CODE : HUMAN RESOURCES MANAGEMENT
STRUCTURE : 3-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr.A.ADISESHA REDDY
COURSE COORDINATOR : Dr.A.ADISESHA
REDDY

COURSE EDUCATION OBJECTIVES:

1. To enable students understand the significant role played by HRM departments and familiarize them with the process of manpower planning
2. To explain students about the scientific recruitment and selection process and their merits and demerits.
3. To ensure students knowledge about different techniques of managing employee careers.
4. To make students recognize the importance of evaluating job performances and offering competitive pay packages to employees.
5. To familiarize students with the usual disciplinary and grievance handling procedures.

COURSE OUTCOME:

- CO1: Deal with HRM/HRP efficiently in the real business life to ensure efficient human resources.
- CO2: Conduct job analysis and scientific recruitment and selection process for the higher productivity.

CO3: Contribute towards organizational growth by designing and implementing appropriate training and development programmes.

CO4: Develop relevant and objective performance appraisal and compensation system to meet individual and organisational strategic needs.

CO5: Effectively handle disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organisation.

COURSE ARTICULATION MATRIX(Correlation between COs&POs,PSOs):

CO S	PO1	PO2	PO3	PO4	PO5
CO1	---	---	2	----	3
CO2	1	3	---	---	---
CO3	---	----	2	3	---
CO4	----	1	---	----	3
CO5	---	---	2	1	---

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put „-“

1- Slight(Low), **2** -Moderate(Medium), **3** - Substantial (High).

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SECTION -B

UNIT-I : INTRODUCTION TO HRM

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject	1	04-1-19		TLM1	CO1	T1,R1	
2.	Course Outcomes	1	07-1-19		TLM1	CO1	T1,R1	
3.	UNIT-I:Introduction to HRM	1	08-1-19		TLM1	CO1	T1,R1	
4.	Definitions	1	09-1-19		TLM1	CO1	T1,R1	
5.	Functions of HRM	1	11-1-19		TLM1	CO1	T1,R1	
6.	Personal polices and principles	1	18-1-19		TLM1	CO1	T1,R1	
7.	Tutorial -1	1	21-1-19		TLM1	CO1	T1,R1	
8.	Human resources planning	1	22-1-19		TLM1	CO1	T1,R1	
9.	Definitions -objectives of HRP	1	23-1-19		TLM1	CO1	T1,R1	
10.	Process of HRP	1	25-1-19		TLM1	CO1	T1,R1	
11.	Assessing current human resources	1	28-1-19		TLM1	CO1	T1,R1	
12.	Importance of HRP	1	29-1-19		TLM1	CO1	T1,R1	
13.	Tutorial -2	1	30-1-19		TLM1	CO1	T1,R1	
14.	Current trends in HRM/HRP	1	01-2-19		TLM1	CO1	T1,R1	
No. of classes required to complete UNIT-I		14			No. of classes taken:			

UNIT-II : JOB ANALYSIS AND DESIGN

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
15.	Introduction to job analysis	1	04-2-19		TLM1	CO2	T1,R1	
16.	Process of job analysis	1	05-2-19		TLM1	CO2	T1,R1	
17.	Use and methods of job analysis	1	06-2-19		TLM1	CO2	T1,R1	
18.	Job description & job specification	1	08-2-19		TLM1	CO2	T1,R1	
19.	Job design : factor affecting for job design	1	11-2-19		TLM1	CO2	T1,R1	
20.	Different approaches of job design	1	12-2-19		TLM1	CO2	T1,R1	
21.	Hickman & Oldham's job characteristics model	1	13-2-19		TLM1	CO2	T1,R1	
22.	Recruitment process and sources and advantages and disadvantages and selection e-recruitment , selection	1	15-2-19		TLM1	CO2	T1,R1	
23.	Selection process and barriers to effective selection	1	18-2-19		TLM1	CO2	T1,R1	
24.	I MID EXAM		19-2-19					
25.	I MID EXAM		20-2-19					
26.	I MID EXAM		22-2-19					
No. of classes required to complete UNIT-II		09			No. of classes taken:			

UNIT-III: Managing careers

S. No.	Topics to be covered	No.of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
31.	Introduction to career planning	1	25-2-19		TLM1	CO3	T1,R1	
32.	Elements of career planning	1	26-2-19		TLM1	CO3	T1,R1	
33.	Promotion -transfer -separations	1	27-2-19		TLM1	CO3	T1,R1	
34.	Tutorial -5	1	01-3-19		TLM1	CO3	T1,R1	
35.	Career development -initiatives - employee commitment	1	05-3-19		TLM1	CO3	T1,R1	
36.	Training and development	1	06-3-19		TLM1	CO3	T1,R1	
37.	Training and development	1	08-3-19		TLM1	CO3	T1,R1	
38.	Inputs- as a source of competitive advantages	1	11-3-19		TLM1	CO3	T1,R1	
39.	Training process	1	12-3-19		TLM1	CO3	T1,R1	
40.	Training methods	1	13-3-19		TLM1	CO3	T1,R1	
41.	Tutorial -6	1	15-3-19		TLM1	CO3	T1,R1	
42.	Evaluation, employment development methods	1	18-3-19		TLM1	CO3	T1,R1	
No. of classes required to complete UNIT-III		12			No. of classes taken:			

