



MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, IV SEM – **Section-B**
ACADEMIC YEAR : **2023-24**
COURSE NAME & CODE : **20MB30 – Business Ethics & Corporate Governance**
L-T-P STRUCTURE : 3-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr.V.V.Narsi Reddy
COURSE COORDINATOR: Dr.V.V.Narsi Reddy

Prerequisite: Basic knowledge on various concepts of business and Company law.

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

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

Course Outcomes: At the end of the course,

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

Course Articulation Matrix:

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

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

Text Books

1. S. K. Mandal:—Ethics in Business and Corporate Governance, TMH, New Delhi,2012.
2. S. Prabhakaran:—Business Ethics and Corporate Governance,ExcelBooks,NewDelhi,2011.

References

1. Marianne Jennings: Cases in Business Ethics|. Cengage Learning, New Delhi,2012.
2. N. Balasubramanyam: A Case Book on Corporate Governance an Stewardship
TMH.NewDelhi,2011.
3. C S V Murthy: Business Ethics and Corporate Governance Himalaya Publishers New
Delhi-2013 .
4. Bob Tricker: Corporate governance.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -SECTION

UNIT-I: Importance of Business Ethics

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction	1	18-1-24		TLM1	CO1	T2,R3	
2.	Introduction	1	19-1-24		TLM1	CO1	T2,R3	
3.	Values and Ethics	1	22-1-24		TLM2	CO1	T2,R3	
4.	Business Ethics and Law	1	23-1-24		TLM1&2	CO1	T2,R3	
5.	Ethics in Work Place	1	24-1-24		TLM1&2	CO1	T2,R3	
6.	Ethical Decision Making	1	25-1-24		TLM1	CO1	T2,R3	
7.	Theories of Business Ethics	1	29-1-24		TLM1	CO1	T2,R3	
8.	Theories of Business Ethics	1	30-1-24		TLM1	CO1	T2,R3	
9.	Management and Ethics	1	31-1-24		TLM1	CO1	T2,R3	
10.	Management and Ethics	1	01-2-24		TLM1	CO1	T2,R3	
11.	Indian Ethical	1	02-2-24		TLM1	CO1	T2,R3	

	Traditions.							
12.	Indian Ethical Traditions.	1	05-2-24		TLM1	CO1	T2,R3	
No. of classes required to complete UNIT-I		12			No. of classes taken:			

UNIT-II: Impact of Globalization on Indian Business Ethics

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly	
13.	Reasons for Unethical Practices among Indian companies	1	06-2-24		TLM2	CO2	T2,R3		
14.	Reasons for Unethical Practices among Indian companies	1	07-2-24		TLM1	CO2	T2,R3		
15.	Development of Indian Capital Markets	1	08-2-24		TLM1	CO2	T2,R3		
16.	Development of Indian Capital Markets	1	09-2-24		TLM1	CO2	T2,R3		
17.	Various studies on Ethical Attitudes of Managers	1	12-2-24		TLM2	CO2	T2,R3		
18.	Various studies on Ethical Attitudes of Managers	1	13-2-24		TLM1	CO2	T2,R3		
19.	Major Indian Scams	1	14-2-24		TLM2	CO2	T2,R3		
20.	Major Indian Scams	1	15-2-24		TLM2	CO2	T2,R3		
21.	Major Indian Scams	1	16-2-24		TLM2	CO2	T2,R3		
22.	Major Indian Scams	1	19-2-24		TLM2	CO2	T2,R3		
23.	Major Indian Scams	1	20-2-24		TLM1	CO2	T2,R3		
24.	Major Indian Scams	1	21-2-24		TLM1	CO2	T2,R3		
No. of classes required to complete UNIT-II		12			No. of classes taken:				

UNIT-III: Ethics in Marketing, HRM and Finance:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
25.	Product safety and Pricing	1	22-2-24		TLM2	CO3	T2,R3	
26.	Ethical responsibility in Product	1	23-2-24		TLM1	CO3	T2,R3	
27.	Advertising and Target Marketing	1	26-2-24		TLM2	CO3	T2,R3	

28.	Ethics of sales ,advertising and product placement	1	27-2-24		TLM1	CO3	T2,R3	
29.	Consumer Autonomy	1	28-2-24		TLM1	CO3	T2,R3	
30.	Consumer Autonomy	1	29-2-24		TLM1	CO3	T2,R3	
31.	Ethics in HRM &Finance	1	01-3-24		TLM1	CO3	T2,R3	
32.	MID-1	1	04-3-24					
33.	MID-1	1	05-3-24					
34.	MID-1	1	06-3-24					
35.	MID-1	1	07-3-24					
36.	HR related ethical issues	1	11-3-24		TLM1	CO3	T2,R3	
37.	Institutional Culture	1	12-3-24		TLM2	CO3	T2,R3	
38.	Frauds in Banks- Measures against Bank Frauds	1	13-3-24		TLM2	CO3	T2,R3	
39.	Frauds in Insurance sector.	1	14-3-24		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

UNIT-IV: Corporate Governance:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
40.	An overview – Theory and Practice of Governance	1	15-3-24		TLM1	CO4	T2,R3	
41.	Indian model of Governance	1	18-3-24		TLM1	CO4	T2,R3	
42.	Good Corporate Governance	1	19-3-24		TLM2	CO4	T2,R3	
43.	Land marks in emergence of Governance	1	20-3-24		TLM1	CO4	T2,R3	
44.	Land marks in emergence of Governance	1	21-3-24		TLM1	CO4	T2,R3	
45.	OECD Principles	1	22-3-24		TLM1	CO4	T2,R3	
46.	OECD Principles	1	25-3-24		TLM1	CO4	T2,R3	
47.	OECD Principles	1	26-3-24		TLM1	CO4	T2,R3	
48.	Sarbanes-OxleyAct2002	1	27-3-24		TLM1	CO4	T2,R3	
49.	Sarbanes-OxleyAct2002	1	28-3-24		TLM1	CO4	T2,R3	
50.	SEBI Initiatives,	1	29-3-24		TLM1	CO4	T2,R3	
51.	SEBI Initiatives,	1	01-4-24		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		12			No. of classes taken:			

UNIT-V : Corporate Governance Indian Scenario

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
52.	Role of Indian Government in Ensuring Corporate Governance	1	02-4-24		TLM1&2	CO5	T2,R3	
53.	Role of Indian Government in Ensuring Corporate Governance	1	03-4-24		TLM1	CO5	T2,R3	
54.	Governance issues relating to Board of Directors	1	04-4-24		TLM1	CO5	T2,R3	
55.	Governance issues relating to Board of Directors	1	05-4-24		TLM1&2	CO5	T2,R3	
56.	Governance issues relating to Board of Directors	1	08-4-24		TLM1&2	CO5	T2,R3	
57.	Duties and responsibilities of Auditors.	1	10-4-24		TLM1	CO5	T2,R3	
58.	Duties and responsibilities of Auditors.	1	11-4-24		TLM1	CO5	T2,R3	
59.	Revision	1	12-4-24		TLM1	CO5	T2,R3	
60.	Revision	1	15-4-24		TLM1	CO5	T2,R3	
61.	Revision	1	16-4-24		TLM1	CO5	T2,R3	
62.	Revision	1	18-4-24		TLM1	CO5	T2,R3	
63.	Report & Presentation	1	19-4-24					
64.	Report & Presentation	1	22-4-24					
65.	Report & Presentation	1	23-4-24					
66.	Report & Presentation	1	24-4-24					
67.	Report & Presentation	1	25-4-24					
No. of classes required to complete UNIT-V		16			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
68.	Contemporary issues	1	26-4-24					
69.	MID-2	1	29-4-24					
70.	MID-2	1	30-4-24					
71.	MID-2	1	01-5-24					
72.	MID-2	1	02-5-24					
73.	MID-2	1	03-5-24					

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

Programme 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



MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

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L-T-P STRUCTURE : 3-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr. V.V.Narsi Reddy
COURSE COORDINATOR: Dr. V.V.Narsi Reddy

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Course Outcomes: At the end of the course,

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CO2	Illustrate the Impact of Globalization on Indian Business Ethics and Major Indian Scams.
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CO4	Interpret the Corporate Governance and its principles and practices around the globe.
CO5	Assess Corporate Governance and its implications in Indian Scenario and role of various interested parties towards company.

