



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC & NBA (CSE, IT, ECE, EEE & ME)

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

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

Department Of MBA COURSE HANDOUT

Part-A

PROGRAM : MBA., III Sem
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : Business Policy & Strategic Management –20MB12
SECTION : B - Section
L-T-P STRUCTURE : 4-0-0
COURSE CREDITS : 4
COURSE INSTRUCTOR : Dr T Rajasekhar
COURSE COORDINATOR : Dr T Rajasekhar
PRE-REQUISITES: Business Policy & Strategic Management / Theory/Tools.

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

1. To familiarize the students with the business policies
2. To understand the business policies and decision making and their role in strategic management
3. To understand strategic management as the art and science of formulating, implementing and evaluating the variety of work activities strategically in order to achieve the productivity based goals.
4. To know the role of strategic management in strategic issues – entrepreneurship, ventures etc.,
5. To know the significance of strategic management in organizational excellence.

COURSE OUTCOMES (COs)

At the end of the course students would be able to

1. To familiarize with the concepts of business policies and facilitate to develop strategic thinking through case analysis.
2. To provide the information about business policies and their role in decisions and strategic management.
3. To provide information relating to concepts in strategic Management, strategy formulation, strategy implementation In different perspectives of decision making for organizational effectiveness
4. To adopt technical and managerial knowledge while dealing any other different situations with required evaluation and control.
5. To know strategic issues in promoting business environment of various business issues.

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

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	1	2
CO2	2	2	2	1	-
CO3	2	3	1	2	1
CO4	2	2	-	1	1
CO5	2	1	2	-	1

1 = Slight (Low) 2 = Moderate (Medium) 3-Substantial (High)

BOS APPROVED TEXT BOOKS:

- T1** Concepts in Strategic management and Business Policy – Thomas L. Wheelen & J. David Hungerford, 13th edition – Pearson publications, New Delhi, 2013.
- T2** Arthur A. Thompson Jr., A.J. Strickland III & John E. Gamble Crafting and Executing Strategy: The Quest for Competitive Advantage- Concepts and Cases.

BOS APPROVED REFERENCE BOOKS:

- R1** Strategic Management: VSP Rao & V. Hari Krishna - Text and Cases. N. Delhi: Excel Books, 2008.
- R2** Cases in Strategic Management, Amita Mital- Tata McGraw Hill, New Delhi, 2008

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): A -section****UNIT-I : Introduction to Business policies**

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 - BPSM	01	22.11.21		TLM1	2	T1	
2.	Orientation - BPSM	01	23.11.21		TLM 5	2		
3.	Excel Microsoft and Tally Training programme		25.11.21 to 30.11.21					
4.	Orientation - BPSM	01	03.12.21		TLM1	1	T1	
5.	Introduction, Overview of Business Policies, Importance of Business Policies,	01	04.12.21		TLM1	1	T1	
6.	Definitions of Policy, Procedures, Process and Programmes,	01	06.12.21		TLM1	3	T1, R2	
7.	Definitions of Policy, Procedures, Process and Programmes,	01	07.12.21		TLM1	2	T1	
8.	Types of Policies, Business Policy Statements, Corporate Culture	01	08.12.21		TLM1	2	T1	
9.	Types of Policies, Business Policy Statements, Corporate Culture	01	10.12.21		TLM1	2	T1	
10.	Types of Policies, Business Policy Statements, Corporate Culture	01	11.12.21		TLM1	3	T1	
Total classes to be required		09				No. of classes taken:		

UNIT-II : Business Policy and Decision Making

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
11.	Introduction, Factors Considered Before Framing Business Policies,	01	13.12.21		TLM1	2	T1	
12.	Introduction, Factors Considered Before Framing Business Policies,	01	14.12.21		TLM1	3	T1	
13.	Steps Involved in Framing Business Policies, Policy Cycle and its Stages,	01	17.12.21		TLM1	2	T1 R2,	
14.	Steps Involved in Framing Business Policies, Policy Cycle and its Stages,	01	18.12.21		TLM1	3	T1	
15.	Steps Involved in Framing Business Policies, Policy Cycle and its Stages,	01	20.12.21		TLM1	4	T1, R2	
16.	Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making	01	21.12.21		TLM1	2	T1	
17.	Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making	01	24.12.21		TLM1	2	T1 R2,	
18.	Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making	01	27.12.21		TLM1	3	T1	
No. of classes required to complete UNIT-II		08			No. of classes taken:			

UNIT-III : Introduction to Strategic 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	
19.	Basic Concepts in Strategic Management, Strategic Management as a process	01	28.12.21		TLM1	3	T1		
20.	Developing a strategic vision, Mission, Objectives, Policies and benefits of Strategic management	01	31.12.21		TLM1	3	T1		
21.	Developing a strategic vision, Mission, Objectives, Policies and benefits of Strategic management	01	01.01.22		TLM1	4	T1		
22.	Environmental scanning: Identifying external and internal factors	01	03.01.22		TLM1	3	T1		
23.	Environmental scanning: Identifying external and internal factors-	01	04.01.22		TLM1	2	T1		
24.	Environmental scanning: Identifying external and internal factors-	01	07.01.22		TLM1	3	T1		
25.	Industry analysis – Porter's approach to industry analysis	01	17.01.22		TLM1	2	T1		
26.	Mid – 1 Examinations		10.01.22 to 15.01.22						
27.	Industry analysis – Porter's approach to industry analysis	01	18.01.22		TLM1	2	T1		
No. of classes required to complete UNIT-III		09			No. of classes taken:				

UNIT-IV : Strategy Formulation and Implementation

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	
28.	Strategy formulation and its Process - significance-practices Business strategy situational analysis- SWOT	01	21.01.22		TLM1	3	T1, R2		
29.	Strategy formulation and its Process - significance-practices Business strategy situational analysis- SWOT	01	22.01.22		TLM1	3	T1		
30.	EFAS – IFAS matrices – BCG matrix	01	24.01.22		TLM1	2	T1		
31.	EFAS – IFAS matrices – BCG matrix	01	25.01.22		TLM1	2	T1		
32.	Strategy implementation: Process and importance	01	28.01.22		TLM1	2	T1, R2		
33.	Develop programmes, budgets, procedures	01	29.01.22		TLM1	3	T1		
34.	International issues in strategic management implementation	01	31.01.22		TLM1	3	T1		
35.	International issues in strategic management implementation	01	01.02.22		TLM1	2	T1		
36.	Review	01	04.02.22		TLM1	2	T1		
No. of classes required to complete UNIT-IV		09				No. of classes taken:			

UNIT-V : Strategy Evaluation and Control

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
37.	Strategy evaluation and process and significance measuring performance	01	05.02.22		TLM1	2	T1, R2	
38.	Strategy evaluation and process and significance measuring performance	01	07.02.22		TLM1	3	T1	
39.	Appropriate measures of strategy control and types of control- Balanced score card approach-	01	08.02.22		TLM1	3	T1	

	problems in measuring performance							
40.	Appropriate measures of strategy control and types of control- Balanced score card approach- problems in measuring performance	01	11.02.22		TLM1			T1
41.	Appropriate measures of strategy control and types of control- Balanced score card approach- problems in measuring performance	01	14.02.22		TLM1	3		T1, R2
42.	Strategic issues: Entrepreneurial ventures and small businesses,	01	15.02.22		TLM1	4		T1
43.	Strategic issues: Entrepreneurial ventures and small businesses,	01	18.02.22		TLM1	3		T1
44.	Strategic issues in Corporate Governance factors affecting new venture, Importance of Entrepreneurship.	01	19.02.22		TLM1			T1
45.	Strategic issues in Corporate Governance factors affecting new venture, Importance of Entrepreneurship.	01	21.02.22		TLM1	3		T1
46.	Strategic issues in Corporate Governance factors affecting new venture, Importance of Entrepreneurship.	01	22.02.22		TLM1	2		T1
47.	Reviews	01	25.02.22		TLM1	3		T1
48.	Report writing presentation	01	26.02.22		TLM1	4		T1
49.	Report writing presentation	01	01.03.22		TLM1	3		T1
No. of classes required to complete UNIT-V		13			No. of classes taken:			

Mid -2 Examinations - 07.03.22 to 09.03.22

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
50.	Advanced Topics	1	04.03.22		TLM5		Internet	
51.	Advanced Topics	1	05.03.22		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 :

1. To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.
2. To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
3. To encourage and train the students so that they can pursue higher studies and 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



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Part-A

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L-T-P STRUCTURE : 4-0-0
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COURSE INSTRUCTOR : Dr T Rajasekhar
COURSE COORDINATOR : Dr T Rajasekhar
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COURSE EDUCATIONAL OBJECTIVES (CEOs) :

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3. To understand strategic management as the art and science of formulating, implementing and evaluating the variety of work activities strategically in order to achieve the productivity based goals.
4. To know the role of strategic management in strategic issues – entrepreneurship, ventures etc.,
5. To know the significance of strategic management in organizational excellence.

Course Outcomes (COs): At the end of the course students would be able to, students will be able to

CO1	Understand the concepts of business policies and facilitate to develop strategic thinking.
CO2	Describe the business policy & effective decision making
CO3	Identify internal & external factors which influences using policies.
CO4	Illustrate strategy formulation so as to achieve effective implementation
CO5	Determine effective strategy evaluation and control.

CO-PO Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	1	2
CO2	2	2	2	1	-
CO3	2	3	1	2	1
CO4	2	2	-	1	1
CO5	2	1	2	-	1

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

BOS APPROVED TEXT BOOKS:

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- R2** Cases in Strategic Management, Amita Mital- Tata McGraw Hill, New Delhi, 2008

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -section

UNIT-I : Introduction to Business policies

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 - BPSM	01	23.11.20		TLM1	2	T1	
2.	Orientation - BPSM	01	24.11.21		TLM1	1	T1	
3.	Placement Training Programme		25.11.21 to 30.11.21	Placement Training Programme				
4.	Orientation - BPSM	01	02.12.21		TLM1	3	T1	
5.	Introduction, Overview of Business Policies, Importance of Business Policies,	01	03.12.21		TLM1	1	T1	
6.	Definitions of Policy, Procedures, Process and Programmes,	01	04.12.21		TLM1	1	T1	
7.	Definitions of Policy, Procedures, Process and Programmes,	01	05.12.21		TLM1		T1	
8.	Types of Policies, Business Policy Statements, Corporate Culture	01	07.12.21		TLM1	3	T1, R2	
9.	Types of Policies, Business Policy Statements, Corporate Culture	01	09.12.21		TLM1	2	T1	
10.	Types of Policies, Business Policy Statements, Corporate Culture	01	10.12.21		TLM1	2	T1	

Total	09	No. of classes taken:
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UNIT-II : Business Policy and Decision Making

