



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 SCHOOL OF MANAGEMENT STUDIES COURSE HANDOUT

Part-A

PROGRAM : MBA, IV SEM – **A & B Sections**
ACADEMIC YEAR : 2022-23
COURSE NAME & CODE : Business Ethics and Corporate Governance-20MB30
L-T-P STRUCTURE : 4-0-0
COURSE CREDITS : 4
COURSE INSTRUCTOR : K.RAVIKIRAN YASASWI
COURSE COORDINATOR: K.RAVIKIRAN YASASWI

PRE-REQUISITES : Business Ethics and Corporate Governance with Indian Scenario.

Course Educational Objectives (CEO's):

- 1 To understand the basic concepts of Business Ethics and Corporate Governance by the students.
- 2 To enlighten the student with regard to globalization and its impact on Business Ethics and Corporate Governance.
- 3 The students learned about ethics in core areas like Marketing, HRM, and Financial Management.
- 4 To have the acquaintance by the students in respect of transparency maintained by the companies through Corporate Governance.
- 5 The students can have better knowledge regarding applicability of Corporate Governance with Indian Scenario

Course Outcomes (COs) :

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

CO1	Understand the impact of Business Ethics and Law and Ethical Decision Making.
CO2	Illustrate the Impact of Globalization on Indian Business Ethics and Major Indian Scams.
CO3	Analyze ethical issues and how it could be impacts on Marketing, HRM and Financial Issues.
CO4	Interpret the Corporate Governance and its principles and practices around the globe.
CO5	Assess Corporate Governance and its implications in Indian Scenario and role of various interested parties towards company.

CO-PO Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO 1	PO 2	PO 3	PO 4	PO5
CO1	3	2	1	2	2
CO2	1	2	3	2	1
CO3	1	-	2	3	1
CO4	1	2	2	1	1
CO5	1	1	2	1	3

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

BOS APPROVED TEXT BOOKS:

- T1. S.K.Mandal:—Ethics in Business and Corporate Governance TMH, NewDelhi, 2012.
T2. S.Prabhakaran:—BusinessEthics and Corporate Governancel,Excel Books,NewDelhi,2011.

BOS APPROVED REFERANCE BOOKS:

- R1. MarianneJennings:—CasesinBusinessEthicsl.CengageLearning,NewDelhi,2012.
R2. N.Balasubramanyam:—A Case Book on Corporate Governance and Stewardshipll, TMH.NewDelhi,2011.
R3. CSVMurthy—BusinessEthicsandCorporateGovernanceHimalayaPublishers New Delhi2013. Bob tricker—Corporate govomance.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A SECTION

UNIT-I : IMPORTANCE OF BUSINESS ETHICS

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.	Syllabus discussion	1	28-03-22		TLM1	CO1		
2.	CO discussion	1	29-03-22		TLM1	CO1		
3.	Business Ethics – introduction	1	31-03-22		TLM2	CO1	T2,R3	
4.	Values and ethics	1	01-04-22		TLM1&2	CO1	T2,R3	
5.	Business ethics and law	1	04-04-22		TLM1&2	CO1	T2,R3	
6.	Ethics in Work place	1	07-04-22		TLM1	CO1	T2,R3	
7.	Ethical decision making	1	08-04-22		TLM1	CO1	T2,R3	
8.	Theories of business ethics	1	11-04-22		TLM1	CO1	T2,R3	
9.	Management and Ethics	1	12-04-22		TLM1	CO1	T2,R3	

10.	Management and Ethics	1	18-04-22		TLM1	CO1	T2,R3		
11.	Indian Ethical Traditions	1	19-04-22		TLM1&2	CO1	T2,R3		
12.	Indian Ethical Traditions	1	21-04-22		TLM1&2	CO1	T2,R3		
13.	Case study	1	22-04-22		TLM1	CO1	T2,R3		
14.	Tutorial-1	1	25-04-22		TLM3	CO1	T2,R3		
No. of classes required to complete UNIT-I		14			No. of classes taken:				

UNIT-II : IMPACT OF GLOBALIZATION ON INDIAN BUSINESS ETHICS

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly	
15.	Globalization Introduction	1	26-04-22		TLM2	CO2	T2,R3		
16.	Development of Indian Capital markets	1	28-04-22		TLM1	CO2	T2,R3		
17.	Impact of Globalization on Indian Business Ethics	1	29-04-22		TLM1	CO2	T2,R3		
18.	Impact of Globalization on Indian Business Ethics	1	02-05-22		TLM2	CO2	T2,R3		
19.	Reasons for Unethical practices among Indian Companies	1	05-05-22		TLM1	CO2	T2,R3		
20.	Reasons for Unethical practices among Indian Companies	1	06-05-22		TLM2	CO2	T2,R3		
21.	Reasons for Unethical practices among Indian Companies	1	09-05-22		TLM2	CO2	T2,R3		
22.	Various studies on ethical attitudes of managers	1	10-05-22		TLM1	CO2	T2,R3		
23.	Various studies on ethical attitudes of managers	1	12-05-22		TLM2	CO2	T2,R3		
24.	Various studies on ethical attitudes of managers	1	13-05-22		TLM1	CO2	T2,R3		
25.	I Mid exam from 16-05-22 to 18-05-22								
No. of classes required to complete UNIT-II		10			No. of classes taken:				

UNIT-III : ETHICS IN MARKETING HRM AND FINANCE

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	Introduction about the topic	1	19-05-22		TLM2	CO3	T2,R3	
27	Product safety and pricing	1	20-05-22		TLM1	CO3	T2,R3	
28	Ethical responsibility in Product	1	23-05-22		TLM2	CO3	T2,R3	
29	Ethics in Advertising and Target Marketing	1	24-05-22		TLM1	CO3	T2,R3	
30	Ethics of sales	1	26-05-22		TLM1	CO3	T2,R3	
31	Advertising and product placement and consumer autonomy	1	27-05-22		TLM2	CO3	T2,R3	
32	Ethics in HRM & Finance	1	30-05-22		TLM1	CO3	T2,R3	
33	HR related ethical issues	1	31-05-22		TLM1	CO3	T2,R3	
34	Ethical issues in Institutional Culture	1	02-06-22		TLM1	CO3	T2,R3	
35	Frauds in banks, Measure against bank Frauds	1	03-06-22		TLM2	CO3	T2,R3	
36	Frauds in Insurance sector	1	06-06-22		TLM1	CO3	T2,R3	
37	Case study, Tutorial-3	1	07-06-22		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		12			No. of classes taken:			

UNIT-IV : CORPORATE GOVERNANCE

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.	An Overview of corporate governance	1	09-06-22		TLM1	CO4	T2,R3	
39.	Theory and Practice of Governance	1	10-06-22		TLM1	CO4	T2,R3	
40.	Theory and Practice of Governance	1	13-06-22		TLM1	CO4	T2,R3	
41.	Indian model of governance	1	14-06-22		TLM1	CO4	T2,R3	
42.	Indian model of governance	1	16-06-22		TLM2	CO4	T2,R3	
43.	Good-corporate governance	1	17-06-22		TLM1	CO4	T2,R3	
44.	Land marks in emergence of	1	20-06-22		TLM1	CO4	T2,R3	

	Governance							
45.	OECD Principles	1	21-06-22		TLM1	CO4	T2,R3	
46.	Sarbanes –Oxley Act 2002	1	23-06-22		TLM1	CO4	T2,R3	
47.	SEBI initiatives	1	24-06-22		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		09			No. of classes taken:			

UNIT-V : CORPORATE GOVERNANCE INDIAN SCENARIO

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 of government in ensuring corporate governance	1	27-06-22		TLM1	CO5	T2,R3	
49.	Governance issues relating to board of directors	1	28-06-22		TLM1	CO5	T2,R3	
50.	Duties and responsibilities of auditors, Governance under limited competition	1	30-06-22		TLM1&2	CO5	T2,R3	
51.	Role of media	1	01-07-22		TLM1&2	CO5	T2,R3	
52.	Corporate governance in developing and transiting economies	1	04-07-22		TLM1	CO5	T2,R3	
53.	Presentation	1	05-07-22		TLM1	CO5	T2,R3	
54.	II Mid exam from 07-07-22 to 09-07-22							
No. of classes required to complete UNIT-V		08			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
55.	Bofors scam	1			TLM2	C02	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 (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 analysis 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.

K.Ravi Kiran Yasaswi	K.Ravi Kiran Yasaswi	Dr.V.V.Narsi Reddy	Dr.A.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



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Department Of MBA

COURSE HANDOUT

Part-A

PROGRAM : MBA., IV Sem

ACADEMIC YEAR : 2021-22

COURSE NAME & CODE : Entrepreneurship and Start-Up Management–
20MB29 :

SECTION : A& B - Section

L-T-P STRUCTURE : 4-0-0

COURSE CREDITS : 4

COURSE INSTRUCTOR : Dr T Rajasekhar

COURSE COORDINATOR : Dr T Rajasekhar

PRE-REQUISITES: Entrepreneurship and Start-up Management / Theory/Tools.

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

1 To understand the nature of entrepreneurship.

2 To motivate the Entrepreneurial opportunities and support

3 To understand the start-ups management and sustainability of ventures

4 To give a clear picture about the process and involved in setting up a small scale industrial settings and bigger settings.

5 To know about institutional supporting system – training and financial dimensions of entrepreneurship and startup management.

Course Outcomes (COs):

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

CO1	Explain basics of entrepreneurial skills for better understanding of entrepreneurial scenario
CO2	Describe the various components from I to E and promoting adaptability nature
CO3	Demonstrate startups and constructive ideas to startup business perspectives at various levels
CO4	Illustrate small scale ventures and registrations and patents related for entrepreneurship and startups management
CO5	Define significance of institutional support at various levels for determining the entrepreneurial and startups eco system.

CO-PO Articulation Matrix:

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

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

BOS APPROVED TEXT BOOKS:

T1 P.Narayana Reddy: Entrepreneurship. Cengage learning, New Delhi,2010 .

T2 Kathleen R Allen, Launching new ventures: An entrepreneurial approach, Cenage Learning, 2016.

T3. Steven Fisher, Ja-nae Duane, The startup equation – A visual guide book for building your startup, Indian edition, Mc Graw Hill Education India Pvt Ltd. 2016.

T4. Donald F Kuratko, Jeffery S Hornsby, New Venture Management: The Entrepreneurs Road map, 2nd edition, Routledge. 2017

BOS APPROVED REFERENCE BOOKS:

R1 Hisrich : Entrepreneurship, TMH, New Delhi,2009

R2 V.Gangadhar, Narsimha Chary: Entrepreneurship Development, Kalyani Publishers, Nev Delhi,2007. 5.