Course Articulation Matrix:

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

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

Text Books

1. S. K. Mandal:—Ethics in Business and Corporate Governance, TMH, New Delhi,2012.
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4. Bob Tricker: Corporate governance.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -SECTION

UNIT-I: Importance of Business Ethics

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction	1	18-1-24		TLM1	CO1	T2,R3	
2.	Introduction	1	19-1-24		TLM1	CO1	T2,R3	
3.	Values and Ethics	1	20-1-24		TLM2	CO1	T2,R3	
4.	Business Ethics and Law	1	22-1-24		TLM1&2	CO1	T2,R3	
5.	Ethics in Work Place	1	23-1-24		TLM1&2	CO1	T2,R3	
6.	Ethical Decision Making	1	25-1-24		TLM1	CO1	T2,R3	
7.	Theories of Business Ethics	1	27-1-24		TLM1	CO1	T2,R3	
8.	Theories of Business Ethics	1	29-1-24		TLM1	CO1	T2,R3	
9.	Management and Ethics	1	30-1-24		TLM1	CO1	T2,R3	
10.	Management and Ethics	1	01-2-24		TLM1	CO1	T2,R3	
11.	Indian Ethical	1	02-2-24		TLM1	CO1	T2,R3	

	Traditions.							
12.	Indian Ethical Traditions.	1	03-2-24		TLM1	CO1	T2,R3	
No. of classes required to complete UNIT-I		12			No. of classes taken:			

UNIT-II: Impact of Globalization on Indian Business Ethics

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
13.	Reasons for Unethical Practices among Indian companies	1	05-2-24		TLM2	CO2	T2,R3	
14.	Reasons for Unethical Practices among Indian companies	1	06-2-24		TLM1	CO2	T2,R3	
15.	Development of Indian Capital Markets	1	08-2-24		TLM1	CO2	T2,R3	
16.	Development of Indian Capital Markets	1	09-2-24		TLM1	CO2	T2,R3	
17.	Various studies on Ethical Attitudes of Managers	1	12-2-24		TLM2	CO2	T2,R3	
18.	Various studies on Ethical Attitudes of Managers	1	13-2-24		TLM1	CO2	T2,R3	
19.	Major Indian Scams	1	15-2-24		TLM2	CO2	T2,R3	
20.	Major Indian Scams	1	16-2-24		TLM2	CO2	T2,R3	
21.	Major Indian Scams	1	17-2-24		TLM2	CO2	T2,R3	
22.	Major Indian Scams	1	19-2-24		TLM2	CO2	T2,R3	
23.	Major Indian Scams	1	20-2-24		TLM1	CO2	T2,R3	
24.	Major Indian Scams	1	22-2-24		TLM1	CO2	T2,R3	
No. of classes required to complete UNIT-II		12			No. of classes taken:			

UNIT-III: Ethics in Marketing, HRM and Finance:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
25.	Product safety and Pricing	1	23-2-24		TLM2	CO3	T2,R3	
26.	Ethical responsibility in Product	1	24-2-24		TLM1	CO3	T2,R3	
27.	Advertising and Target Marketing	1	26-2-24		TLM2	CO3	T2,R3	

28.	Ethics of sales ,advertising and product placement	1	27-2-24		TLM1	CO3	T2,R3	
29.	Consumer Autonomy	1	29-2-24		TLM1	CO3	T2,R3	
30.	Consumer Autonomy	1	01-3-24		TLM1	CO3	T2,R3	
31.	Ethics in HRM &Finance	1	02-3-24		TLM1	CO3	T2,R3	
32.	MID-1	1	04-3-24					
33.	MID-1	1	05-3-24					
34.	MID-1	1	07-3-24					
35.	HR related ethical issues	1	11-3-24		TLM2	CO3	T2,R3	
36.	Institutional Culture	1	12-3-24		TLM2	CO3	T2,R3	
37.	Frauds in Banks- Measures against Bank Frauds	1	14-3-24		TLM1	CO3	T2,R3	
38.	Frauds in Banks- Measures against Bank Frauds	1	15-3-24		TLM2	CO3	T2,R3	
39.	Frauds in Insurance sector	1	16-3-24		TLM2	CO3	T2,R3	
40.	Frauds in Insurance sector	1	18-3-24		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		13			No. of classes taken:			

UNIT-IV: Corporate Governance:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
41.	An overview – Theory and Practice of Governance	1	19-3-24		TLM1	CO4	T2,R3	
42.	Indian model of Governance	1	21-3-24		TLM1	CO4	T2,R3	
43.	Good Corporate Governance	1	22-3-24		TLM2	CO4	T2,R3	
44.	Land marks in emergence of Governance	1	23-3-24		TLM1	CO4	T2,R3	
45.	Land marks in emergence of Governance	1	25-3-24		TLM1	CO4	T2,R3	
46.	OECD Principles	1	26-3-24		TLM1	CO4	T2,R3	
47.	OECD Principles	1	28-3-24		TLM1	CO4	T2,R3	
48.	OECD Principles	1	29-3-24		TLM1	CO4	T2,R3	
49.	Sarbanes-OxleyAct2002	1	30-3-24		TLM1	CO4	T2,R3	
50.	Sarbanes-OxleyAct2002	1	01-4-24		TLM1	CO4	T2,R3	
51.	SEBI Initiatives,	1	02-4-24		TLM1	CO4	T2,R3	
52.	SEBI Initiatives,	1	04-4-24		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		12			No. of classes taken:			

UNIT-V : Corporate Governance Indian Scenario

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
53.	Role of Indian Government in Ensuring Corporate Governance	1	05-4-24		TLM1&2	CO5	T2,R3	
54.	Role of Indian Government in Ensuring Corporate Governance	1	06-4-24		TLM1	CO5	T2,R3	
55.	Governance issues relating to Board of Directors	1	08-4-24		TLM1	CO5	T2,R3	
56.	Governance issues relating to Board of Directors	1	11-4-24		TLM1&2	CO5	T2,R3	
57.	Governance issues relating to Board of Directors	1	12-4-24		TLM1&2	CO5	T2,R3	
58.	Duties and responsibilities of Auditors.	1	15-4-24		TLM1	CO5	T2,R3	
59.	Duties and responsibilities of Auditors.	1	16-4-24		TLM1	CO5	T2,R3	
60.	Revision	1	18-4-24		TLM1	CO5	T2,R3	
61.	Revision	1	19-4-24		TLM1	CO5	T2,R3	
62.	Revision	1	20-4-24		TLM1	CO5	T2,R3	
63.	Revision	1	22-4-24		TLM1	CO5	T2,R3	
64.	Report & Presentation	1	23-4-24					
65.	Report & Presentation	1	25-4-24					
66.	Report & Presentation	1	26-4-24					
No. of classes required to complete UNIT-V		14			No. of classes taken:			

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
67.	Contemporary issues	1	27-4-24					
68.	MID-2	1	29-4-24					
69.	MID-2	1	30-4-24					
70.	MID-2	1	02-5-24					
71.	MID-2	1	03-5-24					
72.	MID-2	1	04-5-24					

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

Programme 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

(An Autonomous Institution since 2010)

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

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



Department Of MBA COURSE HANDOUT

Part-A

PROGRAM : MBA., IV Sem

ACADEMIC YEAR : 2023-24

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

SECTION : A - Section

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

COURSE CREDITS : 3

COURSE INSTRUCTOR : Dr T Rajasekhar

COURSE COORDINATOR : Dr T Rajasekhar

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

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

- 1 To understand the nature of entrepreneurship.
- 2 To motivate the Entrepreneurial opportunities and support
- 3 To understand the start-ups management and sustainability of ventures
- 4 To give a clear picture about the process and involved in setting up a small scale industrial settings and bigger settings.
- 5 To know about institutional supporting system – training and financial dimensions of entrepreneurship and startup management.