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
11.	Introduction, Factors Considered Before Framing Business Policies,	01	14.12.21		TLM1	2	T1	
12.	Introduction, Factors Considered Before Framing Business Policies,	01	16.12.21		TLM1	3	T1	
13.	Steps Involved in Framing Business Policies, Policy Cycle and its Stages,	01	17.12.21		TLM1	2	T1 R2,	
14.	Steps Involved in Framing Business Policies, Policy Cycle and its Stages,	01	18.12.21		TLM1	3	T1	
15.	Steps Involved in Framing Business Policies, Policy Cycle and its Stages,	01	21.12.21		TLM1	4	T1, R2	
16.	Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making	01	23.12.21		TLM1	2	T1	
17.	Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making	01	24.12.21		TLM1	2	T1 R2,	
18.	Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making	01	28.12.21		TLM1	2	T1	
No. of classes required to complete UNIT-II		08			No. of classes taken:			

UNIT-III : Introduction to Strategic 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
19.	Basic Concepts in Strategic Management, Strategic Management as a process	01	30.12.21		TLM1	3	T1	
20.	Developing a strategic vision, Mission, Objectives, Policies and benefits of Strategic management	01	31.12.21		TLM1	3	T1	
21.	Developing a strategic vision, Mission, Objectives, Policies and benefits of Strategic management	01	01.01.22		TLM1	4	T1	
22.	Environmental scanning: Identifying external and internal factors	01	04.01.22		TLM1	2	T1	
23.	Environmental scanning: Identifying external and internal factors-	01	06.01.22		TLM1	2	T1	
24.	Environmental scanning: Identifying external and internal factors-	01	07.01.22		TLM1	3	T1	
25.	Industry analysis – Porter's approach to industry analysis	01	08.01.22		TLM1	2	T1	
26.	MID I EXAMINATIONS		10.01.22 TO 15.01.22					
27.	Industry analysis – Porter's approach to industry analysis		18.01.22		TLM1	2	T1	
28.	Review	01	20.01.22		TLM1	3	T1	
No. of classes required to complete UNIT-III		09			No. of classes taken:			

UNIT-IV : Strategy Formulation and Implementation

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.	Strategy formulation and its Process - significance-practices Business strategy situational analysis- SWOT	01	21.01.22		TLM1	3	T1, R2	
30.	Strategy formulation and its Process - significance-practices Business strategy situational analysis- SWOT	01	22.01.22		TLM1	3	T1	
31.	EFAS – IFAS matrices – BCG matrix	01	25.01.22		TLM1	2	T1	
32.	EFAS – IFAS matrices – BCG matrix	01	27.01.22		TLM1	2	T1	
33.	Strategy implementation: Process and importance	01	28.01.22		TLM1	2	T1, R2	
34.	Develop programmes, budgets, procedures	01	29.01.22		TLM1	3	T1	
35.	International issues in strategic management implementation	01	01.02.22		TLM1	3	T1	
36.	International issues in strategic management implementation	01	03.02.22		TLM1	2	T1	
37.	Review		04.02.22		TLM1	3	T1	
No. of classes required to complete UNIT-IV		09			No. of classes taken:			

UNIT-V : Strategy Evaluation and Control

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
38.	Strategy evaluation and process and significance measuring performance	01	05.02.22		TLM1	2	T1, R2	
39.	Strategy evaluation and process and significance measuring performance	01	08.02.22		TLM1	3	T1	

40.	Appropriate measures of strategy control and types of control- Balanced score card approach- problems in measuring performance	01	10.02.22		TLM1	3	T1	
41.	Appropriate measures of strategy control and types of control- Balanced score card approach- problems in measuring performance	01	11.02.22		TLM1	3	T1	
42.	Appropriate measures of strategy control and types of control- Balanced score card approach- problems in measuring performance	01	15.02.22		TLM1	3	T1, R2	
43.	Strategic issues: Entrepreneurial ventures and small businesses,	01	17.02.22		TLM1	4	T1	
44.	Strategic issues: Entrepreneurial ventures and small businesses,	01	18.02.22		TLM1	3	T1	
45.	Strategic issues in Corporate Governance factors affecting new venture, Importance of Entrepreneurship.	01	19.02.22		TLM1		T1	
46.	Strategic issues in Corporate Governance factors affecting new venture, Importance of Entrepreneurship.	01	22.02.22		TLM1	3	T1	
47.	Strategic issues in Corporate Governance factors affecting new venture, Importance of Entrepreneurship.	01	24.02.22		TLM1	2	T1	
48.	Reviews	01	25.02.22		TLM1	3	T1	
49.	Reviews	01	26.02.22		TLM1	3	T1	
50.	Report writing presentation	01	01.03.22		TLM1	2	T1	
51.	Report writing presentation	01	03.03.22		TLM1	3	T1	
52.	Mid-II. Examinations	07.03.22 to 09.03.22						

No. of classes required to complete UNIT-V		No. of classes taken:
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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
53.	Advanced Topics	1	04.03.22		TLM5		Internet	
54.	Advanced Topics	1	05.03.22		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 :

1. To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.
2. To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
3. To encourage and train the students so that they can pursue higher studies and 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



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MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

PART-A

Name of Course Instructor : Dr.K.Deepika
Course Name & Code : 20MB13: E-BUSINESS
L-T-P Structure : 4-0-0 Credits : 4
Program/Sem/Sec : MBA., III-Sem., Section- A A.Y : 2021-22

PRE-REQUISITE: Basic knowledge on various concepts relating to software and internet.

Course Educational Objectives: In this course, the students will learn

1. Learnt to analyze the business model of a firm, and determine the role that the Internet(and related technologies) can play to support or even enable this model
2. Understand the key issues involved in managing electronic commerce initiatives
3. Utilize the Internet to collect information and to conduct research
4. Understand current challenges and issues in e-commerce.
5. Understand e-Commerce including marketing strategies.

Course Outcomes (COs):

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

CO1	Understand the theories and concepts underlying e-commerce.
CO2	Apply e-commerce theory and concepts to what e-marketers are doing in "the real world"
CO3	Illustrate e-Commerce infrastructures including architecture models, security&payment systems.
CO4	Analyze the current challenges and issues in e-commerce.
CO5	Identify business models surrounding e-Commerce including marketing strategies.

CO-PO Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	1	2
CO2	2	2	2	1	-
CO3	2	3	1	2	1
CO4	2	2	-	1	1
CO5	2	1	2	-	1

1 = Slight (Low) 2 = Moderate (Medium) 3-Substantial (High)

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

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

Text Books

1. Elias.M.Awad,“Electronic Commerce”, Prentice-Hall of India Pvt Ltd,2002.
2. Ravi Kalakota, Andrew B. Whinston,"Electronic Commerce- A Manager's guide", Addison-Wesley, 2000.

References

1. Efraim Turban, Jae Lee, David King,H.Michael Chung,—Electronic Commerce—AManagerialPerspective",Addison-Wesley,2001.
2. Elias MAward,—Electronic Commerce from Vision to Fulfillmentl,3rd Edition, PHI,2006
3. Judy Strauss, Adel El-Ansary, Raymond Frost, —E-Marketingl,3RDEdition, PearsonEducation,2003
4. Ravi Kalakota, Andrew B.Whinston,"Frontiers of Electronic Commercel, Addition Wesley,2000.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Tele communication networks

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Tele Communication Networks	1	23-11-21		TLM2	
2.	LAN-WAN Internet	1	25-11-21		TLM1	
3.	Electronic Commerce-Introduction	1	26-11-21		TLM1	
4.	History of Electronic Commerce	1	27-11-21		TLM1	
5.	Advantages of Electronic Commerce	1	30-11-21		TLM1	
6.	Limitations of Electronic Commerce	1	02-12-21		TLM1	
7.	Types of Electronic Commerce	1	03-12-21		TLM1	
8.	Types of Electronic Commerce	1	04-12-21		TLM2	
9.	Integrating Electronic Commerce	1	07-12-21		TLM1	
10.	Integrating Electronic Commerce	1	09-12-21		TLM1	
11.	Key questions for Management	1	10-12-21		TLM2	
12.	Key questions for Management	1	11-12-21		TLM1	
No. of classes required to complete UNIT-I		12			No. of classes taken:	

UNIT-II: The Internet and the World Wide Web

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	The Internet and the World Wide Web	1	14-12-21		TLM2	

2.	The Internet Today	1	16-12-21		TLM1	
3.	History of the Web	1	17-12-21		TLM1	
4.	History of the Web	1	18-12-21		TLM1	
5.	Unique benefits of the Internet	1	21-12-21		TLM1	
6.	Internet Architecture	1	23-12-21		TLM2	
7.	World Wide Web	1	24-12-21		TLM1	
8.	Concepts and Technology	1	28-12-21		TLM2	
9.	Creating Web pages	1	30-12-21		TLM1	
10.	Launching a Business on the Internet.	1	31-12-21		TLM1	
No. of classes required to complete UNIT-II		10			No. of classes taken:	

UNIT-III: Electronic Payment Systems

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Electronic Payment Systems	1	01-01-22		TLM2	
2.	Overview of the Electronic payment Technology	1	04-01-22		TLM1	
3.	Overview of the Electronic payment Technology	1	06-01-22		TLM1	
4.	Requirements for Internet Based payments	1	07-01-22		TLM1	
5.	Requirements for Internet Based payments	1	08-01-22		TLM1	
6.	Electronic payment Medias	1	18-01-22		TLM1	
7.	Electronic payment Medias	1	20-01-22		TLM2	
8.	Electronic commerce and banking.	1	21-01-22		TLM1	
9.	Electronic commerce and banking.	1	22-01-22		TLM2	
10.	Case Study	1	25-01-22		TLM1	
No. of classes required to complete UNIT-III		10			No. of classes taken:	

UNIT-IV: E- security

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	E- security	1	27-01-22		TLM2	

2.	Security in the cyberspace	1	28-01-22		TLM1
3.	Designing for security	1	29-01-22		TLM1
4.	Virus-Concept	1	01-02-22		TLM1
5.	Security Protection and Recovery-Encryption	1	03-02-22		TLM1
6.	The Basic Algorithm System	1	04-02-22		TLM1
7.	Authentication and Trust	1	05-02-22		TLM1
8.	Key management	1	08-02-22		TLM2
9.	Internet Security Protocols and Standards	1	10-02-22		TLM1
10.	Internet Security Protocols and Standards	1	11-02-22		TLM1
11.	Other Encryption issues	1	12-02-22		TLM2
No. of classes required to complete UNIT-IV		11			No. of classes taken:

UNIT-V: Web based Business

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Web based Business	1	15-02-22		TLM2	
2.	Business-to-Business Electronic Commerce	1	17-02-22		TLM1	
3.	Business-to-Business Electronic Commerce	1	18-02-22		TLM1	
4.	Intranets and Extranets	1	19-02-22		TLM1	
5.	Intranets and Extranets	1	22-02-22		TLM1	
6.	Intranets and Supply Chain Management	1	24-02-22		TLM1	
7.	Intranets and Supply Chain Management	1	25-02-22		TLM1	
8.	Legal issues	1	26-02-22		TLM2	
9.	Legal issues	1	01-03-22		TLM1	
10.	Ethical issues	1	03-03-22		TLM2	
11.	Ethical issues	1	04-03-22		TLM1	
12.	Case Study	1	05-03-22		TLM2	

13.	Case Study	1	05-03-22		TLM1	
No. of classes required to complete UNIT-V		13			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 $\text{Max}(A,B)+25\%$ of $\text{Min}(A,B)$	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

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 a way 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.K.Deepika	Dr.K.Deepika	Dr.K.Deepika	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD



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

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

MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

PART-A

Name of Course Instructor	: Dr.K.Deepika	
Course Name & Code	: 20MB13: E-BUSINESS	
L-T-P Structure	: 4-0-0	Credits : 4
Program/Sem/Sec	: MBA., III-Sem., Section- B	A.Y : 2021-22

PRE-REQUISITE: Basic knowledge on various concepts relating to software and internet.