R3. Anjan Rai chaudhuri, Managing new ventures, concepts and cases, Prentice Hall International, 2010.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -section

UNIT-I : Introduction to Entrepreneurship

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 - ESM	01	28.03.22		TLM1	2	T1	
2.	Orientation - ESM	01	30.03.22		TLM1	1	T1	
3.	Orientation – ESM		31.03.22					
4.	Definition of Entrepreneurship	01	03.04.22		TLM1	3	T1	

	and its significance							
5.	concept, characteristics and growth of entrepreneur	01	06.04.22		TLM1	1	T1	
6.	factors influencing entrepreneurship, entrepreneurial process barriers of entrepreneurship	01	07.04.22		TLM1	1	T1	
7.	factors influencing entrepreneurship, entrepreneurial process barriers of entrepreneurship	01	09.04.22	V	TLM1		T1	
8.	The scenario of entrepreneurship in India, rural entrepreneurship and women entrepreneurship	01	11.04.22		TLM1	3	T1, R2	
9.	The scenario of entrepreneurship in India, rural entrepreneurship and women entrepreneurship	01	13.04.22		TLM1	2	T1	
10.	Women entrepreneurship	01	16.04.22		TLM1	2	T1	
Total		10				No. of classes taken:		

UNIT-II : Entrepreneurship Opportunities and 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
11.	Identifications of business opportunities, idea generation, and innovation, incubation, and entrepreneurship	01	18.04.22		TLM1	2	T1	
12.	Identifications of business opportunities, idea	01	20.04.22		TLM1	3	T1	

	generation, and innovation, incubation, and entrepreneurship							
13.	Commercialization preparation of detailed project report	01	21.04.22		TLM1	2	T1 R2,	
14.	Eentpreneurs'' legal and regulatory systems, intellectual property rights,	01	23.04.22		TLM1	3	T1	
15.	Entrepreneurs'' legal and regulatory systems, intellectual property rights,	01	25.04.22		TLM1	4	T1, R2	
16.	Patents ,copy rights and trade mark and their protection.	01	27.04.22		TLM1	2	T1	
17.	Patents ,copy rights and trade mark and their protection.	01	28.04.22		TLM1	2	T1 R2,	
18.	Review	01	30.04.22		TLM1	2	T1	
No. of classes required to complete UNIT-II		08			No. of classes taken:			

UNIT-III : Start-up 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.	Concept, significance, Start up opportunities, the big idea – generate ideas with brainstorming,	01	20.05.22		TLM1	3	T1	
20.	Concept, significance, Start up opportunities, the big idea – generate ideas with brainstorming,	01	04.05.22		TLM1	3	T1	
21.	Business startups equation, the startup ecosystem in India and	01	05.04.22		TLM1	4	T1	

	Government Initiatives,							
22.	Business startups equation, the startup ecosystem in India and Government Initiatives,	01	07.05.22		TLM1	2	T1	
23.	Startup survival and growth – stages of growth in new venture, venture life pattern, reasons for new venture failures, scaling ventures	01	09.05.22		TLM1	2	T1	
24.	Startup survival and growth – stages of growth in new venture, venture life pattern, reasons for new venture failures, scaling ventures	01	11.05.22		TLM1	3	T1	
25.	Preparing for change, Leadership succession and support for growth and sustainability of the ventures.	01	12.05.22		TLM1	2	T1	
26.	MID I EXAMINATIONS	16.05.22 to 18.05.22						
27.	Preparing for change, Leadership succession and support for growth and sustainability of the ventures.		19.05.22		TLM1	2	T1	
28.	Review	01	21.05.22		TLM1	3	T1	
No. of classes required to complete UNIT-III		09			No. of classes taken:			

UNIT-IV : Small scale ventures in India

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.	Concept of micro, small and medium enterprises and startups. Scope and trends of small entrepreneurship and	01	23.05.22		TLM1	3	T1, R2	

	startup in India							
30.	Concept of micro, small and medium enterprises and startups. Scope and trends of small entrepreneurship and startup in India	01	25.05.22		TLM1	3	T1	
31.	Role of government in promoting small scale industries,	01	26.05.22		TLM1	2	T1	
32.	Role of government in promoting small scale industries,	01	28.05.22		TLM1	2	T1	
33.	Types of Loans for entrepreneurship and startups, Registration and licensing of industries a	01	30.05.22		TLM1	2	T1, R2	
34.	Types of Loans for entrepreneurship and startups, Registration and licensing of industries a	01	01.06.22		TLM1	3	T1	
35.	Business patent rights, business opportunity analysis and business planning process in India.	01	02.06.22		TLM1	3	T1	
36.	Business patent rights, business opportunity analysis and business planning process in India.	01	04.06.22		TLM1	2	T1	
37.	Review		06.06.22		TLM1	3	T1	
No. of classes required to complete UNIT-IV		09			No. of classes taken:			

UNIT-V : Institutional support to entrepreneurship and start-up 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
38.	Training institutions" District Industry Centre (DIC) Entrepreneurship Development Institute of India (EDII)	01	08.06.22		TLM1	2	T1, R2	
39.	National Small Industries	01	09.06.22		TLM1	3	T1	

	Corporations (NSCI) Ministry Of Micro, Small and Medium Enterprises (MSME),						
40.	National Small Industries Corporations (NSCI) Ministry Of Micro, Small and Medium Enterprises (MSME),	01	13.06.22		TLM1	3	T1
41.	Institutions' Innovation Council – MHRD, Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP).	01	15.06.22		TLM1	3	T1
42.	Institutions' Innovation Council – MHRD, Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP).	01	16.06.22		TLM1	3	T1, R2
43.	Financial Supports I- Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State Financial	01	18.06.22		TLM1	4	T1
44.	Financial Supports Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State Financial Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	20.06.22		TLM1	3	T1
45.	Financial Supports Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State	01	22.06.22		TLM1		T1

	Financial Corporation (SFC) and the banking sector with different funding programmes at financial institutions							
46.	Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	23.06.22		TLM1	3	T1	
47.	. Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	25.06.22		TLM1	2	T1	
48.	Reviews	01	27.06.22		TLM1	3	T1	
49.	Reviews	01	29.06.22		TLM1	3	T1	
50.	Report writing presentation	01	30.06.22		TLM1	2	T1	
51.	Report writing presentation	01	02.07.22		TLM1	3	T1	
52.	Mid-II. Examinations	07.07.22 to 09.07.22						
No. of classes required to complete UNIT-V					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.	Advanced Topics	1	04.07.22		TLM5		Internet	
54.	Advanced Topics	1	06.07.22		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
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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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SCHOOL OF MANAGEMENT STUDIES COURSE HANDOUT

Part A

Name of the Course Instructor: **Mr.U. RAMBABU (T595)**

COURSE CODE& NAME: **20MB32 & FINANCIAL DERIVATIVES**

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

COURSE CREDITS: **3**

Program/Sem/Sec : **MBA., IV-Sem., Sections- A**

A.Y: **2021-22**

PRE-REQUISITE: BASIC CONCEPTS OF INVESTMENTS

COURSE EDUCATIONAL OBJECTIVES:

- 1.Understand and explain the differences between the various financial derivative securities (Futures, Forwards and Options).
- 2 Explain the mechanics of the Futures market and evaluate the various hedging strategies using Futures.
3. Explain the mechanics of the Options market; analyze the various trading strategies involving options and compute payoff for different strategies.
4. Determine the price of options using binomial trees and Black Scholes Option Pricing Model.
5. Understand the different types of swaps available and their characteristics.

Course outcomes (COs):

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

CO1	Understand the basic growth of financial derivatives in India.
CO2	Examine trading/hedging strategies in futures contracts
CO3	Demonstrate a comprehensive knowledge in options in derivatives markets
CO4	Apply binomial and Black-Scholes model for the valuation of stock options
CO5	Describe the structure of SWAP contracts.

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

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

BOS APPROVED TEXTBOOKS:

Textbooks:

1. Introduction to Futures & Options; Hull, John C. Prentice Hall.
2. Commodity and Financial Derivatives, S. Kevin, PHI.

References:

Suggested Readings:

1. Hull C. John, —Options, Futures and Other Derivatives, Pearson Educations Publishers,
2. David Thomas. W & Dubufsky Miller. Jr., Derivatives valuation and Risk Management, Oxford University, Indian Edition.
3. ND Vohra & BR Baghi, Futures and Options, Tata McGraw-Hill Publishing Company Ltd.
4. Red Head: Financial Derivatives: An Introduction to Futures, Forward, Options, Prentice Hall of India.
5. David A. Dubofsky, Thomas W. Miller, Jr.: Derivatives: Valuation and Risk Management, Oxford University Press.
6. Sunil Parameswaran, —Futures Markets: Theory and Practicel, Tata-McGraw-Hill Publishing Company Ltd.
7. D.C. Patwari, Financial Futures and Options, Jaico Publishing House.
8. T.V. Somanathan, Derivatives, Tata McGraw-Hill Publishing Company Ltd.

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Introduction to Financial Derivatives

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 to subject and CEO and CO	1	29-03-2022		TLM2	
2	Meaning and need of financial derivatives	1	30-03-2022		TLM 2	
3	Growth of Financial Derivatives in India	1	01-04-2022		TLM 2	
4	Derivative Markets in india	1	05-04-2022		TLM 2	
5	Participants	1	06-04-2022		TLM 2	
6	Functions –	1	08-04-2022		TLM 2	
7	Types of Derivatives –Forwards – Futures	1	09-04-2022		TLM 2	
8	Types of Derivatives -Options-Swaps	1	12-04-2022		TLM 2	
9	The Regulatory Framework of Derivatives Trading in India	1	13-04-2022		TLM 2	
10	The Regulatory Framework of Derivatives Trading in India	1	15-04-2022		TLM 2	
No. of classes required to complete UNIT-I:10				No. of classes taken:		

UNIT-II: Futures

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	Features of Futures	1	16-04-2022		TLM 2	
2	Differences Between Forwards and Futures	1	19-04-2022		TLM 2	
3	Financial Futures	1	20-04-2022		TLM 2	
4	Trading	1	22-04-2022		TLM 2	
5	Currency Futures – Interest Rate Futures	1	23-04-2022		TLM 2	
6	Pricing of Future Contracts- Value at Risk (VaR)	1	26-04-2022		TLM 2	
7	Hedging with Stock Index Futures	1	27-04-2022		TLM 2	
8	Types of Members and Margining System in India	1	29-04-2022		TLM 2	
9	Futures Trading on BSE & NSE.	1	30-04-2022		TLM 2	
No. of classes required to complete UNIT-II:9				No. of classes taken:		

Unit - III: Options 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	Meaning & Need.	1	03-05-2022		TLM 2	

2	Options Vs Futures -	1	04-05-2022		TLM 2	
3	Types of Options Contracts – Call Options – Put Options-	1	06-05-2022		TLM 2	
4	Trading Strategies Involving Options	1	07-05-2022		TLM 2	
5	Trading Strategies Involving Options	1	10-05-2022		TLM 2	
	Trading Strategies Involving Options		11-05-2022		TLM 2	
6	Trading Strategies Involving Options	1	14-05-2022		TLM 2	
7	I MID EXAM	1	17-05-2022			
8	I MID EXAM	1	18-05-2022			
9	Trading Strategies Involving Options	1	20-05-2022		TLM 2	
10	Basic Option Positions	1	21-05-2022		TLM 2	
11	Margins –	1	24-05-2022		TLM 2	
12	Options on Stock Indices –	1	25-05-2022		TLM 2	
13	Option Markets in India on NSE and BSE	1	27-05-2022		TLM 2	
No. of classes required to complete UNIT-III: 11				No. of classes taken:		

Unit - IV: Option Pricing

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	Intrinsic Value and Time Value-	1	28-05-2022		TLM 2	
2	Pricing at Expiration –	1	31-05-2022		TLM 2	
3	Factors Affecting Options pricing	1	01-06-2022		TLM 2	
4	Put-Call Parity Pricing Relationship	1	03-06-2022		TLM 2	
5	Pricing Models - Introduction to Binominal Option Pricing Model –	1	04-06-2022		TLM 2	
6	Binominal Option Pricing Model –	1	07-06-2022		TLM 2	
7	Problems	1	08-06-2022		TLM 2	
8	Binominal Option Pricing Model –	1	10-06-2022		TLM 2	
9	Problems	1	14-06-2022		TLM 2	
10	Black Scholes Option Pricing Model.	1	15-06-2022		TLM 2	
11	Black Scholes Option Pricing Model.	1	17-06-2022		TLM 2	
12	Problems	1	18-06-2022		TLM 2	
No. of classes required to complete UNIT-IV: 12				No. of classes taken:		

Unit – V: Swaps

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
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1	Meaning – Overview –	1	21-06-2022		TLM 2
2	The Structure of Swaps Interest Rate Swaps	1	22-06-2022		TLM 2
3	Currency Swaps	1	24-06-2022		TLM 2
4	Commodity Swaps – Swap Variant	1	25-06-2022		TLM 2
5	Swap Dealer Role	1	28-06-2022		TLM 2
6	Equity Swaps	1	29-06-2022		TLM 2
7	Economic Functions of Swap Transactions	1	01-07-2022		TLM 2
8	FRAs and Swaps.	1	02-07-2022		TLM 2
9	Problems on Swaps	1	05-07-2022		TLM 2
10	Content beyond the syllabus	1	06-07-2022		TLM 2
11	II MID EXAM	1	08-07-2022		
12	II MID EXAM	1	09-07-2022		
No. of classes required to complete UNIT-V: 10				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 (R17 Regulations):

Evaluation Task	Marks
Assignment-I (Unit-I)	A1=5
Assignment-II (Unit-II)	A2=5
I-Mid Examination (Units-I & II)	M1=20
I-Quiz Examination (Units-I & II)	Q1=10
Assignment-III (Unit-III)	A3=5
Assignment-IV (Unit-IV)	A4=5
Assignment-V (Unit-V)	A5=5
II-Mid Examination (Units-III, IV & V)	M2=20
II-Quiz Examination (Units-III, IV & V)	Q2=10
Attendance	B=5
Assignment Marks = Best Four Average of A1, A2, A3, A4, A5	A=5
Mid Marks =75% of Max (M1, M2) +25% of Min (M1, M2)	M=20
Quiz Marks =75% of Max (Q1, Q2) +25% of Min (Q1, Q2)	B=10
Cumulative Internal Examination (CIE): A+B+M+Q	40
Semester End Examination (SEE)	60
Total Marks = CIE + SEE	100

PART-D

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.