COURSE OUTCOMES (COs)

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

- CO1** To impart basics of entrepreneurial skills for better understanding of entrepreneurial scenario .
- CO2** To familiarize the various components from I to E and promoting adaptability nature .
- CO3** To familiarize startups and constructive ideas to startup business perspectives at various levels .
- CO4** To aware of small scale ventures and registrations and patents related for entrepreneurship and startups management .
- CO5** To familiarize with significance of institutional support at various levels for determining the entrepreneurial and startups eco system.

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

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

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

BOS APPROVED TEXT BOOKS:**T1** P.Narayana Reddy: Entrepreneurship. Cengage learning, New Delhi,2010 .**T2** Kathleen R Allen, Launching new ventures: An entrepreneurial approach, Cenage Learning, 2016.**T3.** Steven Fisher, Ja-nae Duane, The startup equation – A visual guide book for building your startup, Indian edition, Mc Graw Hill Education India Pvt Ltd. 2016.**T4.** Donald F Kuratko, Jeffery S Hornsby, New Venture Management: The Entrepreneurs Road map, 2nd edition, Routledge. 2017**BOS APPROVED REFERENCE BOOKS:****R1** Hisrich : Entrepreneurship, TMH, New Delhi,2009**R2** V.Gangadhar, Narsimha Chary: Entrepreneurship Development, Kalyani Publishers, Nev Delhi,2007. 5.**R3.** Anjan Rai chaudhuri, Managing new ventures, concepts and cases, Prentice Hall International, 2010.**Part-B****COURSE DELIVERY PLAN (LESSON PLAN): A -section****UNIT-I : Introduction to Entrepreneurship20.03.23**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Orientation - ESM	01	18.01.24		TLM1	2	T1	
2.	Orientation - ESM	01	19.01.24		TLM1	1	T1	
3.	Orientation – ESM	01	20.01.24		TML1	2	T1	
4.	Definition of Entrepreneurship and its significance	01	22.01.24		TLM1	3	T1	
5.	concept, characteristics and growth of entrepreneur	01	23.01.24		TLM1	1	T1	
6.	factors influencing entrepreneurship, entrepreneurial process barriers of entrepreneurship	01	25.01.24		TLM1	1	T1	
7.	factors influencing entrepreneurship, entrepreneurial process barriers of	01	27.01.24		TLM1	2	T1	

	entrepreneurship							
8.	The scenario of entrepreneurship in India, rural entrepreneurship and women entrepreneurship	01	29.01.24		TLM1	3	T1, R2	
9.	The scenario of entrepreneurship in India, rural entrepreneurship and women entrepreneurship	01	30.01.24		TLM1	2	T1	
10.	Women entrepreneurship	01	01.02.24		TLM1	2	T1	
11.	Women entrepreneurship	01	02.02.24		TML1	2	T1	
12.	WE and significance	01	03.02.24		TML1	3	T1	
Total		12			No. of classes taken:			

UNIT-II : Entrepreneurship Opportunities and Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
13.	Identifications of business opportunities, idea generation, and innovation, incubation, and entrepreneurship	01	05.02.24		TLM1	2	T1	
14.	Identifications of business opportunities, idea generation, and innovation, incubation, and entrepreneurship	01	06.02.24		TLM1	3	T1	
15.	Commercialization preparation of detailed project report	01	08.02.24		TLM1	2	T1 R2,	
16.	Entrepreneurs'' legal and regulatory systems, intellectual property rights,	01	09.02.24		TLM1	3	T1	

17.	Entrepreneurs" legal and regulatory systems, intellectual property rights,	01	12.02.24		TLM1	4	T1, R2		
18.	Intellectual Property Rights	01	13.02.24		TML1	2	T1		
19.	Patents ,copy rights and trade mark and their protection.	01	15.02.24		TLM1	2	T1		
20.	Patents ,copy rights and trade mark and their protection.	01	16.02.24		TLM1	2	T1 R2,		
21.	Review	01	17.02.24		TLM1	2	T1		
22.	Review	01	19.02.24		TML1	3	T1		
No. of classes required to complete UNIT-II		10			No. of classes taken:				

UNIT-III : Start-up Management

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
23.	Concept, significance, Start up opportunities, the big idea – generate ideas with brainstorming,	01	20.02.24		TLM1	3	T1	
24.	Concept, significance, Start up opportunities, the big idea – generate ideas with brainstorming,	01	22.02.24		TLM1	3	T1	
25.	Business startups equation, the startup ecosystem in India and Government Initiatives,	01	23.02.24		TLM1	4	T1	
26.	Business startups equation, the startup ecosystem in India and Government Initiatives,	01	24.02.24		TLM1	2	T1	
27.	Startup survival and growth – stages of growth in new venture, venture life pattern,	01	26.02.24		TLM1	2	T1	

	reasons for new venture failures, scaling ventures							
28.	Startup survival and growth – stages of growth in new venture, venture life pattern, reasons for new venture failures, scaling ventures	01	27.02.24		TLM1	3	T1	
29.	Scaling Ventures	01	29.02.24		TML1	2	T1	
30.	Prepare for change, leadership succession	01	01.03.24		TML1			
31.	Preparing for change, Leadership succession and support for growth and sustainability of the ventures.	01	02.03.24		TLM1	2	T1	
32.	Preparing for change, Leadership succession and support for growth and sustainability of the ventures.	01	11.03.24		TLM1	2	T1	
33.	Review	01	12.03.24		TLM1	3	T1	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

UNIT-IV : Small scale ventures in India

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
34.	Concept of micro, small and medium enterprises and startups. Scope and trends of small entrepreneurship and startup in India	01	14.03.24		TLM1	3	T1, R2	
35.	Concept of micro, small and medium enterprises and startups. Scope and trends of small entrepreneurship and startup in India	01	15.03.24		TLM1	3	T1	

36.	Role of government in promoting small scale industries,	01	16.03.24		TLM1	2	T1	
37.	Role of government in promoting small scale industries,	01	18.03.24		TML1	2	T1	
38.	Types of Loans for entrepreneurship	01	19.03.24		TLM1	2	T1	
39.	Types of Loans for entrepreneurship and startups, Registration and licensing of industries a	01	21.03.24		TLM1	2	T1, R2	
40.	Types of Loans for entrepreneurship and startups, Registration and licensing of industries a	01	22.03.24		TLM1	3	T1	
41.	Business patent rights, business opportunity analysis and business planning process in India.	01	23.03.24		TLM1	3	T1	
42.	Business patent rights, business opportunity analysis	01	26.03.24		TLM1	2	T1	
43.	Business planning process in India.	01	28.03.24		TLM1	3	T1	
44.	Review	01	30.03.24		TLM1	3	T1	
No. of classes required to complete UNIT-IV		11			No. of classes taken:			

UNIT-V : Institutional support to entrepreneurship and start-up Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
45.	Training institutions" District Industry Centre (DIC)	01	01.04.24		TLM1	2	T1, R2	
46.	Entrepreneurship Development Institute of India (EDII)	01	02.04.24		TLM1	2	T1	
47.	National Small Industries Corporations (NSCI) Ministry Of Micro, Small	01	04.04.24		TLM1	3	T1	

	and Medium Enterprises (MSME),							
48.	National Small Industries Corporations (NSCI) Ministry Of Micro, Small and Medium Enterprises (MSME),	01	06.04.24		TLM1	3	T1	
49.	Ministry Of Micro, Small and Medium Enterprises (MSME),	01	08.04.24		TLM1	3	T1	
50.	Institutions' Innovation Council – MHRD, Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP).	01	10.04.24		TLM1	3	T1	
51.	Institutions' Innovation Council – MHRD, Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP).	01	12.04.24		TLM1	3	T1, R2	
52.	Financial Supports I- Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State Financial	01	15.04.24		TLM1	4	T1	
53.	Financial Supports Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State Financial Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	16.04.24		TLM1	3	T1	
54.	Financial Supports Institutions: Small Industries Development Bank of India (SIDBI). Industries	01	18.04.24		TLM1		T1	