Course Educational Objectives: In this course, the students will learn

• Learnt to analyze the business model of a firm, and determine the role that the Internet(and related technologies) can play to support or even enable this model
• Understand the key issues involved in managing electronic commerce initiatives
• Utilize the Internet to collect information and to conduct research
• Understand current challenges and issues in e-commerce.
• Understand e-Commerce including marketing strategies.

COURSE OUTCOMES:

At the end of the course

CO1	Gain an understanding of the theories and concepts underlying e-commerce
CO2	Apply e-commerce theory and concepts to what e-marketers are doing in "the real world"
CO3	Review e-Commerce infrastructures including architecture models, security & payment systems.
CO4	Improve familiarity with current challenges and issues in e-commerce.
CO5	Identify business models surrounding e-commerce including marketing strategies.

COURSE ARTICULATION MATRIX (Correlation between Cos & POs):

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

Text Books

1. Elias.M.Awad,“Electronic Commerce”, Prentice-Hall of India Pvt Ltd,2002.

2. Ravi Kalakota, Andrew B. Whinston,"Electronic Commerce- A Manager's guide", Addison-Wesley, 2000.

References

1. Efraim Turban, Jae Lee, David King,H.Michael Chung,—Electronic Commerce—AManagerialPerspective",Addison-Wesley,2001.

2. Elias MAward,—Electronic Commerce from Vision to Fulfillmentl,3rd Edition, PHI,2006

3. Judy Strauss, Adel El-Ansary, Raymond Frost, —E-Marketingl,3RDEdition, PearsonEducation,2003

4. Ravi Kalakota, Andrew B.Whinston,"Frontiers of Electronic Commercel, Addition Wesley,2000.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Tele communication networks

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
13.	Tele Communication Networks	1	22-11-21		TLM2	
14.	LAN-WAN Internet	1	23-11-21		TLM1	
15.	Electronic Commerce-Introduction	1	24-11-21		TLM1	
16.	History of Electronic Commerce	1	29-11-21		TLM1	
17.	Advantages of Electronic Commerce	1	01-12-21		TLM1	
18.	Limitations of Electronic Commerce	1	04-12-21		TLM1	
19.	Types of Electronic Commerce	1	06-12-21		TLM1	
20.	Types of Electronic Commerce	1	07-12-21		TLM2	
21.	Integrating Electronic Commerce	1	08-12-21		TLM1	
22.	Integrating Electronic Commerce	1	13-12-21		TLM1	
23.	Key questions for Management	1	14-12-21		TLM2	
24.	Key questions for Management	1	15-12-21		TLM1	
No. of classes required to complete UNIT-I		12				No. of classes taken:

UNIT-II: The Internet and the World Wide Web

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
11.	The Internet and the World Wide Web	1	18-12-21		TLM2	

12.	The Internet Today	1	20-12-21		TLM1
13.	History of the Web	1	21-12-21		TLM1
14.	History of the Web	1	22-12-21		TLM1
15.	Unique benefits of the Internet	1	27-12-21		TLM1
16.	Internet Architecture	1	28-12-21		TLM2
17.	World Wide Web	1	29-12-21		TLM1
18.	Concepts and Technology	1	01-01-22		TLM2
19.	Creating Web pages	1	03-01-22		TLM1
20.	Launching a Business on the Internet.	1	04-01-22		TLM1
No. of classes required to complete UNIT-II		10			No. of classes taken:

UNIT-III: Electronic Payment Systems

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
11.	Electronic Payment Systems	1	05-01-22		TLM2	
12.	Overview of the Electronic payment Technology	1	08-01-22		TLM1	
13.	Overview of the Electronic payment Technology	1	17-01-22		TLM1	
14.	Requirements for Internet Based payments	1	18-01-22		TLM1	
15.	Requirements for Internet Based payments	1	19-01-22		TLM1	
16.	Electronic payment Medias	1	22-01-22		TLM1	
17.	Electronic payment Medias	1	24-01-22		TLM2	
18.	Electronic commerce and banking.	1	25-01-22		TLM1	
19.	Electronic commerce and banking.	1	26-01-22		TLM2	
20.	Case Study	1	29-01-22		TLM1	
No. of classes required to complete UNIT-III		10			No. of classes taken:	

UNIT-IV: E- security

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
12.	E- security	1	31-01-22		TLM2	

13.	Security in the cyberspace	1	01-02-22		TLM1
14.	Designing for security	1	02-02-22		TLM1
15.	Virus-Concept	1	05-02-22		TLM1
16.	Security Protection and Recovery-Encryption	1	07-02-22		TLM1
17.	The Basic Algorithm System	1	08-02-22		TLM1
18.	Authentication and Trust	1	09-02-22		TLM1
19.	Key management	1	12-02-22		TLM2
20.	Internet Security Protocols and Standards	1	14-02-22		TLM1
21.	Internet Security Protocols and Standards	1	15-02-22		TLM1
22.	Other Encryption issues	1	16-02-22		TLM2
No. of classes required to complete UNIT-IV		11			No. of classes taken:

UNIT-V: Web based Business

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
14.	Web based Business	1	19-02-22		TLM2	
15.	Business-to-Business Electronic Commerce	1	21-02-22		TLM1	
16.	Business-to-Business Electronic Commerce	1	22-02-22		TLM1	
17.	Intranets and Extranets	1	23-02-22		TLM1	
18.	Intranets and Extranets	1	26-02-22		TLM1	
19.	Intranets and Supply Chain Management	1	28-02-22		TLM1	
20.	Intranets and Supply Chain Management	1	01-03-22		TLM1	
21.	Legal issues	1	01-03-22		TLM2	
22.	Legal issues	1	02-03-22		TLM1	
23.	Ethical issues	1	02-03-22		TLM2	
24.	Ethical issues	1	03-03-22		TLM1	
25.	Case Study	1	05-03-22		TLM2	
26.	Case Study	1	05-03-22		TLM1	

No. of classes required to complete UNIT-V	13	No. of classes taken:
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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 $\text{Max}(A,B)+25\%$ of $\text{Min}(A,B)$	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

PROGRAM EDUCATION OBJECTIVES (PEO's)

1. To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.
2. To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
3. To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

PROGRAM OUTCOMES

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

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MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

PART-A

Name of Course Instructor : U. RAMBABU
Course Name & Code : Security Analysis and Portfolio Management
L-T-P Structure : 4-0-0 Credits : 4
Program/Sem/Sec : MBA., III-Sem., Sections- A A.Y : 2021-22

Course Educational Objectives (CEO's):

1. To improve decision making skills in management of investment through better understanding of modern theories on portfolio management and functioning of capital markets.
2. To get better return on portfolio with lesser risk and enlighten the students with the concepts and practical applications of security analysis and portfolio management.
3. To make aware about the functioning of securities market alongside the theories and concepts involved in portfolio management.
4. To acquaint the students about assets management, the risks and the returns involved.
5. Understand the structure and pricing of mutual funds and assets its performance.

Course Outcomes (COs):

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

CO1	Understand the major investment instruments.
CO2	Explain the roles and working of the securities markets locality and abroad.
CO3	Evaluate and design appropriate portfolio management strategies to meet Investor's objectives and needs.
CO4	Apply portfolio and capital market theories in investment analysis and decisions in a practical setting.
CO5	Apply the concepts of mutual funds and its performance measurement.

Articulation Matrix:

6.

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	2	-	1	1
CO2	3	2	-	1	1
CO3	3	2	1	2	-
CO4	1	2	2	1	1
CO5	2	2	1	3	1

= Slight(Low)2 =Moderate(Medium)3-Substantial(High)

Textbook

1. **Security Analysis Portfolio Management | Seventh Edition | By Pearson Paperback – 30 October 2018 by E. Fischer Donald (Author), J. Jordan Ronald (Author), K. Pradhan Ashwini (Author)**

References

1. **Security Analysis and Portfolio Management Paperback – 1 January 2015 by Kevin S. (Author)**
2. **Securities analysis and portfolio management Hardcover – 3 October 2016 by V. A. Avadhani (Author)**
3. **Investment Analysis and Portfolio Management | 5th Edition Paperback – 10 March 2017 by Prasanna Chandra (Author)**
4. **Security Analysis and Portfolio Management Paperback – 1 January 2015**

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: introduction to Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction about the SAPM Subject and discuss CEO and CO	1	23-11-2021		TLM1	
2.	Introduction to Investments: The investment environment: Concept Objectives	1	25-11-2021		TLM1	
3.	Factors, Alternatives,	1	26-11-2021		TLM2	
4.	Process	1	27-11-2021		TLM2	
5.	Investment Vs Speculation	1	30-11-2021		TLM2	
6.	classification and functions of financial markets	1	02-12-2021		TLM2	
7.	Financial instruments.	1	03-12-2021		TLM2	
8.	Securities Market: Primary, Secondary,	1	04-12-2021		TLM2	
9.	Indices, Listing Process.	1	07-12-2021		TLM2	
10.	Exchanges, Depositories, Clearing House.	1	09-12-2021		TLM2	
11.	Securities trading and types of orders, margin trading	1	10-12-2021		TLM2	
12.	Regularity systems for equity markets	1	11-12-2021		TLM2	
13.	Portfolio Theory: Concept of Risk	1	14-12-2021		TLM2	
14.	measuring risk and returns	1	16-12-2021		TLM2	
15.	Portfolio risk – measurement and analysis	1	17-12-2021		TLM2	
16.	mean – variance approach	1	18-12-2021		TLM2	
No. of classes required to complete UNIT-I:16						

UNIT-II Equilibrium in Capital Market

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Equilibrium in Capital Market	1	21-12-2021		TLM2	
2.	The Capital Asset Pricing Model	1	23-12-2021		TLM2	
3.	Arbitrage Pricing theory	1	24-12-2021		TLM2	
4.	Bond Analysis: Bond Pricing Theorems	1	28-12-2021		TLM2	
5.	Convexity, duration, bond immunization,	1	30-12-2021		TLM2	
6.	management and passive bond management	1	31-12-2021		TLM2	
7.	Equity Valuation Model: Dividend discount models,	1	04-01-2022		TLM2	
8.	intrinsic value and market price,	1	06-01-2022		TLM2	
9.	earnings multiplier approach, P/E ratio, Price/Book value,	1	07-01-2022		TLM2	
10.	Price/sales ratio, Economic value added (EVA).	1	08-01-2022		TLM2	
11.	I MID EXAM		11-01-2022			
12.	I MID EXAM		13-01-2022			
13.	I MID EXAM		14-01-2022			
14.	I MID EXAM		15-01-2022			
No. of classes required to complete UNIT-II:10						