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, analyses and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Course Instructor
U. RAMBABU

Course Coordinator
U. RAMBABU

Module Coordinator
R. Jeyalakshmi

HOD
Dr. A. Adishesha Reddy



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

SCHOOL OF MANAGEMENT STUDIES COURSE HANDOUT

Part A

Name of the Course Instructor: **Mr.U. RAMBABU (T595)**

COURSE CODE& NAME: **20MB32 & FINANCIAL DERIVATIVES**

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

COURSE CREDITS: **3**

Program/Sem/Sec : **MBA., IV-Sem., Sections- B**

A.Y: **2021-22**

PRE-REQUISITE: BASIC CONCEPTS OF INVESTMENTS

COURSE EDUCATIONAL OBJECTIVES:

1. Understand and explain the differences between the various financial derivative securities (Futures, Forwards and Options).
- 2 Explain the mechanics of the Futures market and evaluate the various hedging strategies using Futures.
3. Explain the mechanics of the Options market; analyze the various trading strategies involving options and compute payoff for different strategies.
4. Determine the price of options using binomial trees and Black Scholes Option Pricing Model.
5. Understand the different types of swaps available and their characteristics.

Course outcomes (COs):

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

CO1	Understand the basic growth of financial derivatives in India.
CO2	Examine trading/hedging strategies in futures contracts
CO3	Demonstrate a comprehensive knowledge in options in derivatives markets
CO4	Apply binomial and Black-Scholes model for the valuation of stock options
CO5	Describe the structure of SWAP contracts.

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

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

BOS APPROVED TEXTBOOKS:

Textbooks:

1. Introduction to Futures & Options; Hull, John C. Prentice Hall.
2. Commodity and Financial Derivatives, S. Kevin, PHI.

References:

Suggested Readings:

1. Hull C. John, —Options, Futures and Other Derivatives, Pearson Educations Publishers,
2. David Thomas. W & Dubofsky Miller. Jr., Derivatives valuation and Risk Management, Oxford University, Indian Edition.
3. ND Vohra & BR Baghi, Futures and Options, Tata McGraw-Hill Publishing Company Ltd.
4. Red Head: Financial Derivatives: An Introduction to Futures, Forward, Options, Prentice Hall of India.
5. David A. Dubofsky, Thomas W. Miller, Jr.: Derivatives: Valuation and Risk Management, Oxford University Press.
6. Sunil K. Parameswaran, —Futures Markets: Theory and Practice, Tata-McGraw-Hill Publishing Company Ltd.
7. D.C. Patwari, Financial Futures and Options, Jaico Publishing House.
8. T.V. Somanathan, Derivatives, Tata McGraw-Hill Publishing Company Ltd.

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Introduction to Financial Derivatives

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 to subject and CEO and CO	1	28-03-2022		TLM2
2	Meaning and need of financial derivatives	1	31-03-2022		TLM 2
3	Growth of Financial Derivatives in India	1	01-04-2022		TLM 2
4	Derivative Markets in india	1	04-04-2022		TLM 2
5	Participants	1	07-04-2022		TLM 2
6	Functions	1	08-04-2022		TLM 2
7	Types of Derivatives –Forwards – Futures	1	09-04-2022		TLM 2
8	Types of Derivatives -Options-Swaps	1	11-04-2022		TLM 2
9	The Regulatory Framework of Derivatives Trading in India	1	14-04-2022		TLM 2
10	The Regulatory Framework of Derivatives Trading in India	1	15-04-2022		TLM 2
No. of classes required to complete UNIT-I:10				No. of classes taken:	

UNIT-II: Futures

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	Features of Futures	1	16-04-2022		TLM 2	
2	Differences Between Forwards and Futures	1	18-04-2022		TLM 2	
3	Financial Futures	1	21-04-2022		TLM 2	
4	Trading	1	22-04-2022		TLM 2	
5	Currency Futures – Interest Rate Futures	1	23-04-2022		TLM 2	
6	Pricing of Future Contracts- Value at Risk (VaR)	1	25-04-2022		TLM 2	
7	Hedging with Stock Index Futures	1	28-04-2022		TLM 2	
8	Types of Members and Margining System in India	1	29-04-2022		TLM 2	
9	Futures Trading on BSE & NSE.	1	30-04-2022		TLM 2	
No. of classes required to complete UNIT-II:9				No. of classes taken:		

Unit - III: Options 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
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1	Meaning & Need.	1	02-05-2022		TLM 2
2	Options Vs Futures -	1	05-05-2022		TLM 2
3	Types of Options Contracts – Call Options – Put Options-	1	06-05-2022		TLM 2
4	Trading Strategies Involving Options	1	07-05-2022		TLM 2
5	Trading Strategies Involving Options	1	09-05-2022		TLM 2
5	Trading Strategies Involving Options		12-05-2022		TLM 2
6	Trading Strategies Involving Options	1	13-05-2022		TLM 2
7	Trading Strategies Involving Options		14-05-2022		TLM 2
8	I MID EXAM	1	16-05-2022		
9	Trading Strategies Involving Options	1	19-05-2022		TLM 2
10	Basic Option Positions	1	20-05-2022		TLM 2
11	Margins –	1	21-05-2022		TLM 2
12	Options on Stock Indices –	1	23-05-2022		TLM 2
13	Option Markets in India on NSE and BSE	1	26-05-2022		TLM 2
No. of classes required to complete UNIT-III: 12					No. of classes taken:

Unit - IV: Option Pricing

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	Intrinsic Value and Time Value-	1	27-05-2022		TLM 2	
2	Pricing at Expiration –	1	28-05-2022		TLM 2	
3	Factors Affecting Options pricing	1	30-05-2022		TLM 2	
4	- Put-Call Parity Pricing Relationship	1	02-06-2022		TLM 2	
5	Pricing Models - Introduction to Binominal Option Pricing Model –	1	03-06-2022		TLM 2	
6	Binominal Option Pricing Model –	1	04-06-2022		TLM 2	
7	Problems	1	06-06-2022		TLM 2	
8	Binominal Option Pricing Model –	1	09-06-2022		TLM 2	
9	Problems	1	10-06-2022		TLM 2	
10	Black Scholes Option Pricing Model.	1	13-06-2022		TLM 2	
11	Black Scholes Option Pricing Model.	1	16-06-2022		TLM 2	
12	Problems	1	17-06-2022		TLM 2	
No. of classes required to complete UNIT-IV: 12					No. of classes taken:	

Unit – V: Swaps

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	Meaning – Overview –	1	18-06-2022		TLM 2	

2	The Structure of Swaps Interest Rate Swaps	1	20-06-2022		TLM 2	
3	Currency Swaps	1	23-06-2022		TLM 2	
4	Commodity Swaps – Swap Variant	1	24-06-2022		TLM 2	
5	Swap Dealer Role	1	25-06-2022		TLM 2	
6	Equity Swaps	1	27-06-2022		TLM 2	
7	Economic Functions of Swap Transactions	1	30-06-2022		TLM 2	
8	FRAs and Swaps.	1	01-07-2022		TLM 2	
9	Problems on Swaps	1	02-07-2022		TLM 2	
10	Content beyond the syllabus	1	04-07-2022		TLM 2	
11	II MID EXAM	1	07-07-2022			
12	II MID EXAM	1	08-07-2022			
13	II MID EXAM	1	09-07-2022			
No. of classes required to complete UNIT-V: 10				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 (R17 Regulations):

Evaluation Task	Marks
Assignment-I (Unit-I)	A1=5
Assignment-II (Unit-II)	A2=5
I-Mid Examination (Units-I & II)	M1=20
I-Quiz Examination (Units-I & II)	Q1=10
Assignment-III (Unit-III)	A3=5
Assignment-IV (Unit-IV)	A4=5
Assignment-V (Unit-V)	A5=5
II-Mid Examination (Units-III, IV & V)	M2=20
II-Quiz Examination (Units-III, IV & V)	Q2=10
Attendance	B=5
Assignment Marks = Best Four Average of A1, A2, A3, A4, A5	A=5
Mid Marks =75% of Max (M1, M2) +25% of Min (M1, M2)	M=20
Quiz Marks =75% of Max (Q1, Q2) +25% of Min (Q1, Q2)	B=10
Cumulative Internal Examination (CIE): A+B+M+Q	40
Semester End Examination (SEE)	60
Total Marks = CIE + SEE	100

PART-D

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.

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, analyses and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Course Instructor
U. RAMBABU

Course Coordinator
U. RAMBABU

Module Coordinator
R. Jeyalakshmi

HOD
Dr. A. Adishesha Reddy

COURSE HANDOUT

Part-A

PROGRAM : MBA, IV SEM –SEC-A
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : International Financial Management-20MB31
L-T-P STRUCTURE : 3-0-0
COURSE CREDITS : 0
COURSE INSTRUCTOR : R.JEYALAKSHMI
COURSE COORDINATOR : R.JEYALAKSHMI
PRE-REQUISITES: Indian financial market and institutions.

