

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

MASTER OF BUSINESS ADMINISTRATION

PG Timetable

Course/ Section: MBA-II Sem.A/S

A.Y: 2023-2024


Classroom : 5S03


Class Teacher : Dr.O.Naresh


W.E.F : 19.02.2024

DAY	1	2		3	4		5	6	7	8
TIME	9.00 to 9.50	9.50 to 10.40	10.40 to 10.50	10.50 to 11.40	11.40 to 12.30	12.30 to 1.30	1.30 to 2.20	2.20 to 3.10	3.10 to 4.00	4.00 to 4.50
MON	FM	BRM	B R E A K	POM	MM	L U N C H	SAP			Sports/ Yoga
TUE	BA	FM		POM	HRM		ASSOC			
WED	HRM	BA		POM	BRM		FM	MM	SEM	
THU	MM	POM		FM	HRM		BA	BRM	CL	
FRI	BRM	SQL&PBI-LAB		SQL&PBI- LAB			HRM	MM	BA	
SAT	POM	BA		MM	HRM		BRM	FM	SL	

S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
1	23MB07	FM (5)	Financial Management	Mr.K. Ravikiran Yaraswi(T699)
2	23MB08	HRM (5)	Human Resources Management	Mr.S. Chakravarthy (T451)
3	23MB09	MM (5)	Marketing Management	Dr.V.V. Narsi Reddy (T 714)
4	23MB10	POM (5)	Production & Operations Management	Dr.A. Adishesha Reddy(T104)
5	23MB11	BRM (5)	Business Research Methods	Dr.T. Rajasekhar (T 090)
6	23MB61	BA (5)	Business Analytics	Dr.O. Naresh (T 903)
7	23MB73	SQL&PBI LAB (3)	SQL & Power BI Lab	1.Mrs.M.Hemalatha (T606) 2.Dr.U. Rambabu(T595)
8	23MB74	SAP (3)	Start-up Analysis & Presentation	1. Dr.U. Rambabu (T595)
9		ASSOC (3)	Association	1.Mr.S. Chakravarthy (T451) 2.Mr.L. Venugopal (T 805) 3.Mr. Syed. Basha (Adjunct faculty) 4.Dr.K. Bhanu Prakash (Adjunct faculty)
10		SEM (1)	Seminar	Mr.K. Ravikiran Yaraswi(T699)
11		SL (1)	Self-learning /Library/Swayam	Dr.O. Naresh (T 903)
12		CL (1)	Counselling	Mr.B. Kalyan Kumar (T700)


Class Teacher
(Dr.O. Naresh)


Timetable In-charge
(Dr.R. Jeyalakshmi)


HOD
(Dr.A.Adishesha Reddy)


Dean of Academics
(Dr.M.Srinivasa Rao)


Principal
(Dr. K. Appa Rao)

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

MASTER OF BUSINESS ADMINISTRATION

PG Timetable

Course/ Section: MBA-II Sem B./S

A.Y: 2023-2024

Classroom : 5S04


Class Teacher: Mr.K. Ravikiran Yasaswi

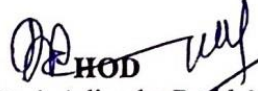
W.E.F : 19.02.2024

DAY	1	2		3	4		5	6	7	8
TIME	9.00 to 9.50	9.50 to 10.40	10.40 to 10.50	10.50 to 11.40	11.40 to 12.30	12.30 to 1.30	1.30 to 2.20	2.20 to 3.10	3.10 to 4.00	4.00 to 4.50
MON	FM	SQL&PBI-LAB	B R E A K	SQL&PBI-LAB		L U N C H	HRM	MM	POM	Sports/ Yoga
TUE	BRM	MM		BA	HRM		ASSOC			
WED	POM	FM		BRM	BA		MM	HRM	SL	
THU	BA	MM		HRM	FM		BRM	POM	CL	
FRI	FM	BA		POM	BRM		SAP			
SAT	POM	BRM		BA	MM		HRM	FM	SEM	


S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
1	23MB07	FM (5)	Financial Management	Mr.B. Kalyan Kumar (T700)
2	23MB08	HRM (5)	Human Resources Management	Mrs.Y. Nagamani (T922)
3	23MB09	MM (5)	Marketing Management	Dr.D. Venkateswarlu (T472)
4	23MB10	POM (5)	Production & Operations Management	Mr.K. Ravi Kiran Yasaswi (T699)
5	23MB11	BRM (5)	Business Research Methods	Dr.K. Deepika (T838)
6	23MB61	BA (5)	Business Analytics	Dr.O. Naresh (T 903)
7	23MB73	SQL&PBI LAB (3)	SQL & Power BI Lab	1.Dr.B.Rajendra Prasad (T859) 2. Dr.O. Naresh (T 903)
8	23MB74	SAP (3)	Start-up Analysis & Presentation	Dr.K. Deepika (T838)
9		ASSOC (3)	Association	1. Dr.R. Jeya Lakshmi (T471) 2. Mr.L. Venugopal (T 805) 3.Mr. Syed. Basha (Adjunct faculty) 4.Dr.K. Bhanu Prakash (Adjunct faculty)
10		SEM (1)	Seminar	Mrs.Y. Nagamani (T922)
11		SL (1)	Library/Swayam	Mr.B. Kalyan Kumar (T700)
12		CL (1)	Counselling	Mr.S. Chakravarthy (T451)


Class Teacher
(Mr.K. Ravi Kiran Yasaswi)


Timetable In-charge
(Dr.R. Jeyalakshmi)


HOD
(Dr.A. Adishesha Reddy)


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MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

Name of the course instructor: K.Ravi Kiran Yaraswi

COURSE NAME & CODE : FINANCIAL MANAGEMENT & 23MB07

L-T-P Structure : 4-0-0 Credits: 4

Program /Sem/Sec : MBA., II Sem., Section -A A.Y : 2023-2024

COURSE EDUCATIONAL OBJECTIVES (CEOs):

Course Educational Objectives:-

- To help the students to develop cognizance of the importance of Financial Management in corporate valuation.
- To enable students to describe how people analyze the corporate leverage under different conditions and understand how people evaluate different corporate.
- To provide the students to analyze specific characteristics of investment decision and their future action for capital budgeting and learn significance of time value of money.
- To enable students to synthesize related information and evaluate dividend decision for most logical and optimal solution they would be able to predict and control Debt Equity incurrence and improve results.
- To discuss the role of the Working capital management for the successful operations of the business.

Course Outcomes:-

- Understand the fundamentals of financial management and making them effective managers.
- Demonstrate concept of capital structure for effective financial decisions.
- Apply the capital budgeting techniques to select the project proposals.
- Evaluate various approaches to be followed for wealth maximization of shareholders.
- Illustrate the classification and working capital management.

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

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

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

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



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Textbooks:

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

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

References

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

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

R3. Damodaran, Aswath. John, corporate finance: Theory & Practices, 2nd edition, Wiley & sons,

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): Section-B

UNIT-I: Introduction to financial management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
1.	Introduction to Subject	1	19-02-2024		TLM1	T1/T2	
2.	Course Outcomes	1	20-02-2024		TLM2	T1/T2	
3.	Financial Management: Concept	1	21-02-2024		TLM1	T1/T2	
4.	Nature and scope of FM	1	22-02-2024		TLM1	T1/T2	
5.	Evolution of financial management	1	24-02-2024		TLM3	T1/T2	
6.	The new role in the contemporary scenario	1	26-02-2024		TLM1	T1/T2	
7.	Tutorial -1	1	27-02-2024		TLM3		
8.	Goals and objectives of financial Management	1	28-02-2024		TLM1	T1/T2	
9.	Goals and objectives of financial Management	1	29-02-2024		TLM1	T1/T2	
10.	Firm's mission and objectives –	1	02-03-2024		TLM1	T1/T2	
11.	Profit maximization Vs. Wealth maximization	1	04-03-2024		TLM1	T1/T2	
12.	Maximization Vs Satisfying	1	05-03-2024		TLM1	T1/T2	
13.	Major decisions of financial manager.	1	06-03-2024		TLM1	T1/T2	
14.	Case Study discussion	1	07-03-2024		TLM2	T1/T2	
	No. of classes required to complete UNIT-I	14					



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MASTER OF BUSINESS ADMINISTRATION

UNIT-II: Financing Decision

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
15.	Financing Decision: Sources of finance	1	09-03-2024		TLM1	T1/T2	
16.	Concept and financial effects of leverage	1	11-03-2024		TLM1	T1/T2	
17.	EBIT	1	12-03-2024		TLM1	T1/T2	
18.	Problems on OL & FL & CL	1	13-03-2024		TLM1	T1/T2	
19.	EPS Analysis	1	14-03-2024		TLM2	T1/T2	
20.	Tutorial -3	1	16-03-2024		TLM3		
21.	Cost of Capital	1	18-03-2024		TLM1	T1/T2	
22.	Problem on Cost of debt	1	19-03-2024		TLM1	T1/T2	
23.	Problem on Cost of Preference	1	20-03-2024		TLM1	T1/T2	
24.	Problem on Cost of Equity	1	21-03-2024		TLM1	T1/T2	
25.	Problems on cost of retained earnings	1	23-03-2024		TLM1	T1/T2	
26.	Tutorial -4	1	26-03-2024		TLM3		
27.	Weighted Average Cost of Capital	1	27-03-2024		TLM1	T1/T2	
28.	Theories of Capital Structure	1	28-03-2024		TLM1	T1/T2	
29.	Theories of Capital Structure	1	30-03-2024		TLM1	T1/T2	
30.	Theories of Capital Structure	1	01-04-2024		TLM1	T1/T2	
31.	Problems on Capital structure	1	02-04-2024		TLM1	T1/T2	
32.	Case study discussion	1	03-04-2024		TLM1	T1/T2	
33.	No. of classes required to complete UNIT-II	19					

UNIT-III: Investment Decision:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
34.	Concept of Time Value of money	1	04-04-2024		TLM1	T1 or R4	
35.	Techniques of Time Value of Money	1	06-04-2024		TLM1	T1 or R4	
	I MID EXAMS		08-04-2024 to 13-04-2024				
36.	Techniques of Time Value of Money	1	15-04-2024		TLM1	T1 or R4	
37.	Problems on time value of money	1	16-04-2024		TLM1	T1 or R4	
38.	Problems on time value of money	1	18-04-2024		TLM1	T1 or R4	



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39.	Problems on time value of money	1	19-04-2024		TLM1	T1 or R4	
40.	Tutorial -6	1	20-04-2024		TLM3		
41.	Nature and Significance of Investment Decision	1	22-04-2024		TLM1	T1 or R4	
42.	Estimation of Cash flows	1	23-04-2024		TLM1	T1 or R4	
43.	Capital Budgeting Process	1	24-04-2024		TLM1	T1 or R4	
44.	Techniques of Investment Appraisal	1	25-04-2024		TLM3	T1 or R4	
45.	Payback period	1	27-04-2024		TLM1	T1 or R4	
46.	Accounting Rate of Return	1	29-04-2024		TLM1	T1 or R4	
47.	Time Value of Money, DCF techniques	1	30-04-2024		TLM1	T1 or R4	
48.	DCF Techniques, Net Present Value	1	01-05-2024		TLM1	T1 or R4	
49.	Profitability Index and Internal Rate of Return.	1	02-05-2024		TLM3		
50.	Case Study discussion	1	04-05-2024		TLM1	T1 or R4	
51.	No. of classes required to complete UNIT-III	17					

UNIT-IV: Dividend Decision

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
52.	Meaning and Significance	1	06-05-2024		TLM1	T1 or R4	
53.	Major forms of dividends	1	07-05-2024		TLM1	T1 or R4	
54.	Theories of Dividends	1	08-05-2024		TLM1	T1 or R4	
55.	Problems on dividend theories	1	09-05-2024		TLM3	T1 or R4	
56.	Determinants of Dividend	1	11-05-2024		TLM1	T1 or R4	
57.	Dividends Policy and Dividend valuation	1	13-05-2024		TLM1	T1 or R4	
58.	Bonus Shares & Stock Splits	1	14-05-2024		TLM1	T1 or R4	
59.	Dividend policies of Indian Corporate	1	15-05-2024		TLM1	T1 or R4	
60.	Case Study discussion	1	16-05-2024		TLM1	T1 or R4	
	No. of classes required to complete UNIT-IV	08					



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UNIT-V: Liquidity Decision:

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
61.	Meaning - Classification	1	18-05-2024		TLM1	T1 or R4	
62.	Significance of Working Capital	1	20-05-2024		TLM1	T1 or R4	
63.	Components of Working Capital	1	21-05-2024		TLM1	T1 or R4	
64.	Factors determining the Working Capital	1	22-05-2024		TLM1	T1 or R4	
65.	Estimating Working Capital requirement	1	23-05-2024		TLM3		
66.	Cash Management Models	1	25-05-2024		TLM1	T1 or R4	
67.	Cash Budgeting, Accounts Receivables	1	27-05-2024		TLM1	T1 or R4	
68.	Credit Policies, Inventory management	1	28-05-2024		TLM1	T1 or R4	
69.	Case Study discussion	1	29-05-2024		TLM2	T1 or R4	
70.	Report and Presentations	1	30-05-2024				
71.	Report and Presentations	1	31-05-2024				
	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	Textbook followed	HOD Sign	
72.	Online trading	1	01-06-2024		TLM4	ZERODHA WEB SITE		
	II MID EXAM	03-06-2024 to 08-06-2024						

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) = A	1,2,3	A=30
II-Mid Examination (Descriptive) = B	3,4,5	B=30
Evaluation of Mid Marks: A+B =80% of Max(A, B)+20% of Min(A,B)	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation = C	1,2,3,4,5	C=10
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



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Total Marks: A+B+C+D	1,2,3,4,5	100
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PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- PEO1: 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.
- PEO2: 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.
- PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

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

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

PO3: Ability to develop value-based leadership ability.

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

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

Mr.K.RAVIKIRAN YASASWI Course Instructor	Dr.A. ADISESHA REDDY Course Coordinator	Dr.A. ADISESHA REDDY Module Coordinator	Dr.A. ADISESHA REDDY HOD
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MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

Name of the course instructor: B.Kalyan Kumar

COURSE NAME & CODE : FINANCIAL MANAGEMENT & 23MB07

L-T-P Structure : 4-0-0

Credits: 4

Program /Sem/Sec : MBA., II Sem., Section -B

A.Y : 2023-2024

COURSE EDUCATIONAL OBJECTIVES (CEOs):

Course Educational Objectives:-

- To help the students to develop cognizance of the importance of Financial Management in corporate valuation.
- To enable students to describe how people analyze the corporate leverage under different conditions and understand how people evaluate different corporate.
- To provide the students to analyze specific characteristics of investment decision and their future action for capital budgeting and learn significance of time value of money.
- To enable students to synthesize related information and evaluate dividend decision for most logical and optimal solution they would be able to predict and control Debt Equity incurrence and improve results.
- To discuss the role of the Working capital management for the successful operations of the business.

Course Outcomes:-

- Understand the fundamentals of financial management and making them effective managers.
- Demonstrate concept of capital structure for effective financial decisions.
- Apply the capital budgeting techniques to select the project proposals.
- Evaluate various approaches to be followed for wealth maximization of shareholders.
- Illustrate the classification and working capital management.