UNIT-III: Security Analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Fundamental analysis:	1	18-01-2022		TLM2	
2.	Economic, industry and company	1	20-01-2022		TLM2	
3.	Economic, industry and company	1	21-01-2022		TLM2	
4.	Technical Analysis:	1	22-01-2022		TLM2	
5.	Dow theory	1	25-01-2022		TLM2	
6.	Elliot Wave theory,	1	27-01-2022		TLM2	
7.	Moving Averages,	1	28-01-2022		TLM2	
8.	Breadth of the market,	1	29-01-2022		TLM2	
9.	ROC, RSI,	1	01-02-2022		TLM2	
10.	Price Charts	1	03-02-2022		TLM2	
11.	Resistance and Supports	1	04-02-2022		TLM2	
12.	Random Walk Theory	1	05-02-2022		TLM2	
No. of classes required to complete UNIT-III:12						

UNIT-IV: Portfolio Analysis & Selection:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Diversification, the Sharpe Index Model	1	08-02-2022		TLM2	
2.	Portfolio Beta Generating the Efficient Frontier.	1	10-02-2022		TLM2	
3.	Sharpe optimization model Portfolio Revision	1	11-02-2022		TLM2	
4.	Portfolio Rebalancing, Portfolio Upgrading,	1	12-02-2022		TLM2	
5.	Investment Timing	1	15-02-2022		TLM2	
6.	Formula Plans: Constant Dollar Value Plan,	1	17-02-2022		TLM2	
7.	Constant Ratio Plan, Variable Ratio Plan,	1	18-02-2022		TLM2	
8.	Problems	1	19-02-2022			
No. of classes required to complete UNIT-IV:08						

UNIT-V: Mutual fund

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Mutual fund	1	22-02-2022		TLM2	
2.	Objectives of Mutual Funds	1	24-02-2022		TLM2	
3.	Organization and Management of Mutual Funds	1	25-02-2022		TLM2	
4.	Types of Mutual Funds, Pros and Cons of Mutual Funds.	1	26-02-2022		TLM2	
5.	Performance evaluation of mutual funds, Sharpe index Model.	1	01-03-2022		TLM2	
6.	Treynor index Model	1	03-03-2022		TLM2	
7.	Jensen index model	1	04-03-2022		TLM2	
8.	Problems	1	05-03-2022		TLM2	
9.	II MID EXAM		08-03-2022			
10.	II MID EXAM		10-03-2022			
No. of classes required to complete UNIT-V:08						

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 :

1. To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.
2. To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
3. To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

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

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

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.

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

Signature				
	Name of the faculty	Name of the course Co-ordinator	Name of the Module Co-ordinator	HOD
	U. RAMBABU	Mrs.R. JEYA LAKSHMI	Mrs.R. JEYA LAKSHMI	Dr. A. ADISESHA REDDY



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

MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

PART-A

Name of Course Instructor : U. RAMBABU
Course Name & Code : Security Analysis and Portfolio Management
L-T-P Structure : 4-0-0 Credits : 4
Program/Sem/Sec : MBA., III-Sem., Sections- B A.Y : 2021-22

Course Educational Objectives (CEO's):

1. To improve decision making skills in management of investment through better understanding of modern theories on portfolio management and functioning of capital markets.
2. To get better return on portfolio with lesser risk and enlighten the students with the concepts and practical applications of security analysis and portfolio management.
3. To make aware about the functioning of securities market alongside the theories and concepts involved in portfolio management.
4. To acquaint the students about assets management, the risks and the returns involved.
5. Understand the structure and pricing of mutual funds and assets its performance.

Course Outcomes (COs):

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

CO1	Understand the major investment instruments.
CO2	Explain the roles and working of the securities markets locality and abroad.
CO3	Evaluate and design appropriate portfolio management strategies to meet Investor's objectives and needs.
CO4	Apply portfolio and capital market theories in investment analysis and decisions in a practical setting.
CO5	Apply the concepts of mutual funds and its performance measurement.

Articulation Matrix:

1.

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	2	-	1	1
CO2	3	2	-	1	1
CO3	3	2	1	2	-
CO4	1	2	2	1	1
CO5	2	2	1	3	1

= Slight(Low)2 =Moderate(Medium)3-Substantial(High)

Textbook

1. **Security Analysis Portfolio Management | Seventh Edition | By Pearson Paperback – 30 October 2018 by E. Fischer Donald (Author), J. Jordan Ronald (Author), K. Pradhan Ashwini (Author)**

References

1. **Security Analysis and Portfolio Management Paperback – 1 January 2015 by Kevin S. (Author)**
2. **Securities analysis and portfolio management Hardcover – 3 October 2016 by V. A. Avadhani (Author)**
3. **Investment Analysis and Portfolio Management | 5th Edition Paperback – 10 March 2017 by Prasanna Chandra (Author)**
4. **Security Analysis and Portfolio Management Paperback – 1 January 2015**

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: introduction to Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction about the SAPM Subject and discuss CEO and CO	1	22-11-2021		TLM1	
2.	Introduction to Investments: The investment environment: Concept Objectives	1	23-11-2021		TLM1	
3.	Factors, Alternatives,	1	24-11-2021		TLM2	
4.	Process	1	27-11-2021		TLM2	
5.	Investment Vs Speculation	1	29-11-2021		TLM2	
6.	classification and functions of financial markets	1	30-11-2021		TLM2	
7.	Financial instruments.	1	01-12-2021		TLM2	
8.	Securities Market: Primary, Secondary,	1	04-12-2021		TLM2	
9.	Indices, Listing Process.	1	06-12-2021		TLM2	
10.	Exchanges, Depositories, Clearing House.	1	08-12-2021		TLM2	
11.	Securities trading and types of orders, margin trading	1	11-12-2021		TLM2	
12.	Regularity systems for equity markets	1	13-12-2021		TLM2	
13.	Portfolio Theory: Concept of Risk measuring risk and returns	1	14-12-2021		TLM2	
14	Portfolio risk – measurement and analysis	1	15-12-2021		TLM2	
15	mean – variance approach	1	18-12-2021		TLM2	
No. of classes required to complete UNIT-I:15						

UNIT-II Equilibrium in Capital Market

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Equilibrium in Capital Market	1	20-12-2021		TLM2	
2.	The Capital Asset Pricing Model	1	21-12-2021		TLM2	
3.	Arbitrage Pricing theory	1	22-12-2021		TLM2	
4.	Bond Analysis: Bond Pricing Theorems	1	27-12-2021		TLM2	
5.	Convexity, duration, bond immunization,	1	28-12-2021		TLM2	
6.	management and passive bond management	1	29-12-2021		TLM2	
7.	Equity Valuation Model: Dividend discount models,	1	03-01-2022		TLM2	
8.	intrinsic value and market price,	1	04-01-2022		TLM2	
9.	earnings multiplier approach, P/E ratio, Price/Book value,	1	05-01-2022		TLM2	
10.	Price/sales ratio, Economic value added (EVA).	1	08-01-2022		TLM2	
11.	I MID EXAM		10-01-2022			
12.	I MID EXAM		11-01-2022			
13.	I MID EXAM		12-01-2022			
14.	I MID EXAM		15-01-2022			
No. of classes required to complete UNIT-II:10						

UNIT-III: Security Analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Fundamental analysis:	1	17-01-2022		TLM2	
2.	Economic, industry and company	1	18-01-2022		TLM2	
3.	Economic, industry and company	1	19-01-2022		TLM2	
4.	Technical Analysis:	1	22-01-2022		TLM2	
5.	Dow theory	1	24-01-2022		TLM2	
6.	Elliot Wave theory,	1	25-01-2022		TLM2	
7.	Moving Averages,	1	26-01-2022		TLM2	
8.	Breadth of the market,	1	29-01-2022		TLM2	
9.	ROC, RSI,	1	31-01-2022		TLM2	
10.	Price Charts	1	01-02-2022		TLM2	
11.	Resistance and Supports	1	02-02-2022		TLM2	
12.	Random Walk Theory	1	05-02-2022		TLM2	
No. of classes required to complete UNIT-III:12						

UNIT-IV: Portfolio Analysis & Selection:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Diversification, the Sharpe Index Model	1	07-02-2022		TLM2	
2.	Portfolio Beta Generating the Efficient Frontier.	1	08-02-2022		TLM2	
3.	Sharpe optimization model Portfolio Revision	1	09-02-2022		TLM2	
4.	Portfolio Rebalancing, Portfolio Upgrading,	1	12-02-2022		TLM2	
5.	Investment Timing	1	14-02-2022		TLM2	
6.	Formula Plans: Constant Dollar Value Plan,	1	15-02-2022		TLM2	
7.	Constant Ratio Plan, Variable Ratio Plan,	1	16-02-2022		TLM2	
8.	Problems	1	19-02-2022			
No. of classes required to complete UNIT-IV:08						

UNIT-V: Mutual fund

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Mutual fund	1	21-02-2022		TLM2	
2.	Objectives of Mutual Funds	1	22-02-2022		TLM2	
3.	Organization and Management of Mutual Funds	1	23-02-2022		TLM2	
4.	Types of Mutual Funds, Pros and Cons of Mutual Funds.	1	26-02-2022		TLM2	
5.	Performance evaluation of mutual funds, Sharpe index Model.	1	28-02-2022		TLM2	
6.	Treynor index Model	1	01-03-2022		TLM2	
7.	Jensen index model	1	02-03-2022		TLM2	
8.	Problems	1	05-03-2022		TLM2	
9.	II MID EXAM		07-03-2022			
10.	II MID EXAM		08-03-2022			
11.	II MID EXAM		09-03-2022			
No. of classes required to complete UNIT-V:08						

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

Program Outcomes (POs):

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

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

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.

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

Signature				
	Name of the faculty	Name of the course Co-ordinator	Name of the Module Co-ordinator	HOD
	U. RAMBABU	Mrs.R. JEYA LAKSHMI	Mrs.R. JEYA LAKSHMI	Dr.A.ADISESHA REDDY



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MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, III SEM – **Section-A**
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : **20MB15 –Financial Markets and Services**
L-T-P STRUCTURE : 3-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr.V.V.Narsi Reddy
COURSE COORDINATOR: Dr.V.V.Narsi Reddy

Prerequisite: Fundamentals of Economic environment

Course Educational Objectives: In this course, the students will learn

1.	To provide an insight of Indian Financial system for better financial decision making.
2.	To make the students understand the various services offered and various risks faced by banks
3.	To increase awareness on Non-Banking Financial Institutions in India.
4.	To highlight various services offered by Financial Institutions.
5.	To understand the functions and activities of merchant bankers and follow the SEBI guidelines.

Course Out Comes (COs):

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

CO1	Understand the structure and various functions of financial institutions in India.
CO2	Demonstrate the banking sector in India and RBI role in banking sector
CO3	Describe the mechanism of Non-banking financial components and mutual funds
CO4	Develop an awareness of current structure and regulation of the Indian financial service sector.
CO5	Recite knowledge about roles & functions of merchant banking system in India.