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

Course Outcomes (COs) :

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

CO1	Describe International financial management and Balance of payment(BOP)
CO2	Illustrate Function and structure of foreign Exchangemarkets, Exchange rates mechanism/movement.
CO3	Analyze the concepts like arbitrage, parity theories and shall be able to demonstrate the relationship between inflation interest rates& Exchange rates.
CO4	Determine proficiency in long term asset liability management like International capitalbudgeting and international capital structures
CO5	Determine the short term asset liability management like international cash receivables management and international inventory management

CO-PO Articulation Matrix:

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

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

BOS APPROVED TEXT BOOKS:**T1** : Apte, P G., International Financial Management, Tata McGraw Hill, New Delhi.**T2** : Jeff Madhura, International Financial Management, Thomsons- South Western 2008.**BOS APPROVED REFERENCE BOOKS:****R1** Madhuvij, International Financial Management. Excel books, New Delhi.**R2** Abdullah, F.A. Financial management for the Multinational Fir,. Englewood Cliffs, New Jersey**R3** Bhalla V.K. International Financial Management, Anmol Publications, New Delhi**R4** Eitman.Stone Hills, Moffett, Multinational Business finance, Addition Wesley, New Delhi.**Part-B****COURSE DELIVERY PLAN (LESSON PLAN): SEC-A****UNIT-I : International Financial 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.	Syllabus discussion	1	28-03-22		TLM1	
2.	CO discussion	1	29-03-22		TLM1	
3.	IFM- introduction	1	31-03-22		TLM1	
4.	Dimensions	1	04-04-22		TLM1	
5.	Goals	1	07-04-22		TLM1	
6.	Globalization of world economy	1	09-04-22		TLM1	
7.	Theories of IB	1	11-04-22		TLM1	
8.	International Business Methods	1	12-04-22		TLM1	
9.	International Flow of Funds Balance of Payments (Bop)	1	16-04-22		TLM1	
10.	BOP -problems	1	18-04-22		TLM1	
11.	Fundamentals of Bop	1	19-04-22		TLM1	
12.	Accounting components of BOP	1	21-04-22		TLM1	
13.	Case Study	1	23-04-22		TLM1	
No. of classes required to complete UNIT-I		13				

UNIT-II : Foreign Exchange 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
14.	Forex introduction	1	25-04-22		TLM1	
15.	Structure of the Forex markets	1	26-04-22		TLM1	
16.	Function major participants	1	28-04-22		TLM1	
17.	Types of transactions	1	30-04-22		TLM1	
18.	settlements dates	1	02-05-22		TLM1	
19.	Foreign exchange quotations	1	05-05-22		TLM1	
20.	Process of arbitrage	1	07-05-22		TLM1	
21.	Speculation in the forward market	1	09-05-22		TLM1	
22.	Currency Futures, Options Markets	1	10-05-22		TLM1	
23.	Overview of the other markets	1	12-05-22		TLM1	

24.	Euro currency market, International Stock market -Case study	1	14-05-22		TLM1	
25.	MID EXAM-1	1	16-05-22			
26.	MID EXAM-1	1	17-05-22			
No. of classes required to complete UNIT-II		13				

UNIT-III : Exchange Rates

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
27.	Factors influencing exchange rates	1	19-05-22		TLM1	
28.	Government influence on exchange rates	1	21-05-22		TLM1	
29.	Exchange rate systems	1	23-05-22		TLM1	
30.	International arbitrage and interest rate parity	1	24-05-22		TLM1	
31.	International arbitrage and interest rate parity	1	26-05-22		TLM1	
32.	Relationship between inflation	1	28-05-22		TLM1	
33.	Relationship between inflation	1	30-05-22		TLM1	
34.	Interest rates and exchange rates	1	31-05-22		TLM1	
35.	Interest rates and exchange rates	1	02-06-22		TLM1	
36.	Purchasing Power Parity	1	04-06-22		TLM1	
37.	Purchasing Power Parity	1	06-06-22		TLM1	
38.	International Fisher Effect	1	07-06-22		TLM1	
39.	Case study	1	09-06-22		TLM6	
No. of classes required to complete UNIT-III		13				

UNIT-IV : Long term Asset -liability Management Foreign Direct Investment

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
40.	International Capital Budgeting	1	11-06-22		TLM1	
41.	International Capital structure and cost of capital	1	13-06-22		TLM1	
42.	Methods of CB	1	14-06-22		TLM1	
43.	International Capital structure and cost of capital	1	16-06-22		TLM1	
44.	International Financing Equity	1	18-06-22		TLM1	
45.	Bond financing	1	20-06-22		TLM1	
46.	Parallel loans -Case study	1	21-06-22		TLM1	
No. of classes required to complete UNIT-IV		07				

UNIT-V : Short-term Asset-Liability 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
47.	International Cash management	1	23-06-22		TLM1	
48.	Accounts receivable management	1	25-06-22		TLM1	

49.	Inventory management	1	27-06-22		TLM1
50.	Payment methods of international trade	1	28-06-22		TLM1
51.	Trade finance methods	1	30-06-22		TLM1
52.	Export - Import bank of India	1	02-07-22		TLM1
53.	Recent amendments in EXIM policy	1	04-07-22		TLM1
54.	presentation	1	05-07-22		TLM1
55.	MID EXAM 2	1	07-07-22		
56.	MID EXAM 2	1	09-07-22		
No. of classes required to complete UNIT-V		10			

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	HOD Sign
57.	Stock market Trading	1	16-06-22		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 (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 analysis 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.

Mrs.R.jeyalakshmi	Mrs R.jeyalakshmi	Mrs R.jeyalakshmi	Dr.A. Adishesha reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD

COURSE HANDOUT

Part-A

PROGRAM : MBA, IV SEM –SEC-B
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : International Financial Management-20MB31
L-T-P STRUCTURE : 3-0-0
COURSE CREDITS : 0
COURSE INSTRUCTOR : R.JEYALAKSHMI
COURSE COORDINATOR : R.JEYALAKSHMI
PRE-REQUISITES: Indian financial market and institutions.

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

Course Outcomes (COs) :

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

CO1	Describe International financial management and Balance of payment(BOP)
CO2	Illustrate Function and structure of foreign Exchangemarkets, Exchange rates mechanism/movement.
CO3	Analyze the concepts like arbitrage, parity theories and shall be able to demonstrate the relationship between inflation interest rates& Exchange rates.
CO4	Determine proficiency in long term asset liability management like International capitalbudgeting and international capital structures
CO5	Determine the short term asset liability management like international cash receivables management and international inventory management

CO-PO Articulation Matrix:

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

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

BOS APPROVED TEXT BOOKS:**T1** : Apte, P G., International Financial Management, Tata McGraw Hill, New Delhi.**T2** : Jeff Madhura, International Financial Management, Thomsons- South Western 2008.**BOS APPROVED REFERENCE BOOKS:****R1** Madhuvij, International Financial Management. Excel books, New Delhi.**R2** Abdullah, F.A. Financial management for the Multinational Fir,. Englewood Cliffs, New Jersey**R3** Bhalla V.K. International Financial Management, Anmol Publications, New Delhi**R4** Eitman.Stone Hills, Moffett, Multinational Business finance, Addition Wesley, New Delhi.**Part-B****COURSE DELIVERY PLAN (LESSON PLAN): SEC-B****UNIT-I : International Financial 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.	Syllabus discussion	1	29-03-22		TLM1	
2.	CO discussion	1	31-03-22		TLM1	
3.	IFM- introduction	1	01-04-22		TLM1	
4.	Dimensions	1	07-04-22		TLM1	
5.	Goals	1	08-04-22		TLM1	
6.	Globalization of world economy	1	09-04-22		TLM1	
7.	Theories of IB	1	12-04-22		TLM1	
8.	International Business Methods	1	16-04-22		TLM1	
9.	International Flow of Funds Balance of Payments (Bop)	1	19-04-22		TLM1	
10.	BOP -problems	1	21-04-22		TLM1	
11.	Fundamentals of Bop	1	22-04-22		TLM1	
12.	components of BOP- Case Study	1	23-04-22		TLM1	
No. of classes required to complete UNIT-I		12				

UNIT-II : Foreign Exchange 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
13.	Forex introduction	1	26-04-22		TLM1	
14.	Structure of the Forex markets	1	28-04-22		TLM1	
15.	Function major participants	1	29-04-22		TLM1	
16.	Types of transactions	1	30-04-22		TLM1	
17.	settlements dates	1	05-05-22		TLM1	
18.	Foreign exchange quotations	1	06-05-22		TLM1	
19.	Process of arbitrage	1	07-05-22		TLM1	
20.	Speculation in the forward market	1	10-05-22		TLM1	
21.	Currency Futures, Options Markets	1	12-05-22		TLM1	
22.	Overview of the other markets	1	13-05-22		TLM1	
23.	Euro currency market, International	1	14-05-22		TLM1	

	Stock market -Case study					
24.	MID EXAM-1	1	17-05-22			
25.	MID EXAM-1	1	19-05-22			
No. of classes required to complete UNIT-II		13				

UNIT-III : Exchange Rates

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
26.	Factors influencing exchange rates	1	20-05-22		TLM1	
27.	Government influence on exchange rates	1	21-05-22		TLM1	
28.	Exchange rate systems	1	24-05-22		TLM1	
29.	International arbitrage and interest rate parity	1	26-05-22		TLM1	
30.	International arbitrage and interest rate parity	1	27-05-22		TLM1	
31.	Relationship between inflation	1	28-05-22		TLM1	
32.	Relationship between inflation	1	31-05-22		TLM1	
33.	Interest rates and exchange rates	1	02-06-22		TLM1	
34.	Interest rates and exchange rates	1	03-06-22		TLM1	
35.	Purchasing Power Parity	1	04-06-22		TLM1	
36.	Purchasing Power Parity	1	07-06-22		TLM1	
37.	International Fisher Effect	1	09-06-22		TLM1	
38.	Case study	1	10-06-22		TLM6	
No. of classes required to complete UNIT-III		13				

UNIT-IV : Long term Asset -liability Management Foreign Direct Investment

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
39.	International Capital Budgeting	1	11-06-22		TLM1	
40.	International Capital structure and cost of capital	1	14-06-22		TLM1	
41.	Methods of CB	1	16-06-22		TLM1	
42.	International Capital structure and cost of capital	1	17-06-22		TLM1	
43.	International Financing Equity	1	18-06-22		TLM1	
44.	Bond financing	1	21-06-22		TLM1	
45.	Parallel loans -Case study	1	23-06-22		TLM1	
No. of classes required to complete UNIT-IV		07				

UNIT-V : Short-term Asset-Liability 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
46.	International Cash management	1	24-06-22		TLM1	
47.	Accounts receivable management	1	25-06-22		TLM1	
48.	Inventory management	1	28-06-22		TLM1	

49.	Payment methods of international trade	1	01-07-22		TLM1	
50.	Trade finance methods	1	02-07-22		TLM1	
51.	Export - Import bank of India	1	05-07-22		TLM1	
52.	Recent amendments in EXIM policy	1	07-07-22		TLM1	
53.	presentation	1	08-07-22		TLM1	
54.	MID EXAM 2	1	09-07-22			
No. of classes required to complete UNIT-V		09				

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	HOD Sign
55.	Stock market Trading	1	16-06-22		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.
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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.
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4. Ability to understand analysis 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.

Mrs.R.jeyalakshmi	Mrs R.jeyalakshmi	Mrs R.jeyalakshmi	Dr.A. Adishesha reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD

COURSE HANDOUT

Part-A

PROGRAM : MBA, IV SEM –SEC-A
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : International Financial Management-20MB31
L-T-P STRUCTURE : 3-0-0
COURSE CREDITS : 0
COURSE INSTRUCTOR : R.JEYALAKSHMI
COURSE COORDINATOR : R.JEYALAKSHMI
PRE-REQUISITES: Indian financial market and institutions.