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

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

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

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



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

References

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

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

R3. Damodaran, Aswath. John, corporate finance: Theory & Practices, 2nd edition, Wiley & sons,

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): Section-B

UNIT-I: Introduction to financial management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
1.	Introduction to Subject	1	19-02-2024		TLM1	T1/T2	
2.	Course Outcomes	1	20-02-2024		TLM2	T1/T2	
3.	Financial Management: Concept	1	21-02-2024		TLM1	T1/T2	
4.	Nature and scope of FM	1	22-02-2024		TLM1	T1/T2	
5.	Evolution of financial management	1	24-02-2024		TLM3	T1/T2	
6.	The new role in the contemporary scenario	1	26-02-2024		TLM1	T1/T2	
7.	Tutorial -1	1	27-02-2024		TLM3		
8.	Goals and objectives of financial Management	1	28-02-2024		TLM1	T1/T2	
9.	Goals and objectives of financial Management	1	29-02-2024		TLM1	T1/T2	
10.	Firm's mission and objectives –	1	02-03-2024		TLM1	T1/T2	
11.	Profit maximization Vs. Wealth maximization	1	04-03-2024		TLM1	T1/T2	
12.	Maximization Vs Satisfying	1	05-03-2024		TLM1	T1/T2	
13.	Major decisions of financial manager.	1	06-03-2024		TLM1	T1/T2	
14.	Case Study discussion	1	07-03-2024		TLM2	T1/T2	
	No. of classes required to complete UNIT-I	14					



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MASTER OF BUSINESS ADMINISTRATION

UNIT-II: Financing Decision

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
15.	Financing Decision: Sources of finance	1	09-03-2024		TLM1	T1/T2	
16.	Concept and financial effects of leverage	1	11-03-2024		TLM1	T1/T2	
17.	EBIT	1	12-03-2024		TLM1	T1/T2	
18.	Problems on OL & FL & CL	1	13-03-2024		TLM1	T1/T2	
19.	EPS Analysis	1	14-03-2024		TLM2	T1/T2	
20.	Tutorial -3	1	16-03-2024		TLM3		
21.	Cost of Capital	1	18-03-2024		TLM1	T1/T2	
22.	Problem on Cost of debt	1	19-03-2024		TLM1	T1/T2	
23.	Problem on Cost of Preference	1	20-03-2024		TLM1	T1/T2	
24.	Problem on Cost of Equity	1	21-03-2024		TLM1	T1/T2	
25.	Problems on cost of retained earnings	1	23-03-2024		TLM1	T1/T2	
26.	Tutorial -4	1	26-03-2024		TLM3		
27.	Weighted Average Cost of Capital	1	27-03-2024		TLM1	T1/T2	
28.	Theories of Capital Structure	1	28-03-2024		TLM1	T1/T2	
29.	Theories of Capital Structure	1	30-03-2024		TLM1	T1/T2	
30.	Theories of Capital Structure	1	01-04-2024		TLM1	T1/T2	
31.	Problems on Capital structure	1	02-04-2024		TLM1	T1/T2	
32.	Case study discussion	1	03-04-2024		TLM1	T1/T2	
33.	No. of classes required to complete UNIT-II	19					

UNIT-III: Investment Decision:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
34.	Concept of Time Value of money	1	04-04-2024		TLM1	T1 or R4	
35.	Techniques of Time Value of Money	1	06-04-2024		TLM1	T1 or R4	
	I MID EXAMS		08-04-2024 to 13-04-2024				
36.	Techniques of Time Value of Money	1	15-04-2024		TLM1	T1 or R4	
37.	Problems on time value of money	1	16-04-2024		TLM1	T1 or R4	
38.	Problems on time value of money	1	18-04-2024		TLM1	T1 or R4	



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MASTER OF BUSINESS ADMINISTRATION

39.	Problems on time value of money	1	19-04-2024		TLM1	T1 or R4	
40.	Tutorial -6	1	20-04-2024		TLM3		
41.	Nature and Significance of Investment Decision	1	22-04-2024		TLM1	T1 or R4	
42.	Estimation of Cash flows	1	23-04-2024		TLM1	T1 or R4	
43.	Capital Budgeting Process	1	24-04-2024		TLM1	T1 or R4	
44.	Techniques of Investment Appraisal	1	25-04-2024		TLM3	T1 or R4	
45.	Payback period	1	27-04-2024		TLM1	T1 or R4	
46.	Accounting Rate of Return	1	29-04-2024		TLM1	T1 or R4	
47.	Time Value of Money, DCF techniques	1	30-04-2024		TLM1	T1 or R4	
48.	DCF Techniques, Net Present Value	1	01-05-2024		TLM1	T1 or R4	
49.	Profitability Index and Internal Rate of Return.	1	02-05-2024		TLM3		
50.	Case Study discussion	1	04-05-2024		TLM1	T1 or R4	
51.	No. of classes required to complete UNIT-III	17					

UNIT-IV: Dividend Decision

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
52.	Meaning and Significance	1	06-05-2024		TLM1	T1 or R4	
53.	Major forms of dividends	1	07-05-2024		TLM1	T1 or R4	
54.	Theories of Dividends	1	08-05-2024		TLM1	T1 or R4	
55.	Problems on dividend theories	1	09-05-2024		TLM3	T1 or R4	
56.	Determinants of Dividend	1	11-05-2024		TLM1	T1 or R4	
57.	Dividends Policy and Dividend valuation	1	13-05-2024		TLM1	T1 or R4	
58.	Bonus Shares & Stock Splits	1	14-05-2024		TLM1	T1 or R4	
59.	Dividend policies of Indian Corporate	1	15-05-2024		TLM1	T1 or R4	
60.	Case Study discussion	1	16-05-2024		TLM1	T1 or R4	
	No. of classes required to complete UNIT-IV	08					



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MASTER OF BUSINESS ADMINISTRATION

UNIT-V: Liquidity Decision:

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
61.	Meaning - Classification	1	18-05-2024		TLM1	T1 or R4	
62.	Significance of Working Capital	1	20-05-2024		TLM1	T1 or R4	
63.	Components of Working Capital	1	21-05-2024		TLM1	T1 or R4	
64.	Factors determining the Working Capital	1	22-05-2024		TLM1	T1 or R4	
65.	Estimating Working Capital requirement	1	23-05-2024		TLM3		
66.	Cash Management Models	1	25-05-2024		TLM1	T1 or R4	
67.	Cash Budgeting, Accounts Receivables	1	27-05-2024		TLM1	T1 or R4	
68.	Credit Policies, Inventory management	1	28-05-2024		TLM1	T1 or R4	
69.	Case Study discussion	1	29-05-2024		TLM2	T1 or R4	
70.	Report and Presentations	1	30-05-2024				
71.	Report and Presentations	1	31-05-2024				
	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	Textbook followed	HOD Sign	
72.	Online trading	1	01-06-2024		TLM4	ZERODHA WEB SITE		
	II MID EXAM		03-06-2024 to 08-06-2024					

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) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: A+B =80% of Max(A, B)+20% of Min(A,B)	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination: A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100



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MASTER OF BUSINESS ADMINISTRATION

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- PEO1: 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.
- PEO2: 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.
- PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

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

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

PO3: Ability to develop value-based leadership ability.

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

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

B.Kalyan Kumar Course Instructor	K.Ravi Kiran Yasaswi Course Coordinator	Dr.A. ADISESHA REDDY Module Coordinator	Dr.A. ADISESHA REDDY HOD
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School of Management Studies
COURSE HANDOUT

Part-A

Name of the course instructor's. M.S. CHAKRAVARTHY

COURSE NAME & CODE : HUMAN RESOURCE MANAGEMENT & 23MB08

L-T-P-Cr Structure : 4 - - 4

Credits: 4

Program /Sem/Sec : MBA, II Sem., Section –A

A.Y :2023-2024

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

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

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

CO1	Understand HRM practices and apply them effectively in the real time business to increase productivity.
CO2	Apply job analysis, scientific recruitment and selection processes for higher productivity
CO3	Determine organizational growth by designing and implementing appropriate training and development programmes.
CO4	Demonstrate relevant performance appraisal and compensation systems to meet individual and organizational strategic needs
CO5	Analyze disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organization

COURSE ARTICULATION MATRIX (Correlation between COs&POs):

CO-PO Articulation Matrix:

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

1= Slight (low) 2=Moderate (Medium) 3=Substantial (High)

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SECTION -B

UNIT-I : INTRODUCTION TO HRM

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject	1	20/02/2024		TLM1/2	CO1	T1,R1	
2.	Course Outcomes	1	21/02/2024		TLM1/2	CO1	T1,R1	
3.	UNIT-I: Introduction to HRM	1	22/02/2024		TLM1/2	CO1	T1,R1	
4.	Functions of HRM	1	23/04/2024		TLM1/2	CO1	T1,R1	
5.	Personal polices and principles	1	24/02/2024		TLM1/2	CO1	T1,R1	
6.	Human resources planning	1	27/02/2024		TLM1/2	CO1	T1,R1	
7.	Definitions – objectives and Process of HRP	1	28/02/2024		TLM1/2	CO1	T1,R1	
8.	Assessing current human resources	1	29/02/2024		TLM1/2	CO1	T1,R1	
9.	Importance of HRP	1	01/03/2024		TLM1/2	CO1	T1,R1	
10.	Current trends in HRM/HRP	1	2/03/2024		TLM1/2	CO1	T1,R1	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

UNIT-II: JOB ANALYSIS AND DESIGN

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
11.	Introduction to job analysis	1	5/03/2024		TLM1/2	CO2	T1,R1	
12.	Process of job analysis	1	6/03/2024		TLM1/2	CO2	T1,R1	
13.	Use and methods of job analysis	1	7/03/2024		TLM1/2	CO2	T1,R1	

14.	Job description & job specification	1	8/03/2024		TLM1/2	CO2	T1,R1	
15.	Job design: factor affecting for job design and different approaches	1	09/03/2024		TLM1/2	CO2	T1,R1	
16.	Hickman & Oldham's job characteristics model	1	12/03/2024		TLM1/2	CO2	T1,R1	
17.	Recruitment process and sources and advantages and disadvantages and selection	1	13/03/2024		TLM1/2	CO2	T1,R1	
18.	e-recruitment, selection	1	14/03/2024		TLM1/2	CO2	T1,R1	
19.	Selection process and barriers to effective selection	1	15/03/2024		TLM1/2	CO2	T1,R1	
No. of classes required to complete UNIT-II		09			No. of classes taken:			

UNIT-III: Managing Careers

S. N o.	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
20	Introduction to career planning	1	16/03/2024		TLM1/2	CO3	T1,R1	
21	Elements of career planning	1	19/03/2024		TLM1/2	CO3	T1,R1	
22	Promotion –transfer – separations	1	20/03/2024		TLM1/2	CO3	T1,R1	
23	Career development – initiatives –employee commitment	1	21/03/2024		TLM1/2	CO3	T1,R1	
24	Training and development	1	22/03/2024		TLM1/2	CO3	T1,R1	
25	Inputs- As a source of competitive advantages	1	23/03/2024		TLM1/2	CO3	T1,R1	
26	Training process	1	26/03/2024		TLM1/2	CO3	T1,R1	
27	Training methods	1	27/03/2024		TLM1/2	CO3	T1,R1	
28	Evaluation, Employment development methods	1	28/03/2024		TLM1/2	CO3	T1,R1	
29	Introduction to performance appraisal	1	29/03/2024		TLM1/2	CO3	T1,R1	
30	Definitions, objectives and process	1	30/03/2024		TLM1/2	CO3	T1,R1	

31	Methods of performance appraisal	1	02/04/2024		TLM1/2	CO3	T1,R1	
32	IST MID EXAMS		08-04-2024		TLM1/2	CO3	T1,R1	
No. of classes required to complete UNIT-III		12			No. of classes taken:			

UNIT-IV:Performance Appraisal

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
33.	IST MID EXAMS		10-04-2024		TLM1/2	CO 4	T1,R1	
34.	IST MID EXAMS		12/04/24		TLM1/2	CO 4	T1,R1	
35.	IST MID EXAMS		13/04/2024		TLM1/2	CO 4	T1,R1	
36.	IST MID EXAMS		15/04/24		TLM1/2	CO 4	T1,R1	
37.	IST MID EXAMS		16/04/24		TLM1/2	CO 4	T1,R1	
38.	Job evaluation and Methods	1	17/04/2024		TLM1/2	CO 4	T1,R1	
39.	Compensation management and Components of Remuneration	1	18/04/2024		TLM1/2	CO 4	T1,R1	
40.	Importance of an ideal compensation system	1	19/04/2024		TLM1/2	CO 4	T1,R1	
41.	Factors influencing employee remuneration	1	20/04/2024		TLM1/2	CO 4	T1,R1	
42.	Concept of wages	1	23/04/2024		TLM1/2	CO 4	T1,R1	
43.	Incentives –types of incentives plans	1	24/04/2024		TLM1/2	CO 4	T1,R1	
44.	Guidelines for effective incentives plans	1	25/04/2024		TLM1/2	CO 4	T1,R1	
45.	Case study	1	26/04/2024		TLM6	CO 4		
46.	Case study	1	27/04/2024		TLM1/2	CO 4		
47.	Case study	1	30/04/2024		TLM1/2	CO 4		
48.	Case study	1	01/05/2024		TLM1/2	CO 4		
No. of classes required to complete UNIT-IV		11			No. of classes taken:			

UNIT-V Employee Discipline

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
49.	Introduction to employee discipline and Causes	1	02/05/2024		TLM1/2	CO 5	T1,R1	
50.	Kinds of punishment /penalties –misconduct	1	03/05/2024		TLM1/2	CO 5	T1,R1	
51.	Procedure for disciplinary actions	1	04/05/2024		TLM1/2	CO 5	T1,R1	
52.	Grievance Handling: Causes of grievance	1	07/05/2024		TLM1/2	CO 5	T1,R1	
53.	Procedure and advantages of grievance handling	1	08/05/2024		TLM1/2	CO 5	T1,R1	
54.	Labor Laws: Importance and sources and objectives	1	09/05/2024		TLM1/2	CO 5	T1,R1	
55.	Ethical issues in HRM	1	10/05/2024		TLM1/2	CO 5	T1,R1	
56.	HR Audit and Challenges in HRM	1	11/05/2024		TLM1/2	CO 5	T1,R1	
57.	Case study	1	14/05/2024		TLM1/2	CO 5	T1,R1	
58.	Case study	1	15/05/2024		TLM1/2	CO 5	T1,R1	
59.	Case study	1	16/05/2024		TLM6	CO 5	T1,R1	
60.	Case study	1	17/05/2024		TLM6	CO 5	T1,R1	
61.	Case study	1	18/05/2024		TLM1/2	CO 5	T1,R1	
62.	Presentations	1	21/05/2024		TLM6			
63.	Presentations	1	22/05/2024		TLM6			
No. of classes required to complete UNIT-V		15				No. of classes taken:		

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
64.	HRIS	1	23/05/2024		TLM 2	CO 5	T 1	
65.	Case Study	1	24/05/2024		TLM 2	CO 4	T 1	
66.	IHRM	1	25/05/2024		TLM 2	CO 5	T 1	
67.	MID-II		03/06/2024 To 08/06/2024					

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) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B=80\%$ of $\text{Max}(A,B)+20\%$ of $\text{Min}(A,B)$	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

- **BOS Approved Text Books (T1):K.Aswathappa, “Human Resource and Personal management”, Tata Mc GrawHill, New Delhi, 2007.**
- **BOS Approved Reference Books (R1): Patnaik, “Human Resource Management” Phi, New Delhi, 2001.**

Program Educational Objectives (PEOs):

PEO1: 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.

PEO2: 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.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

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

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

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, 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 Instructor	Course Coordinator	Module Coordinator	HOD
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School of Management Studies
COURSE HANDOUT

Part-A

Name of the course instructor: Ms. Y NAGAMANI

COURSE NAME & CODE : HUMAN RESOURCE MANAGEMENT & 23MB08

L-T-P-Cr Structure : 4- - 4

Credits: 4

Program /Sem/Sec : MBA., II Sem.,

Section – B

A.Y : 2023-2024

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

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

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

CO1	Understand HRM practices and apply them effectively in the real time business to increase productivity.
CO2	Apply job analysis, scientific recruitment and selection processes for higher productivity
CO3	Determine organizational growth by designing and implementing appropriate training and development programmes.
CO4	Demonstrate relevant performance appraisal and compensation systems to meet individual and organizational strategic needs
CO5	Analyze disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organization

COURSE ARTICULATION MATRIX (Correlation between COs &POs):

CO-PO Articulation Matrix:

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

1= Slight (low) 2=Moderate (Medium) 3=Substantial (High)

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SECTION -B

UNIT-I : INTRODUCTION TO HRM

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject	1	19/02/2024		TLM1/2	CO1	T1,R1	
2.	Course Outcomes	1	20/02/2024		TLM1/2	CO1	T1,R1	
3.	UNIT-I: Introduction to HRM	1	21/02/2024		TLM1/2	CO1	T1,R1	
4.	Functions of HRM	1	22/04/2024		TLM1/2	CO1	T1,R1	
5.	Personal polices and principles	1	24/02/2024		TLM1/2	CO1	T1,R1	
6.	Human resources planning	1	26/04/2024		TLM1/2	CO1	T1,R1	
7.	Definitions – objectives and Process of HRP	1	27/04/2024		TLM1/2	CO1	T1,R1	
8.	Assessing current human resources	1	28/02/2024		TLM1/2	CO1	T1,R1	
9.	Importance of HRP	1	29/02/2024		TLM1/2	CO1	T1,R1	
10.	Current trends in HRM/HRP	1	4/03/2024		TLM1/2	CO1	T1,R1	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

UNIT-II : JOB ANALYSIS AND DESIGN

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
11.	Introduction to job analysis	1	5/03/2024		TLM1/2	CO2	T1,R1	
12.	Process of job analysis	1	6/03/2024		TLM1/2	CO2	T1,R1	
13.	Use and methods of job analysis	1	7/03/2024		TLM1/2	CO2	T1,R1	

14.	Job description & job specification	1	9/03/2024		TLM1/2	CO2	T1,R1	
15.	Job design: factor affecting for job design and different approaches	1	11/03/2024		TLM1/2	CO2	T1,R1	
16.	Hickman & Oldham's job characteristics model	1	12/03/2024		TLM1/2	CO2	T1,R1	
17.	Recruitment process and sources and advantages and disadvantages and selection	1	13/03/2024		TLM1/2	CO2	T1,R1	
18.	e-recruitment, selection	1	14/03/2024		TLM1/2	CO2	T1,R1	
19.	Selection process and barriers to effective selection	1	16/03/2024		TLM1/2	CO2	T1,R1	
No. of classes required to complete UNIT-II		09			No. of classes taken:			