CO-PO Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	-	-	3	2
CO2	2	-	-	2	1
CO3	2	1	-	2	2
CO4	2	-	1	2	3
CO5	2	-	-	2	2

1 = Slight (Low) 2 = Moderate (Medium) 3-Substantial (High)

Text Books

- 1 M.Y.Khan,FinancialServices,TataMcGraw-Hill,NewDelhi,2004.
- 2 M.Y. Khan Indian financial system, Tata McGraw-Hill, new Delhi 2019.
- 3 Clifford Gomez- Financial markets, Institutions and Financial Services PH1-2017.

References

- 1 Sames L.Hackett, Managing in the Service Economy, Harvard Business School Press, Boston,2001.
- 2 Pathak: Indian Financial Systems PearsonEducation-2014.
- 3 M.Y.Khan,IndianFinancialSystem,4/eTataMcGraw-Hill,NewDelhi,2013.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -SECTION

UNIT-I: Introduction to Indian Financial system

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	22-11-21		TLM1	CO1	T2,R3	
2.	Introduction	1	23-11-21		TLM1	CO1	T2,R3	
3.	Introduction	1	24-11-21		TLM2	CO1	T2,R3	
4.	Tally-training	1	26-11-21		TLM1&2	CO1	T2,R3	

5.	Tally-training	1	29-11-21		TLM1&2	CO1	T2,R3	
6.	Tally-training	1	30-11-21		TLM1	CO1	T2,R3	
7.	Financial markets	1	01-12-21		TLM1	CO1	T2,R3	
8.	Types of markets	1	03-12-21		TLM1	CO1	T2,R3	
9.	Financial institutions	1	06-12-21		TLM1	CO1	T2,R3	
10.	Financial systems	1	07-12-21		TLM1	CO1	T2,R3	
11.	Technology	1	08-12-21		TLM1	CO1	T2,R3	
12.	Factors affecting	1	10-12-21		TLM1	CO1	T2,R3	
13.	Development	1	13-12-21		TLM1	CO1	T2,R3	
14.	Innovation	1	14-12-21		TLM1	CO1	T2,R3	
15.	Tutorial-1	1	15-12-21		TLM1	CO1	T2,R3	
No. of classes required to complete UNIT-I		15			No. of classes taken:			

UNIT-II: The Banking Institutions

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.	RBI-central banking	1	17-12-21		TLM2	CO2	T2,R3	
17.	Commercial banks	1	20-12-21		TLM1	CO2	T2,R3	
18.	Public and private sectors structures and performance	1	21-12-21		TLM1	CO2	T2,R3	
19.	Problems of competition	1	22-12-21		TLM2	CO2	T2,R3	
20.	Interest rates, spreads, NPA's	1	24-12-21		TLM1	CO2	T2,R3	
21.	Interest rates, spreads, NPA's	1	27-12-21		TLM2	CO2	T2,R3	
22.	Bank capital	1	28-12-21		TLM2	CO2	T2,R3	
23.	Adequacy norms	1	29-12-21		TLM1	CO2	T2,R3	
24.	Capital market support	1	31-12-21		TLM1	CO2	T2,R3	
25.	Tutorial-2	1	03-01-22		TLM1	CO2	T2,R3	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

UNIT-III: Non-Banking financial institutions

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
26.	Evolution	1	04-01-22		TLM2	CO3	T2,R3	
27.	Control by RBI and SEBI	1	05-01-22		TLM1	CO3	T2,R3	
28.	Perspective on future role	1	07-01-22		TLM2	CO3	T2,R3	
29.	MID-1	1	10-01-22		TLM1	CO3	T2,R3	
30.	MID-1	1	11-01-22		TLM1	CO3	T2,R3	
31.	MID-1	1	12-01-22		TLM2	CO3	T2,R3	
32.	MID-1	1	14-01-22		TLM1	CO3	T2,R3	
33.	UTI and Mutual funds	1	17-01-22		TLM1	CO3	T2,R3	
34.	Working of public and private mutual funds in India	1	18-01-22		TLM1	CO3	T2,R3	
35.	RBI frame work for regulation of Bank credit	1	19-01-22		TLM2	CO3	T2,R3	
36.	Commercial paper	1	21-01-22		TLM2	CO3	T2,R3	
37.	Features and advantages	1	24-01-22		TLM2	CO3	T2,R3	
38.	Framework	1	25-01-22		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		13			No. of classes taken:			

UNIT-IV: Financial services

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
39.	Asset/fund based financial services, Lease finance	1	28-01-22		TLM1	CO4	T2,R3	
40.	Consumer credit	1	31-01-22		TLM1	CO4	T2,R3	
41.	Hire purchase finance	1	01-02-22		TLM1	CO4	T2,R3	
42.	Factoring, functions, advantages	1	02-02-22		TLM2	CO4	T2,R3	
43.	Evaluation and forfeiting	1	04-02-22		TLM1	CO4	T2,R3	
44.	Bills discounting, Housing finance	1	07-02-22		TLM1	CO4	T2,R3	
45.	Venture capital	1	08-02-22		TLM1	CO4	T2,R3	

46.	Stock broking	1	09-02-22		TLM1	CO4	T2,R3		
47.	Credit rating	1	11-02-22		TLM1	CO4	T2,R3		
No. of classes required to complete UNIT-IV		09			No. of classes taken:				

UNIT-V : Merchant Banking services

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.	Role and functions of MB	1	14-02-22		TLM1&2	CO5	T2,R3		
49.	Corporate advisory services	1	15-02-22		TLM1	CO5	T2,R3		
50.	Market making process	1	16-02-22		TLM1	CO5	T2,R3		
51.	SEBI guide lines on MB	1	18-02-22		TLM1&2	CO5	T2,R3		
52.	Functions of MB	1	21-02-22		TLM1&2	CO5	T2,R3		
53.	Under writer, banker broker, registrar	1	22-02-22		TLM1	CO5	T2,R3		
54.	Debenture trustee and portfolio manager	1	23-02-22		TLM1	CO5	T2,R3		
55.	MB's and activities and SEBI guide lines	1	25-02-22		TLM1	CO5	T2,R3		
56.	Portfolio issue management	1	01-03-22		TLM1	CO5	T2,R3		
57.	Report writing and presentation	1	02-03-22		TLM1	CO5	T2,R3		
58.	Report writing and presentation	1	04-03-22		TLM1	CO5	T2,R3		
59.	MID-2	1	07-03-22		TLM1	CO5	T2,R3		
60.	MID-2	1	08-03-22		TLM1	CO5	T2,R3		
61.	MID-2	1	09-03-22		TLM1	CO5	T2,R3		
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
62.	Recent trends	1	28-02-22		TLM2		Online	

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 :

1. To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.
2. To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
3. To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Programme Outcomes (PO's)

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

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



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

MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, III SEM – Section-B
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : **20MB15 –Financial Markets and Services**
L-T-P STRUCTURE : 3-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr.V.V.Narsi Reddy
COURSE COORDINATOR: Dr.V.V.Narsi Reddy

Prerequisite: Fundamentals of Economic environment

Course Educational Objectives: In this course, the students will learn

1.	To provide an insight of Indian Financial system for better financial decision making.
2.	To make the students understand the various services offered and various risks faced by banks
3.	To increase awareness on Non-Banking Financial Institutions in India.
4.	To highlight various services offered by Financial Institutions.
5.	To understand the functions and activities of merchant bankers and follow the SEBI guidelines.

Course Out Comes (COs):

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

CO1	Understand the structure and various functions of financial institutions in India.
CO2	Demonstrate the banking sector in India and RBI role in banking sector
CO3	Describe the mechanism of Non-banking financial components and mutual funds
CO4	Develop an awareness of current structure and regulation of the Indian financial service sector.
CO5	Recite knowledge about roles & functions of merchant banking system in India.

CO-PO Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	-	-	3	2
CO2	2	-	-	2	1
CO3	2	1	-	2	2
CO4	2	-	1	2	3
CO5	2	-	-	2	2

1 = Slight (Low) 2 = Moderate (Medium) 3-Substantial (High)

Text Books

- 1 M.Y.Khan,FinancialServices,TataMcGraw-Hill,NewDelhi,2004.
- 2 M.Y. Khan Indian financial system, Tata McGraw-Hill, new Delhi 2019.
- 3 Clifford Gomez- Financial markets, Institutions and Financial Services PH1-2017.

References

- 1 Sames L.Hackett, Managing in the Service Economy, Harvard Business School Press, Boston,2001.
- 2 Pathak: Indian Financial Systems PearsonEducation-2014.
- 3 M.Y.Khan,IndianFinancialSystem,4/eTataMcGraw-Hill,NewDelhi,2013.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -SECTION

UNIT-I: Introduction to Indian Financial system

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	23-11-21		TLM1	CO1	T2,R3	
2.	Introduction	1	24-11-21		TLM1	CO1	T2,R3	
3.	Introduction	1	26-11-21		TLM2	CO1	T2,R3	
4.	Tally-training	1	27-11-21		TLM1&2	CO1	T2,R3	
5.	Tally-training	1	30-11-21		TLM1&2	CO1	T2,R3	
6.	Tally-training	1	01-12-21		TLM1	CO1	T2,R3	

7.	Financial markets	1	03-12-21		TLM1	CO1	T2,R3	
8.	Types of markets	1	04-12-21		TLM1	CO1	T2,R3	
9.	Financial institutions	1	07-12-21		TLM1	CO1	T2,R3	
10.	Financial systems	1	08-12-21		TLM1	CO1	T2,R3	
11.	Technology	1	10-12-21		TLM1	CO1	T2,R3	
12.	Factors affecting	1	11-12-21		TLM1	CO1	T2,R3	
13.	Development	1	14-12-21		TLM1	CO1	T2,R3	
14.	Innovation	1	15-12-21		TLM1	CO1	T2,R3	
15.	Tutorial-1	1	17-12-21		TLM1	CO1	T2,R3	
No. of classes required to complete UNIT-I		15			No. of classes taken:			

UNIT-II: The Banking Institutions

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.	RBI-central banking	1	18-12-21		TLM2	CO2	T2,R3	
17.	Commercial banks	1	21-12-21		TLM1	CO2	T2,R3	
18.	Public and private sectors structures and performance	1	22-12-21		TLM1	CO2	T2,R3	
19.	Problems of competition	1	24-12-21		TLM2	CO2	T2,R3	
20.	Interest rates, spreads, NPA's	1	25-12-21		TLM1	CO2	T2,R3	
21.	Interest rates, spreads, NPA's	1	28-12-21		TLM2	CO2	T2,R3	
22.	Bank capital	1	29-12-21		TLM2	CO2	T2,R3	
23.	Adequacy norms	1	31-12-21		TLM1	CO2	T2,R3	
24.	Capital market support	1	01-01-22		TLM1	CO2	T2,R3	
25.	Tutorial-2	1	04-01-22		TLM1	CO2	T2,R3	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