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

Course Outcomes (COs) :

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

CO1	Describe International financial management and Balance of payment(BOP)
CO2	Illustrate Function and structure of foreign Exchangemarkets, Exchange rates mechanism/movement.
CO3	Analyze the concepts like arbitrage, parity theories and shall be able to demonstrate the relationship between inflation interest rates& Exchange rates.
CO4	Determine proficiency in long term asset liability management like International capitalbudgeting and international capital structures
CO5	Determine the short term asset liability management like international cash receivables management and international inventory management

CO-PO Articulation Matrix:

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

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

BOS APPROVED TEXT BOOKS:**T1** : Apte, P G., International Financial Management, Tata McGraw Hill, New Delhi.**T2** : Jeff Madhura, International Financial Management, Thomsons- South Western 2008.**BOS APPROVED REFERENCE BOOKS:****R1** Madhuvij, International Financial Management. Excel books, New Delhi.**R2** Abdullah, F.A. Financial management for the Multinational Fir,. Englewood Cliffs, New Jersey**R3** Bhalla V.K. International Financial Management, Anmol Publications, New Delhi**R4** Eitman.Stone Hills, Moffett, Multinational Business finance, Addition Wesley, New Delhi.**Part-B****COURSE DELIVERY PLAN (LESSON PLAN): SEC-A****UNIT-I : International Financial 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.	Syllabus discussion	1	28-03-22		TLM1	
2.	CO discussion	1	29-03-22		TLM1	
3.	IFM- introduction	1	31-03-22		TLM1	
4.	Dimensions	1	04-04-22		TLM1	
5.	Goals	1	07-04-22		TLM1	
6.	Globalization of world economy	1	09-04-22		TLM1	
7.	Theories of IB	1	11-04-22		TLM1	
8.	International Business Methods	1	12-04-22		TLM1	
9.	International Flow of Funds Balance of Payments (Bop)	1	16-04-22		TLM1	
10.	BOP -problems	1	18-04-22		TLM1	
11.	Fundamentals of Bop	1	19-04-22		TLM1	
12.	Accounting components of BOP	1	21-04-22		TLM1	
13.	Case Study	1	23-04-22		TLM1	
No. of classes required to complete UNIT-I		13				

UNIT-II : Foreign Exchange 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
14.	Forex introduction	1	25-04-22		TLM1	
15.	Structure of the Forex markets	1	26-04-22		TLM1	
16.	Function major participants	1	28-04-22		TLM1	
17.	Types of transactions	1	30-04-22		TLM1	
18.	settlements dates	1	02-05-22		TLM1	
19.	Foreign exchange quotations	1	05-05-22		TLM1	
20.	Process of arbitrage	1	07-05-22		TLM1	
21.	Speculation in the forward market	1	09-05-22		TLM1	
22.	Currency Futures, Options Markets	1	10-05-22		TLM1	
23.	Overview of the other markets	1	12-05-22		TLM1	

24.	Euro currency market, International Stock market -Case study	1	14-05-22		TLM1	
25.	MID EXAM-1	1	16-05-22			
26.	MID EXAM-1	1	17-05-22			
No. of classes required to complete UNIT-II		13				

UNIT-III : Exchange Rates

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
27.	Factors influencing exchange rates	1	19-05-22		TLM1	
28.	Government influence on exchange rates	1	21-05-22		TLM1	
29.	Exchange rate systems	1	23-05-22		TLM1	
30.	International arbitrage and interest rate parity	1	24-05-22		TLM1	
31.	International arbitrage and interest rate parity	1	26-05-22		TLM1	
32.	Relationship between inflation	1	28-05-22		TLM1	
33.	Relationship between inflation	1	30-05-22		TLM1	
34.	Interest rates and exchange rates	1	31-05-22		TLM1	
35.	Interest rates and exchange rates	1	02-06-22		TLM1	
36.	Purchasing Power Parity	1	04-06-22		TLM1	
37.	Purchasing Power Parity	1	06-06-22		TLM1	
38.	International Fisher Effect	1	07-06-22		TLM1	
39.	Case study	1	09-06-22		TLM6	
No. of classes required to complete UNIT-III		13				

UNIT-IV : Long term Asset -liability Management Foreign Direct Investment

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
40.	International Capital Budgeting	1	11-06-22		TLM1	
41.	International Capital structure and cost of capital	1	13-06-22		TLM1	
42.	Methods of CB	1	14-06-22		TLM1	
43.	International Capital structure and cost of capital	1	16-06-22		TLM1	
44.	International Financing Equity	1	18-06-22		TLM1	
45.	Bond financing	1	20-06-22		TLM1	
46.	Parallel loans -Case study	1	21-06-22		TLM1	
No. of classes required to complete UNIT-IV		07				

UNIT-V : Short-term Asset-Liability 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
47.	International Cash management	1	23-06-22		TLM1	
48.	Accounts receivable management	1	25-06-22		TLM1	

49.	Inventory management	1	27-06-22		TLM1	
50.	Payment methods of international trade	1	28-06-22		TLM1	
51.	Trade finance methods	1	30-06-22		TLM1	
52.	Export - Import bank of India	1	02-07-22		TLM1	
53.	Recent amendments in EXIM policy	1	04-07-22		TLM1	
54.	presentation	1	05-07-22		TLM1	
55.	MID EXAM 2	1	07-07-22			
56.	MID EXAM 2	1	09-07-22			
No. of classes required to complete UNIT-V		10				

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	HOD Sign
57.	Stock market Trading	1	16-06-22		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
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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 :

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

Mrs.R.jeyalakshmi	Mrs R.jeyalakshmi	Mrs R.jeyalakshmi	Dr.A. Adishesha reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD

COURSE HANDOUT

Part-A

PROGRAM : MBA, IV SEM –SEC-B
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : International Financial Management-20MB31
L-T-P STRUCTURE : 3-0-0
COURSE CREDITS : 0
COURSE INSTRUCTOR : R.JEYALAKSHMI
COURSE COORDINATOR : R.JEYALAKSHMI
PRE-REQUISITES: Indian financial market and institutions.

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

Course Outcomes (COs) :

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CO1	Describe International financial management and Balance of payment(BOP)
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CO-PO Articulation Matrix:

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

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BOS APPROVED TEXT BOOKS:**T1** : Apte, P G., International Financial Management, Tata McGraw Hill, New Delhi.**T2** : Jeff Madhura, International Financial Management, Thomsons- South Western 2008.**BOS APPROVED REFERENCE BOOKS:****R1** Madhuvij, International Financial Management. Excel books, New Delhi.**R2** Abdullah, F.A. Financial management for the Multinational Fir,. Englewood Cliffs, New Jersey**R3** Bhalla V.K. International Financial Management, Anmol Publications, New Delhi**R4** Eitman.Stone Hills, Moffett, Multinational Business finance, Addition Wesley, New Delhi.**Part-B****COURSE DELIVERY PLAN (LESSON PLAN): SEC-B****UNIT-I : International Financial 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.	Syllabus discussion	1	29-03-22		TLM1	
2.	CO discussion	1	31-03-22		TLM1	
3.	IFM- introduction	1	01-04-22		TLM1	
4.	Dimensions	1	07-04-22		TLM1	
5.	Goals	1	08-04-22		TLM1	
6.	Globalization of world economy	1	09-04-22		TLM1	
7.	Theories of IB	1	12-04-22		TLM1	
8.	International Business Methods	1	16-04-22		TLM1	
9.	International Flow of Funds Balance of Payments (Bop)	1	19-04-22		TLM1	
10.	BOP -problems	1	21-04-22		TLM1	
11.	Fundamentals of Bop	1	22-04-22		TLM1	
12.	components of BOP- Case Study	1	23-04-22		TLM1	
No. of classes required to complete UNIT-I		12				

UNIT-II : Foreign Exchange 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
13.	Forex introduction	1	26-04-22		TLM1	
14.	Structure of the Forex markets	1	28-04-22		TLM1	
15.	Function major participants	1	29-04-22		TLM1	
16.	Types of transactions	1	30-04-22		TLM1	
17.	settlements dates	1	05-05-22		TLM1	
18.	Foreign exchange quotations	1	06-05-22		TLM1	
19.	Process of arbitrage	1	07-05-22		TLM1	
20.	Speculation in the forward market	1	10-05-22		TLM1	
21.	Currency Futures, Options Markets	1	12-05-22		TLM1	
22.	Overview of the other markets	1	13-05-22		TLM1	
23.	Euro currency market, International	1	14-05-22		TLM1	

	Stock market -Case study					
24.	MID EXAM-1	1	17-05-22			
25.	MID EXAM-1	1	19-05-22			
No. of classes required to complete UNIT-II		13				

UNIT-III : Exchange Rates

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
26.	Factors influencing exchange rates	1	20-05-22		TLM1	
27.	Government influence on exchange rates	1	21-05-22		TLM1	
28.	Exchange rate systems	1	24-05-22		TLM1	
29.	International arbitrage and interest rate parity	1	26-05-22		TLM1	
30.	International arbitrage and interest rate parity	1	27-05-22		TLM1	
31.	Relationship between inflation	1	28-05-22		TLM1	
32.	Relationship between inflation	1	31-05-22		TLM1	
33.	Interest rates and exchange rates	1	02-06-22		TLM1	
34.	Interest rates and exchange rates	1	03-06-22		TLM1	
35.	Purchasing Power Parity	1	04-06-22		TLM1	
36.	Purchasing Power Parity	1	07-06-22		TLM1	
37.	International Fisher Effect	1	09-06-22		TLM1	
38.	Case study	1	10-06-22		TLM6	
No. of classes required to complete UNIT-III		13				

UNIT-IV : Long term Asset -liability Management Foreign Direct Investment

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
39.	International Capital Budgeting	1	11-06-22		TLM1	
40.	International Capital structure and cost of capital	1	14-06-22		TLM1	
41.	Methods of CB	1	16-06-22		TLM1	
42.	International Capital structure and cost of capital	1	17-06-22		TLM1	
43.	International Financing Equity	1	18-06-22		TLM1	
44.	Bond financing	1	21-06-22		TLM1	
45.	Parallel loans -Case study	1	23-06-22		TLM1	
No. of classes required to complete UNIT-IV		07				

UNIT-V : Short-term Asset-Liability 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
46.	International Cash management	1	24-06-22		TLM1	
47.	Accounts receivable management	1	25-06-22		TLM1	
48.	Inventory management	1	28-06-22		TLM1	

49.	Payment methods of international trade	1	01-07-22		TLM1	
50.	Trade finance methods	1	02-07-22		TLM1	
51.	Export - Import bank of India	1	05-07-22		TLM1	
52.	Recent amendments in EXIM policy	1	07-07-22		TLM1	
53.	presentation	1	08-07-22		TLM1	
54.	MID EXAM 2	1	09-07-22			
No. of classes required to complete UNIT-V		09				

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	HOD Sign
55.	Stock market Trading	1	16-06-22		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 (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 analysis 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.

Mrs.R.jeyalakshmi	Mrs R.jeyalakshmi	Mrs R.jeyalakshmi	Dr.A. Adishesha reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

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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

SCHOOL OF MANAGEMENT STUDIES

COURSE HANDOUT

PART-A

Name of Course Instructor : Dr. L.Srinivas
Course Name & Code : International HRM (20MB34)
L-T-P Structure : 3-0-0 Credits: 03
Program/Sem/Sec : MBA, IV-Semester (Section-FH) A.Y : 2021-22

PRE-REQUISITE: Basic Knowledge in business activities.