	Development Bank of India (IDBI). State Financial Corporation (SFC) and the banking sector with different funding programmes at financial institutions							
55.	Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	19.04.24		TLM1	3	T1	
56.	. Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	20.04.24		TLM1	2	T1	
57.	Report writing presentation	01	22.04.24		TLM1	2	T1	
58.	Report writing presentation	01	23.04.24		TLM1	3	T1	
No. of classes required to complete UNIT-V		14			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
59.	Advanced Topics	01	25.04.24		TLM5		Internet	
60.	Advanced Topics	01	26.04.24		TLM5		Internet	
61.	Advanced Topics	01	27.04.24		TLM5			
MID EXAMINATIONS - I				04-03-2024 TO 09-03-2024				
MID EXAMINATIONS - II				29-04-2024 TO 04-05-2024				

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

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

PROGRAMME OUTCOMES (POs)

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

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



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(An Autonomous Institution since 2010)

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

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



Department Of MBA COURSE HANDOUT

Part-A

PROGRAM : MBA., IV Sem

ACADEMIC YEAR : 2023-24

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

SECTION :A - Section

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

COURSE CREDITS : 3

COURSE INSTRUCTOR : Mr.B.Kalyan Kumar

COURSE COORDINATOR : Dr T Rajasekhar

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

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

- 1 To understand the nature of entrepreneurship.
- 2 To motivate the Entrepreneurial opportunities and support
- 3 To understand the start-ups management and sustainability of ventures
- 4 To give a clear picture about the process and involved in setting up a small scale industrial settings and bigger settings.
- 5 To know about institutional supporting system – training and financial dimensions of entrepreneurship and startup management.

COURSE OUTCOMES (COs)

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

- CO1** To impart basics of entrepreneurial skills for better understanding of entrepreneurial scenario .
- CO2** To familiarize the various components from I to E and promoting adaptability nature .
- CO3** To familiarize startups and constructive ideas to startup business perspectives at various levels .
- CO4** To aware of small scale ventures and registrations and patents related for entrepreneurship and startups management .
- CO5** To familiarize with significance of institutional support at various levels for determining the entrepreneurial and startups eco system.

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

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

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

BOS APPROVED TEXT BOOKS:**T1** P.Narayana Reddy: Entrepreneurship. Cengage learning, New Delhi,2010 .**T2** Kathleen R Allen, Launching new ventures: An entrepreneurial approach, Cenage Learning, 2016.**T3.** Steven Fisher, Ja-nae Duane, The startup equation – A visual guide book for building your startup, Indian edition, Mc Graw Hill Education India Pvt Ltd. 2016.**T4.** Donald F Kuratko, Jeffery S Hornsby, New Venture Management: The Entrepreneurs Road map, 2nd edition, Routledge. 2017**BOS APPROVED REFERENCE BOOKS:****R1** Hisrich : Entrepreneurship, TMH, New Delhi,2009**R2** V.Gangadhar, Narsimha Chary: Entrepreneurship Development, Kalyani Publishers, New Delhi,2007. 5.**R3.** Anjan Rai chaudhuri, Managing new ventures, concepts and cases, Prentice Hall International, 2010.**Part-B****COURSE DELIVERY PLAN (LESSON PLAN): B -section****UNIT-I : Introduction to Entrepreneurship20.03.23**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Orientation - ESM	01	18.01.24		TLM1	2	T1	
2.	Orientation - ESM	01	19.01.24		TLM1	1	T1	
3.	Orientation – ESM	01	20.01.24		TML1	2	T1	
4.	Definition of Entrepreneurship and its significance	01	22.01.24		TLM1	3	T1	
5.	concept, characteristics and growth of entrepreneur	01	23.01.24		TLM1	1	T1	
6.	factors influencing entrepreneurship, entrepreneurial process barriers of entrepreneurship	01	25.01.24		TLM1	1	T1	
7.	factors influencing entrepreneurship, entrepreneurial process barriers of	01	27.01.24		TLM1	2	T1	

	entrepreneurship							
8.	The scenario of entrepreneurship in India, rural entrepreneurship and women entrepreneurship	01	29.01.24		TLM1	3	T1, R2	
9.	The scenario of entrepreneurship in India, rural entrepreneurship and women entrepreneurship	01	30.01.24		TLM1	2	T1	
10.	Women entrepreneurship	01	01.02.24		TLM1	2	T1	
11.	Women entrepreneurship	01	02.02.24		TML1	2	T1	
12.	WE and significance	01	03.02.24		TML1	3	T1	
Total		12			No. of classes taken:			

UNIT-II : Entrepreneurship Opportunities and Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
13.	Identifications of business opportunities, idea generation, and innovation, incubation, and entrepreneurship	01	05.02.24		TLM1	2	T1	
14.	Identifications of business opportunities, idea generation, and innovation, incubation, and entrepreneurship	01	06.02.24		TLM1	3	T1	
15.	Commercialization preparation of detailed project report	01	08.02.24		TLM1	2	T1 R2,	
16.	Entrepreneurs'' legal and regulatory systems, intellectual property rights,	01	09.02.24		TLM1	3	T1	

17.	Entrepreneurs" legal and regulatory systems, intellectual property rights,	01	12.02.24		TLM1	4	T1, R2		
18.	Intellectual Property Rights	01	13.02.24		TML1	2	T1		
19.	Patents ,copy rights and trade mark and their protection.	01	15.02.24		TLM1	2	T1		
20.	Patents ,copy rights and trade mark and their protection.	01	16.02.24		TLM1	2	T1 R2,		
21.	Review	01	17.02.24		TLM1	2	T1		
22.	Review	01	19.02.24		TML1	3	T1		
No. of classes required to complete UNIT-II		10			No. of classes taken:				

UNIT-III : Start-up Management

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
23.	Concept, significance, Start up opportunities, the big idea – generate ideas with brainstorming,	01	20.02.24		TLM1	3	T1	
24.	Concept, significance, Start up opportunities, the big idea – generate ideas with brainstorming,	01	22.02.24		TLM1	3	T1	
25.	Business startups equation, the startup ecosystem in India and Government Initiatives,	01	23.02.24		TLM1	4	T1	
26.	Business startups equation, the startup ecosystem in India and Government Initiatives,	01	24.02.24		TLM1	2	T1	
27.	Startup survival and growth – stages of growth in new venture, venture life pattern,	01	26.02.24		TLM1	2	T1	

	reasons for new venture failures, scaling ventures							
28.	Startup survival and growth – stages of growth in new venture, venture life pattern, reasons for new venture failures, scaling ventures	01	27.02.24		TLM1	3	T1	
29.	Scaling Ventures	01	29.02.24		TML1	2	T1	
30.	Prepare for change, leadership succession	01	01.03.24		TML1			
31.	Preparing for change, Leadership succession and support for growth and sustainability of the ventures.	01	02.03.24		TLM1	2	T1	
32.	Preparing for change, Leadership succession and support for growth and sustainability of the ventures.	01	11.03.24		TLM1	2	T1	
33.	Review	01	12.03.24		TLM1	3	T1	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

UNIT-IV : Small scale ventures in India

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
34.	Concept of micro, small and medium enterprises and startups. Scope and trends of small entrepreneurship and startup in India	01	14.03.24		TLM1	3	T1, R2	
35.	Concept of micro, small and medium enterprises and startups. Scope and trends of small entrepreneurship and startup in India	01	15.03.24		TLM1	3	T1	