UNIT-IV : performance appraisal

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
43.	Introduction to performance appraisal	1	19-3-19		TLM1	CO 4	T1,R1	
44.	Definitions , objectives and process	1	22-3-19		TLM1	CO 4	T1,R1	
45.	Methods of performance appraisal	1	25-3-19		TLM1	CO 4	T1,R1	
46.	Tutorial -7	1	26-3-19		TLM1	CO 4	T1,R1	
47.	Job evaluation	1	27-3-19		TLM1	CO 4	T1,R1	
48.	Methods of job evaluation	1	29-3-19		TLM1	CO 4	T1,R1	
49.	Compensation management	1	01-4-19		TLM1	CO 4	T1,R1	
50.	Components of remuneration	1	02-4-19		TLM1	CO 4	T1,R1	
51.	Importance of an ideal compensation system	1	03-4-19		TLM1	CO 4	T1,R1	
52.	Factors influencing employee remuneration	1	05-4-19		TLM1	CO 4	T1,R1	
53.	Concept of wages	1	08-4-19		TLM1	CO 4	T1,R1	
54.	Incentives -types of incentives plans	1	09-4-19		TLM1	CO 4	T1,R1	
55.	Guidelines for effective incentives plans	1	10-4-19		TLM1	CO 4	T1,R1	
No. of classes required to complete UNIT-IV		13			No. of classes taken:			

UNIT-Employee discipline

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
57.	Introduction to employee discipline	1	12-4-19		TLM1	CO 5	T1,R1	
58.	Causes of indiscipline	1	15-4-19					
59.	Kinds of punishment /penalties - Misconduct, Forms of misconduct	1	16-4-19		TLM1	CO 5	T1,R1	
60.	Procedure for disciplinary actions	1	17-4-19		TLM1	CO 5	T1,R1	
61.	Principles of maintaining discipline	1	22-4-19		TLM1	CO 5	T1,R1	

62	Grievance handling :causes of grievance Procedure and advantages of grievance handling	1	23-4-19		TLM1	CO 5	T1,R1
63	Labour laws :importance and sources and objectives	1	24-4-19		TLM1	CO 5	T1,R1
64	Labour laws :importance and sources and objectives	1	26-4-19		TLM1	CO 5	T1,R1
65	Paper presentations	1	27-4-19				

66	II mid exam		29-4-19					
67	II mid exam		30-04-19					
68	II mid exam		03-05-19					
No. of classes required to complete UNIT-V		9			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
67.	Ethical issues in HRM	1	04-04-19		TLM 2	CO 5	T 1	

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) =A	1,2	A=35
II-Mid Examination (Descriptive+ Objective) =B	3,4,5	B=35
Evaluation of Mid Marks: $A+B=75\%$ of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=5
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

BOS APPROVED TEXT BOOKS (T1) : K.ASWATHAPPA, "HUMAN RESOURCE AND PERSONAL MANAGEMENT", TATA MCGRAW HILL, NEW DELHI, 2007.

**BOS APPROVED REFERENCE BOOKS (R1): B.PATNAIK, "HUMAN RESOURCE MANAGEMENT"
PHI, NEW DELHI,2001.**

PROGRAM EDUCATION OBJECTIVES(PEO"s)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAM OUTCOMES

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

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L B Reddy Nagar, Mylavaram-521 230, Krishna District, Andhra Pradesh.

COURSE HANDOUT

Part-A

PROGRAM	: MBA, II-Semester (Section-A)
ACADEMIC YEAR	: 2018-2019
COURSE NAME & CODE	: Business Research Methods (17MB11)
L-T-P STRUCTURE	: 3-1-0
COURSE CREDITS	: 3
COURSE INSTRUCTOR	: Dr. L.Srinivas
COURSE COORDINATOR	: Dr. L.Srinivas
PRE-REQUISITES	: None

Course Educational Objectives:

- This course provides students with the opportunity to learn a number of research techniques, methods and tools.
- The main aim of the course is to equip the student with the knowledge of doing research projects both at academic and higher levels.
- The student will be given instructions in an orderly manner on how a research is systematically designed, what are the various instruments used in doing a social survey, how the data gathered are processed and analyzed and finally about the presentation of results to the concerned authorities in a written form.

COURSE OUTCOMES (COs)

1. The students will demonstrate a thorough understanding of how research is conducted in business management domain.
2. The students will be familiarised with the data collection methods and procedures and make their research studies scientific.
3. The students will understand the concepts of scaling and measurement in management research, particularly relating to qualitative data.
4. As per the need, the students will be able to work with a number of statistical techniques for analysing the data gathered by them.
5. The students will be able to use a logical and descriptive writing approach in their presentation of research findings.

PROGRAMME OUTCOMES (POs)

COURSE ARTICULATION MATRIX (Correlation between COs & POs)

COs	PO1	PO2	PO3	PO4	PO5
CO1	3	1	-	1	-
CO2	2	1	-	1	-
CO3	2	3	-	-	-
CO4	2	3	-	-	-
CO5	-	1	-	1	2

Note: 1- Slight (Low), 2 – Moderate (Medium), 3 - Substantial (High).

BOS APPROVED TEXT BOOK:

1. Cooper R. Donald and Schindler S. Pamela, “*Business Research Methods*”, 9/e, Tata McGraw Hill, New Delhi, 2006.
2. Kothari C.R., Garg, Gaurou, “*Research Methodology*, New Age International Publishers, New Delhi, 2014.