UNIT-III: Managing Careers

S. N o.	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
20	Introduction to career planning	1	18/03/2024		TLM1/2	CO3	T1,R1	
21	Elements of career planning	1	19/03/2024		TLM1/2	CO3	T1,R1	
22	Promotion –transfer – separations	1	20/03/2024		TLM1/2	CO3	T1,R1	
23	Career development – initiatives –employee commitment	1	21/03/2024		TLM1/2	CO3	T1,R1	
24	Training and development	1	23/03/2024		TLM1/2	CO3	T1,R1	
25	Inputs- As a source of competitive advantages	1	26/03/2024		TLM1/2	CO3	T1,R1	
26	Training process	1	27/03/2024		TLM1/2	CO3	T1,R1	
27	Training methods	1	28/03/2024		TLM1/2	CO3	T1,R1	
28	Evaluation, Employment development methods	1	30/03/2024		TLM1/2	CO3	T1,R1	
29	Introduction to performance appraisal	1	01/04/2024		TLM1/2	CO3	T1,R1	
30	Definitions, objectives and process	1	02/04/2024		TLM1/2	CO3	T1,R1	

31	Methods of performance appraisal	1	03/04/2024		TLM1/2	CO3	T1,R1	
32	IST MID EXAMS		08-04-2024		TLM1/2	CO3	T1,R1	
No. of classes required to complete UNIT-III		12			No. of classes taken:			

UNIT-IV: Performance Appraisal

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
33.	IST MID EXAMS		10-04-2024		TLM1/2	CO 4	T1,R1	
34.	IST MID EXAMS		12/04/24		TLM1/2	CO 4	T1,R1	
35.	IST MID EXAMS		13/04/2024		TLM1/2	CO 4	T1,R1	
36.	IST MID EXAMS		15/04/24		TLM1/2	CO 4	T1,R1	
37.	IST MID EXAMS		16/04/24		TLM1/2	CO 4	T1,R1	
38.	Job evaluation and Methods	1	18/04/2024		TLM1/2	CO 4	T1,R1	
39.	Compensation management and Components of Remuneration	1	20/04/2024		TLM1/2	CO 4	T1,R1	
40.	Importance of an ideal compensation system	1	22/04/2024		TLM1/2	CO 4	T1,R1	
41.	Factors influencing employee remuneration	1	23/04/2024		TLM1/2	CO 4	T1,R1	
42.	Concept of wages	1	25/04/2024		TLM1/2	CO 4	T1,R1	
43.	Incentives –types of incentives plans	1	27/04/2024		TLM1/2	CO 4	T1,R1	
44.	Guidelines for effective incentives plans	1	29/04/2024		TLM1/2	CO 4	T1,R1	
45.	Case study	1	30/04/2024		TLM6	CO 4		
46.	Case study	1	01/05/2024		TLM1/2	CO 4		
47.	Case study	1	02/05/2024		TLM1/2	CO 4		
48.	Case study	1	04/05/2024		TLM1/2	CO 4		
No. of classes required to complete UNIT-IV		11			No. of classes taken:			

UNIT-V Employee Discipline

S.No.	Topics to be covered	No. of Classes	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
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		Required							
49.	Introduction to employee discipline and Causes	1	06/05/2024		TLM1/2	CO 5	T1,R1		
50.	Kinds of punishment /penalties –misconduct	1	07/05/2024		TLM1/2	CO 5	T1,R1		
51.	Procedure for disciplinary actions	1	08/05/2024		TLM1/2	CO 5	T1,R1		
52.	Grievance Handling: Causes of grievance	1	09/05/2024		TLM1/2	CO 5	T1,R1		
53.	Procedure and advantages of grievance handling	1	11/05/2024		TLM1/2	CO 5	T1,R1		
54.	Labor Laws: Importance and sources and objectives	1	13/05/2024		TLM1/2	CO 5	T1,R1		
55.	Ethical issues in HRM	1	14/05/2024		TLM1/2	CO 5	T1,R1		
56.	HR Audit and Challenges in HRM	1	15/05/2024		TLM1/2	CO 5	T1,R1		
57.	Case study	1	16/05/2024		TLM1/2	CO 5	T1,R1		
58.	Case study	1	18/05/2024		TLM1/2	CO 5	T1,R1		
59.	Case study	1	20/05/2024		TLM6	CO 5	T1,R1		
60.	Case study	1	21/05/2024		TLM6	CO 5	T1,R1		
61.	Case study	1	22/05/2024		TLM1/2	CO 5	T1,R1		
62.	Presentations	1	23/05/2024		TLM6				
63.	Presentations	1	27/05/2024		TLM6				
No. of classes required to complete UNIT-V		15				No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
64.	HRIS	1	28/05/2024		TLM 2	CO 5	T 1	
65.	Case Study	1	29/05/2024		TLM 2	CO 4	T 1	
66.	IHRM	1	30/05/2024		TLM 2	CO 5	T 1	
67.	MID-II		03/06/2024 To 08/06/2024					

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) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B=80\%$ of $\text{Max}(A,B)+20\%$ of $\text{Min}(A,B)$	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

- **BOS Approved Text Books (T1) : K.Aswathappa, “Human Resource And Personal management”, Tata Mc Graw Hill, New Delhi,2007.**
- **BOS Approved Reference Books (R1): Patnaik, “Human Resource Management” Phi, New Delhi,2001.**

Program Educational Objectives (PEOs):

PEO1: 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.

PEO2: 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.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

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

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

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, 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 Instructor	Course Coordinator	Module Coordinator	HOD
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LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(Autonomous)

Approved by AICTE, New Delhi and Permanently Affiliated to JNTUK, Kakinada
Accredited by NAAC with "A" Grade and NBA (CSE, IT, ECE, EEE & ME) under Tier - I



College Code:

76

MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, II SEM – Section-A
ACADEMIC YEAR : 2022-23
COURSE NAME & CODE : **23MB09 – Marketing Management**
L-T-P STRUCTURE : 4-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr.V.V.Narsi Reddy
COURSE COORDINATOR: Dr.V.V.Narsi Reddy

Prerequisite: Fundamentals of Principles & Operational functions of Management

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

1.	To develop greater insight on concepts of marketing and strategies.
2.	To understand basis for market segmentation, targeting & positioning.
3.	To make the students understand product strategies and pricing strategies.
4.	To explain marketing communication concepts.
5.	To provide necessary distribution and marketing control concepts.

Course Outcomes: At the end of the course,

CO1	Apply their knowledge to develop appropriate marketing strategies.
CO2	Determine marketing strategies based on segmentation, target marketing and positioning by examining consumer behavior.
CO3	Describe the competencies to enhance the product offerings and pricing decisions.
CO4	Demonstrate knowledge to create integrated marketing communication strategies.
CO5	Examine marketing control and distribution strategies.

Course Articulation Matrix:

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

1= Slight (low) 2=Moderate (Medium) 3=Substantial (High)

Text Books:

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha "Marketing management" - Pearson 14th edition, New Delhi-2013
2. VS Ramaswamy, S. Namakumari "Marketing management" - 3/e, Macmillan, New Delhi, 4th edition, 2013

Reference Books:

1. Phillip Kotler: "Marketing Management", Pearson Publishers, New Delhi, 2013.
2. Rajan Saxena: "Marketing Management", Tata McGraw Hill, New Delhi, 2012.
3. Tapan K Panda: "Marketing Management", Excel Books, New Delhi, 2012
4. Paul Baines, Chris Fill, Kelly Page Adapted by Sinha K: "Marketing", Oxford University Press, Chennai, 2013
5. Vijay Prakash Anand - Marketing management - Biztantra & Vailey publishers
6. RSN Pillai and Bhagawati - Modern marketing principles and practices - S Chand publications
5. K Karunakaran - Marketing management - Himalaya publishers - 2013.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -SECTION

UNIT-I: Introduction to Marketing:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction	1	19-2-24		TLM1	CO1	T2,R3	
2.	Definition-importance	1	21-2-24		TLM1	CO1	T2,R3	
3.	Elements of marketing	1	22-2-24		TLM2	CO1	T2,R3	
4.	Functions of marketing	1	23-2-24		TLM1&2	CO1	T2,R3	
5.	Selling vs marketing	1	24-2-24		TLM1&2	CO1	T2,R3	
6.	Marketing and Marketing Mix	1	26-2-24		TLM1	CO1	T2,R3	
7.	Marketing and Marketing Mix	1	28-2-24		TLM1	CO1	T2,R3	
8.	Concepts of Marketing	1	29-2-24		TLM1	CO1	T2,R3	
9.	Concepts of Marketing	1	01-3-24		TLM1	CO1	T2,R3	
10.	Concepts of Marketing	1	02-3-24		TLM1	CO1	T2,R3	
11.	Indian Marketing Environment	1	04-3-24		TLM1	CO1	T2,R3	
12.	Case study	1	06-3-24		TLM1	CO1	T2,R3	
No. of classes required to complete UNIT-I		12			No. of classes taken:			

UNIT-II: Market Segmentation, Targeting and Positioning

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
13.	Identification of Market Segments	1	07-3-24		TLM2	CO2	T2,R3	
14.	Segmenting Consumer Markets and business markets	1	09-3-24		TLM1	CO2	T2,R3	
15.	Segmentation Basis	1	11-3-24		TLM1	CO2	T2,R3	
16.	Evaluation and Selection of Target Markets	1	13-3-24		TLM1	CO2	T2,R3	
17.	Positioning significance	1	14-3-24		TLM2	CO2	T2,R3	
18.	Positioning significance	1	15-3-24		TLM1	CO2	T2,R3	
19.	Developing & Communicating a Positioning Strategy	1	16-3-24		TLM2	CO2	T2,R3	
20.	Understanding Consumer behavior	1	18-3-24		TLM2	CO2	T2,R3	
21.	Understanding Consumer behavior	1	20-3-24		TLM1	CO2	T2,R3	
22.	Understanding Consumer behavior	1	21-3-24		TLM1	CO2	T2,R3	
23.	Case study	1	22-3-24		TLM1	CO2	T2,R3	
24.	Case study	1	23-3-24		TLM1	CO2	T2,R3	
No. of classes required to complete UNIT-II		12			No. of classes taken:			

UNIT-III: Product and Pricing Aspects

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
25	Types of Products	1	25-3-24		TLM2	CO3	T2,R3	
26	Product Levels	1	27-3-24		TLM1	CO3	T2,R3	
27	Product Line, Product Mix	1	28-3-24		TLM2	CO3	T2,R3	
28	New product development	1	30-3-24		TLM1	CO3	T2,R3	
29	Product Life cycle	1	01-4-24		TLM1	CO3	T2,R3	
30	Brand Related decisions	1	03-4-24		TLM1	CO3	T2,R3	
31	Pricing-Objectives of Pricing	1	04-4-24		TLM1	CO3	T2,R3	
32	Pricing-Objectives of Pricing	1	05-4-24		TLM1	CO3	T2,R3	

33	Pricing-Objectives of Pricing	1	06-4-24		TLM1	CO3	T2,R3	
34	MID-1	1	08-4-24					
35	MID-1	1	10-4-24					
36	MID-1	1	12-4-24					
37	MID-1		13-4-24					
38	Methods of Pricing	1	15-4-24		TLM1	CO3	T2,R3	
39	Methods of Pricing	1	18-4-24		TLM1	CO3	T2,R3	
40	Pricing strategies	1	19-4-24		TLM2	CO3	T2,R3	
41	Pricing strategies	1	20-4-24		TLM1	CO3	T2,R3	
42	Factors influencing pricing decisions.	1	22-4-24		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		14			No. of classes taken:			

UNIT-IV: Marketing Communication

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
43.	Communication Process	1	24-4-24		TLM1	CO4	T2,R3	
44.	Communication Mix	1	25-4-24		TLM1	CO4	T2,R3	
45.	Integrated Marketing Communication	1	26-4-24		TLM2	CO4	T2,R3	
46.	Integrated Marketing Communication	1	27-4-24		TLM1	CO4	T2,R3	
47.	Managing Advertising	1	29-4-24		TLM1	CO4	T2,R3	
48.	Sales Promotion	1	02-5-24		TLM1	CO4	T2,R3	
49.	Public relations	1	03-5-24		TLM1	CO4	T2,R3	
50.	Direct Marketing	1	04-5-24		TLM1	CO4	T2,R3	
51.	Sales force	1	06-5-24		TLM1	CO4	T2,R3	
52.	Determining the Sales Force Size	1	08-5-24		TLM1	CO4	T2,R3	
53.	Sales force Compensation.	1	09-5-24		TLM1	CO4	T2,R3	
54.	Sales force Compensation	1	10-5-24		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		12			No. of classes taken:			

UNIT-V: Distribution, Marketing 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
55.	Channels of Distribution	1	11-5-24		TLM1&2	CO5	T2,R3	
56.	Types of middlemen	1	13-5-24		TLM1	CO5	T2,R3	
57.	Intensive, Selective and Exclusive Distribution	1	15-5-24		TLM1	CO5	T2,R3	
58.	Marketing control	1	16-5-24		TLM1&2	CO5	T2,R3	
59.	Control of Marketing Performance	1	17-5-24		TLM1&2	CO5	T2,R3	
60.	Annual Plan, profitability, Efficiency and Strategic Control	1	18-5-24		TLM1	CO5	T2,R3	
61.	Digital marketing	1	20-5-24		TLM1	CO5	T2,R3	
62.	CRM	1	22-5-24		TLM1	CO5	T2,R3	
63.	Rural Marketing	1	23-5-24		TLM1	CO5	T2,R3	
64.	Services marketing	1	24-5-24		TLM1	CO5	T2,R3	
65.	Global marketing	1	25-5-24		TLM1	CO5	T2,R3	
66.	Revision	1	27-5-24		TLM1	CO5	T2,R3	
67.	<i>Beyond syllabus topics</i>	1	29-5-24		TLM1	CO5	T2,R3	
68.	<i>Report & Presentation</i>	1	30-5-24		TLM1	CO5	T2,R3	
69.	<i>Report & Presentation</i>	1	31-5-24		TLM1	CO5	T2,R3	
70.	<i>Report & Presentation</i>	1	01-6-24		TLM1	CO5	T2,R3	
No. of classes required to complete UNIT-V		12			No. of classes taken:			

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
71.	MID-2	1	03-6-24				-	
72.	MID-2	1	05-6-24				-	
73.	MID-2	1	06-6-24				-	
74.	MID-2	1	07-6-24				-	
75.	MID-2	1	08-6-24				-	

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=30
II-Mid Examination (Descriptive+ Objective) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B = 80\%$ of $\text{Max}(A,B) + 20\%$ of $\text{Min}(A,B)$	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- PEO1: 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.
- PEO2: 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.
- PEO3: 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

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L.B. Reddy Nagar, Mylavaram, NTR District, Andhra Pradesh - 521230



MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

R23

Part-A

PROGRAM	: MBA II-Semester Sec B
ACADEMIC YEAR	: 2023-24
COURSE NAME & CODE	: MARKETING MANAGEMENT
L-T-P STRUCTURE	: 3-1-0
COURSE CREDITS	: 3
COURSE INSTRUCTOR	: Dr.D.Venkateswarlu
COURSE COORDINATOR	: Dr.D.Venkateswarlu
PRE-REQUISITES	: None

Course Educational Objectives:

1. To develop greater insight on concepts of marketing and strategies
2. To understand basis for market segmentation, targeting and positioning
3. To make students understand product strategies and pricing strategies
4. To explain marketing communication concepts
5. To provide necessary distribution and marketing control concepts

Course Outcomes:

CO1: Students can apply their knowledge

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

CO3: Students can possess the competencies to enhance the product offerings and Pricing decisions.