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

CO1	Understand the concept of Human Resource Management in Global perspective.
CO2	Discuss various functions and legal aspects of global HRM
CO3	Identify the importance of cultural diversity in global assignments
CO4	Interpret the concepts of various compensation approaches and performance management in global context
CO5	Demonstrate and handle Global HRD climate

COURSE ARTICULATION MATRIX (Correlation between COs & POs):

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

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

Text Books:

1. Monir H Tayeb, International Human Resource Management, Oxford Universities Press, Hyderabad, 2012.
2. Aswathappa K, Sadhana Dash, International Human Resource Management, TMH, New Delhi,

References:

1. Subba Rao P, International Human Resource Management, Himalaya Publishing House, Hyderabad, 2011
2. NilanjanSen Gupta, International Human Resource Management Text and cases, Excel Books, New Delhi.
3. Tony Edwards, International Human Resource Management, Pearson Education, New Delhi, 2012

PART-B
COURSE DELIVERY PLAN

UNIT-I

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	28-03-2022		TLM1/2	
2.	Introduction class	1	31-03-2022		TLM1/2	
3.	Introduction class	1	01-04-2022		TLM1/2	
4.	Syllabus orientation	1	04-04-2022		TLM1/2	
5.	Introduction: A Global HR Perspective in New Economy	1	07-04-2022		TLM1/2	
6.	Challenges of Globalisation- Implications of Managing People and Leveraging Human Resource	1	08-04-2022		TLM1/2	
7.	Strategic role of IHRM	1	11-04-2022		TLM1/2	
8.	Distinction between domestic and IHRM	1	16-04-2022		TLM1/2	
9.	HR Challenges at International Level	1	18-04-2022		TLM1/2	
10.	Case study	2	21-04-2022 22-04-2022		TLM2/6	
No. of classes required to complete UNIT-I: 11				No. of classes taken:		

UNIT-II

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Managing International Assignments: Significance	1	23-04-2022		TLM1/2	
2.	Global: HR Planning	1	25-04-2022		TLM1/2	
3.	Staffing policy	1	28-04-2022		TLM1/2	
4.	Training and development	1	29-04-2022		TLM1/2	
5.	Performance appraisal	1	30-04-2022		TLM1/2	
6.	International Labour relations	1	02-05-2022		TLM1/2	
7.	Industrial democracy	1	05-05-2022		TLM1/2	
8.	Positioning Expatriate – Repatriate – factors of consideration	1	06-05-2022		TLM1/2	
9.	Positioning Expatriate – Repatriate - Strategies	1	07-05-2022		TLM1/2	
10.	Legal content of Global HRM	1	09-05-2022		TLM1/2	
11.	International assignments for Women - Problems	1	12-05-2022		TLM1/2	
12.	Case study	2	13-05-2022		TLM2/6	
13.	Quiz	1	14-05-2022		TLM2/6	
No. of classes required to complete UNIT-II: 14				No. of classes taken:		
I MID EXAMS: 16-05-2022 to 18-05-2022						

UNIT-III

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.	Cross Culture Management: Importance – Concepts and issues	1	19-05-2022		TLM1/2	
2.	Understanding Diversity – Managing Diversity	1	20-05-2022		TLM1/2	
3.	Cross- Cultural Theories: Hofstede’s Model	1	21-05-2022		TLM1/2	
4.	Kluchkohn - Strodth beck Model	1	23-05-2022		TLM1/2	
5.	Andre- Laurent‘ Theory	1	26-05-2022		TLM1/2	
6.	Cultural Issues: considerations - Problems	1	27-05-2022		TLM1/2	
7.	Skill building methods	1	28-05-2022		TLM1/2	
8.	Cross Culture Communication and Negotiation	1	30-05-2022		TLM1/2	
9.	Cross Culture Teams	1	02-06-2022		TLM1/2	
10.	Talent crunch – Indian MNCs and Challenges	1	03-06-2022		TLM1/2	
11.	Case Study	2	04-06-2022		TLM2/6	
No. of classes required to complete UNIT-III: 12				No. of classes taken:		

UNIT-IV

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Compensation Management: Objectives - Importance	1	06-06-2022		TLM1/2	
2.	Concepts- Trends - Issues	2	09-06-2022		TLM1/2	
3.	Methods	1	10-06-2022		TLM1/2	
4.	Factors of Consideration	1	11-06-2022		TLM1/2	
5.	Models	1	13-06-2022		TLM1/2	
6.	Incentive methods	1	16-06-2022		TLM1/2	
7.	Approaches of Compensation in Global Assignments	1	17-06-2022		TLM1/2	
8.	Global compensation: Implications on Indian systems	1	18-06-2022		TLM1/2	
9.	Performance Management	1	20-06-2022		TLM1/2	
10.	Case Study	1	23-06-2022		TLM2/6	
No. of classes required to complete UNIT-IV: 11				No. of classes taken:		

UNIT-V

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Global Strategic Advantages through HRD	1	24-06-2022		TLM1/2	
2.	Measures for creating global HRD Climate	1	27-06-2022		TLM1/2	
3.	Strategic Frame Work of HRD and Challenges	1	30-06-2022		TLM1/2	
4.	Globalization and Quality of Working Life and Productivity	1	01-07-2022		TLM1/2	
5.	Challenges in Creation of New Jobs through Globalization	1	02-07-2022		TLM1/2	
6.	New Corporate Culture	1	04-07-2022		TLM1/2	
7.	Presentations	1	07-07-2022		TLM 2/6	
No. of classes required to complete UNIT-V: 7				No. of classes taken:		
II MID EXAMS: 07-07-2022 to 09-07-2022						
Preparation and Practical: 11-07-2022 to 13-07-2022						
Semester End Exams: 14-07-2022 to 27-07-2022						

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

PART-D

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):

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.

Course Instructor
(Dr.L.Srinivas)

Course Coordinator
(Dr.L.Srinivas)

Module Coordinator
(Dr.L.Srinivas)

HOD
(Dr.A.Adishesha Reddy)

COURSE HANDOUT

Part-A

Name of Course Instructor : Dr.D.Venkateswarlu
Course Name & Code : 20MB38: CB & CRM
L-T-P Structure : 3-0-0 Credits : 3
Program/Sem/Sec : MBA., IV-Sem., Sections- FM A.Y : 2021-22

PRE-REQUISITE: Marketing Management
COURSE EDUCATIONAL OBJECTIVES:

The course aims to shape the attitudes of learners regarding the field of CONSUMER BEHAVIOR specifically, the course aims to: To understand the concepts and principles of consumer behavior. To familiarize the students with the determinants of consumer Behaviour. To make students aware of CRM strategie and process. To know the application areas of CRM.

Course Outcomes (COs):

At the end of the course students would be able to

CO1	Understand the behavior and buying decision process of consumers
CO2	Evaluate the internal and external determinants of Consumer Behavior
CO3	Apply the conceptual models of Consumer Behavior in business situations
CO4	Gain knowledge in understanding CRM strategies and CRM process.
CO5	Demonstrate the importance of CRM application in various areas.

CO-PO Articulation Matrix:

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

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

Text books:

- 1 RamanujMajumdar, Consumer Behavior-Insights from Indian market -PHI –Latest edition
2. Schiffman LG and Kanuk, LL - consumer behavior - Pearson Education –latest edition

Reference:

1. Hawkins . Best , Coney – Consumer Behavior – TMH , New delhi
2. Roger D Black well et al, Consumer Behavior , 9/e, Thomson , New Delhi
3. Henry Assael, consumer Behavior, 6/e, Thomson

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): SECTION -FM****UNIT-I : Introduction to Consumer Behavior**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject	1	29.3.2022		TLM2	CO1	T1,R1	
2.	Course Outcomes	1	30.3.2022		TLM1	CO1	T1,R1	
3.	UNIT-I:Introduction to CB	1	31.3.2022		TLM1	CO1	T1,R1	
4.	Understanding consumer behavior , TYPES OF consumers	1	6.4.2022		TLM1	CO1	T1,R1	
5.	Changing pattern of Indian consumer behavior, Factors influencing consumer behavior	1	7.4.2022		TLM1	CO1	T1,R1	
6.	Understanding the buying decisions process	1	12.4.2022		TLM1	CO1	T1,R1	
7.	Industrial consumer behavior	1	13.4.2022		TLM1	CO1	T1,R1	
8.	Consumer behavior and marketing strategy	1	16.4.2022		TLM2	CO1	T1,R1	
9.	Rural consumer behavior	1	19.4.2022		TLM1	CO1	T1,R1	
10.	Problems in studying in Consumer behavior	1	20.4.2022		TLM1	CO1	T1,R1	
11.	Review	1	21.4.2022		TLM2	CO1	T1,R1	
12.	UNIT-II : determinants of Internal determinants of Consumer Behavior	1	23.4.2022		TLM1	CO2	T1,R1	
13.	Motivation, Learning, Perception	1	26.4.2022		TLM1	CO2	T1,R1	
14.	Perception, Beliefs,	1	27.4.2022		TLM1	CO2	T1,R1	
15.	Attitudes, Personality and Life style	1	28.4.2022		TLM1	CO2		

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.	External determinants of Consumer Behavior	1	30.4.2022		TLM2	CO2	T1,R1	
17.	Culture, Sub culture	1	3.5.2022		TLM1	CO2	T1,R1	
18.	Family, Social class	1	5.5.2022		TLM1	CO2	T1,R1	
19.	Reference groups and opinion leader	1	6.5.2022		TLM1	CO2	T1,R1	
20.	Revision of unit 2	1	7.5.2022		TLM1	CO2	T1,R1	
21.	UNIT-III : Consumer decision making process	1	10.5.2022		TLM2	CO3	T1,R1	
22.	Introduction	1	12.5.2022		TLM2	CO3	T1,R1	
23.	Decision making process-Models	1	13.5.2022		TLM1	CO3	T1,R1	
24.	Impulse buying decision making criteria	1	14.5.2022		TLM1	CO3	T1,R1	
25.	Factors influencing decision making purchase decisions	1	14.5.2022		TLM1	CO3	T1,R1	
26.	I mid exams		16.5.2022 to 18.5.2022					
S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
27.	Howard sheth model	1	19.5.2022		TLM2	CO3	T1,R1	
28.	EKB model	1	20.5.2022		TLM1	CO3	T1,R1	
29.	Nicosia model	1	21.5.2022		TLM1	CO3	T1,R1	
30.	Diffusion of innovations	1	24.5.2022		TLM1	CO3	T1,R1	
31.	UNIT-IV Conept and Introduction of CRM	1	26.5.2022		TLM1	CO4	T1,R1	
32.	Objectives Benefits	1	27.5.2022		TLM1	CO4	T1,R1	
33.	Challenges in implementing CRM	1	28.5.2022		TLM2	CO4	T1,R1	
34.	Types of CRM	1	31.5.2022		TLM1	CO4	T1,R1	
35.	Operational CRM	1	2.6.2022		TLM2	CO4	T1,R1	
36.	Analytical crm collaborative CRM	1	3.6.2022		TLM1	CO4	T1,R1	
37.	Building blocks of CRM	1	4.6.2022		TLM2	CO4		
					No. of classes taken:			
38.	CRM strategy	1	4.6.2022		TLM2	CO 4	T1,R1	

39.	E CRM	1	7.6.2022		TLM1	CO 4	T1,R1	
40.	CRM process	1	9.6.2022		TLM1	CO 4	T1,R1	
41.	UNIT-V G spot model of CRM	1	10.6.2022		TLM1	CO 5	T1,R1	
42.	KOEL's model	1	11.6.2022		TLM1	CO 5	T1,R1	
43.	Web qual audit model	1	14.6.2022		TLM2	CO 5	T1,R1	
44.	Onyx model	1	16.6.2022		TLM1	CO 5	T1,R1	
45.	CRM implementation	1	17.6.2022		TLM1	CO 5	T1,R1	
46.	A frame work of successful CRM	1	18.6.2022		TLM2	CO 5	T1,R1	
47.	CRM in marketing	1	21.6.2022		TLM3	CO 5		

48.	From product to customer	1	23.6.2022		TLM2	CO 5	T1,R1	
49.	CRM marketing initiatives	1	24.6.2022		TLM1	CO 5	T1,R1	
50.	CRM different industries	1	25.6.2022		TLM1	CO 5	T1,R1	
51.	Report and Presentation	1	28.6.2022					
52.	Report and Presentation	1	30.6.2022					
53.	Report and Presentation	1	1.7.2022					
54.	Report and Presentation	1	2.7.2022					
55.	Report and Presentation	1	5.7.2022					

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 (R17 Regulations):

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

PART-D

PROGRAMME OUTCOMES (POs):

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

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.

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

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

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

COURSE HANDOUT

Section- (FH)

Part-A

PROGRAM : MBA. IV-Sem.
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : Management Of change & 17MB36
L-T-P STRUCTURE : 3-0-0
COURSE CREDITS : 03
COURSE INSTRUCTOR : Dr.K.Deepika
COURSE COORDINATOR : Dr.T. Rajasekhar
PRE-REQUISITES : Basic concepts and fundamentals of Management of Change

Course Educational Objectives (CEO's):

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

Course Out comes (COs):

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

CO1	Demonstrate the knowledge and role of management of change.
CO2	Identify different insights in managing change in organizational context.
CO3	Explain changing trends in business environment.
CO4	Understand the culture and its significance in dealing the new culture.
CO5	Describe the people's role in managing change and develop different cognitive versions in managing change.