BOS APPROVED REFERENCE BOOKS:

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): MBA II Semester (Section-A)

UNIT-I:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
1.	Orientation	3	2-1-2019 3-1-2019 4-1-2019		TLM1/2	--	Kothari C.R., Garg, Gaurou, “ <i>Research Methodology</i> , New Age International Publishers, New Delhi, 2014.	
2.	Why study BRM course?	1	7-1-2019		TLM1/2	--		
3.	Course outcomes & Syllabus	1	8-1-2019		TLM1/2	1		
4.	Research: Meaning, objectives	1	9-1-2019		TLM1/2	1		
5.	<i>Significance</i>	1	10-1-2019		TLM1/2	1		
6.	Role of business research and applications	1	11-1-2019		TLM1/2	1		
7.	Research process	1	18-1-2019		TLM1/2	1		
8.	Types of Research: Pure vs. Applied, Qualitative vs. Quantitative,	2	21-1-2019 22-1-2019		TLM1/2	1		
9.	Exploratory research	1	23-1-2019		TLM1/2	1		
10.	Descriptive research	1	24-1-2019		TLM1/2	1		
11.	Experimental research	1	25-1-2019		TLM1/2	1		
12.	Case Study Method of research	1	28-1-2019		TLM1/2	1		
13.	Technology used in business research	1	29-1-2019		TLM1/2	1		
14.	Ethics in business research	1	30-1-2019		TLM1/2	1		
15.	Case study	1	31-1-2019		TLM6	1		
No. of classes		18			No. of classes taken:			

required to complete UNIT-I		
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UNIT-II:

S.No .	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcomes	Text Book followed	HOD Sign Weekly
16.	Research Design: Meaning, Goals, Phases	1	1-2-2019		TLM1/ 2	2	Kothari C.R., Garg, Gaurou, "Research Methodology, New Age International Publishers, New Delhi, 2014.	
17.	Characteristics	1	4-2-2019					
18.	Primary and Secondary data	1	5-2-2019		TLM1/ 2	2		
19.	Data Collection Methods	1	6-2-2019		TLM1/ 2	2		
20.	Questionnaire Design	2	7-2-2019 8-2-2019		TLM1/ 2	2		
21.	<i>Sampling design and sampling procedure</i>	1	11-2-2019		TLM1/ 2	2		
22.	Sampling techniques	1	12-2-2019		TLM1/ 2	2		
23.	Determination of sample size	1	13-2-2019		TLM1/ 2	2		
24.	Pilot study	1	14-2-2019		TLM1/ 2	2		
25.	Case study	1	15-2-2019		TLM6	2		
26.	I Mid Exams	1 Week	18-2-2019 to 23-2-2019	--	--	1 and 2		
No. of classes required to complete UNIT-II		11			No. of classes taken:			

UNIT-III:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
27.	Measurement and Scaling: Concepts; Levels of measurement and types of scales	2	25-2-2019 26-2-2019		TLM1/2	3	Kothari C.R., Garg, Gaurou, "Research Methodology, New Age International Publishers, New Delhi, 2014.	
28.	Attitude measurement	2	27-2-2019 28-2-2019		TLM1/2	3		
29.	Criteria for good measurement	1	1-3-2019		TLM1/2	3		
30.	Reliability and validity	1	4-3-2019		TLM1/2	3		
31.	Psychological and social instruments used in management science	2	5-3-2019 6-3-2019		TLM1/2	3		
No. of classes required to complete UNIT-III		8			No. of classes taken:			

UNIT-IV:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
32.	Data Analysis: Processing Data: Editing, Coding, Classification	2	7-3-2019 8-3-2019		TLM1/2	4	Kothari C.R., Garg, Gaurou, "Research Methodology, New Age International Publishers, New Delhi, 2014.	
33.	Tabulation	1	11-3-2019		TLM1/2	4		
34.	Graphical and Diagrammatic representation of data	1	12-3-2019		TLM1/2	4		
35.	Statistical Tests: Parametric vs non-parametric tests	1	13-3-2019		TLM1/2	4		
36.	Parametric tests: correlation test	2	14-3-2019 15-3-2019		TLM1/2	4		
37.	t-test	2	18-3-2019 19-3-2019		TLM1/2	4		
38.	z-test	3	20-3-2019 21-3-2019 22-3-2019		TLM1/2	4		
39.	Chi-square test	2	25-3-2019 26-3-2019		TLM1/2	4		
40.	Non-parametric tests: Mann Whitney U test	3	27-3-2019 28-3-2019 29-3-2019		TLM1/2	4		
41.	Wilcoxon test	2	1-4-2019 2-4-2019		TLM1/2	4		
42.	Hypothesis: characteristics	1	3-4-2019		TLM1/2	4		
43.	Formulation	1	4-4-2019		TLM1/2	4		
44.	Testing procedure	1	8-4-2019		TLM1/2	4		
45.	Case Study	1	9-4-2019		TLM6	3/4		
No. of classes required to complete UNIT-IV		23			No. of classes taken:			