UNIT-III: Non-Banking financial institutions

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
26.	Evolution	1	05-01-22		TLM2	CO3	T2,R3	
27.	Control by RBI and SEBI	1	07-01-22		TLM1	CO3	T2,R3	
28.	Perspective on future role	1	08-01-22		TLM2	CO3	T2,R3	
29.	MID-1	1	11-01-22		TLM1	CO3	T2,R3	
30.	MID-1	1	12-01-22		TLM1	CO3	T2,R3	
31.	MID-1	1	14-01-22		TLM2	CO3	T2,R3	
32.	MID-1	1	15-01-22		TLM1	CO3	T2,R3	
33.	UTI and Mutual funds	1	18-01-22		TLM1	CO3	T2,R3	
34.	Working of public and private mutual funds in India	1	19-01-22		TLM1	CO3	T2,R3	
35.	RBI frame work for regulation of Bank credit	1	21-01-22		TLM2	CO3	T2,R3	
36.	Commercial paper	1	22-01-22		TLM2	CO3	T2,R3	
37.	Features and advantages	1	25-01-22		TLM2	CO3	T2,R3	
38.	Framework	1	28-01-22		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		13				No. of classes taken:		

UNIT-IV: Financial services

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
39.	Asset/fund based financial services	1	29-01-22		TLM1	CO4	T2,R3	
40.	Lease finance	1	01-02-22		TLM1	CO4	T2,R3	
41.	Consumer credit	1	02-02-22		TLM1	CO4	T2,R3	
42.	Hire purchase finance	1	04-02-22		TLM1	CO4	T2,R3	
43.	Factoring, functions, advantages	1	05-02-22		TLM2	CO4	T2,R3	
44.	Evaluation and forfeiting	1	08-02-22		TLM1	CO4	T2,R3	
45.	Bills discounting, Housing finance	1	09-02-22		TLM1	CO4	T2,R3	
46.	Venture capital	1	11-02-22		TLM1	CO4	T2,R3	

47.	Stock broking	1	12-02-22		TLM1	CO4	T2,R3	
48.	Credit rating	1	15-02-22		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

UNIT-V : Merchant Banking services

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
49.	Role and functions of MB	1	16-02-22		TLM1&2	CO5	T2,R3	
50.	Corporate advisory services	1	18-02-22		TLM1	CO5	T2,R3	
51.	Market making process	1	19-02-22		TLM1	CO5	T2,R3	
52.	SEBI guide lines on MB	1	22-02-22		TLM1&2	CO5	T2,R3	
53.	Functions of MB	1	23-02-22		TLM1&2	CO5	T2,R3	
54.	Under writer, banker broker, registrar	1	25-02-22		TLM1	CO5	T2,R3	
55.	Debenture trustee and portfolio manager	1	26-02-22		TLM1	CO5	T2,R3	
56.	MB's and activities and SEBI guide lines	1	01-03-22		TLM1	CO5	T2,R3	
57.	Portfolio issue management	1	02-03-22		TLM1	CO5	T2,R3	
58.	Report writing and presentation	1	04-03-22		TLM1	CO5	T2,R3	
59.	Report writing and presentation	1	05-03-22		TLM1	CO5	T2,R3	
60.	MID-2	1	08-03-22		TLM1	CO5	T2,R3	
61.	MID-2	1	09-03-22		TLM1	CO5	T2,R3	
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
62.	Recent trends	1	05-03-22		TLM2		Online	

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 :

1. To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.
2. To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
3. To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Programme Outcomes (PO's)

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

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



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DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE HANDOUT

PART-A

Name of Course Instructor : Dr. L.Srinivas
Course Name & Code : Management of Industrial Relations (20MB18)
L-T-P Structure : 3-0-0
Program/Sem/Sec : MBA., III-Sem – FH

Credits : 03
A.Y : 2021-22

PRE-REQUISITE:

Course Outcomes (COs):

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

CO1	Demonstrate the need of harmonious industrial relations maintaining for the succeeding of any organization.
CO2	Interpret the role of trade unions in Indian context and the Importance of workers' participation with management.
CO3	Describe various Acts relating to wages and salaries acts for effective administration.
CO4	Determine knowledge on social security Acts and ensure the wellbeing and safety of the personnel.
CO5	Identify the causes and consequences of employee grievances and industrial disputes and understand how they should be resolved.

CO-PO Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	2	1	2	2
CO2	2	2	-	2	1
CO3	2	3	2	1	-
CO4	2	2	2	1	1
CO5	2	3	-	2	1

1 = Slight (Low) 2 = Moderate (Medium) 3-Substantial (High)

TEXT BOOKS:

1. Mamoria: Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2010
2. Sinha: Industrial Relations, Trade Unions and Labour Legislation, Pearson Education, New Delhi, 2009

REFERENCE BOOKS:

- R1** B.D. Singh: Industrial Relations, Excel Books, New Delhi, 2009
R2 C.S. Venkataratnam: Industrial Relations, Oxford University Press, New Delhi, 2009.

PART-B

COURSE DELIVERY PLAN:

UNIT-I: Industrial Relations an Overview

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction class	1	22-11-2021		TLM1	
2.	Syllabus orientation	1	23-11-2021		TLM1	
3.	Introductions of students	1	24-11-2021		TLM1	
4.	Placement Training from 25-11-2021 to 01-12-2021					
5.	Management of Industrial Relations – An overview, Concept and Scope of IR	1	04-12-2021		TLM2	
6.	Significance of IR & Objectives	1	06-12-2021		TLM2	
7.	Factors influencing IR	1	07-12-2021		TLM2	
8.	Approaches to IR	1	08-12-2021		TLM2	
9.	Strategies for effective management of IR in India	1	11-12-2021		TLM2	
10.	Case study	1	13-12-2021		TLM2	
No. of classes required to complete UNIT-I: 9				No. of classes taken:		

UNIT-II: Trade Unions

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Trade Unions – Introduction, Definition and objectives	1	14-12-2021		TLM2	
2.	Growth of Trade Unions in India	1	15-12-2021		TLM2	
3.	Trade Unions Act -1926	1	18-12-2021		TLM2	
4.	Employers' association	1	20-12-2021		TLM2	
5.	Union recognition	1	21-12-2021		TLM2	
6.	Unions Problems	1	22-12-2021		TLM2	
7.	Quality of work life: Concept	1	27-12-2021		TLM2	
8.	Worker's participation management	1	28-12-2021		TLM2	
9.	Worker's participation in India- shop floor, plant level, board level	1	29-12-2021		TLM2	
10.	Workers' welfare in Indian scenario	1	01-01-2022		TLM2	
11.	Collective Bargaining - Concept and characteristics	1	03-01-2022		TLM2	
12.	Promoting industrial peace	1	04-01-2022		TLM2	
13.	Quiz	1	05-01-2022			
14.	Case study	1	09-01-2022		TLM2	
No. of classes required to complete UNIT-II: 14				No. of classes taken:		
FIRST MID EXAMS: 10-01-2022 to 15-01-2022						

UNIT-III: Wage and Salary Administration

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Nature & Significance of wage and salary administration	1	17-01-2022		TLM2	
2.	Essentials of Wage	1	18-01-2022		TLM2	
3.	Minimum wage, Fair and Real wage	1	19-01-2022		TLM2	
4.	Incentives & Fringe Benefits	1	22-01-2022		TLM2	
5.	Issues and Constraints in Wage Determination in India	1	24-01-2022		TLM2	
6.	Minimum Wages Act-1948	1	25-01-2022		TLM2	
7.	Payment of Wages Act-1936	1	29-01-2022		TLM2	
8.	Payment of Bonus Act-1965	1	31-01-2022		TLM2	
No. of classes required to complete UNIT-III: 8				No. of classes taken:		

UNIT-IV: Social Security

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Social Security: Introduction and types; Social Security in India	1	01-02-2022		TLM2	
2.	Health and Occupational safety programs	1	02-02-2022		TLM2	
3.	The Workmen's Compensation Act -1923	1	05-02-2022		TLM2	
4.	Employees' State Insurance Act - 1948	1	07-02-2022		TLM2	
5.	Employees Provident Fund Act - 1952	1	08-02-2022		TLM2	
6.	Gratuity Act -1972	1	09-02-2022		TLM2	
7.	Workers education- Concept & objectives	1	12-02-2022		TLM2	
No. of classes required to complete UNIT-IV: 7				No. of classes taken:		

UNIT-V: Employee Grievances

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Employees Grievances - Causes and effects	1	14-02-2022		TLM2	
2.	Grievance handling procedure	1	15-02-2022		TLM2	
3.	Conciliation	1	16-02-2022		TLM2	
4.	Arbitration	1	19-02-2022		TLM2	
5.	Adjudication	1	21-02-2022		TLM2	
6.	Standing Orders Act	1	22-02-2022		TLM2	
7.	Discipline: concept, Forms of indiscipline	1	23-02-2022		TLM2	
8.	Industrial Disputes: Meaning, nature and scope	1	26-02-2022		TLM2	
9.	Causes and consequences of IDs	1	28-02-2022		TLM2	

10.	Prevention and settlement of industrial disputes in India.	1	01-03-2022		TLM2	
11.	Presentations	1	02-03-2022		TLM6	
12.	Presentations	1	05-03-2022		TLM6	
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/ Assignment	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

PART-D

PROGRAMME OUTCOMES (POs):

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

PROGRAMME EDUCATIONAL OBJECTIVES :

1. To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.
2. To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
3. To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Course Instructor
(Dr.L.Srinivas)

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MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, III SEM – **Section-A&B**
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : **20MB21 – Advertising and Brand Management**
L-T-P STRUCTURE : 3-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr.V.V.Narsi Reddy
COURSE COORDINATOR: Dr.V.V.Narsi Reddy

Prerequisite: Fundamentals of Marketing Management

Course Educational Objectives: In this course, the students will learn

1.	To understand the concepts, principles of Advertising management.
2.	To provide necessary inputs to make them aware of designing of advertisements for promoting various products and services.
3.	To give an idea to the students about advertising media related concepts.
4.	To make the students aware of prominence of branding concepts.
5.	To make an Brand positioning strategies effectively to target customers

Course Outcomes (COs):

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

CO1	Apply their knowledge in creating an advertising strategy
CO2	Interpret an advertisements which appealing the target customers
CO3	Determine a specific medium to promote business through advertisements.
CO4	Restate the competencies to enhance the branding to a product or service
CO5	Identify the significance of Brand positioning strategies

Course Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	-	1	-	1
CO2	1	-	1	1	1
CO3	1	2	-	2	1
CO4	2	1	1	1	2
CO5	1	2	1	2	2

1 = Slight (Low) 2 = Moderate (Medium) 3-Substantial (High)

Text Books

1. S. A. Chunawalla–Foundation of advertising – Himalaya publishinghouse.
2. Clow, Baack–Integrated advertising marketing and promotion communication–Pearson- 3rdedition

References

1. Ruchi Gupta,S.Chand publications-Advertising Principles and Practices
2. Aaker, David(2002),Managing Brand Equity,Prentice Hall of India.
3. Rajeev Batra, John G. Myers and David A. Aaker (1996).
AdvertisingManagement, 5thEdition, Pearson Education.
4. Belch,G.E.&Belch,M.A.(2001).Advertising and Promotion,Tata Mc Graw Hill.
5. Kumar,Ramesh(2004).Managing Indian Brands,Vikas Publishing House, Delhi.
6. Keller K.L.(2003), Strategic Brand Management, 2ndEdition, Pearson Education.
7. S.A.Chunawalla–Compendium of Brand Management –Himalaya publishing house.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -SECTION