CO4: Students able to develop and apply knowledge to create integrated marketing Communication strategies

CO5: Students will have ability to analyze marketing control and distribution strategies

17MB08	Marketing Management	PO1	PO2	PO3	PO4	PO5
CO1:	Students can apply their knowledge	2	1	2	3	1
CO2:	Develops marketing strategies based on segmentation, Target marketing and positioning by examining consumer behavior.	1	2	---	---	3
CO3:	Students can possess the competencies to enhance the product offerings and	1	---	3	2	---

	Pricing decisions.					
CO4:	Students able to develop and apply knowledge to create integrated marketing Communication strategies	2	3	---	---	1
CO5	Students will have ability to analyze marketing control and distribution strategies	1	---	1	2	2

COURSE ARTICULATION MATRIX (Correlation between COs & POs)

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

BOS APPROVED TEXT BOOK:

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

BOS APPROVED REFERENCE BOOKS:

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

R2 Vijay prakashanand – Marketing management _ Biztantra&vailey publishers

R3 RSN pillai and Bhagawati – Modern marketing principles and practices –S Chand publications

R4 K Karunakaran-Marketing management- Himalaya publishers-2013

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): Section –B

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	UNIT I: INTRODUCTION TO Marketing	1	19/2/24		TLM1	2	VS Ramaswamy S.Namakumari “ Marketing management” - 3/e, Macmillan,	
2.	Definition, Importance &elements of marketing,	1	20/2/24		TLM1	2		
3.	functions of marketing	1	21/2/24		TLM1	1		
4.	Selling vs. marketing	1	22/2/24		TLM1/2	1		
5.	Production concept product concept	1	24/2/24		TLM1	1		

6.	Sales and marketing Concepts	1	26/2/24		TLM1	1		
7.	Societal mktg.concept	1	27/2/24		TLM1	1		
8.	Green marketing	1	28/2/24		TLM1	1		
9.	Indian mktg.environment	1	29/2/24		TLM1	1		
10.	UNIT II: Market segmentation, Targeting positioning	1	2/3/24		TLM1	1		
11	Identification of mkt.segmants	1	4/3/24		TLM1	1		
12	Segmenting consumer markets	1	5/3/24		TLM1	1		
13	Business markets	1	6/3/24		TLM1	1		
14	Segmentation basis	1	7/3/24		TLM1/2	1		

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	Evaluation and selection of target market	1	9/3/24		TLM1	1	VS Ramaswamy , S.Namakumari " Marketing management" - 3/e, Macmillan, Newdelhi , 4 th edition , 2013	
16	Evaluation and selection of target market	1	11/3/24		TLM1	1		
17	Positioning significance	1	12/3/24		TLM1	1		
18	Developing & communicating a positioning strategy	1	13/3/24		TLM1	1		
19	Understanding consumer behavior	1	14/3/24		TLM1	1		
20	Understanding consumer behavior	1	16/3/24		TLM1	1		
21	UNIT III Product and pricing aspects	1	18/3/24		TLM1	1		
22	Types of products	1	19/3/24		TLM1	1		
23	Product levels	1	20/3/24		TLM1/2	1		

24	Product line and mix	1	21/3/24		TLM1/2	1		
25	New product development	2	23/3/24 26/3/24		TLM1/2			
26	Product life cycle	1	27/3/24		TLM1	1		
27	Brand related decisions	1	28/3/24		TLM1/2			

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
28	Pricing and objectives of pricing	1	30/3/24		TLM1/2	1	1. Philip kotler, Kevin Lane Keller, Abraham koshy&MithileswarJha Marketing management “ - Pearson 14 th edition, New Delhi -2013	
29	Methods of pricing	2	1/4/24 2/4/24		TLM1/2	1		
30	Pricing strategies	2	3/4/24 4/4/24		TLM1/2	2		
31	Factors influencing pricing decisions	1	6/4/24		TLM1/2	3		
	I MID EXAMS		8/4/24- 16/4/24					
32	UNIT IV Marketing communication	1	18/4/24		TLM1	2		
33	Communication process	1	20/4/24		TLM1/2	2		
34	Communication mix	1	22/4/24		TLM1/2	1		
35	Integrated communication	1	23/4/24		TLM1/2	3		
36	Managing advertising	1	24/4/24		TLM1/2	2		
37	Public relation and direct mktg.	1	25/4/24		TLM1/2	1		
38	Sales force determining size	1	27/4/24		TLM1	2		
39	Sales force compensation	2	29/4/24 30/4/24		TLM1	2		

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
40	UNIT-V: Distribution and mktg.control	1	1/5/24		TLM1	2	MithileswarJha " Marketing management " - Pearson 14 th edition, New Delhi -2013	
41	Channels of distribution	1	2/5/24		TLM1/2	3		
42	Types of middlemen	1	4/5/24		TLM1	2		
43	Intensive Selective and exclusive distribution	1	6/5/24		TLM1	2		
44	Mktg.control	1	7/5/24		TLM1	2		
45	Control of mktg.performance	1	8/5/24		TLM1	2		
46	Annual plan control	1	9/5/24		TLM1	2		
47	Profitability control	1	11/5/24		TLM1	2		
48	Efficiency control	1	13/5/24		TLM1	2		
49	CRM	1	14/5/24		TLM1	3		

50	Rural mktg. Services mktg.	1	15/5/24		TLM1	3		
51	Global mktg.	1	16/5/24		TLM1	3		
52	Report and presentations	1	18/5/24		TLM1/2	3		
53	Report and presentations	10	20/5/24-31/5/24		TLM1	3		

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

Part - C
EVALUATION PROCESS

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

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

PROGRAMME OUTCOMES (POs)

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

Course Instructor	Course Coordinator	Module Coordinator	HOD



Master of Business Administration

COURSE HANDOUT

PART-A

Name of Course Instructor : **Dr.A.Adishesha Reddy**
 Course Name & Code : **Production & Operations Management –23MB10**
 L-T-P Structure : 4-0-0
 Program/Sem/Sec : **MBA II Sem Section- A**

Credits : 4
 A.Y : 2023-24

PRE-REQUISITE: Basic knowledge on Management, Statistics

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

1	To make the student to learn the concepts of operations management.
2	To enable the student to know the product design and process design technologies.
3	To enlighten the students with the concept of Production Planning and Control.
4	To create awareness about productivity and work study concepts.
5	To create an opportunity to learn concepts of quality management.

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

CO1	Understand the concepts relating to Production and operations in management.
CO2	Design product and process, make decisions related to plant location and layout.
CO3	Interpret production scheduling process effectively by using appropriate materials Management techniques.
CO4	Evaluate various methods of materials management techniques.
CO5	Analyze quality of products through quality management.

COURSE ARTICULATION MATRIX (Correlation between COs&POs):

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

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

Text Books:

1. K Aswathappa& K Sridhar Bhat, “Production and Operations Management” Himalaya Publishing House, Mumbai, 2023
2. William J Stevenson: “Operations Management”, Tata McGraw Hill, New Delhi, 2022
3. Nair NG. “Production and Operations management” Tata McGraw Hill, New Delhi, 2009.

Reference Books:

1. S A Chunawalla, D R Patel:” Production &Operations Management”, HPH, Mumbai, 2016.
2. James R Evans and David A. Collier: Operations Management”, Cengage Learning India private limited, New Delhi, 2009.
3. Joseph, S Martinich, POM, john Wiley & sons Canada 2003.
4. P. Rama murthy, POM, New Age International publishers, 2012.

Part-B**COURSE DELIVERY PLAN (LESSON PLAN):****UNIT-I: Introduction to Production & Operation Management**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly	
1.	Introduction to course & Course Out Comes	1	19-02-2024		TLM2		
2.	Introduction	1	21-02-2024		TLM2		
3.	Historic Evolution of Production Management	1	22-02-2024		TLM2		
4.	Nature and scope of Production management	1	23-02-2024		TLM2		
5.	Difference between manufacturing & Operations	1	26-02-2024		TLM2		
6.	OM Scenario today	1	28-02-2024		TLM2		
7.	Recent trends in Operations Management,	1	29-02-2024		TLM2		
8.	Types of Production System	1	01-03-2024		TLM2		
9.	Types of Production System	1	02-03-2024		TLM2		
10.	Challenges and opportunities in Operations management	1	04-03-2024		TLM2		
11.	Just in Time (JIT) & lean system	1	06-0232024		TLM2		
12.	Case Study	1	07-03-2024		TLM2		
No. of classes required to complete UNIT-I		12				No. of classes taken:	

UNIT-II: Product Design & Process Selection

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction	1	09-03-2024		TLM2	
2.	Stages in Product Design process	1	11-03-2024		TLM2	
3.	Value Analysis, Facility location	1	13-03-2024		TLM2	
4.	Factors affecting plant location	1	14-03-2024		TLM2	
5.	Plant Layout: Types of layouts,	1	15-03-2024		TLM2	
6.	Plant Layout: Types of layouts, Characteristics	1	16-03-2024		TLM2	
7.	Characteristics and advantages & disadvantages of Plant location	1	18-03-2024		TLM2	

8.	Characteristics and advantages and disadvantages of Plant location	1	20-03-2024		TLM2
9.	Problems on plant location	1	21-03-2024		TLM2
10.	Problems on plant location	1	22-03-2024		TLM2
11.	Case Study	1	23-03-2024		TLM2
No. of classes required to complete UNIT-II		11			No. of classes taken:

UNIT-III: Production planning and Control

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	1	26-03-2024		TLM2	
2.	Stages in PPC	1	27-03-2024		TLM2	
3.	Scheduling in Job,Shop type production	1	28-03-2024		TLM2	
4.	Assignment and Sequencing	1	30-03-2024		TLM2	
5.	Scheduling in Mass production	1	01-04-2024		TLM2	
6.	Continuous and Project type production	1	03-04-2024		TLM2	
7.	Line balancing Gantt charts	1	04-04-2024		TLM2	
8.	Productivity basic concepts	1	06-04-2024		TLM2	
9.	I Mid Exams	08-04-2024 to 13-04-2024				
10.	Productivity Engineering and management, Types of productivity	1	15-04-2024		TLM2	
11.	Problems on sequencing	1	18-04-2024		TLM2	
12.	Problems on sequencing	1	19-04-2024		TLM2	
13.	Problems on sequencing	1	20-04-2024		TLM2	
14.	Work Study-Method study	1	22-04-2024		TLM2	
15.	Steps in method study; Procedure in work measurement	1	24-04-2024		TLM2	
16.	Case study	1	25-04-2024		TLM2	
No. of classes required to complete UNIT-III		15			No. of classes taken:	

UNIT-IV: Materials 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.	Materials management-Introduction	1	26-04-2024		TLM2	
2.	Objectives & Components of materials management	1	27-04-2024		TLM2	
3.	Purchase management, Stores management	1	29-04-2024		TLM2	
4.	Inventory Management	1	30-04-2024		TLM2	
5.	Methods of Inventory control	1	01-05-2024		TLM2	
6.	Methods of Inventory control	1	02-05-2024		TLM2	
7.	Methods of Inventory control	1	03-05-2024		TLM2	
8.	Methods of Inventory control	1	04-05-2024		TLM2	
9.	Problems on Inventory and stock levels	1	06-05-2024		TLM2	
10.	Problems on Inventory and stock levels	1	08-05-2024		TLM2	
11.	Problems on Inventory and stock levels	1	09-05-2024		TLM2	
12.	Case study	1	10-05-2024		TLM2	
No. of classes required to complete UNIT-IV		12			No. of classes taken:	

UNIT-V: Quality Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction	1	11-05-2024		TLM2	
2.	Quality Management	1	13-05-2024		TLM2	
3.	Quality- Definition, Dimension	1	15-05-2024		TLM2	
4.	Cost of Quality, Quality Circles	1	16-05-2024		TLM2	
5.	Continuous improvement (Kaizen), ISO (9000&14000 Series)	1	17-05-2024		TLM2	
6.	Statistical Quality Control	1	18-05-2024		TLM2	
7.	Variable & Attribute, Process Control, Control Charts	1	20-05-2024		TLM2	
8.	Acceptance Sampling Operating Characteristic Curve (AQL , LTPD, Alpha & Beta risk)	1	22-05-2024		TLM2	
9.	Total Quality Management (TQM)	1	23-05-2024		TLM2	
10.	Problems on SQC	1	24-05-2024		TLM2	
11.	Problems on SQC	1	25-05-2024		TLM2	
12.	Report writing & Presentation	1	27-05-2024		TLM6	

13.	Report writing & Presentation	1	29-05-2024		TLM6
14.	Report writing & Presentation	1	30-05-2024		TLM6
15.	II Mid exams	03-06-2024 to 08-06-2024			
No. of classes required to complete UNIT-V		14			No. of classes taken:

Content Beyond Syllabus

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	Dabbawala case study	1	31-05-2024		TLM2	
2	Motorola Case study	1	01-06-2024		TLM2	

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

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B=80\%$ of $\text{Max}(A,B)+20\%$ of $\text{Min}(A,B)$	1,2,3,4,5	$A+B=30$
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	$C=10$
Cumulative Internal Examination : $A+B+C$	1,2,3,4,5	$A+B+C=40$
Semester End Examinations =D	1,2,3,4,5	$D=60$
Total Marks: $A+B+C+D$	1,2,3,4,5	100

Program Educational Objectives (PEOs):

PEO1: 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.

PEO2: 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.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

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

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

PO3: Ability to develop value-based leadership ability.

PO4: Ability to understand, 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.

Signature	Name of the faculty	Name of the course Coordinator	Name of the Module Coordinator	HOD
	Dr.A.Adishesha Reddy	Dr.A.Adishesha Reddy	Dr.V.V.Narsi Reddy	Dr. A. ADISESHA REDDY



Master of Business Administration

COURSE HANDOUT

PART-A

Name of Course Instructor : **K.Ravi Kiran Yasawi**
 Course Name & Code : **Production & Operations Management –23MB10**
 L-T-P Structure : 4-0-0
 Program/Sem/Sec : **MBA II Sem Section- B**

Credits : 4
 A.Y : 2023-24

PRE-REQUISITE: Basic knowledge on Management, Statistics

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

1	To make the student to learn the concepts of operations management.
2	To enable the student to know the product design and process design technologies.
3	To enlighten the students with the concept of Production Planning and Control.
4	To create awareness about productivity and work study concepts.
5	To create an opportunity to learn concepts of quality management.

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

CO1	Understand the concepts relating to Production and operations in management.
CO2	Design product and process, make decisions related to plant location and layout.
CO3	Interpret production scheduling process effectively by using appropriate materials Management techniques.
CO4	Evaluate various methods of materials management techniques.
CO5	Analyze quality of products through quality management.

COURSE ARTICULATION MATRIX (Correlation between COs&POs):

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

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

Text Books:

1. K Aswathappa& K Sridhar Bhat, “Production and Operations Management” Himalaya Publishing House, Mumbai, 2023
2. William J Stevenson: “Operations Management”, Tata McGraw Hill, New Delhi, 2022
3. Nair NG. “Production and Operations management” Tata McGraw Hill, New Delhi, 2009.

Reference Books:

1. S A Chunawalla, D R Patel:” Production &Operations Management”, HPH, Mumbai, 2016.
2. James R Evans and David A. Collier: Operations Management”, Cengage Learning India private limited, New Delhi, 2009.
3. Joseph, S Martinich, POM, john Wiley & sons Canada 2003.
4. P. Rama murthy, POM, New Age International publishers, 2012.

Part-B**COURSE DELIVERY PLAN (LESSON PLAN):****UNIT-I: Introduction to Production & Operation Management**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to course & Course Out Comes	1	19-02-2024		TLM2	
2.	Introduction	1	21-02-2024		TLM2	
3.	Historic Evolution of Production Management	1	22-02-2024		TLM2	
4.	Nature and scope of Production management	1	23-02-2024		TLM2	
5.	Difference between manufacturing & Operations	1	26-02-2024		TLM2	
6.	OM Scenario today	1	28-02-2024		TLM2	
7.	Recent trends in Operations Management,	1	29-02-2024		TLM2	
8.	Types of Production System	1	01-03-2024		TLM2	
9.	Types of Production System	1	02-03-2024		TLM2	
10.	Challenges and opportunities in Operations management	1	04-03-2024		TLM2	
11.	Just in Time (JIT) & lean system	1	06-0232024		TLM2	
12.	Case Study	1	07-03-2024		TLM2	
No. of classes required to complete UNIT-I		12			No. of classes taken:	

UNIT-II: Product Design & Process Selection

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction	1	09-03-2024		TLM2	
2.	Stages in Product Design process	1	11-03-2024		TLM2	
3.	Value Analysis, Facility location	1	13-03-2024		TLM2	
4.	Factors affecting plant location	1	14-03-2024		TLM2	
5.	Plant Layout: Types of layouts,	1	15-03-2024		TLM2	
6.	Plant Layout: Types of layouts, Characteristics	1	16-03-2024		TLM2	
7.	Characteristics and advantages & disadvantages of Plant location	1	18-03-2024		TLM2	

8.	Characteristics and advantages and disadvantages of Plant location	1	20-03-2024		TLM2
9.	Problems on plant location	1	21-03-2024		TLM2
10.	Problems on plant location	1	22-03-2024		TLM2
11.	Case Study	1	23-03-2024		TLM2
No. of classes required to complete UNIT-II		11			No. of classes taken:

UNIT-III: Production planning and Control

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	1	26-03-2024		TLM2	
2.	Stages in PPC	1	27-03-2024		TLM2	
3.	Scheduling in Job,Shop type production	1	28-03-2024		TLM2	
4.	Assignment and Sequencing	1	30-03-2024		TLM2	
5.	Scheduling in Mass production	1	01-04-2024		TLM2	
6.	Continuous and Project type production	1	03-04-2024		TLM2	
7.	Line balancing Gantt charts	1	04-04-2024		TLM2	
8.	Productivity basic concepts	1	06-04-2024		TLM2	
9.	I Mid Exams	08-04-2024 to 13-04-2024				
10.	Productivity Engineering and management, Types of productivity	1	15-04-2024		TLM2	
11.	Problems on sequencing	1	18-04-2024		TLM2	
12.	Problems on sequencing	1	19-04-2024		TLM2	
13.	Problems on sequencing	1	20-04-2024		TLM2	
14.	Work Study-Method study	1	22-04-2024		TLM2	
15.	Steps in method study; Procedure in work measurement	1	24-04-2024		TLM2	
16.	Case study	1	25-04-2024		TLM2	
No. of classes required to complete UNIT-III		15			No. of classes taken:	