UNIT-V:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
46.	Report Writing: significance,	1	10-4-2019		TLM1/2	5	Kothari C.R., Garg, Gaurou, "Research Methodology, New Age International Publishers, New Delhi, 2014.	
47.	Different steps in report writing	1	11-4-2019		TLM1/2	5		
48.	Layout of the research report	1	12-4-2019		TLM1/2	5		
49.	Precautions	1	15-4-2019		TLM1/2	5		
50.	Preparation of project abstract	1	16-4-2019		TLM1/2	5		
51.	Presentations	2	17-4-2019 18-4-2019		--	1/2/3/4/5		
52.	Presentations	5	22-4-2019 to 26-4-2019		--	1/2/3/4/5		
53.	II Mid Exams	1 Week	29-4-2019 to 4-5-2019	--	--	3/4/5		
54.	Preparation	1 Week	6-5-2019 to 11-5-2019	--	--	--		
55.	Semester End Exams	2 Week	13-5-2019 to 25-5-2019	--	--	--		
No. of classes required to complete UNIT-V		12			No. of classes taken:			

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C
EVALUATION PROCESS

Evaluation Task	Cos	Marks
I-Mid Examination (Descriptive+ Objective) = A	1,2	A=35
II-Mid Examination (Descriptive+ Objective) = B	3,4,5	B=35
Evaluation of Mid Marks: A+B =75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation = C	1,2,3,4,5	C=5
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as a way that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAMME OUTCOMES (POs)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Course Instructor	Course Coordinator	Module Coordinator	HOD

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
SCHOOL OF MANAGEMENT STUDIES**

(Autonomous & Affiliated to JNTUK, Kakinada & Approved by AICTE, New Delhi,
NAAC Accredited with 'A' grade, Accredited by NBA, Certified by ISO 9001:2015)
L B Reddy Nagar, Mylavaram-521 230, Krishna District, Andhra Pradesh.

COURSE HANDOUT

Part-A

PROGRAM : MBA, II-Semester (Section-B)
ACADEMIC YEAR : 2018-2019
COURSE NAME & CODE : Business Research Methods (17MB11)
L-T-P STRUCTURE : 3-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr. L.Srinivas
COURSE COORDINATOR : Dr. L.Srinivas
PRE-REQUISITES : None

Course Educational Objectives:

- This course provides students with the opportunity to learn a number of research techniques, methods and tools.
- The main aim of the course is to equip the student with the knowledge of doing research projects both at academic and higher levels.
- The student will be given instructions in an orderly manner on how a research is systematically designed, what are the various instruments used in doing a social survey, how the data gathered are processed and analyzed and finally about the presentation of results to the concerned authorities in a written form.

COURSE OUTCOMES (COs)

6. The students will demonstrate a thorough understanding of how research is conducted in business management domain.
7. The students will be familiarised with the data collection methods and procedures and make their research studies scientific.
8. The students will understand the concepts of scaling and measurement in management research, particularly relating to qualitative data.
9. As per the need, the students will be able to work with a number of statistical techniques for analysing the data gathered by them.
10. The students will be able to use a logical and descriptive writing approach in their presentation of research findings.

PROGRAMME OUTCOMES (POs)

COURSE ARTICULATION MATRIX (Correlation between COs & POs)

COs	PO1	PO2	PO3	PO4	PO5
CO1	3	1	-	1	-
CO2	2	1	-	1	-
CO3	2	3	-	-	-
CO4	2	3	-	-	-
CO5	-	1	-	1	2

Note: 1- Slight (Low), 2 – Moderate (Medium), 3 - Substantial (High).

BOS APPROVED TEXT BOOK:

3. Cooper R. Donald and Schindler S. Pamela, “*Business Research Methods*”, 9/e, Tata McGraw Hill, New Delhi, 2006.
4. Kothari C.R., Garg, Gaurou, “*Research Methodology*”, New Age International Publishers, New Delhi, 2014.

BOS APPROVED REFERENCE BOOKS:

R1 Panneerselvam, R. “*Research Methodology*”, PHI Learning Private Limited, New Delhi, 2009.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): MBA II Semester (Section-B)

UNIT-I:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
1.	Orientation	3	2-1-2019 3-1-2019 4-1-2019		TLM1/2	--	Kothari C.R., Garg, Gaurou, "Research Methodology, New Age International Publishers, New Delhi, 2014.	
2.	Why study BRM course?	1	7-1-2019		TLM1/2	--		
3.	Course outcomes & Syllabus	1	8-1-2019		TLM1/2	1		
4.	Research: Meaning, objectives	1	9-1-2019		TLM1/2	1		
5.	<i>Significance</i>	1	10-1-2019		TLM1/2	1		
6.	Role of business research and applications	1	11-1-2019		TLM1/2	1		
7.	Research process	1	18-1-2019		TLM1/2	1		
8.	Types of Research: Pure vs. Applied, Qualitative vs. Quantitative,	2	21-1-2019 22-1-2019		TLM1/2	1		
9.	Exploratory research	1	23-1-2019		TLM1/2	1		
10.	Descriptive research	1	24-1-2019		TLM1/2	1		
11.	Experimental research	1	25-1-2019		TLM1/2	1		
12.	Case Study Method of research	1	28-1-2019		TLM1/2	1		
13.	Technology used in business research	1	29-1-2019		TLM1/2	1		
14.	Ethics in business research	1	30-1-2019		TLM1/2	1		
15.	Case study	1	31-1-2019		TLM6	1		
No. of classes required to complete UNIT-I		18			No. of classes taken:			