CO-PO Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO 1	PO 2	PO 3	PO 4	PO5
CO1	2	1	2	2	2
CO2	2	2	2	1	1
CO3	2	2	1	2	1
CO4	2	2	1	2	1
CO5	2	2	2	2	2

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

Part-B**COURSE DELIVERY PLAN (LESSON PLAN):****Unit-I: Understanding Chnage**

No	A.C. Date	CONTENT	ACTUAL DATE	Teaching learning Methods	Learning outcomes (COs)	Text Book followed
1	29-03-22	Subject - Orientation Programme		TLM1	CO1	TB1 &TB2
2	30-03-22	Subject - Orientation Programme		TLM1	CO1	TB1 &TB2
3	31-03-22	Understanding Change: Nature of Change		TLM1	CO1	TB1 &TB2
4	02-04-22	Managing Change		TLM2	CO1	TB1 &TB2
5	05-04-22	Forces of Change: External – Internal;		TLM1	CO1	TB1 &TB2
6	06-04-22	Types of Change		TLM2	CO1	TB1 &TB2
7	07-04-22	Models of Organisational Change:		TLM1	CO1	TB1 &TB2
8	09-04-22	Lewin’s Model – Planning Model		TLM2	CO1	TB1 &TB2
9	12-04-22	Action Research Model – Integrative Model		TLM1	CO1	TB1 &TB2
10	13-04-22	Case studies / Review/Test		TLM	CO1	TB1 &TB2
Total classes for unit I- 10						

Unit –II: Managing Change

11	14-04-22	UNIT-II: Managing Change: The Current Status		TLM1	CO2	TB1 &TB2
12	16-04-22	Designing the New Status, Impact Analysis		TLM1	CO2	TB1 &TB2
13	19-04-22	Transformation Planning: Structural		TLM1	CO2	TB1 &TB2

		Considerations				
14	20-04-22	Management Processes – Managing HR & Culture Management – Information Technology		TLM1	CO2	TB1 &TB2
15	21-04-22	Creating the Support Systems: Management Support		TLM2	CO2	TB1 &TB2
16	23-04-22	Employee Support & Internal Support: Power Groups		TLM1	CO2	TB1 &TB2
17	26-04-22	Administrative Systems & Procedures; Sustaining the Momentum		TLM2	CO2	TB1 &TB2
18	27-04-22	Review / Test /		TLM1	CO2	TB1 &TB2
Total Classes : 08						

Unit-III: Strategic Leverages to Change

19	28-04-22	UNIT-III: Strategic Leverages to Change : Introduction		TLM1 and 2	CO3	TB1 &TB2
20	30-04-22	Changing Trends in Work Environment		TLM1 and 2	CO3	TB1 &TB2
21	03-05-22	Organisational Restructuring				
22	04-05-22	Reorganizing Work: Outsourcing – Insourcing		TLM1	CO3	TB1 &TB2
23	05-05-22	Vertical Integration – Horizontal Integration		TLM1	CO3	TB1 &TB2
24	07-05-22	MID EXAMS -1	13.05.21 TO17.05.21			
25	10-05-22	Organisational Networking		TLM1	CO3	TB1 &TB2
26	11-05-22	Process Oriented Strategies: Benchmarking		TLM2	CO3	TB1 &TB2
27	12-05-22	Value Management, Business Reengineering		TLM1	CO3	TB1 &TB2
28	14-05-22	Competitor & Customer Oriented Strategies, Positioning of the Company & Customer Focus		TLM2	CO3	TB1 &TB2
29	14-05-22	Review		TLM1	CO3	TB1 &TB2
Number of classes third unit: 10						

Unit IV: Organizational Culture and Change

30	19-05-22	UNIT-IV: Organisational Culture & Change : Introduction		TLM1	CO4	TB1 &TB2
31	21-05-22	Corporate Culture & Dealing with Change		TLM1	CO4	TB1 &TB2
32	24-05-22	Identifying & Diagnosing Organisational Culture		TLM2	CO4	TB1 &TB2
33	25-05-	Identifying & Diagnosing Organisational		TLM1	CO4	TB1 &TB2

	22	Culture				
34	26-05-22	Identifying & Diagnosing Organisational Culture		TLM1 and 2	CO4	TB1 &TB2
35	28-05-22	Developing New Culture,Assessing Cultural Risk & Checklist for Cultural Change		TLM2	CO4	TB1 &TB2
36	31-05-22	Developing New Culture,Assessing Cultural Risk & Checklist for Cultural Change		TLM2	CO4	TB1 &TB2
37	01-06-22	Review/Test		TLM1	CO4	TB1 &TB2
Number of classes for unit IV: 08						

UNIT – V: Managing Change through People

38	02-06-22	UNIT-V: Managing Change through People: Introduction		TLM1	CO5	TB1 &TB2
39	04-06-22	Dealing with Individuals and Human response to Change		TLM1	CO5	TB1 &TB2
40	07-06-22	The Three ‘R’s of Management- Reason Management, Relationship Management, Results Management		TLM2	CO5	TB1 &TB2
41	08-06-22	Checklist for overcoming Resistance to Change		TLM1	CO5	TB1 &TB2
42	09-06-22	Dealing with Groups – Sensitivity Training		TLM2	CO5	TB1 &TB2
43	11-06-22	Team Building – Self Managed Work Teams(SMT’s)		TLM1	CO5	TB1 &TB2
44	14-06-22	Team Based Compensation		TLM2	CO5	TB1 &TB2
45	15-06-22	Overcoming Organizational Resistance to Change		TLM1	CO5	TB1 &TB2
46	18-06-22	Overcoming Organizational Resistance to Change		TLM2	CO5	TB1 &TB2
47	21-06-22	Review/Test		TLM1	CO5	TB1 &TB2
48	22-06-22	Advanced Topics		TLM2	CO5	TB1 &TB2
49	23-06-22	Advanced Topics /Report writing		TLM1	CO5	TB1 &TB2
50	25-06-22	Report writing		TLM2		
Number of classes :14						
MID. II EXAMS : 05.07.21 to 08.07.21						

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:

Text Books:

1. Haragopal.K, Management of Organizational Change – Leveraging Transformation, 2 nd edition, Response Books. 2006

References:

1. Somnadh Chatopadhyaya and Udaipareek.P. Managing Organizational Change, Oxford & IBH, New Delhi. 1982.
2. Nilanjan Senguptha.P, Managing and Changing Organizations, PHI Learning, New Delhi.
3. Adrain Thronhill: Managing Change, Pearson Education, New Delhi,2008.
4. Radha R Sharma, Change Management, TMH, New Delhi. 2008.

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.

Signature				
	Name of the faculty	Name of the course Co-ordinator	Name of the Module Co-ordinator	HOD
	Dr.K.Deepika	Dr.T.Rajasekhar	Dr.T.Rajasekhar	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

PROGRAM : MBA, IV SEM –Section-A&B
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : **20MB37–Sales and Distribution Management**
L-T-P STRUCTURE : 3-0-0
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 develop skills in managing a sales team, and innovative sales strategies as the situation warrants.
2	To Appraise and organize sales planning and budgeting, estimating market potential and sales forecasting , setting the sales territory and quotas
3	To familiarize the issues relating with making of effective sales force management decisions
4	To Manage marketing channels, Channel integration – VMS, HMS, and Channel Management
5	To understand and resolve various sources of channel conflicts.

Course Outcomes (COs) :

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

CO1	Understand skills required for managing sales team.
CO2	Interpret sales planning and estimating market potential.
CO3	Apply the conceptual knowledge for effective sales force management.
CO4	Determine the Concepts of Distribution management..
CO5	Identify the channel conflicts among channel members and resolving them.

CO-PO Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO 1	PO 2	PO3	PO 4	PO5
CO1	1	1	1	1	-
CO2	1	1	-	2	1
CO3	2	1	1	1	1
CO4	-	1	-	1	1
CO5	1	2	1	1	-

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

Text Book

1. Krishna K. Havaldar, Vasant M. Cavale, Sales & Distribution Management- McGrawHill
2. S.A.Chunawala, Sales & Distribution Management- Himalaya Publishing house.

References

1. Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sandeep Puri Sales and Distribution Management : Decisions, Strategies & Cases, Pearson Latest Edition
2. Ramendra Singh, Sales and Distribution Management – A Practic-Based Approach, Vikas Publishing House Pvt. Ltd Latest Edition
3. Dr. S. L. Gupta Sales & Distribution Management Excel Books Latest Edition
4. Panda Tapan K., Sahadev Sunil Sales & Distribution Management Oxford Latest Edition
5. David Jobber, Geoffrey Lancaster Sales & Distribution Management Pearson, Latest Edition.
6. Johnson F.M., Kurtz D.L., Scheuing E.E. Sales Management: Concepts, Practice, and Cases McGraw Hill Latest Edition.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A –SECTION

UNIT-I: Introduction to Sales Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction	1	28-03-22		TLM1	CO1	T2,R3	
2.	Nature and Importance of sales management	1	31-03-22		TLM1	CO1	T2,R3	
3.	Growth and	1	01-04-22		TLM2	CO1	T2,R3	

	evolution of sales management							
4.	Role of a sales manager,	1	04-04-22		TLM1&2	CO1	T2,R3	
5.	Responsibilities of a sales manager	1	07-04-22		TLM1&2	CO1	T2,R3	
6.	Theories of personal selling,	1	08-04-22		TLM1	CO1	T2,R3	
7.	AIDAS theory	1	09-04-22		TLM1	CO1	T2,R3	
8.	Qualities of salesmanship,	1	11-04-22		TLM1	CO1	T2,R3	
9.	Steps in selling process	1	14-04-22		TLM1	CO1	T2,R3	
10.	sales organization structures	1	15-04-22		TLM1	CO1	T2,R3	
11.	International Sales Management	1	16-04-22		TLM1	CO1	T2,R3	
No. of classes required to complete UNIT-I		11			No. of classes taken:			

UNIT-II: Organizing & Driving Sales Efforts

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.	Sales Planning	1	18-04-22		TLM1	CO1	T2,R3	
13.	Sales Budget	1	21-04-22		TLM1	CO1	T2,R3	
14.	Estimating Market Potential	1	22-04-22		TLM1	CO1	T2,R3	
15.	Forecasting Sales:	1	23-04-22		TLM1	CO1	T2,R3	
16.	Qualitative methods	1	25-04-22		TLM2	CO2	T2,R3	
17.	Quantitative methods	1	28-04-22		TLM1	CO2	T2,R3	
18.	Sales Territories	1	29-04-22		TLM1	CO2	T2,R3	
19.	Sales Quotas	1	30-04-22		TLM2	CO2	T2,R3	
20.	Sales Technology	1	02-05-22		TLM1	CO2	T2,R3	
21.	Sales and cost analysis	1	05-05-22		TLM2	CO2	T2,R3	
22.	Revision	1	06-05-22		TLM2	CO2	T2,R3	
No. of classes required to complete UNIT-II		11			No. of classes taken:			

UNIT-III: Sales Force 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
23.	Sales Job Analysis	1	07-05-22		TLM1	CO2	T2,R3	

24.	Recruitment & Selection	1	09-05-22		TLM1	CO2	T2,R3	
25.	Sales Training – Need & Types	1	12-05-22		TLM1	CO2	T2,R3	
26.	Sales Force Compensation Structure & Motivation Tools	1	13-05-22		TLM2	CO3	T2,R3	
27.	Sales Contests	1	14-05-22		TLM1	CO3	T2,R3	
28.	MID-1	1	16-05-22					
29.	Sales Force Supervision: Sales Expenses,	1	19-05-22		TLM1	CO3	T2,R3	
30.	Sales Performance Evaluation	1	20-05-22		TLM1	CO3	T2,R3	
31.	Sales Reports,	1	21-05-22		TLM2	CO3	T2,R3	
32.	Sales Audits	1	23-05-22		TLM1	CO3	T2,R3	
33.	Ethics in Sales	1	26-05-22		TLM1	CO3	T2,R3	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