36.	Role of government in promoting small scale industries,	01	16.03.24		TLM1	2	T1	
37.	Role of government in promoting small scale industries,	01	18.03.24		TML1	2	T1	
38.	Types of Loans for entrepreneurship	01	19.03.24		TLM1	2	T1	
39.	Types of Loans for entrepreneurship and startups, Registration and licensing of industries a	01	21.03.24		TLM1	2	T1, R2	
40.	Types of Loans for entrepreneurship and startups, Registration and licensing of industries a	01	22.03.24		TLM1	3	T1	
41.	Business patent rights, business opportunity analysis and business planning process in India.	01	23.03.24		TLM1	3	T1	
42.	Business patent rights, business opportunity analysis	01	26.03.24		TLM1	2	T1	
43.	Business planning process in India.	01	28.03.24		TLM1	3	T1	
44.	Review	01	30.03.24		TLM1	3	T1	
No. of classes required to complete UNIT-IV		11			No. of classes taken:			

UNIT-V : Institutional support to entrepreneurship and start-up Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
45.	Training institutions" District Industry Centre (DIC)	01	01.04.24		TLM1	2	T1, R2	
46.	Entrepreneurship Development Institute of India (EDII)	01	02.04.24		TLM1	2	T1	
47.	National Small Industries Corporations (NSCI) Ministry Of Micro, Small	01	04.04.24		TLM1	3	T1	

	and Medium Enterprises (MSME),						
48.	National Small Industries Corporations (NSCI) Ministry Of Micro, Small and Medium Enterprises (MSME),	01	06.04.24		TLM1	3	T1
49.	Ministry Of Micro, Small and Medium Enterprises (MSME),	01	08.04.24		TLM1	3	T1
50.	Institutions' Innovation Council – MHRD, Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP).	01	10.04.24		TLM1	3	T1
51.	Institutions' Innovation Council – MHRD, Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP).	01	12.04.24		TLM1	3	T1, R2
52.	Financial Supports I- Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State Financial	01	15.04.24		TLM1	4	T1
53.	Financial Supports Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State Financial Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	16.04.24		TLM1	3	T1
54.	Financial Supports Institutions: Small Industries Development Bank of India (SIDBI). Industries	01	18.04.24		TLM1		T1

	Development Bank of India (IDBI). State Financial Corporation (SFC) and the banking sector with different funding programmes at financial institutions							
55.	Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	19.04.24		TLM1	3	T1	
56.	. Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	20.04.24		TLM1	2	T1	
57.	Report writing presentation	01	22.04.24		TLM1	2	T1	
58.	Report writing presentation	01	23.04.24		TLM1	3	T1	
No. of classes required to complete UNIT-V		14			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
59.	Advanced Topics	01	25.04.24		TLM5		Internet	
60.	Advanced Topics	01	26.04.24		TLM5		Internet	
61.	Advanced Topics	01	27.04.24		TLM5			
MID EXAMINATIONS - I				04-03-2024 TO 09-03-2024				
MID EXAMINATIONS - II				29-04-2024 TO 04-05-2024				

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

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

PROGRAMME OUTCOMES (POs)

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

Mr.B.Kalyan Kumar	Dr.T.Rajasekhar	Dr.T.Rajasekhar	Dr.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



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

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

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

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

COURSE CREDITS: **3**

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

A.Y: **2023-24**

PRE-REQUISITE: BASIC CONCEPTS OF INVESTMENTS

COURSE EDUCATIONAL OBJECTIVES:

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

COURSE OUTCOMES (CO)

At the end of the course, the student able to

- CO1:** Understand the basic growth of financial derivatives in india.
- CO2:** Critically analyze trading/hedging strategies using futures contracts.
- CO3:** Demonstrate a comprehensive knowledge of options and derivatives.
- CO4:** Apply the binomial & Black-Scholes model for the valuation of stock options.
- CO5:** Describe the structure of the SWAP contracts.



MASTER OF BUSINESS ADMINISTRATION

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

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

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

BOS APPROVED TEXTBOOKS:

Textbooks:

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

References:

Suggested Readings:

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



MASTER OF BUSINESS ADMINISTRATION

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Introduction to Financial Derivatives

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to subject and CEO and CO	1	18.01.2024		TLM 2	
2	Meaning and need of financial derivatives	1	19.01.2024		TLM2	
3	Growth of Financial Derivatives in India	1	20.01.2024		TLM 2	
4	Derivative Markets in india	1	22.01.2024		TLM 2	
5	Participants	1	23.01.2024		TLM 2	
6	Functions –	1	25.01.2024		TLM 2	
7	Types of Derivatives –Forwards – Futures	1	27.01.2024		TLM2	
8	Types of Derivatives –Forwards – Futures	1	29.01.2024		TLM 2	
9	Types of Derivatives -Options-Swaps	1	30.01.2024		TLM2	
9	Types of Derivatives -Options-Swaps	1	01.02.2024		TLM 2	
10	The Regulatory Framework of Derivatives Trading in India	1	02.02.2024		TLM 2	
11	The Regulatory Framework of Derivatives Trading in India	1	03.02.2024		TLM 2	
No. of classes required to complete UNIT-I:11				No. of classes taken:		

UNIT-II: Futures

S. No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Features of Futures	1	05.02.2024		TLM 2	
2	Differences Between Forwards and Futures	1	06.02.2024		TLM2	
3	Financial Futures	1	08.02.2024		TLM 2	
4	Trading	1	09.02.2024		TLM 2	
5	Currency Futures	1	12.02.2024		TLM 2	
6	Interest Rate Futures	1	13.02.2024		TLM 2	
6	Pricing of Future Contracts	1	15.02.2024		TLM2	
7	Value at Risk (VaR)	1	16.02.2024		TLM 2	
8	Hedging strategies	1	17.02.2024		TLM 2	

**MASTER OF BUSINESS ADMINISTRATION**

9	Hedging with Stock Index Futures	1	19.02.2024		TLM 2	
10	Types of Members and Margining System in India	1	20.02.2024		TLM 2	
11	Types of Members and Margining System in India	1	22.02.2024		TLM 2	
12	Futures Trading on BSE & NSE.	1	23.02.2024		TLM 2	
No. of classes required to complete UNIT-II:12				No. of classes taken:		

Unit - III: Options Market

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Meaning & Need.	1	24.02.2024		TLM 2	
2	Options Vs Futures -	1	26.02.2024		TLM 2	
3	Types of Options Contracts – Call Options – Put Options-	1	27.02.2024		TLM 2	
4	Trading Strategies Involving Options	1	29.02.2024		TLM 2	
5	Trading Strategies Involving Options	1	01.03.2024		TLM 2	
6	Trading Strategies Involving Options	1	02.03.2024		TLM 2	
I MID EXAMS 04.03.2024 to 09.03.2024						
7	Trading Strategies Involving Options	1	11.03.2024		TLM 2	
8	Trading Strategies Involving Options	1	12.03.2024		TLM 2	
9	Basic Option Positions	1	14.03.2024		TLM 2	
10	Margins –	1	15.03.2024		TLM 2	
11	Options on Stock Indices –	1	16.03.2024		TLM 2	
12	Options on Stock Indices –	1	18.03.2024		TLM 2	
13	Option Markets in India on NSE and BSE	1	19.03.2024		TLM 2	
No. of classes required to complete UNIT-III: 12				No. of classes taken:		

Unit - IV: Option Pricing

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Intrinsic Value and Time Value-	1	21.03.2024		TLM 2	
2	Pricing at Expiration –	1	22.03.2024		TLM 2	
3	Factors Affecting Options pricing	1	23.03.2024		TLM 2	
4	Put-Call Parity Pricing Relationship	1	25.03.2024		TLM 2	
5	Pricing Models - Introduction to Binominal Option Pricing Model –	1	26.03.2024		TLM 2	
6	Binominal Option Pricing Model –	1	28.03.2024		TLM 2	
7	Problems	1	29.03.2024		TLM 2	
8	Problems	1	30.03.2024		TLM 2	