UNIT-II:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
16.	Research Design: Meaning, Goals, Phases	1	1-2-2019		TLM1/2	2	Kothari C.R., Garg, Gaurou, "Research Methodology, New Age International Publishers, New Delhi, 2014.	
17.	Characteristics	1	4-2-2019					
18.	Primary and Secondary data	1	5-2-2019		TLM1/2	2		
19.	Data Collection Methods	1	6-2-2019		TLM1/2	2		
20.	Questionnaire Design	2	7-2-2019 8-2-2019		TLM1/2	2		
21.	<i>Sampling design and sampling procedure</i>	1	11-2-2019		TLM1/2	2		
22.	Sampling techniques	1	12-2-2019		TLM1/2	2		
23.	Determination of sample size	1	13-2-2019		TLM1/2	2		
24.	Pilot study	1	14-2-2019		TLM1/2	2		
25.	Case study	1	15-2-2019		TLM6	2		
26.	I Mid Exams	1 Week	18-2-2019 to 23-2-2019	--	--	1 and 2		
No. of classes required to complete UNIT-II		11			No. of classes taken:			

UNIT-III:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
27.	Measurement and Scaling: Concepts; Levels of measurement and types of scales	2	25-2-2019 26-2-2019		TLM1/2	3	Kothari C.R., Garg, Gaurou, "Research Methodology, New Age International Publishers, New Delhi, 2014.	
28.	Attitude measurement	2	27-2-2019 28-2-2019		TLM1/2	3		
29.	Criteria for good measurement	1	1-3-2019		TLM1/2	3		
30.	Reliability and validity	1	4-3-2019		TLM1/2	3		
31.	Psychological and social instruments used in management science	2	5-3-2019 6-3-2019		TLM1/2	3		
No. of classes required to complete UNIT-III		8			No. of classes taken:			

UNIT-IV:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
32.	Data Analysis: Processing Data: Editing, Coding, Classification	2	7-3-2019 8-3-2019		TLM1/2	4	Kothari C.R., Garg, Gaurou, "Research Methodology, New Age International Publishers, New Delhi, 2014.	
33.	Tabulation	1	11-3-2019		TLM1/2	4		
34.	Graphical and Diagrammatic representation of data	1	12-3-2019		TLM1/2	4		
35.	Statistical Tests: Parametric vs non-parametric tests	1	13-3-2019		TLM1/2	4		
36.	Parametric tests: correlation test	2	14-3-2019 15-3-2019		TLM1/2	4		
37.	t-test	2	18-3-2019 19-3-2019		TLM1/2	4		
38.	z-test	3	20-3-2019 21-3-2019 22-3-2019		TLM1/2	4		
39.	Chi-square test	2	25-3-2019 26-3-2019		TLM1/2	4		
40.	Non-parametric tests: Mann Whitney U test	3	27-3-2019 28-3-2019 29-3-2019		TLM1/2	4		
41.	Wilcoxon test	2	1-4-2019 2-4-2019		TLM1/2	4		
42.	Hypothesis: characteristics	1	3-4-2019		TLM1/2	4		
43.	Formulation	1	4-4-2019		TLM1/2	4		
44.	Testing procedure	1	8-4-2019		TLM1/2	4		
45.	Case Study	1	9-4-2019		TLM6	3/4		
No. of classes required to complete UNIT-IV		23			No. of classes taken:			

UNIT-V:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
46.	Report Writing: significance,	1	10-4-2019		TLM1/2	5	Kothari C.R., Garg, Gaurou, "Research Methodology, New Age International Publishers, New Delhi, 2014.	
47.	Different steps in report writing	1	11-4-2019		TLM1/2	5		
48.	Layout of the research report	1	12-4-2019		TLM1/2	5		
49.	Precautions	1	15-4-2019		TLM1/2	5		
50.	Preparation of project abstract	1	16-4-2019		TLM1/2	5		
51.	Presentations	2	17-4-2019 18-4-2019		--	1/2/3/4/5		
52.	Presentations	5	22-4-2019 to 26-4-2019		--	1/2/3/4/5		
53.	II Mid Exams	1 Week	29-4-2019 to 4-5-2019	--	--	3/4/5		
54.	Preparation	1 Week	6-5-2019 to 11-5-2019	--	--	--		
55.	Semester End Exams	2 Week	13-5-2019 to 25-5-2019	--	--	--		
No. of classes required to complete UNIT-V		12			No. of classes taken:			

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C
EVALUATION PROCESS

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) = A	1,2	A=35
II-Mid Examination (Descriptive+ Objective) = B	3,4,5	B=35
Evaluation of Mid Marks: A+B =75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation = C	1,2,3,4,5	C=5
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as a way that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAMME OUTCOMES (POs)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Course Instructor	Course Coordinator	Module Coordinator	HOD

COURSE HANDOUT

Part-A

PROGRAM	: M.B.A II-Sem. <u>Section-A</u>
ACADEMIC YEAR	: 2018-19
COURSE NAME & CODE	: OPERATIONS MANAGEMENT, 17MB12
L-T-P STRUCTURE	: 3-1-0
COURSE CREDITS	: 3
COURSE INSTRUCTOR	: Dr.V.V.NARSI REDDY
COURSE COORDINATOR	: Dr.V.V.NARSI REDDY
PRE-REQUISITES:	Concepts on Functions of Management

Course Educational objectives:-

- To make the student to learn the basic concepts of operations management which are useful for facilitating decisions at work place?
- To enable the student to know the product design patterns and design technologies such as CAD and CAM.
- To enlighten the students with the concepts like plant location and layout, scheduling the production and work study.