UNIT-IV: Materials 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.	Materials management-Introduction	1	26-04-2024		TLM2	
2.	Objectives & Components of materials management	1	27-04-2024		TLM2	
3.	Purchase management, Stores management	1	29-04-2024		TLM2	
4.	Inventory Management	1	30-04-2024		TLM2	
5.	Methods of Inventory control	1	01-05-2024		TLM2	
6.	Methods of Inventory control	1	02-05-2024		TLM2	
7.	Methods of Inventory control	1	03-05-2024		TLM2	
8.	Methods of Inventory control	1	04-05-2024		TLM2	
9.	Problems on Inventory and stock levels	1	06-05-2024		TLM2	
10.	Problems on Inventory and stock levels	1	08-05-2024		TLM2	
11.	Problems on Inventory and stock levels	1	09-05-2024		TLM2	
12.	Case study	1	10-05-2024		TLM2	
No. of classes required to complete UNIT-IV		12			No. of classes taken:	

UNIT-V: Quality Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction	1	11-05-2024		TLM2	
2.	Quality Management	1	13-05-2024		TLM2	
3.	Quality- Definition, Dimension	1	15-05-2024		TLM2	
4.	Cost of Quality, Quality Circles	1	16-05-2024		TLM2	
5.	Continuous improvement (Kaizen), ISO (9000&14000 Series)	1	17-05-2024		TLM2	
6.	Statistical Quality Control	1	18-05-2024		TLM2	
7.	Variable & Attribute, Process Control, Control Charts	1	20-05-2024		TLM2	
8.	Acceptance Sampling Operating Characteristic Curve (AQL , LTPD, Alpha & Beta risk)	1	22-05-2024		TLM2	
9.	Total Quality Management (TQM)	1	23-05-2024		TLM2	
10.	Problems on SQC	1	24-05-2024		TLM2	
11.	Problems on SQC	1	25-05-2024		TLM2	
12.	Report writing & Presentation	1	27-05-2024		TLM6	

13.	Report writing & Presentation	1	29-05-2024		TLM6
14.	Report writing & Presentation	1	30-05-2024		TLM6
15.	II Mid exams	03-06-2024 to 08-06-2024			
No. of classes required to complete UNIT-V		14			No. of classes taken:

Content Beyond Syllabus

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	Dabbawala case study	1	31-05-2024		TLM2	
2	Motorola Case study	1	01-06-2024		TLM2	

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

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B=80\%$ of $\text{Max}(A,B)+20\%$ of $\text{Min}(A,B)$	1,2,3,4,5	$A+B=30$
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	$C=10$
Cumulative Internal Examination : $A+B+C$	1,2,3,4,5	$A+B+C=40$
Semester End Examinations =D	1,2,3,4,5	$D=60$
Total Marks: $A+B+C+D$	1,2,3,4,5	100

Program Educational Objectives (PEOs):

PEO1: 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.

PEO2: 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.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

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

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

PO3: Ability to develop value-based leadership ability.

PO4: Ability to understand, 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.

Signature	Name of the faculty	Name of the course Coordinator	Name of the Module Coordinator	HOD
	K.Ravi Kiran Yaraswi	Dr.A.Adishesha Reddy	Dr.V.V.Narsi Reddy	Dr. A. ADISESHA REDDY



Master of Business Administration

Name of Course Instructor : **Dr.T.Rajasekhar**
Course Name & Code : **Business research Methods (23MB11)**
L-T-P Structure : 4-0-0 Credits : 4
Program/Sem/Sec : MBA II-Sem A Section A.Y: 2023-24

PRE-REQUISITE: Successful completion of QABD course in I semester

COURSE EDUCATIONAL OBJECTIVES (CEOs):

- This course provides students with the opportunity to learn a number of research techniques, methods and tools.
- The main aim of the course is to equip the student with the knowledge of doing research projects both at academic and higher levels.
- The student will be given instructions on how a research is systematically designed and/ or planned.
- An important objective of the course is to acquaint students with various instruments used in conducting a social survey.
- The course intends to familiarize students with the data analysis and report writing techniques.

COURSE OUTCOMES (COs): At the end of the course, students are able to

CO 1	Demonstrate a thorough understanding of how research is conducted in business management domain.
CO 2	Familiarized with the data collection methods and procedures and make their research studies scientific.
CO 3	Understand the concepts of scaling and measurement in management research, particularly relating to qualitative data.
CO 4	Apply a number of statistical techniques for analyzing the data gathered by them.
CO 5	Apply a logical and descriptive writing approach in their presentation of research findings.

Course Articulation Matrix: (Correlation between Cos&Pos):

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

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

1= Slight (low) 2=Moderate (Medium) 3=Substantial (High)

Text Books

T1: Cooper R.Donald and Schindler S. Pamela: “*Business Research Methods*”, 9/e, Tata McGraw Hill, New Delhi,2006.

T2: Kothari: CR,Garg, Gaurou “*Research Methodology*, New Age International Publishers, New Delhi, 2014.

References

R1: KrishnaSwamy .OR and obulReddy . D. *Research Methodology and Statistical tools* 1st editions Himalaya Publishing House, New Delhi. 2012.

R2: Narayana Reddy P, Acharyulu GVRK, “*Research Methodolgoy and Statistical Tools*”, 2nd Ed., Excel Books, New Delhi, 2016

R3: Panneerselvam R: “*Research Methodology*”, PHI Learning Private Limited, New Delhi, 2009.

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):Section B

UNIT-I :Research

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 Co-Po Syllabus	1	19.02.24		TLM2	CO1	T1 / T2	
2.	Meaning of Research	1	21.02.24		TLM2	CO1	T1 / T2	
3.	Objectives and significance of Research	1	22.02.24		TLM2	CO1	T1 / T2	
4.	Role of business Research and its applications	1	23.02.24		TLM2	CO1	T1 / T2	
5.	Research process	1	24.02.24		TLM2	CO1	T1 / T2	
6.	Ethics in Business Research	1	26.02.24		TLM2	CO1	T1 / T2	
7.	Types of Research (Pure and Applied Research, Qualitative and Quantitative Research)	1	28.02.24		TLM2	CO1	T1 / T2	
8.	Exploratory ,Descriptive and Experimental research	1	29.02.24		TLM2	CO1	T1 / T2	
9.	Case study method of research	1	01.03.24		TLM2	CO1	T1 / T2	
10.	Ethics and Business Research	1	02.03.24		TLM2	CO1	T1 / T2	
11.	Technology used in business research, the research process.	1	04.03.24		TLM2	CO1	T1 / T2	
12.	Technology used in business research, the research process.	1	06.03.24		TLM2	CO1	T1 / T2	
No. of classes required to complete UNIT-I		12			No. of classes taken:			

UNIT-II: Research Design

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
13	Meaning of Research design its importance	1	07.03.24		TLM2	CO2	T1 / T2	
14.	Goals of Research Design	1	09.03.24		TLM2	CO2	T1 / T2	
15.	Characteristics, Phases of Research design	1	11.03.24		TLM2	CO2	T1 / T2	
16.	Primary and Secondary data	1	13.03.24		TLM2	CO2	T1 / T2	
17.	Data Collection Methods	1	14.03.24		TLM2	CO2	T1 / T2	
18.	Questionnaire Design	1	15.03.24		TLM2	CO2	T1 / T2	
19.	Sampling design.	1	16.03.24		TLM2	CO2	T1 / T2	
20.	Sampling procedures.	1	18.03.24		TLM2	CO2	T1 / T2	
21.	Sampling techniques	1	20.03.24		TLM2	CO2	T1 / T2	
22.	Determination of sample size	1	21.03.24		TLM2	CO2	T1 / T2	
23.	Pilot study	1	22.03.24		TLM2	CO2	T1 / T2	
24.	Pilot study	1	23.03.24		TLM2	CO2	T1 / T2	
		12			No. of classes taken:			

UNIT-III: Measurement and Scaling

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
25.	Concept of measurement and Scaling	1	27.03.24		TLM2	CO3	T1 / T2	
26.	Attitude measurement	1	28.03.24		TLM2	CO3	T1 / T2	
27.	psychological and social instruments used in management science	1	30.03.24		TLM2	CO3	T1 / T2	
28.	Levels of measurement and types of scales	1	01.04.24		TLM2	CO3	T1 / T2	
29.	Types of scales	1	03.04.24		TLM2	CO3	T1 / T2	
30.	Criteria for good measurement	1	04.04.24		TLM2	CO3	T1 / T2	
31	Reliability and validity	1	06.04.24		TLM2	CO3	T1 / T2	
	MID – I EXAMS		08.04.24 TO 13.04.24					

32	Concepts of Data Analysis	1	15.04.24		TLM2	CO3	T1 / T2	
33	Processing of Raw Data	1	18.04.24		TLM2	CO3	T1 / T2	
34.	Processing of Raw Data	1	19.04.24		TLM2	CO3	T1, /T2	
No. of classes required to complete UNIT-III		09			No. of classes taken:			

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	Text Book followed	HOD Sign Weekly
35.	Editing, Coding, Classification and Tabulation	1	20.04.24		TLM2	CO4	T1 / T2	
36.	Graphical and Diagrammatic representation of data	1	22.04.24		TLM2	CO4	T1 / T2	
37.	Statistical Tests: Parametric tests	1	24.04.24		TLM2	CO4	T1 / T2	
38.	Correlation test, t-test,	1	25.04.24		TLM2	CO4	T1 / T2	
39.	z-test and chi-square test and non-parametric tests	1	26.04.24		TLM2	CO4	T1 / T2	
40.	Mann Whitney U test	1	27.04.24		TLM2	CO4	T1 / T2	
41.	Wilcoxon test their significance	1	29.04.24		TLM2	CO4	T1 / T2	
42.	Wilcoxon test their significance	1	01.05.24		TLM2	CO4	T1 / T2	
43.	Hypothesis: characteristics, formulation,	1	02.05.24		TLM2	CO4	T1 / T2	
44.	Hypothesis testing procedure.	1	03.05.24		TLM2	CO4	T1 / T2	
45.	Report Writing	1	04.05.24		TLM2	CO4	T1 / T2	
46.	Report writing and significance	1	06.05.24		TLM2	CO4	T1 / T2	
No. of classes required to complete UNIT-IV		11			No. of classes taken:			

UNIT-V: Report Writing

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly	
47.	Techniques of Interpretation	1	08.05.24		TLM2	C05	T1 / T2		
48.	Types of reports	1	09.05.24		TLM2	C05	T1 / T2		
49.	Oral Presentation	1	10.05.24		TLM2	C05	T1 / T2		
50.	Mechanics of writing a Research project	1	11.05.24		TLM2	C05	T1 / T2		
51.	Different steps in report writing	1	12.05.24		TLM2	C05	T1 / T2		
52.	Different steps in report writing	1	15.05.24		TLM2	C05	T1 / T2		
53.	Layout of the research report	1	16.05.24		TLM2	C05	T1 / T2		
54.	Layout of the research report	1	17.05.24		TLM2	C05	T1 / T2		
55.	Precautions of Research project abstract.	1	18.05.24		TLM2	C05	T1 / T2		
56.	Precautions of Research project abstract.	1	20.05.24		TLM2	C05	T1 / T2		
57.	Preparation of project abstract with reference to management research.	1	22.05.24		TLM2	C05	T1 / T2		
58.	Preparation of project abstract with reference to management research.	1	23.05.24		TLM2	C05	T1 / T2		
59.	Report and Presentation	1	24.05.24		TLM2	C05	T1 / T2		
60.	Report and Presentation	1	25.05.24		TLM2	C05	T1 / T2		
61.	Report and Presentation	1	27.05.24		TLM2	C05	T1 / T2		
62.	II Mid Examination	03-06-24 to 08-06-24							
No. of classes required to complete UNIT-V		17			No. of classes taken:				

Content 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 Weekly
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69.	Research analytics and How to check Plagiarism	1	29.05.24		TLM2/TLM5		T2/R3	
70.	Awareness on Researcher jobs	1	30.05.24		TLM2/TLM5			
71.	Social science and DST and incubation projects for Research	1	31.05.24 & 01.06.24		TLM2/TLM5			

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
TLM 7	Assignment /Quiz		

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B=80\%$ of $\text{Max}(A,B)+20\%$ of $\text{Min}(A,B)$	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

Program Educational Objectives (PEOs):

PEO1: 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.

PEO2: 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.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

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

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

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, 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.

Dr.T.Rajasekhar	Dr.t.Rajasekhar	Dr.T.Rajsekhar	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD



Master of Business Administration

Name of Course Instructor : Dr.K.Deepika
Course Name & Code : Business research Methods (23MB11)
L-T-P Structure : 4-0-0 Credits : 4
Program/Sem/Sec : MBA II-Sem B Section A.Y: 2023-24

PRE-REQUISITE: Successful completion of QABD course in I semester

COURSE EDUCATIONAL OBJECTIVES (CEOs):

- This course provides students with the opportunity to learn a number of research techniques, methods and tools.
- The main aim of the course is to equip the student with the knowledge of doing research projects both at academic and higher levels.
- The student will be given instructions on how a research is systematically designed and/ or planned.
- An important objective of the course is to acquaint students with various instruments used in conducting a social survey.
- The course intends to familiarize students with the data analysis and report writing techniques.

COURSE OUTCOMES (COs): At the end of the course, students are able to

CO 1	Demonstrate a thorough understanding of how research is conducted in business management domain.
CO 2	Familiarized with the data collection methods and procedures and make their research studies scientific.
CO 3	Understand the concepts of scaling and measurement in management research, particularly relating to qualitative data.
CO 4	Apply a number of statistical techniques for analyzing the data gathered by them.
CO 5	Apply a logical and descriptive writing approach in their presentation of research findings.

Course Articulation Matrix: (Correlation between Cos&Pos):

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

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

1= Slight (low) 2=Moderate (Medium) 3=Substantial (High)

Text Books

T1: Cooper R.Donald and Schindler S. Pamela: “*Business Research Methods*”, 9/e, Tata McGraw Hill, New Delhi,2006.

T2: Kothari: CR,Garg, Gaurou “*Research Methodology*, New Age International Publishers, New Delhi, 2014.

References

R1: KrishnaSwamy .OR and obulReddy . D. *Research Methodology and Statistical tools* 1st editions Himalaya Publishing House, New Delhi. 2012.

R2: Narayana Reddy P, Acharyulu GVRK, “*Research Methodology and Statistical Tools*”, 2nd Ed., Excel Books, New Delhi, 2016

R3: Panneerselvam R: “*Research Methodology*”, PHI Learning Private Limited, New Delhi, 2009.

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):Section B

UNIT-I :Research

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 Co-Po Syllabus	1	20-02-24		TLM2	CO1	T1 / T2	
2.	Meaning of Research	1	21-02-24		TLM2	CO1	T1 / T2	
3.	Objectives and significance of Research	1	22-02-24		TLM2	CO1	T1 / T2	
4.	Role of business Research and its applications	1	23-02-24		TLM2	CO1	T1 / T2	
5.	Research process	1	24-02-24		TLM2	CO1	T1 / T2	
6.	Ethics in Business Research	1	26-02-24		TLM2	CO1	T1 / T2	
7.	Types of Research (Pure and Applied Research, Qualitative and Quantitative Research)	1	27-02-24		TLM2	CO1	T1 / T2	
8.	Exploratory ,Descriptive and Experimental research	1	28-02-24		TLM2	CO1	T1 / T2	
9.	Case study method of research	1	29-02-24		TLM2	CO1	T1 / T2	
10.	Ethics and Business Research	1	01-03-24		TLM2	CO1	T1 / T2	
11.	Technology used in business research, the research process.	1	02-03-24		TLM2	CO1	T1 / T2	
12.	Technology used in business research, the research process.	1	05-03-24		TLM2	CO1	T1 / T2	
No. of classes required to complete UNIT-I		12			No. of classes taken:			

UNIT-II: Research Design

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
13	Meaning of Research design its importance	1	06-03-24		TLM2	CO2	T1 / T2	
14.	Goals of Research Design	1	07-03-24		TLM2	CO2	T1 / T2	
15.	Characteristics, Phases of Research design	1	09-03-24		TLM2	CO2	T1 / T2	
16.	Primary and Secondary data	1	12-03-24		TLM2	CO2	T1 / T2	
17.	Data Collection Methods	1	13-03-24		TLM2	CO2	T1 / T2	
18.	Questionnaire Design	1	14-03-24		TLM2	CO2	T1 / T2	
19.	Sampling design.	1	15-03-24		TLM2	CO2	T1 / T2	
20.	Sampling procedures.	1	16-03-24		TLM2	CO2	T1 / T2	
21.	Sampling techniques	1	19-03-24		TLM2	CO2	T1 / T2	
22.	Determination of sample size	1	20-03-24		TLM2	CO2	T1 / T2	
23.	Pilot study	1	21-03-24		TLM2	CO2	T1 / T2	
24.	Pilot study	1	22-03-24		TLM2	CO2	T1 / T2	
		12			No. of classes taken:			