UNIT-IV: Distribution 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
34.	Introduction, need and scope of distribution management	1	27-05-22		TLM1	CO3	T2,R3	
35.	Marketing channels strategy	1	28-05-22		TLM2	CO3	T2,R3	
36.	levels of channels	1	30-05-22		TLM2	CO3	T2,R3	
37.	Functions of channel partners	1	02-06-22		TLM1	CO4	T2,R3	
38.	Evolution & possible channel formats	1	03-06-22		TLM1	CO4	T2,R3	
39.	Designing channel systems	1	04-06-22		TLM1	CO4	T2,R3	
40.	Horizontal and Vertical systems	1	06-06-22		TLM2	CO4	T2,R3	
41.	Horizontal and Vertical systems	1	09-06-22		TLM1	CO4	T2,R3	
42.	Channel Management	1	10-06-22		TLM1	CO4	T2,R3	
43.	Channel Management	1	11-06-22		TLM1	CO4	T2,R3	
44.	Revision	1	13-06-22		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		11			No. of classes taken:			

UNIT-V : Channel 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	
45.	Performance measures in Marketing Channels	1	16-06-22		TLM1	CO4	T2,R3		
46.	Channel Conflicts: Sources of Conflict	1	17-06-22		TLM1&2	CO5	T2,R3		
47.	Types of conflicts	1	18-06-22		TLM1	CO5	T2,R3		
48.	Channel Information Systems	1	20-06-22		TLM1	CO5	T2,R3		
49.	Databases for channel information systems	1	23-06-22		TLM1&2	CO5	T2,R3		
50.	Impact of information systems on channel flow	1	24-06-22		TLM1&2	CO5	T2,R3		
51.	Channel Institutions: Wholesaling, Retailing	1	25-06-22		TLM1	CO5	T2,R3		
52.	Report writing and presentation	1	27-06-22		TLM1	CO5	T2,R3		
53.	Report writing and presentation	1	30-06-22		TLM1	CO5	T2,R3		
54.	Report writing and presentation	1	04-07-22		TLM1	CO5	T2,R3		
55.	MID-2	1	07-07-22						
56.	MID-2	1	08-07-22						
57.	MID-2	1	09-07-22						
No. of classes required to complete UNIT-V		13			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
58.		1	30-06-22		TLM2		Online	
59.		1	04-07-22		TLM2		Online	

Teaching Learning Methods

TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
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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)

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School of Management Studies

COURSE HANDOUT

Part-A

PROGRAM : MBA. IV-Sem., Section-A
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : Major Project Work-20MB57
L-T-P STRUCTURE : 1-0-3
COURSE CREDITS : 4
COURSE INSTRUCTOR : Dr.A.Adishesha Reddy
COURSE COORDINATOR : Dr K.Deepika

PRE-REQUISITE: Fundamental knowledge on economy, BE, also on Industry analysis and presentation(IDAP), Field Study report(Internship Reports)

COURSE OBJECTIVE: In this course, the students will learn

1. To understand the origin, growth and development of selected industry.
2. To analyze the recent trends of the industry.
3. To study the contribution of the industry for the economic growth of the nation
4. To study and analyze the profile of the few selected companies of the industry.
5. To do SWOT analysis and submit a brief report based on the trends.

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, analyze 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.

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

CO1	Understand the literature survey, define the problem under study and explain its significance.
CO2	Demonstrate the data collected, preparing interim report and present it to the selected company for getting approval.
CO3	Analyze the data collected, revise the report and present it to the department for feedback and improvement.
CO4	Reframe the quality, novelty and contribution of the findings, suggestions and conclusions of his/her study to the chosen field.
CO5	Summarize and submit the final report of the work and present it to the examiners in person for defense.

CO-PO Articulation Matrix:

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

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN)

UNIT – I: Introduction

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Orientation, review of internship reports	03	28.03.2022		TLM1, TLM4	CO1	
2.	Introduction to major project work-an overview	03	01.04.2022		TLM1, TLM4	CO1	
3.	Title page, certificate and acknowledgements	03	12.04.2022		TLM1, TLM4	-	
No. of classes required to complete UNIT-I		09					

UNIT – II : Objectives and methodology of study

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Objectives of the study	03	25-04.2022		TLM1,TLM4	CO2	
2.	Methodology and significance of the study, Limitations and sample size	03	02.05.2022		TLM1,TLM4	CO2	
3.	Review -I	03	12.05.2022		TLM2	CO1,CO2	
No. of classes required to complete UNIT-II		09					

UNIT-III: Theoretical framework and profile

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Theoretical framework of concept and formulas	03	19.05.2022		TLM1,TLM4	CO3	

2.	Profile of the selected companies	03	27.05.2022		TLM1,TLM4	CO4	
No. of classes required to complete UNIT-III		06					

UNIT IV – Data analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Introduction to data analysis	03	03.06.2022		TLM1,TLM4	CO4	
2.	Tools models and methods	03	10.06.2022		TLM1,TLM4	CO5	
3.	Analysis of the field study data, Presentation of the data	03	17.06.2022		TLM1,TLM4	CO5	
No. of classes required to complete UNIT-IV		09					

UNIT-V: Findings and suggestions

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Findings and suggestions	03	24.06.2022		TLM1,TLM4	CO5	
2.	Review-II	03	05.07.2022		TLM2	-	
No. of classes required to complete UNIT-V		06					

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM2	PPT	TLM6	Assignment or Quiz
TLM3	Tutorial	TLM7	Group Discussion/Project
TLM4	Demonstration (Lab/Field Visit)		

ACADEMIC CALENDAR:

Description	From	To	Weeks
I Phase of Instructions	28.03.2022	14.05.2022	7W
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II Phase of Instructions	19.05.2022	06.07.2022	9W
II Mid Examinations	07.07.2022	09.07.2022	1W
Preparation and Practical	11.07.2022	13.07.2022	1 W
Semester End Examinations	14.07.2022	27.07.2022	2W

Review-I

Parameter	Marks
Litrature review	10
Problem Statement	10
Presentation	10
Interaction	10
Total	40

Review-II

Parameter	Marks
Significance of work	10
Contribution and quality	10
Presentation	10
Interaction	10
Total	40

Note: Average of R-I and R-II Can be taken to award internal marks(40)

Semester End Exam (SEE)

Parameter	Marks
Report	25
Presentation	15
Novelty and quality of work	10
Conclusion	10
Total	60

Note: External examiner can evaluate the report and interact with the student through viva-voce and award marks -60

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



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School of Management Studies

COURSE HANDOUT

Part-A

PROGRAM : MBA. IV-Sem., Section-B
ACADEMIC YEAR : 2021-22
COURSE NAME & CODE : Major Project Work-20MB57
L-T-P STRUCTURE : 1-0-3
COURSE CREDITS : 4
COURSE INSTRUCTOR : Dr K.Deepika
COURSE COORDINATOR : Dr K.Deepika

PRE-REQUISITE: Fundamental knowledge on economy, BE, also on Industry analysis and presentation(IDAP), Field Study report(Internship Reports)

COURSE OBJECTIVE: In this course, the students will learn

1. To understand the origin, growth and development of selected industry.
2. To analyze the recent trends of the industry.
3. To study the contribution of the industry for the economic growth of the nation
4. To study and analyze the profile of the few selected companies of the industry.
5. To do SWOT analysis and submit a brief report based on the trends.

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, analyze 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.

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

CO1	Understand the literature survey, define the problem under study and explain its significance.
CO2	Demonstrate the data collected, preparing interim report and present it to the selected company for getting approval.
CO3	Analyze the data collected, revise the report and present it to the department for feedback and improvement.
CO4	Reframe the quality, novelty and contribution of the findings, suggestions and conclusions of his/her study to the chosen field.
CO5	Summarize and submit the final report of the work and present it to the examiners in person for defense.

CO-PO Articulation Matrix:

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

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN)

UNIT – I: Introduction

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Orientation, review of internship reports	03	29.03.2022		TLM1, TLM4	CO1	
2.	Introduction to major project work-an overview	03	12.04.2022		TLM1, TLM4	CO1	
3.	Title page, certificate and acknowledgements	03	19.04.2022		TLM1, TLM4	-	
No. of classes required to complete UNIT-I		09					

UNIT – II : Objectives and methodology of study

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Objectives of the study	03	26.04.2022		TLM1, TLM4	CO2	
2.	Methodology and significance of the study, Limitations and sample size	03	10.05.2022		TLM1, TLM4	CO2	
3.	Review -I	03	24.05.2022		TLM2	CO1, CO2	
No. of classes required to complete UNIT-II		09					

UNIT-III: Theoretical framework and profile

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Theoretical framework of concept and	03	31.05.2022		TLM1, TLM4	CO3	

	formulas						
2.	Profile of the selected companies	03	31.05.2022		TLM1,TLM4	CO4	
No. of classes required to complete UNIT-III		06					

UNIT IV – Data analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Introduction to data analysis	03	07.06.2022		TLM1,TLM4	CO4	
2.	Tools models and methods	03	14.06.2022		TLM1,TLM4	CO5	
3.	Analysis of the field study data, Presentation of the data	03	21.06.2022		TLM1,TLM4	CO5	
No. of classes required to complete UNIT-IV		09					

UNIT-V: Findings and suggestions

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Findings and suggestions	03	28.06.2022		TLM1,TLM4	CO5	
2.	Review-II	03	05.07.2022		TLM2	-	
No. of classes required to complete UNIT-V		06					

Teaching Learning Methods

TLM1	Chalk and Talk	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM2	PPT	TLM6	Assignment or Quiz
TLM3	Tutorial	TLM7	Group Discussion/Project
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ACADEMIC CALENDAR:

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Part – C
Internal Evaluation Pattern(CIE)
Review-I

Parameter	Marks
Litrature review	10
Problem Statement	10
Presentation	10
Interaction	10
Total	40

Review-II

Parameter	Marks
Significance of work	10
Contribution and quality	10
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Presentation	15
Novelty and quality of work	10
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PROGRAMME EDUCATIONAL OBJECTIVES :

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School of Management Studies

COURSE HANDOUT

Part-A

PROGRAM : MBA. IV-Sem., Section-B

ACADEMIC YEAR : 2021-22

COURSE NAME & CODE : **Major Project Work-20MB57**

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

COURSE CREDITS : 4

COURSE INSTRUCTOR : **Dr K.Deepika**

COURSE COORDINATOR : Dr K.Deepika

PRE-REQUISITE: **Fundamental knowledge on economy, BE, also on Industry analysis and presentation(IDAP), Field Study report(Internship Reports)**

COURSE OBJECTIVE: In this course, the students will learn

6. To understand the origin, growth and development of selected industry.
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PROGRAM OUTCOMES (POS)

PO1	Apply knowledge of management theories and practices to solve business problems.
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Part-B

COURSE DELIVERY PLAN (LESSON PLAN)

UNIT – I: Introduction

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
4.	Orientation, review of internship reports	03	29.03.2022		TLM1, TLM4	CO1	
5.	Introduction to major project work-an overview	03	12.04.2022		TLM1, TLM4	CO1	
6.	Title page, certificate and acknowledgements	03	19.04.2022		TLM1, TLM4	-	
No. of classes required to complete UNIT-I		09					

UNIT – II : Objectives and methodology of study

S.No.	Topics to be covered	No. of Classes	Tentative Date of	Actual Date of	Teaching Learning	Learning Outcome	HOD Sign
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		Required	Completion	Completion	Methods	COs	Weekly
4.	Objectives of the study	03	26.04.2022		TLM1,TLM4	CO2	
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No. of classes required to complete UNIT-III		06					

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S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
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6.	Analysis of the field study data, Presentation of the data	03	21.06.2022		TLM1,TLM4	CO5	
No. of classes required to complete UNIT-IV		09					

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3.	Findings and suggestions	03	28.06.2022		TLM1,TLM4	CO5	
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