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9	Binominal Option Pricing Model –	1	01.04.2024		TLM 2
10	Problems	1	02.04.2024		TLM 2
11	Black Scholes Option Pricing Model.	1	04.04.2024		TLM 2
12	Black Scholes Option Pricing Model.	1	06.04.2024		TLM 2
No. of classes required to complete UNIT-IV: 12				No. of classes taken:	

Unit – V: Swaps

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Meaning – Overview –	1	08.04.2024		TLM 2	
2	The Structure of Swaps Interest Rate Swaps	1	10.04.2024		TLM 2	
3	Currency Swaps	1	11.04.2024		TLM 2	
4	Problems on currency swaps	1	12.04.2024		TLM 2	
5	Problems on interest rate swaps	1	15.04.2024		TLM 2	
6	Commodity Swaps – Swap Variant	1	16.04.2024		TLM 2	
7	Swap Dealer Role	1	18.04.2024		TLM 2	
8	Equity Swaps	1	19.04.2024		TLM 2	
9	Economic Functions of Swap Transactions	1	22.04.2024		TLM 2	
10	FRAs and Swaps.	1	23.04.2024		TLM 2	
11	Problems on Swaps	1	25.04.2024		TLM 2	
12	Content beyond the syllabus	1	26.04.2024		TLM 2	
13	Report writing & Presentations	1	27.04.2024		TLM 6	
II MID EXAM		29.04.2024 to 04.05.2024				
No. of classes required to complete UNIT-V: 15				No. of classes taken:		

Teaching Learning Methods

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

PART-C

EVALUATION PROCESS (R17 Regulations):

Evaluation Task	Marks
Assignment-I (Unit-I)	A1=5
Assignment-II (Unit-II)	A2=5
I-Mid Examination (Units-I & II)	M1=20
I-Quiz Examination (Units-I & II)	Q1=10
Assignment-III (Unit-III)	A3=5
Assignment-IV (Unit-IV)	A4=5
Assignment-V (Unit-V)	A5=5

**MASTER OF BUSINESS ADMINISTRATION**

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

PART-D**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, Teamwork and growth of Management profession.
- To encourage and train the students as a way that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

POs:

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

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



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MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part A

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

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

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

COURSE CREDITS: **3**

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

A.Y: **2023-24**

PRE-REQUISITE: BASIC CONCEPTS OF INVESTMENTS

COURSE EDUCATIONAL OBJECTIVES:

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

COURSE OUTCOMES (CO)

At the end of the course, the student able to

- CO1:** Understand the basic growth of financial derivatives in india.
- CO2:** Critically analyze trading/hedging strategies using futures contracts.
- CO3:** Demonstrate a comprehensive knowledge of options and derivatives.
- CO4:** Apply the binomial & Black-Scholes model for the valuation of stock options.
- CO5:** Describe the structure of the SWAP contracts.



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

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

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

BOS APPROVED TEXTBOOKS:

Textbooks:

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

References:

Suggested Readings:

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



MASTER OF BUSINESS ADMINISTRATION

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Introduction to Financial Derivatives

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to subject and CEO and CO	1	18.01.2024		TLM 2	
2	Meaning and need of financial derivatives	1	19.01.2024		TLM2	
3	Growth of Financial Derivatives in India	1	22.01.2024		TLM 2	
4	Derivative Markets in india	1	23.01.2024		TLM 2	
5	Participants	1	24.01.2024		TLM 2	
6	Functions –	1	25.01.2024		TLM 2	
7	Types of Derivatives –Forwards – Futures	1	29.01.2024		TLM2	
8	Types of Derivatives –Forwards – Futures	1	30.01.2024		TLM 2	
9	Types of Derivatives -Options-Swaps	1	31.01.2024		TLM2	
9	Types of Derivatives -Options-Swaps	1	01.02.2024		TLM 2	
10	The Regulatory Framework of Derivatives Trading in India	1	02.02.2024		TLM 2	
11	The Regulatory Framework of Derivatives Trading in India	1	05.02.2024		TLM 2	
No. of classes required to complete UNIT-I:11				No. of classes taken:		

UNIT-II: Futures

S. No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Features of Futures	1	06.02.2024		TLM 2	
2	Differences Between Forwards and Futures	1	07.02.2024		TLM2	
3	Financial Futures	1	08.02.2024		TLM 2	
4	Trading	1	09.02.2024		TLM 2	
5	Currency Futures	1	12.02.2024		TLM 2	
6	Interest Rate Futures	1	13.02.2024		TLM 2	
6	Pricing of Future Contracts	1	14.02.2024		TLM2	
7	Value at Risk (VaR)	1	15.02.2024		TLM 2	
8	Hedging strategies	1	16.02.2024		TLM 2	

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9	Hedging with Stock Index Futures	1	19.02.2024		TLM 2	
10	Types of Members and Margining System in India	1	20.02.2024		TLM 2	
11	Types of Members and Margining System in India	1	21.02.2024		TLM 2	
12	Futures Trading on BSE & NSE.	1	22.02.2024		TLM 2	
No. of classes required to complete UNIT-II:12				No. of classes taken:		

Unit - III: Options Market

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Meaning & Need.	1	23.02.2024		TLM 2	
2	Options Vs Futures -	1	26.02.2024		TLM 2	
3	Types of Options Contracts – Call Options – Put Options-	1	27.02.2024		TLM 2	
4	Trading Strategies Involving Options	1	28.02.2024		TLM 2	
5	Trading Strategies Involving Options	1	29.03.2024		TLM 2	
6	Trading Strategies Involving Options	1	01.03.2024		TLM 2	
I MID EXAMS 04.03.2024 to 09.03.2024						
7	Trading Strategies Involving Options	1	11.03.2024		TLM 2	
8	Trading Strategies Involving Options	1	12.03.2024		TLM 2	
9	Basic Option Positions	1	13.03.2024		TLM 2	
10	Margins –	1	14.03.2024		TLM 2	
11	Options on Stock Indices –	1	15.03.2024		TLM 2	
12	Options on Stock Indices –	1	18.03.2024		TLM 2	
13	Option Markets in India on NSE and BSE	1	19.03.2024		TLM 2	
No. of classes required to complete UNIT-III: 12				No. of classes taken:		

Unit - IV: Option Pricing

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Intrinsic Value and Time Value-	1	20.03.2024		TLM 2	
2	Pricing at Expiration –	1	21.03.2024		TLM 2	
3	Factors Affecting Options pricing	1	22.03.2024		TLM 2	
4	Put-Call Parity Pricing Relationship	1	25.03.2024		TLM 2	
5	Pricing Models - Introduction to Binominal Option Pricing Model –	1	26.03.2024		TLM 2	
6	Binominal Option Pricing Model –	1	27.03.2024		TLM 2	
7	Problems	1	28.03.2024		TLM 2	
8	Problems	1	29.03.2024		TLM 2	

**MASTER OF BUSINESS ADMINISTRATION**

9	Binominal Option Pricing Model –	1	01.04.2024		TLM 2
10	Problems	1	02.04.2024		TLM 2
11	Black Scholes Option Pricing Model.	1	03.04.2024		TLM 2
12	Black Scholes Option Pricing Model.	1	04.04.2024		TLM 2
No. of classes required to complete UNIT-IV: 12				No. of classes taken:	