UNIT-III: Measurement and Scaling

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
25.	Concept of measurement and Scaling	1	23-03-24		TLM2	CO3	T1 / T2	
26.	Attitude measurement	1	26-03-24		TLM2	CO3	T1 / T2	
27.	psychological and social instruments used in management science	1	27-03-24		TLM2	CO3	T1 / T2	
28.	Levels of measurement and types of scales	1	28-03-24		TLM2	CO3	T1 / T2	
29.	Types of scales	1	30-03-24		TLM2	CO3	T1 / T2	
30.	Criteria for good measurement	1	02-04-24		TLM2	CO3	T1 / T2	
31	Reliability and validity	1	03-04-24		TLM2	CO3	T1 / T2	
32	Concepts of Data Analysis	1	04-04-24		TLM2	CO3	T1 / T2	

33	Processing of Raw Data	1	06-04-24		TLM2	CO3	T1 / T2	
34.	1 st Mid Exams		08-04-24 to 13-04-24					
No. of classes required to complete UNIT-III		09			No. of classes taken:			

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	Text Book followed	HOD Sign Weekly
35.	Editing, Coding, Classification and Tabulation	1	16-04-24		TLM2	CO4	T1 / T2	
36.	Graphical and Diagrammatic representation of data	1	18-04-24		TLM2	CO4	T1 / T2	
37.	Statistical Tests: Parametric tests	1	19-04-24		TLM2	CO4	T1 / T2	
38.	Correlation test, t-test,	1	20-04-24		TLM2	CO4	T1 / T2	
39.	z-test and chi-square test and non-parametric tests	1	23-04-24		TLM2	CO4	T1 / T2	
40.	Mann Whitney U test	1	24-04-24		TLM2	CO4	T1 / T2	
41.	Wilcoxon test their significance	1	25-04-24		TLM2	CO4	T1 / T2	
42.	Wilcoxon test their significance	1	26-04-24		TLM2	CO4	T1 / T2	
43.	Hypothesis: characteristics, formulation,	1	27-04-24		TLM2	CO4	T1 / T2	
44.	Hypothesis testing procedure.	1	30-04-24		TLM2	CO4	T1 / T2	
45.	Report Writing	1	01-05-24		TLM2	CO4	T1 / T2	
46.	Report writing and significance	1	02-05-24		TLM2	CO4	T1 / T2	
No. of classes required to complete UNIT-IV		11			No. of classes taken:			

UNIT-V: Report Writing

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
47.	Techniques of Interpretation	1	03-05-24		TLM2	C05	T1 / T2	
48.	Types of reports	1	04-05-24		TLM2	C05	T1 / T2	
49.	Oral Presentation	1	07-05-24		TLM2	C05	T1 / T2	
50.	Mechanics of writing a Research project	1	08-05-24		TLM2	C05	T1 / T2	
51.	Different steps in report writing	1	09-05-24		TLM2	C05	T1 / T2	
52.	Different steps in report writing	1	10-05-24		TLM2	C05	T1 / T2	
53.	Layout of the research report	1	11-05-24		TLM2	C05	T1 / T2	
54.	Layout of the research report	1	14-05-24		TLM2	C05	T1 / T2	
55.	Precautions of Research project abstract.	1	15-05-24		TLM2	C05	T1 / T2	
56.	Precautions of Research project abstract.	1	16-05-24		TLM2	C05	T1 / T2	
57.	Preparation of project abstract with reference to management research.	1	17-05-24		TLM2	C05	T1 / T2	
58.	Preparation of project abstract with reference to management research.	1	18-05-24		TLM2	C05	T1 / T2	
59.	Report and Presentation	1	21-05-24		TLM2	C05	T1 / T2	
60.	Report and Presentation	1	22-05-24		TLM2	C05	T1 / T2	
61.	Report and Presentation	1	23-05-24		TLM2	C05	T1 / T2	
62.	II Mid Examination	1	03-06-24 to 08-06-24					
No. of classes required to complete UNIT-V		17			No. of classes taken:			

Content 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 Weekly
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69.	Research analytics and How to check Plagiarism	1	24-05-24		TLM2/TLM5		T2/R3	
70.	Awareness on Researcher jobs	1	25-05-24		TLM2/TLM5			
71.	Social science and DST and incubation projects for Research	1	28-05-24		TLM2/TLM5			

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
TLM 7	Assignment /Quiz		

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B=80\%$ of $\text{Max}(A,B)+20\%$ of $\text{Min}(A,B)$	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

Program Educational Objectives (PEOs):

PEO1: 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.

PEO2: 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.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

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

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

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, 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.

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



Master of Business Administration
COURSE HANDOUT

Part-A

Name of the course instructor : Dr. O Naresh
COURSE NAME & CODE : BUSINESS ANALYTICS & 23MB61
L-T-P Structure : 3-0-0 Credits: 3
Program /Sem/Sec : MBA., II Sem., Section - A
A.Y : 2023-24

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

- 1. To provide an understanding of basic concepts of Business Analytics.
2. To understand analytics like Descriptive, Predictive and Prescriptive Analytics and an overview of Programming using R.
3. To understand the concept of Data Mining
4. To know about perspective analytics and business perspective
5. To get awareness on R software

Course Outcomes: At the end of the course,

Table with 5 rows and 1 column containing Course Outcomes (CO1 to CO5) such as 'CO1 Understand the fundamental concepts of Business Analytics'.

COURSE ARTICULATION MATRIX (Correlation between COs& POs):

Correlation matrix table with columns CO S, PO1, PO2, PO3, PO4, PO5 and rows CO1 through CO5.

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

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): SECTION -A****UNIT-I : INTRODUCTION TO Business Analytics**

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	3	20-02-2024 to 22-02-2024		TLM1/2	CO1	T1,R1	
2.	Course Outcomes	1	23-02-2024		TLM1/2	CO1	T1,R1	
3.	UNIT-I: Introduction to BA	1	24-02-2024		TLM1/2	CO1	T1,R1	
4.	Importance of BA	1	26-02-2024		TLM1/2	CO1	T1,R1	
5.	Categories of Business Analytics	1	27-02-2024		TLM1/2	CO1	T1,R1	
6.	Models of BA	1	28-02-2024		TLM1/2	CO1	T1,R1	
7.	Business Analytics in Practice	1	29-02-2024		TLM1/2	CO1	T1,R1	
8.	Big data overview	1	01-03-2024		TLM1/2	CO1	T1,R1	
9.	Types of data	1	02-03-2024		TLM1/2	CO1	T1,R1	
No. of classes required to complete UNIT-I		11			No. of classes taken:			

UNIT-II : DESCRIPTIVE ANALYTICS

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
10.	Overview of Description Statistics	1	05-03-2024		TLM1/2	CO2	T1,R1	
11.	(Central Tendency, Variability)	1	06-03-2024		TLM1/2	CO2	T1,R1	
12.	Data Visualization Definition, Concept	1	07-03-2024		TLM1/2	CO2	T1,R1	
13.	Visualization Techniques types	1	09-03-2024		TLM1/2	CO2	T1,R1	
14.	Tables, Cross Tabulations, Charts,	1	12-03-2024		TLM1/2	CO2	T1,R1	
15.	Data Dashboards Using MS-Excel	1	13-03-2024		TLM1/2	CO2	T1,R1	
16.	Data Dashboards Using SPSS	1	14-03-2024		TLM1/2	CO2	T1,R1	
No. of classes required to complete UNIT-II		7			No. of classes taken:			

UNIT-III: PREDICTIVE ANALYTICS:

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
17.	Trend Lines	1	15-03-2024		TLM1/2	CO3	T1,R1	
18.	Regression Analysis	2	16-03-2024		TLM1/2	CO3	T1,R1	
19.	Linear and Multiple Analysis	2	19-03-2024		TLM1/2	CO3	T1,R1	
20.	Linear and Multiple Analysis	1	20-03-2024		TLM1/2	CO3	T1,R1	
21.	Forecasting Techniques	1	21-03-2024		TLM1/2	CO3	T1,R1	
22.	Data Mining – Definition	1	22-03-2024		TLM1/2	CO3	T1,R1	
23.	Approaches in Data Mining	1	23-03-2024		TLM1/2	CO3	T1,R1	
24.	Data Exploration and Reduction	1	26-03-2024		TLM1/2	CO3	T1,R1	
25.	Classification, Association	1	27-03-2024		TLM1/2	CO3	T1,R1	
26.	Cause and Effect Modelling	1	28-03-2024		TLM1/2	CO3	T1,R1	
No. of classes required to complete UNIT-III		12	No. of classes taken:					

UNIT-IV : PRESCRIPTIVE ANALYTICS

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.	Overview of Linear Optimization	1	30-03-2024		TLM1/2	CO 4	T1,R1	
28.	Non-linear Programming Integer Optimization	1	04-04-2024		TLM1/2	CO 4	T1,R1	
29.	Non-linear Programming Integer Optimization	1	06-04-2024		TLM1/2	CO 4	T1,R1	
30.	Non-linear Programming Integer Optimization	1	10-04-2024		TLM1/2	CO 4	T1,R1	
31.	Cutting Plane Algorithm and Other Methods PROBLEMS	3	12-04-2024 To 13-04-2024		TLM1/2	CO 4	T1,R1	
32.	Cutting Plane Algorithm and Other Methods CASE STUDY	1	16-04-2024		TLM1/2	CO 4	T1,R1	
33.	Cutting Plane Algorithm and Other Methods	1	18-04-2024		TLM1/2	CO 4	T1,R1	
34.	Decision Analysis – Risk and Uncertainty Methods	2	19&20-04-2024		TLM1/2	CO 4	T1,R1	
35.	Decision Analysis – Risk and Uncertainty Methods	1	23-04-2024		TLM1/2	CO 4	T1,R1	

No. of classes required to complete UNIT-IV	12	No. of classes taken:
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UNIT-V Programming Using R

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
36.	R Environment, R Packages	1	24-04-2024		TLM1/2	CO 5	T1,R1	
37.	Reading and Writing Data in R	1	25-04-2024		TLM1/2	CO 5	T1,R1	
38.	R Functions, Control Statements	1	26-04-2024		TLM1/2	CO 5	T1,R1	
39.	Frames and Subsets	2	27&30-04-2024		TLM1/2	CO 5	T1,R1	
40.	Managing and Manipulating Data in R.	1	01-05-2024		TLM1/2	CO 5	T1,R1	
41.	Managing and Manipulating Data in R.	1	02-05-2024		TLM1/2	CO 5	T1,R1	
42.	Case study	1	03-05-2024		TLM1/2	CO 5	T1,R1	
43.	Case study	1	04-05-2024		TLM1/2	CO 5	T1,R1	
44.	Report Writing and Presentation	7	07-05-2024 To 18-05-2024		TLM1/2	CO 1 to 5	T1,R1	
No. of classes required to complete UNIT-V		16			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
45.	SPSS TOOL usage	4	21-05-2024 To 25-05-2024		TLM 2	CO 5	T 1	
46.	Case Study	1	28-05-2024		TLM 2	CO 4	T 1	
47.	Regression using MS-Excel	3	29-05-2024 To 01-06-2024		TLM 2	CO 5	T 1	
MID EXAMINATIONS - I				01-05-2023 TO 06-05-23				
MID EXAMINATIONS - II				26-06-2023 TO 01-07-23				

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) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B=80\%$ of $\text{Max}(A,B)+20\%$ of $\text{Min}(A,B)$	1,2,3,4,5	$A+B=30$
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
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

1. Fundamentals of Business Analytics, 2nd Edition, WILEY Publications, 2018.
2. Business Analytics 2nd Edition, James Evans, Pearson Publication, 2012.

PROGRAM EDUCATION OBJECTIVES(PEO's)

PEO1: 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.

PEO2: 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.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

PROGRAM OUTCOMES

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.

Dr. O. Naresh	Dr. O. Naresh	Dr. O. Naresh	Dr. A. Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HODs



Master of Business Administration
COURSE HANDOUT

Part-A

Name of the course instructor : Dr. O Naresh
COURSE NAME & CODE : BUSINESS ANALYTICS & 23MB61
L-T-P Structure : 3-0-0 Credits: 3
Program /Sem/Sec : MBA., II Sem., Section - B
A.Y : 2023-24

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

- 1. To provide an understanding of basic concepts of Business Analytics.
2. To understand analytics like Descriptive, Predictive and Prescriptive Analytics and an overview of Programming using R.
3. To understand the concept of Data Mining
4. To know about perspective analytics and business perspective
5. To get awareness on R software

Course Outcomes: At the end of the course,

Table with 5 rows and 1 column containing Course Outcomes (CO1 to CO5) such as 'CO1 Understand the fundamental concepts of Business Analytics'.

COURSE ARTICULATION MATRIX (Correlation between COs& POs):

Correlation matrix table with columns CO S, PO1, PO2, PO3, PO4, PO5 and rows CO1, CO2, CO3, CO4, CO5.

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

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

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): SECTION -A****UNIT-I : INTRODUCTION TO Business Analytics**

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	3	20-02-2024 to 22-02-2024		TLM1/2	CO1	T1,R1	
2.	Course Outcomes	1	23-02-2024		TLM1/2	CO1	T1,R1	
3.	UNIT-I: Introduction to BA	1	24-02-2024		TLM1/2	CO1	T1,R1	
4.	Importance of BA	1	26-02-2024		TLM1/2	CO1	T1,R1	
5.	Categories of Business Analytics	1	27-02-2024		TLM1/2	CO1	T1,R1	
6.	Models of BA	1	28-02-2024		TLM1/2	CO1	T1,R1	
7.	Business Analytics in Practice	1	29-02-2024		TLM1/2	CO1	T1,R1	
8.	Big data overview	1	01-03-2024		TLM1/2	CO1	T1,R1	
9.	Types of data	1	02-03-2024		TLM1/2	CO1	T1,R1	
No. of classes required to complete UNIT-I		11			No. of classes taken:			

UNIT-II : DESCRIPTIVE ANALYTICS

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
10.	Overview of Description Statistics	1	05-03-2024		TLM1/2	CO2	T1,R1	
11.	(Central Tendency, Variability)	1	06-03-2024		TLM1/2	CO2	T1,R1	
12.	Data Visualization Definition, Concept	1	07-03-2024		TLM1/2	CO2	T1,R1	
13.	Visualization Techniques types	1	09-03-2024		TLM1/2	CO2	T1,R1	
14.	Tables, Cross Tabulations, Charts,	1	12-03-2024		TLM1/2	CO2	T1,R1	
15.	Data Dashboards Using MS-Excel	1	13-03-2024		TLM1/2	CO2	T1,R1	
16.	Data Dashboards Using SPSS	1	14-03-2024		TLM1/2	CO2	T1,R1	
No. of classes required to complete UNIT-II		7			No. of classes taken:			

UNIT-III: PREDICTIVE ANALYTICS:

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
17.	Trend Lines	1	15-03-2024		TLM1/2	CO3	T1,R1	
18.	Regression Analysis	2	16-03-2024		TLM1/2	CO3	T1,R1	
19.	Linear and Multiple Analysis	2	19-03-2024		TLM1/2	CO3	T1,R1	
20.	Linear and Multiple Analysis	1	20-03-2024		TLM1/2	CO3	T1,R1	
21.	Forecasting Techniques	1	21-03-2024		TLM1/2	CO3	T1,R1	
22.	Data Mining – Definition	1	22-03-2024		TLM1/2	CO3	T1,R1	
23.	Approaches in Data Mining	1	23-03-2024		TLM1/2	CO3	T1,R1	
24.	Data Exploration and Reduction	1	26-03-2024		TLM1/2	CO3	T1,R1	
25.	Classification, Association	1	27-03-2024		TLM1/2	CO3	T1,R1	
26.	Cause and Effect Modelling	1	28-03-2024		TLM1/2	CO3	T1,R1	
No. of classes required to complete UNIT-III		12	No. of classes taken:					

UNIT-IV : PRESCRIPTIVE ANALYTICS

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.	Overview of Linear Optimization	1	30-03-2024		TLM1/2	CO 4	T1,R1	
28.	Non-linear Programming Integer Optimization	1	04-04-2024		TLM1/2	CO 4	T1,R1	
29.	Non-linear Programming Integer Optimization	1	06-04-2024		TLM1/2	CO 4	T1,R1	
30.	Non-linear Programming Integer Optimization	1	10-04-2024		TLM1/2	CO 4	T1,R1	
31.	Cutting Plane Algorithm and Other Methods PROBLEMS	3	12-04-2024 To 13-04-2024		TLM1/2	CO 4	T1,R1	
32.	Cutting Plane Algorithm and Other Methods CASE STUDY	1	16-04-2024		TLM1/2	CO 4	T1,R1	
33.	Cutting Plane Algorithm and Other Methods	1	18-04-2024		TLM1/2	CO 4	T1,R1	
34.	Decision Analysis – Risk and Uncertainty Methods	2	19&20-04-2024		TLM1/2	CO 4	T1,R1	
35.	Decision Analysis – Risk and Uncertainty Methods	1	23-04-2024		TLM1/2	CO 4	T1,R1	

No. of classes required to complete UNIT-IV	12	No. of classes taken:
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UNIT-V Programming Using R

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
36.	R Environment, R Packages	1	24-04-2024		TLM1/2	CO 5	T1,R1	
37.	Reading and Writing Data in R	1	25-04-2024		TLM1/2	CO 5	T1,R1	
38.	R Functions, Control Statements	1	26-04-2024		TLM1/2	CO 5	T1,R1	
39.	Frames and Subsets	2	27&30-04-2024		TLM1/2	CO 5	T1,R1	
40.	Managing and Manipulating Data in R.	1	01-05-2024		TLM1/2	CO 5	T1,R1	
41.	Managing and Manipulating Data in R.	1	02-05-2024		TLM1/2	CO 5	T1,R1	
42.	Case study	1	03-05-2024		TLM1/2	CO 5	T1,R1	
43.	Case study	1	04-05-2024		TLM1/2	CO 5	T1,R1	
44.	Report Writing and Presentation	7	07-05-2024 To 18-05-2024		TLM1/2	CO 1 to 5	T1,R1	
No. of classes required to complete UNIT-V		16			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
45.	SPSS TOOL usage	4	21-05-2024 To 25-05-2024		TLM 2	CO 5	T 1	
46.	Case Study	1	28-05-2024		TLM 2	CO 4	T 1	
47.	Regression using MS-Excel	3	29-05-2024 To 01-06-2024		TLM 2	CO 5	T 1	
MID EXAMINATIONS - I				01-05-2023 TO 06-05-23				
MID EXAMINATIONS - II				26-06-2023 TO 01-07-23				

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) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B=80\%$ of $\text{Max}(A,B)+20\%$ of $\text{Min}(A,B)$	1,2,3,4,5	$A+B=30$
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
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

1. Fundamentals of Business Analytics, 2nd Edition, WILEY Publications, 2018.
2. Business Analytics 2nd Edition, James Evans, Pearson Publication, 2012.