UNIT-I: Role of Integrated marketing Communications

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	22-11-21		TLM1	CO1	T2,R3	
2.	Introduction	1	23-11-21		TLM1	CO1	T2,R3	
3.	Introduction	1	24-11-21		TLM2	CO1	T2,R3	
4.	Tally-training	1	26-11-21		TLM1&2	CO1	T2,R3	
5.	Tally-training	1	29-11-21		TLM1&2	CO1	T2,R3	
6.	Tally-training	1	30-11-21		TLM1	CO1	T2,R3	

7.	IMC,meaning,Imp	1	01-12-21		TLM1	CO1	T2,R3	
8.	IMC-components	1	03-12-21		TLM1	CO1	T2,R3	
9.	IMC-plannng process	1	06-12-21		TLM1	CO1	T2,R3	
10.	Advertising,imp,scope	1	07-12-21		TLM1	CO1	T2,R3	
11.	Types of Advg	1	08-12-21		TLM1	CO1	T2,R3	
12.	Objectives of Advg	1	10-12-21		TLM1	CO1	T2,R3	
13.	DAGMAR	1	13-12-21		TLM1	CO1	T2,R3	
14.	Advg strategy	1	14-12-21		TLM1	CO1	T2,R3	
15.	Advg budget	1	15-12-21		TLM1	CO1	T2,R3	
No. of classes required to complete UNIT-I		15			No. of classes taken:			

UNIT-II: Advertising copy

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.	Advg copy essentials	1	17-12-21		TLM2	CO2	T2,R3	
17.	Types of AD copies	1	20-12-21		TLM1	CO2	T2,R3	
18.	Elements of copy	1	21-12-21		TLM1	CO2	T2,R3	
19.	Print ad making	1	22-12-21		TLM2	CO2	T2,R3	
20.	Radio,TV, AD making	1	24-12-21		TLM1	CO2	T2,R3	
21.	AD agencies	1	27-12-21		TLM2	CO2	T2,R3	
22.	AD agencies	1	28-12-21		TLM2	CO2	T2,R3	
23.	Advg effectiveness	1	29-12-21		TLM1	CO2	T2,R3	
24.	Advg effectiveness	1	31-12-21		TLM1	CO2	T2,R3	
25.	Advg effectiveness	1	03-01-22		TLM1	CO2	T2,R3	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

UNIT-III: Media planning, scheduling and strategy

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
26.	Types of Media	1	04-01-22		TLM2	CO3	T2,R3	
27.	Types of Media	1	05-01-22		TLM1	CO3	T2,R3	
28.	Media selection	1	07-01-22		TLM2	CO3	T2,R3	
29.	MID-1	1	10-01-22		TLM1	CO3	T2,R3	
30.	MID-1	1	11-01-22		TLM1	CO3	T2,R3	
31.	MID-1	1	12-01-22		TLM2	CO3	T2,R3	
32.	MID-1	1	14-01-22		TLM1	CO3	T2,R3	
33.	Media scheduling	1	17-01-22		TLM1	CO3	T2,R3	
34.	Media strategy	1	18-01-22		TLM1	CO3	T2,R3	
35.	Media scenario	1	19-01-22		TLM2	CO3	T2,R3	
36.	Ethical dimensions	1	21-01-22		TLM2	CO3	T2,R3	
37.	Recent trends	1	24-01-22		TLM2	CO3	T2,R3	
38.	Recent trends	1	25-01-22		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		13			No. of classes taken:			

UNIT-IV: Brand concept

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
39.	Brand, importance, Essential of Brand	1	28-01-22		TLM1	CO4	T2,R3	
40.	Brand vs generic	1	31-01-22		TLM1	CO4	T2,R3	
41.	Types of Brands	1	01-02-22		TLM1	CO4	T2,R3	
42.	Brand management	1	02-02-22		TLM2	CO4	T2,R3	
43.	Brand identity	1	04-02-22		TLM1	CO4	T2,R3	
44.	Brand image	1	07-02-22		TLM1	CO4	T2,R3	
45.	Brand equity	1	08-02-22		TLM1	CO4	T2,R3	
46.	Brand loyalty	1	09-02-22		TLM1	CO4	T2,R3	
47.	Brand personality	1	11-02-22		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		09			No. of classes taken:			

UNIT-V : Brand Positioning

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.	Brand positioning	1	14-02-22		TLM1&2	CO5	T2,R3	
49.	3C's of positioning	1	15-02-22		TLM1	CO5	T2,R3	
50.	Repositioning	1	16-02-22		TLM1	CO5	T2,R3	
51.	Celebrity endorsement	1	18-02-22		TLM1&2	CO5	T2,R3	
52.	Brand planning	1	21-02-22		TLM1&2	CO5	T2,R3	
53.	Brand extension	1	22-02-22		TLM1	CO5	T2,R3	
54.	Strategies for competitive advantages	1	23-02-22		TLM1	CO5	T2,R3	
55.	Brand pyramid	1	25-02-22		TLM1	CO5	T2,R3	
56.	Branding in deferent sectors	1	01-03-22		TLM1	CO5	T2,R3	
57.	Report writing and presentation	1	02-03-22		TLM1	CO5	T2,R3	
58.	Report writing and presentation	1	04-03-22		TLM1	CO5	T2,R3	
59.	Report writing and presentation	1	07-03-22		TLM1	CO5	T2,R3	
60.	Report writing and presentation	1	08-03-22		TLM1	CO5	T2,R3	
61.	Report writing and presentation	1	09-03-22		TLM1	CO5	T2,R3	
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
62.	Top Ad agencies	1	28-02-22		TLM2		Online	
63.	Top ad spenders	1	01-03-22		TLM2		Online	

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 $\text{Max}(A,B) + 25\%$ of $\text{Min}(A,B)$	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 :

1. To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.
2. To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
3. To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Programme Outcomes (PO's)

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

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



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC & NBA (CSE, IT, ECE, EEE & ME)

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

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

Department Of MBA COURSE HANDOUT

Part-A

PROGRAM : MBA., III Sem
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : Leadership and Team Building –20MB19.
SECTION : Finance and HR (FH)
L-T-P STRUCTURE : 3-0-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr T Rajasekhar
COURSE COORDINATOR : Dr T Rajasekhar
PRE-REQUISITES: Leadership and Team Building / Theory/Tools.

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

1. To enable students understand the qualities of a leader and the requirements of building and leading teams.
2. To provide a basic understanding about leadership, attributes of leaders and different leadership styles.
3. To identify contemporary leadership styles and their significance in Indian context.
4. To create awareness about teams, types of teams and team building techniques and their prominence
5. To provide inputs to manage the teams and measures the team effectiveness.

Course Outcomes (COs):

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

CO1	Restate the skills required for leader and able to know and handle the different situation and people
CO2	Describe the leadership skills and their development.
CO3	Interpret the contemporary leadership skills which increases job performance.
CO4	Identify the conflicts among team members and resolve them for increasing performance.
CO5	Determine the situation easily for making effective decision for enhancing organization growth.

CO-PO Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	2	3	2	2
CO2	2	2	1	-	2
CO3	2	2	1	1	-
CO4	2	2	2	-	-
CO5	2	2	1	2	2

1 = Slight (Low) 2 = Moderate (Medium) 3-Substantial (High)

BOS APPROVED TEXT BOOKS:**T1** Uday Kumar Haldar, Leadership and Team Building, Oxford University Press, New Delhi, 2010.**T2** Peter G. Northouse, Leadership-Theory and Practice, 3rd Edition, Response Books, 2006.**BOS APPROVED REFERENCE BOOKS:****R1** B. Rathan Reddy, Team Development & Leadership, 8th Impression, Jaico Publishing House, Mumbai, 2010.**R2** Uma Jain, Udai Pareek, Madhukar Shukla :Developing Leadership for the Global Era, McMillan.**Part-B****COURSE DELIVERY PLAN (LESSON PLAN): A -section****UNIT-I : 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
1.	Orientation - LSTB	01	22.11.21		TLM1	2	T1	
2.	Orientation - LSTB	01	23.11.21		TLM 5	2		
3.	Orientation - LSTB	01	24.11.21		TLM1	3	T1	
4.	Excel Microsoft and Tally Training Programme		25.11.21 to 30.11.21					
5.	Understanding Leaders and Leadership–Need for Leadership	01	01.12.21		TLM1	1	T1	
6.	Leader and Manager–Prerequisites of Organizational Leaders:	01	03.12.21		TLM1	3	T1, R2	
7.	Self-management dimensions–Leading People–Task management;	01	06.12.21		TLM1	2	T1	
8.	Self-management dimensions–Leading People–Task management;	01	07.12.21		TLM1	2	T1	
9.	Myths and Realities of Leadership–	01	08.12.21		TLM1	2	T1	
10.	Current Issues in Leadership- Inner Structure of Effective Leaders.	01	10.12.21		TLM1	3	T1	
11.	Current Issues in Leadership- Inner Structure of Effective Leaders.	01	13.12.21		TLM1	2	T1	
Number classes to be required fro completion		10				No. of classes taken:		

UNIT-II : Attributes of leaders

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.	Concepts of Power and Authority	01	14.12.21		TLM1	2	T1	
13.	Concepts of Power and Authority	01	15.12.21		TLM1	3	T1	
14.	Types of Power– Sources of Power– Leadership Skills	01	17.12.21		TLM1	2	T1	
15.	Types of Power– Sources of Power– Leadership Skills	01	20.12.21		TLM1	3	T1	
16.	Types of Power– Sources of Power– Leadership Skills	01	21.12.21		TLM1	4	T1, R2	
17.	Leadership Skills & their development– Leadership Traits	01	22.12.21		TLM1	2	T1	
18.	Leadership Skills & their development– Leadership Traits	01	24.12.21		TLM1	2	T1 R2,	
19.	Leadership Skills & their development– Leadership Traits	01	27.12.21		TLM1	2	T1	
20.	Intelligence and Leadership– Influencing Tactics– Influencing Processes-Self efficacy.	01	28.12.21		TLM1	2	T1	
21.	Intelligence and Leadership– Influencing Tactics– Influencing Processes-Self efficacy.	01	29.12.21		TLM1	3	T1	
22.	Intelligence and Leadership– Influencing Tactics– Influencing Processes-Self	01	31.12.21		TLM1	3	T1	

	efficacy.								
No. of classes required to complete UNIT-II		11			No. of classes taken:				

UNIT-III : Contemporary Leadership Styles

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	
23.	Transformational Leadership– Charismatic Leadership– Value Based Leadership	01	03.01.22		TLM1	3	T1		
24.	Transformational Leadership– Charismatic Leadership– Value Based Leadership	01	04.01.22		TLM1	3	T1		
25.	Spiritual Leadership- Servant Leadership– Level5 Leadership	01	05.01.22		TLM1	4	T1		
26.	Spiritual Leadership- Servant Leadership– Level5 Leadership	01	07.01.22		TLM1	2	T1		
27.	MID – I Examinations			10.01.22 to 15.01.22					
28.	Understanding and Influencing Follower Motivation	01	17.01.22		TLM1	3	T1		
29.	Understanding and Influencing Follower Motivation	01	18.01.22		TLM1	2	T1		
30.	Understanding and Influencing Follower Satisfaction–	01	19.01.22		TLM1	2	T1		
31.	Understanding and Influencing Follower Satisfaction–	01	19.01.22		TLM1	2	T1		
32.	Leadership versus Job Performance.	01	21.01.22		TLM1	2	T1		
33.	Leadership versus Job Performance.	01	24.01.22		TLM1	3	T1		
No. of classes required to complete UNIT-III		11			No. of classes taken:				