COURSE OBJECTIVES:

CO1: Students are able to understand the basic concepts in operations and production activities.

CO2: Student can identify factors influencing plant layout and plant location.

CO3: Student can identify the production process and execute the customer orders timely.

CO4: They can manage the materials, man power effectively by using appropriate inventory and time study techniques.

CO5: They can improve the productivity by using effective quality control standards and techniques.

17MB12	OPERATIONS MANAGEMENT	PO1	PO2	PO3	PO4	PO5
CO1	Students are able to understand the basic concepts in operations and production activities.	1	3	-	1	2
CO2	Student can identify factors influencing plant layout and plant location.	3	2	-	1	1
CO3	Student can identify the production process and execute the customer orders timely.	1	3	-	1	-
CO4	They can manage the materials, man power effectively by using appropriate inventory and time study techniques.	2	3	2	1	2
CO5	They can improve the productivity by using effective quality control standards and techniques.	3	2	1	1	1

Note: Enter Correlation Levels 1 or 2 or 3. If there is no correlation, put '-'
1- Slight (Low), 2 – Moderate (Medium), 3 - Substantial (High).

BOS APPROVED TEXT BOOKS:

T1 William J Stevenson: “*Operations Management*”, Tata McGraw Hill, New Delhi, 2009

T2 K. Aswathappa & K Sridhara Bhat, Production and Operations Management HPH, Mumbai, 2009

BOS APPROVED REFERENCE BOOKS:

R1 P. Rama Murthy, POM, New Age International Publishers, 2009.

R2 S.A.Chunawala & D.R.Patel, Production and Operations Management HPH, Mumbai, 2016

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): Section-A

UNIT-I: Introduction to OM

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction	1	02-01-2019		TLM1	CO1	T1	
2.	Basic concepts: Types and functions of POM	1	03-01-2019		TLM1	CO1	T2	
3.	Historical Evolution of POM	1	04-01-2019		TLM2	CO1	T1	
4.	Differences between Manufacturing and Operations	1	07-01-2019		TLM1	CO1	T1	
5.	OM scenario today	1	09-01-2019		TLM1	CO1	T1	
6.	Challenges of OM	1	10-01-2019		TLM2	CO1	T1	

7.	World class manufacturing	1	11-01-2019		TLM1	CO1	T1	
8.	CAD/CAM	1	18-01-2019		TLM1	CO1	T1	
9.	Value Analysis	1	21-01-2019		TLM2	CO1	T1	
10.	Types of production system	1	23-01-2019		TLM2	CO1	T1	
11.	Case Analysis	1	24-01-2019		TLM2	CO1	T1	
12.	Tutorial-1	1	25-01-2019		TLM2	CO2	T2	
No. of classes required to complete UNIT-I		12			No. of classes taken:			

UNIT-II: FACILITIES MANAGEMENT

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
13.	Location of Facilities	1	28-01-2019		TLM2	CO2	T2	
14.	Factors affecting plant location	1	30-01-2019		TLM1	CO2	T2	
15.	Location analysis	1	31-01-2019		TLM2	CO2	T2	
16.	Classification of Layout	1	01-02-2019		TLM1	CO2	T2	
17.	Flexible Manufacturing	1	04-02-2019		TLM1	CO2	T2	
18.	Product Design and Analysis	1	06-02-2019		TLM2	CO2	T2	
19.	Process selection decision	1	07-02-2019		TLM1	CO2	T2	
20.	Introduction Aggregate Planning, Process	1	08-02-2019		TLM1	CO2	T2	
21.	Master production schedule	1	11-02-2019		TLM2	CO2	T2	
22.	Capacity planning	1	13-02-2019		TLM2	CO2	T2	
23.	Problems on location	1	14-02-2019		TLM1	CO2	T2	
24.	Tutorial-2	1	15-02-2019		TLM1	CO2	T2	
25.	MID-I		18-02-2019					
26.	MID-I		20-02-2019					
27.	MID-I		21-02-2019					
28.	MID-I		22-02-2019					
No. of classes required to complete UNIT-II		12			No. of classes taken:			

UNIT-III: scheduling

S. No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
29	Introduction to Scheduling	1	25-02-2019		TLM1	CO3	T1	
30	Scheduling In Job	1	27-02-2019		TLM1	CO3	T1	
31	Shop Type Production	1	28-02-2019		TLM1	CO3	T1	
32	Assignment and Sequencing	1	01-03-2019		TLM2	CO3	T1	
33	Scheduling in Mass Production	1	06-03-2019		TLM1	CO3	T1	
34	Scheduling in Continuous Production	1	07-03-2019		TLM2	CO3	T1	
35	Scheduling in Project Type Production	1	08-03-2019		TLM1	CO3	T2	
36	Line balancing Job, Productivity Cycle	1	11-03-2019		TLM2	CO3	T2	
37	Productivity Engineering and Management	1	13-03-2019		TLM2	CO3	T2	
38	Types of Productivity	1	14-03-2019		TLM2	CO3	T2	
39	Tutorial-3	1	15-03-2019		TLM1	CO3	T2	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