PROGRAM EDUCATION OBJECTIVES(PEO's)

PEO1: 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.

PEO2: 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.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

PROGRAM OUTCOMES

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.

Dr. O. Naresh	Dr. O. Naresh	Dr. O. Naresh	Dr. A. Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HODs

**Master of Business Administration****COURSE HANDOUT****PART-A**

Name of Course Instructor : Mrs M.Hema Latha/Dr.U.Rambabu
Course Name & Code : SQL & POWER BI LAB (20MB73)
L-T-P Structure : 1-0-2
Program/Sem/Sec : MBA., II-Sem., Section- A

Credits: 2
A.Y : 2023-24

PRE-REQUISITE : NIL**COURSE EDUCATIONAL OBJECTIVES (CEOs):**

CEO 1	To develop proficiency in SQL, Excel, and Power BI for data management, analysis, and visualization.
CEO 2	To apply SQL techniques for data analysis, including integrity constraints, DDL, DML, and aggregate functions.
CEO 3	To create informative data visualizations in Power BI to support decision-making.
CEO 4	To cleanse and transform data in Power BI to ensure accuracy and build robust data models.
CEO 5	To design real-world dashboards that demonstrates analytical thinking and insight into complex datasets.

COURSE OUTCOMES (COs): At the end of the course, students are able to

CO 1	Understand and utilize SQL, Excel, and Power BI for data management, analysis, and visualization.
CO 2	Apply SQL techniques including integrity constraints, DDL, DML and aggregate functions to analyze data.
CO 3	Create compelling data visualizations using Power BI for informed decision-making.
CO 4	Cleanse and transform data in Power BI for accuracy and build supportive data models.
CO 5	Design real-world dashboards, demonstrating analytical thinking and insight into complex datasets.

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

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

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

TEXT BOOKS:

- T1** Marco Russo. Alberto Ferrari. Introducing Microsoft Power BI
T2 Marco Russo. Alberto Ferrari, Chris Webb Microsoft SQL Server 2012 Analysis Services : The BISM Tabular Model, MICROSOFT PRESS (SEP 2011)
T3 Marco Russo. Alberto Ferrari, Chris Webb Tabular Modelling in SQL Server Analysis Services(2nd Edition), MICROSOFT PRESS (APR 2017)
T4 Allen G. Taylor SQL for Dummies (For Dummies (Computer/Tech)) 9th Edition
T5 SQL pour les Nuls, 3e(Fresh Edition) Kindle Edition, French Edition, Allen G Taylor

PART-B**COURSE DELIVERY PLAN (LESSON PLAN):**

SN O	Date (Tentative)	Actual Date	Topics to be covered																																																						
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b) In cell **E2** create a formula using the following information:

- Bonus = Calls per Hour * 1.75

Copy the formula down the column to work out the other bonuses.

c) In cell **B8** create a formula that will add together all the numbers of calls.

Copy the total formula across the row to calculate the other column totals.

d) insert new Field at column A by shift in other columns Right one cell each. fill the SNO with 1,2,3.... Etc by using auto filling option.

3) Insert new worksheet named "Qtr1 Office Costs" with the following data in the above file.

	A	B	C	D	E
1	Cost item	Jan	Feb	Mar	Qtr 1 total
2	Admin costs	452	514	380	
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5	Stationery	1,450	976	1,685	
6	Advertising @ 1.75% of staff costs				
7	TOTAL				

a) In cell B4 create a formula using the following information:

Services costs per month = annum cost of 12750 / 12 (ie. divided by 12)

Copy the formula across to cells C4 and D4 to work out the other monthly services costs.

b) In cell B6 create a formula using the following information:

Advertising = 1.75% of staff costs for that month (ie. 1.75% * staff costs in cell B3)

Copy the formula across to cells C6 and D6 to work out the other advertising costs.

c) In cell E2, create a formula that will add together all the monthly admin costs.

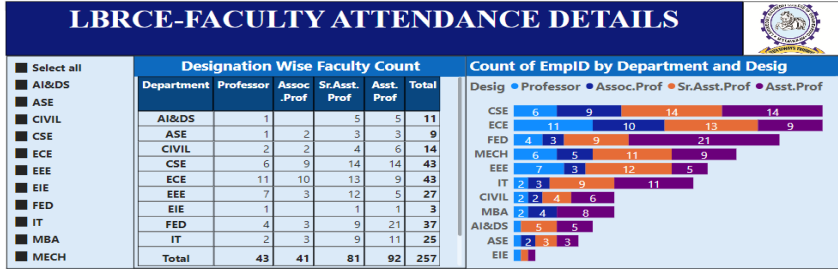
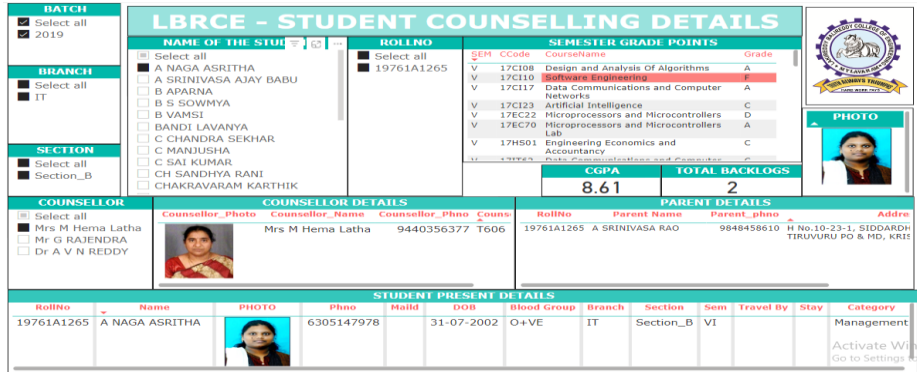
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d) In cell B7 create a formula to add the total costs for January, then copy this across to calculate the other column totals.

e) Make the following additional changes:

- Make everything in the B to E columns centre aligned.
- Select the whole of column A (click on the column letter) and add text wrap so that you can see all of the longer text entries.

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

PART-C

EVALUATION PROCESS:

Each laboratory course is evaluated for a maximum of 100 marks with distribution of 40 marks for CIE and 60 marks for SEE.

Continuous Internal Evaluation (CIE) :

The Continuous Internal Evaluation (CIE) is based on the following parameters:

Parameter	Marks
Day to day	20
Internal Test	10
Viva voce	10
Total Marks :	40

Semester End Examinations (SEE) :

The Semester End examinations (SEE) for laboratory courses shall be jointly conducted by internal and external examiners for duration of 3 hours and evaluated for a maximum 60 marks.

The performance of the students shall be evaluated as per the parameters indicated below:

Parameter	Marks
Procedure / Algorithm	10
Experimentation / Program execution	15
Observations / Calculations / Testing	15
Result	10
Viva voce	10
Total Marks :	60

PART-D

PROGRAMME OUTCOMES (POs):

PO 1	Apply knowledge of management theories and practices to solve business problems.
PO 2	Foster Analytical and critical thinking abilities for data-based decision making.
PO 3	Ability to develop value-based leadership ability.
PO 4	Ability to understand, analyse 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.

PROGRAM EDUCATIONAL OBJECTIVES (PEOS):

PEO1:	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
PEO2:	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.
PEO3	To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Course Instructor	Course Coordinator	Module Coordinator	HOD
(Mrs M. Hema Latha) (Dr.U.Rambabu)	Mrs M Hema Latha	Mrs M Hema Latha	Dr B.Srinivasa Rao

**Master of Business Administration****COURSE HANDOUT****PART-A**

Name of Course Instructor : Dr. B. Rajendra Prasad/ Dr.O.Naresh
Course Name & Code : SQL & POWER BI LAB (20MB73)
L-T-P Structure : 1-0-2 **Credits: 2**
Program/Sem/Sec : MBA., II-Sem., Section- B **A.Y : 2023-24**

PRE-REQUISITE : NIL**COURSE EDUCATIONAL OBJECTIVES (CEOs):**

CEO 1	To develop proficiency in SQL, Excel, and Power BI for data management, analysis, and visualization.
CEO 2	To apply SQL techniques for data analysis, including integrity constraints, DDL, DML, and aggregate functions.
CEO 3	To create informative data visualizations in Power BI to support decision-making.
CEO 4	To cleanse and transform data in Power BI to ensure accuracy and build robust data models.
CEO 5	To design real-world dashboards that demonstrates analytical thinking and insight into complex datasets.

COURSE OUTCOMES (COs): At the end of the course, students are able to

CO 1	Understand and utilize SQL, Excel, and Power BI for data management, analysis, and visualization.
CO 2	Apply SQL techniques including integrity constraints, DDL, DML and aggregate functions to analyze data.
CO 3	Create compelling data visualizations using Power BI for informed decision-making.
CO 4	Cleanse and transform data in Power BI for accuracy and build supportive data models.
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COURSE ARTICULATION MATRIX (Correlation between COs, POs & PSO_s):

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

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

TEXT BOOKS:

- T1** Marco Russo. Alberto Ferrari. Introducing Microsoft Power BI
- T2** Marco Russo. Alberto Ferrari, Chris Webb Microsoft SQL Server 2012 Analysis Services : The BISM Tabular Model, MICROSOFT PRESS (SEP 2011)
- T3** Marco Russo. Alberto Ferrari, Chris Webb Tabular Modelling in SQL Server Analysis Services(2nd Edition), MICROSOFT PRESS (APR 2017)
- T4** Allen G. Taylor SQL for Dummies (For Dummies (Computer/Tech)) 9th Edition
- T5** SQL pour les Nuls, 3e(Fresh Edition) Kindle Edition, French Edition, Allen G Taylor

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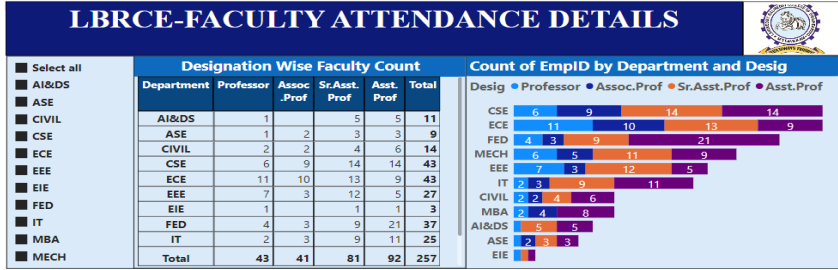
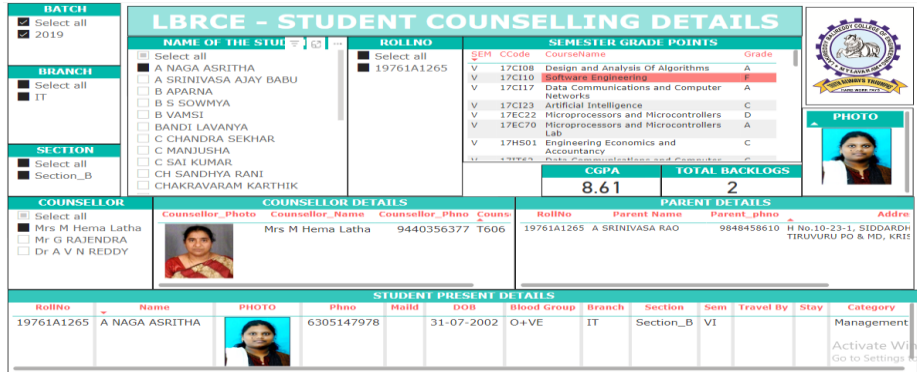
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9	03-05-24		<p>Create the following Faculty Details DashBoard from “Faculty Details” Excel Sheet.</p>  <table border="1"> <caption>Designation Wise Faculty Count</caption> <thead> <tr> <th>Department</th> <th>Professor</th> <th>Assoc. Prof</th> <th>Sr.Asst. Prof</th> <th>Asst. Prof</th> <th>Total</th> </tr> </thead> <tbody> <tr><td>AI&DS</td><td>1</td><td></td><td>5</td><td>5</td><td>11</td></tr> <tr><td>ASE</td><td>1</td><td>2</td><td>3</td><td>3</td><td>9</td></tr> <tr><td>CIVIL</td><td>2</td><td>2</td><td>4</td><td>6</td><td>14</td></tr> <tr><td>CSE</td><td>6</td><td>9</td><td>14</td><td>14</td><td>43</td></tr> <tr><td>ECE</td><td>11</td><td>10</td><td>13</td><td>9</td><td>43</td></tr> <tr><td>EEE</td><td>7</td><td>3</td><td>12</td><td>5</td><td>27</td></tr> <tr><td>EIE</td><td>1</td><td></td><td>1</td><td>1</td><td>3</td></tr> <tr><td>FED</td><td>4</td><td>3</td><td>9</td><td>21</td><td>37</td></tr> <tr><td>IT</td><td>2</td><td>3</td><td>9</td><td>11</td><td>25</td></tr> <tr><td>MECH</td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>Total</td><td>43</td><td>41</td><td>81</td><td>92</td><td>257</td></tr> </tbody> </table>	Department	Professor	Assoc. Prof	Sr.Asst. Prof	Asst. Prof	Total	AI&DS	1		5	5	11	ASE	1	2	3	3	9	CIVIL	2	2	4	6	14	CSE	6	9	14	14	43	ECE	11	10	13	9	43	EEE	7	3	12	5	27	EIE	1		1	1	3	FED	4	3	9	21	37	IT	2	3	9	11	25	MECH						Total	43	41	81	92	257
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Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

PART-C

EVALUATION PROCESS:

Each laboratory course is evaluated for a maximum of 100 marks with distribution of 40 marks for CIE and 60 marks for SEE.

Continuous Internal Evaluation (CIE) :

The Continuous Internal Evaluation (CIE) is based on the following parameters:

Parameter	Marks
Day to day	20
Internal Test	10
Viva voce	10
Total Marks :	40

Semester End Examinations (SEE) :

The Semester End examinations (SEE) for laboratory courses shall be jointly conducted by internal and external examiners for duration of 3 hours and evaluated for a maximum 60 marks.

The performance of the students shall be evaluated as per the parameters indicated below:

Parameter	Marks
Procedure / Algorithm	10
Experimentation / Program execution	15
Observations / Calculations / Testing	15
Result	10
Viva voce	10
Total Marks :	60

PART-D

PROGRAMME OUTCOMES (POs):

PO 1	Apply knowledge of management theories and practices to solve business problems.
PO 2	Foster Analytical and critical thinking abilities for data-based decision making.
PO 3	Ability to develop value-based leadership ability.
PO 4	Ability to understand, analyse 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.

PROGRAM EDUCATIONAL OBJECTIVES (PEOS):

PEO1:	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
PEO2:	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.
PEO3	To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Course Instructor	Course Coordinator	Module Coordinator	HOD
(Dr. B. Rajendra Prasad) (Dr.O.Naresh)	Mrs M Hema Latha	Mrs M Hema Latha	Dr B.Srinivasa Rao



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)

Approved by AICTE, New Delhi and Permanently Affiliated to JNTUK, Kakinada
L.B. Reddy Nagar, Mylavaram, NTR District, Andhra Pradesh - 521230



MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM	: MBA, II-Sem. Section-A
ACADEMIC YEAR	: 2023-24
COURSE NAME & CODE	: Start-Up Analysis and Presentation (23MB74)
L-T-P STRUCTURE	: 2-0-2
COURSE CREDITS	: 03
COURSE INSTRUCTOR	: Dr.U. Rambabu
MODULE CO-ORDINATOR	: Dr.T.Rajasekhar
PRE-REQUISITES:	Fundamentals of business environment

Chapter-1	SELECT START UP COMPANIES
Chapter-2	BACKGROUND OF THE INFORMATION
Chapter-3	SWOT ANALYSIS
Chapter-4	BUSINESS PLAN MODEL EVALUATION
Chapter-5	FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

COURSE EDUCATIONAL OBJECTIVES (CEOs):

In this course, the students will learn.