Unit – V: Swaps

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Meaning – Overview –	1	05.04.2024		TLM 2	
2	The Structure of Swaps Interest Rate Swaps	1	08.04.2024		TLM 2	
3	Currency Swaps	1	10.04.2024		TLM 2	
4	Problems on currency swaps	1	11.04.2024		TLM 2	
5	Problems on interest rate swaps	1	12.04.2024		TLM 2	
6	Commodity Swaps – Swap Variant	1	15.04.2024		TLM 2	
7	Swap Dealer Role	1	16.04.2024		TLM 2	
8	Equity Swaps	1	17.04.2024		TLM 2	
9	Economic Functions of Swap Transactions	1	18.04.2024		TLM 2	
10	FRAs and Swaps.	1	19.04.2024		TLM 2	
11	Problems on Swaps	1	22.04.2024		TLM 2	
12	Content beyond the syllabus	1	23.04.2024		TLM 2	
13	Report writing & Presentations	1	24.04.2024		TLM 6	
14	Report writing & Presentations	1	25.04.2024		TLM 6	
15	Report writing & Presentations	1	26.04.2024		TLM 6	
II MID EXAM		29.04.2024 to 04.05.2024				

No. of classes required to complete UNIT-V: 15	No. of classes taken:
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Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

PART-C**EVALUATION PROCESS (R17 Regulations):**

Evaluation Task	Marks
Assignment-I (Unit-I)	A1=5
Assignment-II (Unit-II)	A2=5
I-Mid Examination (Units-I & II)	M1=20
I-Quiz Examination (Units-I & II)	Q1=10
Assignment-III (Unit-III)	A3=5
Assignment-IV (Unit-IV)	A4=5

**MASTER OF BUSINESS ADMINISTRATION**

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

PART-D**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, Teamwork and growth of Management profession.
- To encourage and train the students as a way that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

POs:

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

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



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MASTER OF BUSINESS ADMINISTRATION



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

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COURSE HANDOUT

Part-A

PROGRAM : MBA IV SEM- SEC A
ACADEMIC YEAR : 2023-24
COURSE NAME & CODE : Banking and Insurance Management– **20MB33**
L-T-P STRUCTURE : 4-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Mrs. R. JEYALAKSHMI
COURSE COORDINATOR : Mrs. R. JEYALAKSHMI
PRE-REQUISITES: Basic idea on banking and non-banking and their functions

COURSE EDUCATIONAL OBJECTIVES (CEOs):

- ❖ To make students understand the relationship between bankers and customers for mutual benefit.
- ❖ To create awareness to the students on various functions of banking system
- ❖ To update the students on the emerging trends and issues in banking sector
- ❖ To educate the students the significance of overage of insurance
- ❖ To make students understand the credit worthiness of customers based on their financials.

COURSE OUTCOMES (COs)

After completion of the course, the student will be able to

- CO1 Understand importance of relationship between bankers and customers
- CO2 Gain exposure on various investment alternative functions of banking systems
- CO3 state the emerging trends and issues in baking sector
- CO4 identify the importance of coverage of insurance
- CO5 Evaluate the creditworthiness of different customers based on their key financial details

CO's / PO's	1	2	3	4	5
	CO1	2	1	-	1
CO2	2	-	-	1	-
CO3	2	1	-	1	-
CO4	2	-	-	2	2
CO5	2	2	-	2	2

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

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

BOS APPROVED TEXT BOOKS:

T1 McNamara principles of Risk management and Insurance, Addison-Wesley.

T2 Bimal Jaiswal, currency banking and exchange, Vikas publishing house, 2016 new editions

BOS APPROVED REFERENCE BOOKS:

R1 Vasant Desai: Indian banking-Nature and problems, Himalaya publishing house, Mumbai

R2 Anand Ganguly: Insurance Management-PHI, New Delhi 2007

R3 George E Resda, Risk management and insurance-2017

R4 Benjamin H Bankhurt, Money banking system, Times of India press, Mumbai. Charles L Prather, money & Banking, Richard Inc...Illinois

R5 Hawtrey, the art of central banking, sugustus M Kelley publisher, 2017, New York

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): Section-A

Unit-I: Bankers-customer Relationship

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Syllabus discussion	1	18-01-2024		-	-	-	
2.	Discussion on PEOs and COs	1	19-01-2024					
3.	Meaning & definition of banker	1	20-01-2024		TLM1,2	CO1	T1,2	
4.	Meaning & Definition of customer	1	22-01-2024		TLM2,6	CO1	T1,2	
5.	Permitted activities of commercial banks	1	23-01-2024		TLM1,2	CO1	T1,2	
6.	Permitted activities of commercial banks	1	25-01-2024		TLM1,2	CO1	T1,2	
7.	Deposit accounts	1	27-01-2024		TLM2,6	CO1	T1,2	
8.	Deposit accounts	1	29-01-2024		TLM1,2	CO1	T1,2	
9.	Opening and closure of fixed deposit accounts	1	30-01-2024		TLM1,2	CO1	T1,2	
10.	Opening and closure of fixed deposit accounts	1	01-02-2024		TLM1,2	CO1	T1,2	
11.	Bank accounts and its types	1	02-02-2024		TLM1,6	CO1	T1,2	
12.	Bank accounts and its types	1	03-02-2024		TLM3,6	CO1	T1,2	
13.	Case study	1	05-02-2024		TLM3,6	CO1	T1,2	
No. of classes required to complete UNIT-I		13			No. of classes taken:			

Unit-II: Banking investments

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
14.	Negotiable instruments	1	06-02-2024		TLM1,2	CO2	T1,2	
15.	Types of negotiable instruments & parties	1	08-02-2024		TLM1	CO2	T1,2	
16.	Types of negotiable instruments & parties	1	09-02-2024		TLM1	CO2	T1,2	
17.	Banking services & safe custody	1	10-02-2024		TLM1,2	CO2	T1,2	
18.	Banking services & safe custody	1	12-02-2024		TLM1,2	CO2	T1,2	
19.	MICR hearing	1	13-02-2024		TLM1	CO2	T1,2	
20.	MICR hearing	1	15-02-2024		TLM1,2	CO2	T1,2	
21.	ATMs	1	16-02-2024		TLM1,2	CO2	T1,2	
22.	Credit cards, debit cards and travelling cheques	1	17-02-2024		TLM1,2	CO2	T1,2	
23.	Ombudsmen & customer services	1	19-02-2024		TLM1,2	CO2	T1,2	

24.	Ombudsmen & customer services	1	20-02-2024		TLM1,2	CO2	T1,2	
25.	Case study	1	22-02-2024		TLM6	CO2	T1,2	
No. of classes required to complete UNIT-II		12			No. of classes taken:			

Unit-III Emerging trends and issues

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
26.	International banking-introduction	1	23-02-2024		TLM1,2	CO3	T1,2	
27.	International banking euro bank	1	24-02-2024		TLM2	CO3	T1,2	
28.	Off-shore banking	1	26-02-2024		TLM2	CO3	T1,2	
29.	Off-shore banking	1	27-02-2024		TLM2	CO3	T1,2	
30.	Banking risk	1	29-02-2024		TLM2	CO3	T1,2	
31.	Corporate governance	1	01-03-2024		TLM1,2	CO3	T1,2	
32.	Credit risk management in banks	1	01-03-2024		TLM1,2	CO3	T1,2	
33.	Liquidity risk management	1	02-03-2024		TLM1,2	CO3	T1,2	
34.	Ombudsmen & customer services	1	11-03-2024		TLM1,6	CO3	T1,2	
35.	Asset liability management	1	12-03-2024		TLM1	CO3	T1,2	
36.	Case study	1	14-03-2024		TLM6	CO3	T1,2	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

Unit IV: principles and practices of Insurance

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
37.	Introduction to risk and insurance	1	15-03-2024		TLM1	CO4	T1,2	
38.	Types of insurance	1	16-03-2024		TLM1,2	CO4	T1,2	
39.	Basic principles of general and life insurance	1	18-03-2024		TLM2	CO4	T1,2	
40.	Basic principles of general and life insurance	1	19-03-2024		TLM1	CO4	T1,2	
41.	Regulations on investment	1	21-03-2024		TLM1,6	CO4	T1,2	
42.	Insurance funds with respect to shareholders funds	1	22-03-2024		TLM1	CO4	T1,2	
43.	Insurance funds with respect to shareholders funds	1	23-03-2024		TLM1	CO4	T1,2	