UNIT-IV: Materials management, work study

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
40.	Introduction to Material Management –Objectives	1	18-03-2019		TLM1	CO4	T1	
41.	Purchase management	1	21-03-2019		TLM2	CO4	T1	
42.	Stores management	1	22-03-2019		TLM1	CO4	T1	
43.	Methods of inventory control	1	25-03-2019		TLM2	CO4	T1	
44.	Introduction to Work Study, Method Study	1	27-03-2019		TLM1	CO4	T1	
45.	Steps in Method Study	1	28-03-2019		TLM2	CO4	T2	
46.	Procedure for Work measurement	1	29-03-2019		TLM2	CO4	T2	
47.	Tutorial-4	1	01-04-2019		TLM1	CO4	T2	
No. of classes required to complete UNIT-IV		08			No. of classes taken:			

UNIT-V: Management of quality

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
48.	Inspection	1	03-04-2019		TLM1	CO5	T1	
49.	SQC	1	04-04-2019		TLM2	CO5	T1	
50.	Control charts for variables, tributes	1	05-04-2019		TLM2	CO5	T2	
51.	Acceptance sampling	1	08-04-2019		TLM1	CO5	T2	
52.	14 Quality principles	1	10-04-2019		TLM2	CO5	T2	
53.	Six sigma	1	11-04-2019		TLM1	CO5	T2	
54.	Quality assurance	1	12-04-2019		TLM1	CO5	T2	
55.	Quality circles	1	15-04-2019		TLM2	CO5	T2	
56.	Tutorial-5	1	17-04-2019		TLM2	CO5	T2	
57.	Report&presentation		18-04-2019					
58.	Report&presentation		22-04-2019					
59.	Report&presentation		24-04-2019					
No. of classes required to complete UNIT-V		09			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
60.	Recent trends	1	25-04-2019		TLM1	CO5	T1	
61.	Recent trends	1	26-04-2019		TLM1	CO5	T1	
62.	MID-II		29-04-2019					
63.	MID-II		02-05-2019					
64.	MID-II		03-05-2019					

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (descriptive + objective)=A	1,2	A=35
II-Mid Examination(descriptive + objective)=B	3,4,5	B=35
Report writing and presentation=C	1,2,3,4,5	C=05
Evaluation of Mid Marks: A+B=75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35

Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations=D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

PROGRAM EDUCATION OBJECTIVES (PEO's)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAM OUTCOMES

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr.V.V.Narsireddy	Dr.V.V.Narsireddy	Dr.V.V.Narsireddy	Dr.A.Adishesareddy
Course Instructor	Course Coordinator	Module Coordinator	HOD

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
SCHOOL OF MANAGEMENT STUDIES**
(Autonomous & Affiliated to JNTUK, Kakinada & Approved by AICTE, New Delhi,
NAAC Accredited with 'A' grade, Accredited by NBA, Certified by ISO 9001:2015)
L B Reddy Nagar, Mylavaram-521 230, Krishna District, Andhra Pradesh.

COURSE HANDOUT

Part-A

PROGRAM	: M.B.A II-Sem. Section-B
ACADEMIC YEAR	: 2018-19
COURSE NAME & CODE	: OPERATIONS MANAGEMENT, 17MB12
L-T-P STRUCTURE	: 3-1-0
COURSE CREDITS	: 3
COURSE INSTRUCTOR	: Dr.V.V.NARSI REDDY
COURSE COORDINATOR	: Dr.V.V.NARSI REDDY
PRE-REQUISITES:	Concepts On Functions Of Management

Course Educational objectives:-

- To make the student to learn the basic concepts of operations management which are useful for facilitating decisions at work place?
- To enable the student to know the product design patterns and design technologies such as CAD and CAM.
- To enlighten the students with the concepts like plant location and layout, scheduling the production and work study.

COURSE OBJECTIVES:

- CO1:** Students are able to understand the basic concepts in operations and production activities.
- CO2:** Student can identify factors influencing plant layout and plant location.
- CO3:** Student can identify the production process and execute the customer orders timely.
- CO4:** They can manage the materials, man power effectively by using appropriate inventory and time study techniques.
- CO5:** They can improve the productivity by using effective quality control standards and techniques.

17MB12	OPERATIONS MANAGEMENT	PO1	PO2	PO3	PO4	PO5
CO1	Students are able to understand the basic concepts in operations and production activities.	1	3	-	1	2
CO2	Student can identify factors influencing plant layout and plant location.	3	2	-	1	1
CO3	Student can identify the production process and execute the customer orders timely.	1	3	-	1	-
CO4	They can manage the materials, man power effectively by using appropriate inventory and time study techniques.	2	3	2	1	2
CO5	They can improve the productivity by using effective quality control standards and techniques.	3	2	1	1	1

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put '-'
1- Slight (Low), **2** – Moderate (Medium), **3** - Substantial (High).

BOS APPROVED TEXT BOOKS:

T1 William J Stevenson: “*Operations Management*”, Tata McGraw Hill, New Delhi, 2009

T2 K. Aswathappa & K Sridhara Bhat, Production and Operations Management HPH, Mumbai, 2009

BOS APPROVED REFERENCE BOOKS:

R1 P. Rama Murthy, POM, New Age International Publishers, 2009.