1. To select a diverse range of startup companies considering various backgrounds, sizes and developmental stages.
2. To proficiently collect data from multiple sources, including start up websites, news, financial reports and industry analyses.
3. To effectively conduct SWOT analyses to identify startup strengths, weaknesses, opportunities, and threats.
4. To expertly evaluate startup business models, including revenue streams, cost structures and value propositions.
5. To formulate well-informed and actionable recommendations for startups based on comprehensive analyses, addressing weaknesses and leveraging strengths.

COURSE OUTCOMES (COs):

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

CO1: Understand the importance of diversity in selecting a range of startup companies operating in different background, sizes and stages of development.

CO2: Analyze and synthesize information from multiple sources to develop a comprehensive understanding of each startup's background, market position, and competitive landscape.

CO3: Apply the SWOT framework to systematically assess each startup's internal strengths and weaknesses as well as external opportunities and threats.

CO4: Analyze the startup's business model by examining its revenue streams, cost structure and promoting value proposition to customers.

CO5: Evaluate the findings of the analysis to formulate well-reasoned and actionable recommendations for each startup.

Course Articulation Matrix: (Correlation between Cos &Pos):

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

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

1= Slight (low) 2=Moderate (Medium) 3=Substantial (High)

COURSE DELIVERY PLAN (LESSON PLAN): PART-B

Sl No	Topics to be covered (Activity)	No. of classes required	Tentative date of completion	Actual date of completion	Teaching learning methods	Learning outcomes (COs)	Text book followed	HOD sign.
1	Allotment of project supervisors	3	19-02-24		TLM-4	-	Web	
2	Selection of startup companies	3	19-02-24		TLM-6	-	Web	
3	Background of the information	3	26-03-24		TLM-4	CO-1	Web	
4	Background of the information	3	26-03-24		TLM-6	CO-1	Web	
5	Collection of information regarding startups	3	04-03-24		TLM-4	CO-2	Web	
6	Collection of information regarding startups	3	04-03-24		TLM-6	CO-2	Web	
7	Developing SWOT analysis	3	11-03-24		TLM-4	CO-3	Web	
8	Developing SWOT analysis	3	18-03-24		TLM-6	CO-3	Web	
9	Developing SWOT analysis	3	25-03-24					
10	Developing SWOT analysis	3	01-04-24					
MID-1		08-04-24 to 13-04-24						
11	Review-1	3	08-04-24 to 13-04-24		TLM-2			
12	Review-1	3	08-04-24 to 13-04-24		TLM-2			
13	Evaluating business plan model	3	15-04-24		TLM-6	CO4	Web	
14	Evaluating business plan model	3	22-04-24		TLM-6	CO4	Web	
15	Findings, conclusions and recommendations	3	29-04-24		TLM-6	CO5	Web	
16	Findings, conclusions and recommendations	3	06-05-24		TLM-2	CO5		
17	Findings, conclusions and recommendations		13-05-24					
18	Record Verification	3	20-05-24		TLM-2	CO5		
19	Mock Viva	3	27-05-2024		TLM-2			
20	Review-2	3	03-06-24 to 08-06-24		TLM-2			
MID-2		03-06-24 to 08-06-24						

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
REVIEW 1	1,2,3,4,5	A=40
REVIEW 2		
REPORT SUBMISSION		
SEMINAR PRESENTATION & VIVA VOCE	1,2,3,4,5	B=60
Total Marks: A+B		100

Dr.U.Rambabu	Dr.K.Deepika	Dr.T.Rajasekhar	Dr.A.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

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

COURSE HANDOUT

Part-A

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COURSE CREDITS	: 03
COURSE INSTRUCTOR	: Dr.K.Deepika
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PRE-REQUISITES	: Fundamentals of business environment

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	regarding startups							
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8	Developing SWOT analysis	3	22-03-24		TLM-6	CO-3	Web	
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Part - C

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REPORT SUBMISSION		
SEMINAR PRESENTATION & VIVA VOCE	1,2,3,4,5	B=60
Total Marks: A+B		100

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



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

Association

Introduction about association classes

This programme is conducted by department faculty to enlighten the students towards corporate world. The progression from Basic English training to the development of job related skills is a continuous process conducted on a regular basis for the entire course duration. It also takes into account the absorption and assimilation competencies of the students.

Today, the selection criteria heavily on high EQ of the candidates, therefore the underlying purpose of this programme is to **develop survival skills and emotional quotient (EQ) of the students.**

Personality enhancement of a candidate revolves around three main factors;

- Communication ability,**
- Confidence and**
- Conviction.**

The course content of this program consists of training in group discussion, teaching the interview techniques, personality grooming and honing communication skills. There is a great emphasis in inculcating positive attitude, a pleasing body language and etiquettes.

Theme:

- ✓ To Improve the Quality standards of the professional course.
- ✓ Develop more Professional skills in the Students.
- ✓ Motivate the Students to improve their creative skills.
- ✓ Preparing the Students for inter college competitions
- ✓ Giving the opportunities to those students who need a platform to prove their talents.

Features of association classes

- Well Structured and Tailor Made Curriculum
- Personal Attention to Each and Every Student
- Extra inputs to the student's week in particular areas

Training areas

- Behavioral Training
- Corporate- Culture Training
- Soft- Skill Training

Concepts:

- 1. Just-A-Minute:** Just-A-Minute (or JAM) is an all round-fun event that is all about the control of the mind over the mouth. Can you make it through sixty seconds of non-stop talking without hesitation, repetition, or deviation? Or will the sheer pressure make you crumble and have your competitors pounce on you in an instantly. This will motivate the student to update themselves to the current information about market scenario.
- 2. Management Quiz:** In this concept different student groups has to compete with one another on Business and management relevant concepts like punch lines, company logos CEO of different companies, joint ventures, Share market etc.This will not only help to sharp the students caliber but also to prepare them for inter college competitions.
- 3. G.D.Competition:** In this round student group will allowed to discuses on some topic where they can share their views with one another. This will help to improve the communication skills of the students. Improve the confidence level of the students.
- 4. Micro Teaching:**“Micro-teaching may be defined appropriately as a technique or a device of imparting training to the inexperienced or experienced students for learning the art of teaching by practicing specific skill through a “scaled down teaching encounter”,”
- 5. Management games**
 - ✓ Brain storming concept
 - ✓ Where students are allowed to compete with one another with some games like word puzzle, one minute game, treasure hunt etc.
- 6. Expert Seminars:** Students are allowed to interact with some expert to improve the practical awareness.
- 7. MOCK Interviews:** A typical mock interview is a practice job interview held with a professional career counselor. A mock interview helps you learn how to answer difficult questions, develop interview strategies, improve your communication skills and reduce your stress before an actual job interview. During a mock interview, the interviewer may use a semi-structured interview format rather than asking a formal list of questions.
- 8. Management Feast:** In this concept students are allowed to work with some companies on some projects and prepare the model of that project and give the presentation about the projects with the displaying the model
- 9. Strategies Making for Sick Companies:** Here the students has to come up with new ideas and thoughts and prepare and add and present it Or they have take routine add which displaying in the different channels and present the same in different mode.
- 10. Role Play:** Here the student has to present them self as a role model of either a company or governing body or company representative in different situations.

Signature of coordinator -2

Signature of coordinator -1

Head of the department



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Planner and schedule	
I. MBA I YEAR I SEM	II .MBA I YEAR II SEM
Seminar Presentation	Elocutions
G.D Competitions	Presentations
Management Games	Add Mad
Flash News	G.D
Rock on	Business plan
Eat Feast	Word Game
Personality development	Personality development
Planner and schedule	
III.MBA II YEAR III SEM	IV. MBA II YEAR IV SEM
Finance Club	Finance Club
Project presentation	Loan Hunt
Sale of mutual funds and shares	Project Financing
Market analysis and presentation	Management Feasta
Marketing club	Business Plan
Project presentation	Marketing club
Add Mad	Role Play
New product development	Business Plan
One minute creativity	Sales and Promotion
Treasure hunt	HR club
HR club	Mock Interviews
Project presentation	Employee Development and Training (New Techniques)
Career planning	Employee Motivation (New Techniques)
Case studies	
MOC interviews	
Placement Training club	
Placement training sessions	
Interviews	
Group discussion	
Global conferences	

Signature of coordinator

Head of the department



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MASTER OF BUSINESS ADMINISTRATION

I MBA II SEM

Association Classes

Planner and Schedule

S.NO	Date	Activity	Participation	Remarks
1.	20-02-2024	Just-A-Minute	Students	
2.	27-02-2024	Just-A-Minute	Students	
3.	05-03-2024	Management Quiz	Students	
4.	12-03-2024	G.D.Competition	Students	
5.	19-03-2024	G.D.Competition	Students	
6.	26-03-2024	G.D.Competition	Students	
7.	02-04-2024	MOCK Interviews	Students	
8.	16-04-2024	MOCK Interviews	Students	
9.	23-04-2024	MOCK Interviews	Students	
10.	39-04-2024	Micro Teaching	Students	
11.	07-05-2024	Management games	Students	
12.	14-05-2024	Expert Seminars	Students	
13.	21-05-2024	Management Feast	Students	
14.	28-05-2024	Strategies Making for Sick Companies	Students	

Signature of coordinator -2

Signature of coordinator -1

Head of the department



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Class: M.B. A, Sec-A

Semester: II

A. Y: 2023-2024

Sub: Seminar-1

Name of the faculty: K.Ravi Kiran Yasantwi

S.NO	Date	Actual date of class	Teaching learning methods	Topic	Hod signature
1	19/02/2024		TLM2	Introduction, explanation regarding the importance of seminar	
2	24/02/2024		TLM2	Impact Of the New National Education Policy	
3	02/03/2024		TLM2	The Role of Information Technology in the Business Sector	
4	09/03/2024		TLM2	Branding Strategies for the Modern Age.	
5	16/03/2024		TLM2	Work from home: How effective!	
6	23/03/2024		TLM2	E-waste Management	
7	30/03/2024		TLM2	Role of Media in Social Awareness	
8	06/04/2024		TLM2	Online education: Boon or bane for students?	
I MID EXAM					
9	13/04/2024		TLM2	Impact of digital marketing development on entrepreneurship	
10	20/04/2024		TLM2	Managing business from home: new trend	
11	27/04/2024		TLM2	Business Ethics as Found in Corporate Governance. Discuss doing the right thing in business and how a company is run.	
12	04/05/2024		TLM2	Role of Media in the current scenario	
13	11/05/2024		TLM2	E recruitment	
14	18/05/2024		TLM2	Recruitment -Selection process in interview	
II MID EXAM					

Faculty

HOD



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Class: M.B. A, Sec-B

Semester: II

A. Y: 2023-2024

Sub: Seminar-1

Name of the faculty: Y. NAGAMANI

S.NO	Date	Actual date of class	Teaching learning methods	Topic	Hod signature
1	19/02/2024		TLM2	Introduction, explanation regarding the importance of seminar	
2	24/02/2024		TLM2	Impact Of the New National Education Policy	
3	02/03/2024		TLM2	The Role of Information Technology in the Business Sector	
4	09/03/2024		TLM2	Branding Strategies for the Modern Age.	
5	16/03/2024		TLM2	Work from home: How effective!	
6	23/03/2024		TLM2	E-waste Management	
7	30/03/2024		TLM2	Role of Media in Social Awareness	
8	06/04/2024		TLM2	Online education: Boon or bane for students?	
I MID EXAM					
9	13/04/2024		TLM2	Impact of digital marketing development on entrepreneurship	
10	20/04/2024		TLM2	Managing business from home: new trend	
11	27/04/2024		TLM2	Business Ethics as Found in Corporate Governance. Discuss doing the right thing in business and how a company is run.	
12	04/05/2024		TLM2	Role of Media in the current scenario	
13	11/05/2024		TLM2	E recruitment	
14	18/05/2024		TLM2	Recruitment -Selection process in interview	
II MID EXAM					

Faculty

HOD



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(An Autonomous Institution since 2010)

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L.B. Reddy Nagar, Mylavaram, NTR District, Andhra Pradesh - 521230



SWAYAM PRABHA ACTION PLAN SECTION-A MBA II SEMESTER (A.Y: 2023-24)

FACULTY-Dr.O.Naresh

S.NO	DATE OF THE CLASS	Actual date of class	Teaching learning methods	TITLE OF THE VIDEO	HoD signature
1	24-02-24		TLM5	Globalization and its impact	
2	02-03-24		TLM5	Stock Market	
3	16-03-24		TLM5	Analysis of stock market	
4	23-03-24		TLM5	Effect of Climate Change on Indian Economy	
5	30-03-24		TLM5	India's Tourism Industry Post-Covid	
6	06-04-24		TLM5	Green economy	
7	20-04-24		TLM5	India as a developed country by 2047	
7	27-04-24		TLM5	Impact of 5G in india	
8	04-05-24		TLM5	Global energy crisis Stock Market	
9	18-05-24		TLM5	Challenges for the FinTech industry	
10	25-05-24		TLM5	China's economic slowdown	
11	01-06-24		TLM5	World Economy	
12	15-06-2024		TLM5	Moonlighting	

SIGNATURE OF FACULTY

HOD



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SWAYAM PRABHA ACTION PLAN SECTION-B MBA II SEMESTER (A.Y: 2023-24)

FACULTY-B.Kalyan Kumar

S.NO	DATE OF THE CLASS	Actual date of class	Teaching learning methods	TITLE OF THE VIDEO	HoD signature
1	24-02-24		TLM5	Globalization and its impact	
2	02-03-24		TLM5	Stock Market	
3	16-03-24		TLM5	Analysis of stock market	
4	23-03-24		TLM5	Effect of Climate Change on Indian Economy	
5	30-03-24		TLM5	India's Tourism Industry Post-Covid	
6	06-04-24		TLM5	Green economy	
7	20-04-24		TLM5	India as a developed country by 2047	
7	27-04-24		TLM5	Impact of 5G in india	
8	04-05-24		TLM5	Global energy crisis Stock Market	
9	18-05-24		TLM5	Challenges for the FinTech industry	
10	25-05-24		TLM5	China's economic slowdown	
11	01-06-24		TLM5	World Economy	
12	15-06-2024		TLM5	Moonlighting	

SIGNATURE OF FACULTY

HOD



HANDOUT

Part-A

PROGRAM : MBA. 2rd Sem. Section -A
ACADEMIC YEAR : 2023-24
Subject : Counseling
FACULTY IN CHARGE : **B.Kalyan Kumar**

SNO	TENTATIVE DATE	COUNSELING ACTIVITY	ACTUAL DATE	REMARKS
1	22-02-24	Meet the counselor (Initial information)		
2	29-02-24	Meet the counselor (Initial information)		
3	07-03-24	Meet the counselor (courses & awareness)		
4	14-03-24	Meet the counselor (courses & difficulties)		
5	21-03-24	Meet the counselor (attendance)		
6	28-03-24	Meet the counselor (progress & problems)		
7	04-04-24	Meet the counselor (courses & difficulties)		
8	11-4-24	1 st MID EXAMINATIONS		
9	18-04-24	Meet the counselor		
10	25-04-24	Meet the counselor		
11	02-05-24	Meet the counselor (attendance)		
12	09-05-24	Meet the counselor (Fee dues)		
13	16-05-24	Meet the counselor (problems & progress)		
14	30-05-24	Meet the counselor (Confidence levels on subjects)		
15	06-06-24	Meet the counselor		

IN CHARGE

HOD

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
MASTER OF BUSINESS ADMINISTRATION
(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.

HANDOUT

Part-A

PROGRAM : MBA. 2rd Sem. Section -B

ACADEMIC YEAR : 2023-24

Subject : **Student** Counseling

FACULTY IN CHARGE : **M.S.CHAKRAVARTHY**

SNO	TENTATIVE DATE	COUNSELING ACTIVITY	ACTUAL DATE	REMARKS
1	22-02-24	Meet the counselor (Initial information)		
2	29-02-24	Meet the counselor (Initial information)		
3	07-03-24	Meet the counselor (courses & awareness)		
4	14-03-24	Meet the counselor (courses & difficulties)		
5	21-03-24	Meet the counselor (attendance)		
6	28-03-24	Meet the counselor (progress & problems)		
7	04-04-24	Meet the counselor (courses & difficulties)		
8	11-4-24	1 st MID EXAMINATIONS		
9	18-04-24	Meet the counselor		
10	25-04-24	Meet the counselor		
11	02-05-24	Meet the counselor (attendance)		
12	09-05-24	Meet the counselor (Fee dues)		
13	16-05-24	Meet the counselor (problems & progress)		
14	30-05-24	Meet the counselor (Confidence levels on subjects)		
15	06-06-24	Meet the counselor		

IN CHARGE

HOD