UNIT-IV : Essentials of building and managing teams

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.	Understanding Teams– Differentiating Groups and Teams	01	25.01.22		TLM1	3	T1, R2	
35.	Understanding Teams– Differentiating Groups and Teams	01	28.01.22		TLM1	3	T1	
36.	Types of Teams- Cross cultural teams–Shaping Team Behavior– Maintaining Mature Teams	01	31.01.22		TLM1	2	T1	
37.	Types of Teams- Cross cultural teams–Shaping Team Behavior– Maintaining Mature Team.	01	01.02.22		TLM1	2	T1, R2	
38.	Managing Dys-functional Teams–Leading Virtual Teams	01	02.02.22		TLM1	3	T1	
39.	Basic Skills of Team Leaders Advanced Skills of Team Leaders–	01	04.02.22		TLM1	3	T1	
40.	Basic Skills of Team Leaders Advanced Skills of Team Leaders–	01	05.02.22		TLM1	2	T1	
41.	Basic Skills of Team Leaders Advanced Skills of Team Leaders–	01	07.02.22		TLM1	2	T1	
42.	Building a High Performance Teams.– Conflict: Conflict resolution mechanisms.	01	08.02.22		TLM1	2	T1	
43.	Building a High Performance Teams.– Conflict: Conflict resolution mechanisms.	01	09.02.22		TLM1	3	T1	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

UNIT-V : Team Effectiveness

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.	Determinants of Team Performance	01	11.02.22	01	TLM1	2	T1, R2	
45.	Determinants of Team Performance	01	14.02.22	01	TLM1	3	T1	
46.	Types of Team vis-à-vis Leaders skills and Behaviors	01	15.02.22	01	TLM1	3	T1	
47.	Types of Team vis-à-vis Leaders skills and Behaviors	01	16.02.22	01	TLM1	3	T1	
48.	Facilitating Team-Building–Interpersonal Competence and Team Building	01	16.02.22	01	TLM1	3	T1, R2	
49.	Facilitating Team-Building–Interpersonal Competence and Team Building	01	18.02.22	01	TLM1	4	T1	
50.	Team Effectiveness– Measuring Team Effectiveness–Decision Making in Teams.Relevant case study discussions in all units	01	21.02.22	01	TLM1	3	T1	
51.	Team Effectiveness– Measuring Team Effectiveness–Decision Making in Teams.Relevant case study discussions in all units	01	22.02.22	01	TLM1	3	T1	
52.	Reviews	01	23.02.22	01	TLM1	3	T1	
53.	Reviews	01	25.02.22	01	TLM1	2	T1	
54.	Report writing	01	28.02.22	01	TLM1	3	T1	
55.	Report writing	01	01.03.22	01	TLM1	3	T1	
No. of classes required to complete UNIT-V		12			No. of classes taken:			

MID – II. Examinations : 07.03.22 to 09.03.22

Contents beyond the Syllabus

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	
56.	Advanced Topics	1	02.03.22		TLM5		Internet	
57.	Advanced Topics	1	04.03.22		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 :

1. To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.
2. To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
3. To encourage and train the students so that they can pursue higher studies and 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

Section-FM

Part-A

PROGRAM : MBA., III-Sem.
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : SERVICES MKTG.& RETAIL MANAGEMENT
L-T-P STRUCTURE : 3-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr.D.VENKATESWARLU
COURSE COORDINATOR : Dr.D.VENKATESWARLU

Course Educational Objectives (CEO's):

1. To provide deeper insight to students on Service marketing organizations
2. To develop understanding as to how important in managing service marketing
3. To create awareness to students on various types of Services and developing Service organizations
4. To make students understand the role of Retailing Industry for effectively contributing to service sector in a developing country like India
5. To enable the students understand retailing strategies and develop employable skills in them for the Industry

Course Outcomes (COs):

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

CO1	Identify the factors responsible for growth of service organizations
CO2	Differentiate various combinations of service organizations
CO3	Apply knowledge in various functions of a service organization
CO4	Interpret the competencies for handling retailing business
CO5	Illustrate appropriate retail marketing strategies

CO-PO Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	-	-	1	-
CO2	-	-	2	-	2
CO3	2	3	-	-	2
CO4	2	2	2	-	1
CO5	2	1	1	-	1

1 = Slight (Low) 2 = Moderate (Medium) 3-Substantial (High)

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): SECTION -FM****UNIT-I : FOUNDATION OF SERVICES MARKETING**

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: Foundation on services marketing	1	22/11/2021		TLM1	CO1	T1,R1	
2.	Significance of services & Tutorial	1	23/11/2021		TLM1	CO1	T1,R1	
3.	Role of services	1	24/11/2021		TLM1	CO1	T1,R1	
4.	service characteristics	1	27/11/2021		TLM1	CO1	T1,R1	
5.	Types of services–	1	29/11/2021		TLM1	CO1	T1,R1	
6.	Factors responsible for growth of service sector & Tutorial	1	30/11/2021		TLM1	CO1	T1,R1	
7.	Difference between Goods and services	1	1/12/2021		TLM2	CO1	T1,R1	
8.	Ethics in services marketing	1	4/12/2021		TLM1	CO1	T1,R1	
9.	Services marketing environment in India	1	6/12/2021		TLM1	CO1	T1,R1	
10.	Services marketing environment in India & Tutorial	1	7/12/2021		TLM3	CO1	T1,R1	
11.	Services quality	1	8/12/2021		TLM2	CO1	T1,R1	
12.	Services quality and tutorial	1	13/12/2021		TLM2	CO1	T1,R1	
13.	Review	1	14/12/2021		TLM1	CO1	T1,R1	
No.of classes required to complete UNIT-I		13				No. of classes taken:		

UNIT-II : MANAGEMENT OF SERVICES MARKETING

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.	Introduction to services marketing	1	15/12/2021		TLM1	CO2	T1,R1	
15.	Introduction to services marketing	1	18/12/2021		TLM1	CO2	T1,R1	
16.	Marketing mix	1	20/12/2021		TLM1	CO2	T1,R1	
17.	Product decision	1	21/12/2021		TLM1	CO2	T1,R1	
18.	Pricing strategies and techniques	1	22/12/2021		TLM1	CO2	T1,R1	
19.	Integrated service communication mix	1	27/12/2021		TLM2	CO2	T1,R1	
20.	Distribution methods	1	28/12/2021		TLM2	CO2	T1,R1	
21.	People, Process concepts& Tutorial	1	29/12/2021		TLM1	CO2	T1,R1	
22.	Physical evidence	1	3/1/2022		TLM1	CO2	T1,R1	
23.	Review	1	4/1/2022		TLM3	CO2	T1,R1	
	I MID EXAMS		10/1/22 - 15/1/22					
No. of classes required to complete UNIT-II		10			No. of classes taken:			

UNIT-III: Services marketing practices

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
24	Marketing mix in various services industries& Tutorial	1	5/1/2022		TLM2	CO3	T1,R1	
24.	Financial services	1	8/1/2022		TLM1	CO3	T1,R1	
25.	Insurance services	1	8/1/2022		TLM1	CO3	T1,R1	
26.	Hospitality services	1	17/1/2022		TLM1	CO3	T1,R1	
27.	Tourism services& Tutorial	1	18/1/2022		TLM2	CO3	T1,R1	
28.	Education services	1	19/1/2022		TLM1	CO3	T1,R1	
29.	Software services	1	22/1/2022		TLM2	CO3	T1,R1	
30.	Communication services & Tutorial	1	24/1/2022		TLM2	CO3	T1,R1	
31.	Entertainment services	1	25/1/2022		TLM1	CO3	T1,R1	
32.	Transportation & logistic services	1	26/1/2022		TLM1	CO3	T1,R1	
33.	Review & Tutorial	1	29/1/2022	2/2/2022	TLM3	CO3	T1,R1	
34.	Case studies	1	31/1/2022		TLM1	CO3	T1,R1	

No. of classes required to complete UNIT-III	13	No. of classes taken:
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UNIT-IV: Retailing 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
35.	Introduction	1	2/2/2022		TLM1	CO 4	T2,R6	
36.	Functions of retailing	1	5/2/2022		TLM2	CO 4	T2,R6	
37.	Types of retailers& Tutorial	1	7/2/2022		TLM1	CO 4	T2,R6	
38.	Organized vs. unorganized retailing	1	8/2/2022		TLM2	CO 4	T2,R6	
39.	Organized vs. unorganized retailing	1	9/2/2022		TLM1	CO 4	T2,R6	
40.	Multichannel retailing issues& Tutorial	1	12/2/2022		TLM1	CO 4	T2,R6	
41.	Multichannel retailing issues	1	14/2/2022		TLM1	CO 4	T2,R6	
42.	Capabilities needed for multichannel retailing	1	16/2/2022		TLM1	CO 4	T2,R6	
43.	Capabilities needed for multichannel retailing	1	19/2/2022		TLM1	CO 4	T2,R6	
44.	Retail channels for interacting with customers& Tutorial	1	21/2/2022		TLM1	CO 4	T2,R6	
45.	Successful retailing	1	22/2/2022		TLM1	CO 4	T2,R6	
46.	Case study	1	23/2/2022		TLM1	CO 4	T2,R6	
No. of classes required to complete UNIT-IV		12			No. of classes taken:			

UNIT-V Retail market strategies

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
47.	Definition	1	26/2/2022		TLM1	CO 5	T1,R1	
48.	Building sustainable competitive advantage	1	28/2/2022		TLM1	CO 5	T1,R1	
49.	Growth strategies Market penetration	1	1/3/2022					
50.	Retail format development & Tutorial	1	2/3/2022					
51.	Retail location	1	5/3/2022					
52.	Strategic Retail planning process	1	5/3/2022					
No. of classes required to complete UNIT-V		6			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
53.	Reports & presentations	1						
54.	Reports & presentations	1						
55.	Reports & presentations	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) : Rajendra Nargundkar – Services marketing – Tata Mc Graw Hill – New Delhi 2009

(T2) : Andrew J Newman, Peter Cullen – Retail marketing , Cengage learning-Latest edition

BOS APPROVED REFERENCE BOOKS

(R1)S.M.Jha – Services marketing – Himalaya publishing house – Latest edition

(R2)Gilbert : Retail marketing management , Pearson Education-Latest edition

PROGRAMME EDUCATIONAL OBJECTIVES :

1. To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.
2. To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
3. To encourage and train the students so that they can pursue higher studies and 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.D.Venkateswarlu Course Instructor	Dr.D.Venkateswarlu Course Coordinator	Dr.D.Venkateswarlu Module Coordinator	Dr.A.Adishesha Reddy HOD