R2 S.A.Chunawala & D.R.Patel, Production and Operations Management HPH, Mumbai, 2016

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): Section-B

UNIT-I: Introduction to OM

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
65.	Introduction	1	02-01-2019		TLM1	CO1	T1	
66.	Basic concepts: Types and functions of POM	1	05-01-2019		TLM1	CO1	T2	
67.	Historical Evolution of POM	1	07-01-2019		TLM1	CO1	T1	
68.	Differences between Manufacturing and Operations	1	08-01-2019		TLM1	CO1	T1	
69.	OM scenario today	1	09-01-2019		TLM2	CO1	T1	
70.	Challenges of OM	1	19-01-2019		TLM1	CO1	T1	
71.	World class manufacturing	1	21-01-2019		TLM1	CO1	T1	
72.	CAD/CAM	1	22-01-2019		TLM1	CO1	T1	
73.	Value Analysis	1	23-01-2019		TLM2	CO1	T1	
74.	Tutorial-1	1	28-01-2019		TLM1	CO1	T1	
No. of classes required to complete UNIT-I		10				No. of classes taken:		

UNIT-II: FACILITIES MANAGEMENT

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
75.	Plant Location, Factors affecting plant location	1	29-01-2019		TLM2	CO1	T1	
76.	Location analysis	1	30-01-2019		TLM2	CO2	T2	
77.	Classification of Layout	1	02-02-2019		TLM2	CO2	T2	
78.	Flexible Manufacturing	1	04-02-2019		TLM1	CO2	T2	
79.	Product Design and Analysis	1	05-02-2019		TLM2	CO2	T2	
80.	Process selection decision	1	06-02-2019		TLM1	CO2	T2	
81.	Introduction Aggregate Planning, Process	1	11-02-2019		TLM1	CO2	T2	
82.	Master production schedule	1	12-02-2019		TLM2	CO2	T2	
83.	Capacity planning	1	13-02-2019		TLM1	CO2	T2	

84.	Tutorial-2	1	16-02-2019		TLM1	CO2	T2	
85.	MID-I		18-02-2019					
86.	MID-I		19-02-2019					
87.	MID-I		20-02-2019					
88.	MID-I		23-02-2019					
No. of classes required to complete UNIT-II		10			No. of classes taken:			

UNIT-III: scheduling

S. No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
89	Introduction to Scheduling	1	25-02-2019		TLM1	CO3	T1	
90	Scheduling In Job	1	26-02-2019		TLM1	CO3	T1	
91	Shop Type Production	1	27-02-2019		TLM1	CO3	T1	
92	Assignment and Sequencing	1	02-03-2019		TLM1	CO3	T1	
93	Scheduling in Mass Production	1	05-03-2019		TLM1	CO3	T1	
94	Scheduling in Continuous Production	1	06-03-2019		TLM2	CO3	T1	
95	Scheduling in Project Type Production	1	11-03-2019		TLM1	CO3	T1	
96	Line balancing Job, Productivity Cycle	1	12-03-2019		TLM2	CO3	T1	
97	Productivity Engineering and Management	1	13-03-2019		TLM1	CO3	T2	
98	Types of Productivity	1	16-03-2019		TLM1	CO3	T2	
99	Tutorial-3	1	18-03-2019		TLM2	CO3	T2	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

UNIT-IV: Materials management, work study

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
100.	Introduction to Material Management –Objectives	1	19-03-2019		TLM1	CO3	T2	
101.	Purchase management	1	23-03-2019		TLM2	CO3	T2	
102.	Stores management	1	25-03-2019		TLM1	CO4	T1	
103.	Methods of inventory control	1	26-03-2019		TLM2	CO4	T1	
104.	Introduction to Work Study, Method Study	1	27-03-2019		TLM1	CO4	T1	

105.	Steps in Method Study	1	30-03-2019		TLM2	CO4	T1	
106.	Procedure for Work measurement	1	01-04-2019		TLM1	CO4	T1	
107.	Problems on work study	1	02-04-2019		TLM1	CO4	T2	
108.	Problems on work study	1	03-04-2019		TLM1	CO4	T2	
109.	Tutorial-4	1	08-04-2019		TLM2	CO4	T2	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

UNIT-V: Management of quality

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
110.	Inspection&SQC	1	09-04-2019		TLM1	CO5	T1	
111.	Control charts for variables, tributes	1	10-04-2019		TLM2	CO5	T1	
112.	Problems on SQC	1	15-04-2019		TLM1	CO5	T2	
113.	Acceptance sampling& 14 Quality Principles	1	16-04-2019		TLM1	CO5	T2	
114.	Six sigma&Quality assurance	1	17-04-2019		TLM2	CO5	T2	
115.	Quality circles	1	20-04-2019		TLM1	CO5	T2	
116.	Tutorial-5	1	22-04-2019		TLM2	CO5	T2	
117.	Report&presentation	1	23-04-2019		TLM1	CO5	T2	
118.	Report&presentation	1	24-04-2019		TLM1	CO5	T2	
119.	MID-II		29-04-2019					
120.	MID-II		30-04-2019					
121.	MID-II		04-05-2019					
No. of classes required to complete UNIT-V		09			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
122.	Recent trends	1	27-05-2019		TLM1	CO5	T1	

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/SwayamPrabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (descriptive + objective)=A	1,2	A=35
II-Mid Examination(descriptive + objective)=B	3,4,5	B=35
Report writing and presentation=C	1,2,3,4,5	C=05
Evaluation of Mid Marks: $A+B=75\%$ of $\text{Max}(A,B)+25\%$ of $\text{Min}(A,B)$	1,2,3,4,5	A+B=35
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations=D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

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