44.	Policy shareholders fund	1	26-03-2024		TLM1,2	CO4	CO4	
45.	Insurance funds with respect to shareholders funds	1	28-03-2024		TLM1,6	CO4	T1,2	
46.	Case study	1	30-03-2024		TLM1	CO4	T1,2	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

Unit –V credit and its instruments :

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.	Role of credit	1	01-04-2024		TLM1	CO5	T1,2	
48.	Credit instruments	1	02-04-2024		TLM1,2	CO5	T1,2	
49.	Factors influencing volume of credit	1	04-04-2024		TLM1	CO5	T1,2	
50.	Defect of credit	1	06-04-2024		TLM2	CO5	T1,2	
51.	Credit reaction by commercial banks	1	08-04-2024		TLM1,2	CO5	T1,2	
52.	Credit controlled by RBI	1	12-04-2024		TLM1	CO5	T1,2	
53.	Types of insurance products	1	15-04-2024		TLM1	CO5	T1,2	
54.	General-fire, marine, motor engineering	1	16-04-2024		TLM1,2	CO5	T1,2	
55.	Life insurance- endowment, whole life	1	18-04-2024		TLM1,2	CO5	T1,2	
56.	Money back ,ULIPs pension, health group insurance	1	19-04-2024		TLM1,2	CO5	T1,2	
57.	Risk management & uncertainty	1	22-04-2024		TLM1,2	CO5	T1,2	
58.	Report presentation	1	23-04-2024					
59.	Report presentation	1	25-04-2024					
60.	Report presentation	1	26-04-2024					
No. of classes required to complete UNIT-V		14			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
61.	ATM operation	1	16-02-2024		YouTube	CO2	-	
62.	ULIPs	1	19-04-2024		online	CO5		

Teaching Learning Methods

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

Part - C

EVALUATION PROCESS:

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

Program 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 (PO's)

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.

R.Jeyalakshmi	R.Jeyalakshmi	Dr.A.Adishesha Reddy	DrA.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



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COURSE HANDOUT

Part-A

PROGRAM	: MBA IV SEM- SEC B
ACADEMIC YEAR	: 2023-24
COURSE NAME & CODE	: Banking and Insurance Management– 20MB33
L-T-P STRUCTURE	: 4-1-0
COURSE CREDITS	: 3
COURSE INSTRUCTOR	: Mrs. R. JEYALAKSHMI
COURSE COORDINATOR	: Mrs. R. JEYALAKSHMI
PRE-REQUISITES:	Basic idea on banking and non-banking and their functions

COURSE EDUCATIONAL OBJECTIVES (CEOs):

- ❖ To make students understand the relationship between bankers and customers for mutual benefit.
- ❖ To create awareness to the students on various functions of banking system
- ❖ To update the students on the emerging trends and issues in banking sector
- ❖ To educate the students the significance of overage of insurance
- ❖ To make students understand the credit worthiness of customers based on their financials.

COURSE OUTCOMES (COs)

After completion of the course, the student will be able to

CO1 Understand importance of relationship between bankers and customers

CO2 Gain exposure on various investment alternative functions of banking systems

CO3 state the emerging trends and issues in baking sector

CO4 identify the importance of coverage of insurance

CO5 Evaluate the creditworthiness of different customers based on their key financial details

CO's / PO's	1	2	3	4	5
	CO1	2	1	-	1
CO2	2	-	-	1	-
CO3	2	1	-	1	-
CO4	2	-	-	2	2
CO5	2	2	-	2	2

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

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

BOS APPROVED TEXT BOOKS:

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BOS APPROVED REFERENCE BOOKS:

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R2 Anand Ganguly: Insurance Management-PHI, New Delhi 2007

R3 George E Resda, Risk management and insurance-2017

R4 Benjamin H Bankhurt, Money banking system, Times of India press, Mumbai. Charles L Prather, money & Banking, Richard Inc...Illinois

R5 Hawtrey, the art of central banking, sugustus M Kelley publisher, 2017, New York

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): Section-A

Unit-I: Bankers-customer Relationship

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Syllabus discussion	1	18-01-2024		-	-	-	
2.	Discussion on PEOs and COs	1	19-01-2024					
3.	Meaning & definition of banker	1	20-01-2024		TLM1,2	CO1	T1,2	
4.	Meaning & Definition of customer	1	22-01-2024		TLM2,6	CO1	T1,2	
5.	Permitted activities of commercial banks	1	23-01-2024		TLM1,2	CO1	T1,2	
6.	Permitted activities of commercial banks	1	25-01-2024		TLM1,2	CO1	T1,2	
7.	Deposit accounts	1	27-01-2024		TLM2,6	CO1	T1,2	
8.	Deposit accounts	1	29-01-2024		TLM1,2	CO1	T1,2	
9.	Opening and closure of fixed deposit accounts	1	30-01-2024		TLM1,2	CO1	T1,2	
10.	Opening and closure of fixed deposit accounts	1	01-02-2024		TLM1,2	CO1	T1,2	
11.	Bank accounts and its types	1	02-02-2024		TLM1,6	CO1	T1,2	
12.	Bank accounts and its types	1	03-02-2024		TLM3,6	CO1	T1,2	
13.	Case study	1	05-02-2024		TLM3,6	CO1	T1,2	
No. of classes required to complete UNIT-I		13			No. of classes taken:			

Unit-II: Banking investments

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
14.	Negotiable instruments	1	06-02-2024		TLM1,2	CO2	T1,2	
15.	Types of negotiable instruments & parties	1	08-02-2024		TLM1	CO2	T1,2	
16.	Types of negotiable instruments & parties	1	09-02-2024		TLM1	CO2	T1,2	
17.	Banking services & safe custody	1	10-02-2024		TLM1,2	CO2	T1,2	
18.	Banking services & safe custody	1	12-02-2024		TLM1,2	CO2	T1,2	
19.	MICR hearing	1	13-02-2024		TLM1	CO2	T1,2	
20.	MICR hearing	1	15-02-2024		TLM1,2	CO2	T1,2	
21.	ATMs	1	16-02-2024		TLM1,2	CO2	T1,2	
22.	Credit cards, debit cards and travelling cheques	1	17-02-2024		TLM1,2	CO2	T1,2	

23.	Ombudsmen & customer services	1	19-02-2024		TLM1,2	CO2	T1,2	
24.	Ombudsmen & customer services	1	20-02-2024		TLM1,2	CO2	T1,2	
25.	Case study	1	22-02-2024		TLM6	CO2	T1,2	
No. of classes required to complete UNIT-II		12			No. of classes taken:			

Unit-III Emerging trends and issues

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
26.	International banking-introduction	1	23-02-2024		TLM1,2	CO3	T1,2	
27.	International banking euro bank	1	24-02-2024		TLM2	CO3	T1,2	
28.	Off-shore banking	1	26-02-2024		TLM2	CO3	T1,2	
29.	Off-shore banking	1	27-02-2024		TLM2	CO3	T1,2	
30.	Banking risk	1	29-02-2024		TLM2	CO3	T1,2	
31.	Corporate governance	1	01-03-2024		TLM1,2	CO3	T1,2	
32.	Credit risk management in banks	1	01-03-2024		TLM1,2	CO3	T1,2	
33.	Liquidity risk management	1	02-03-2024		TLM1,2	CO3	T1,2	
34.	Ombudsmen & customer services	1	11-03-2024		TLM1,6	CO3	T1,2	
35.	Asset liability management	1	12-03-2024		TLM1	CO3	T1,2	
36.	Case study	1	14-03-2024		TLM6	CO3	T1,2	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

Unit IV: principles and practices of Insurance

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
37.	Introduction to risk and insurance	1	15-03-2024		TLM1	CO4	T1,2	
38.	Types of insurance	1	16-03-2024		TLM1,2	CO4	T1,2	
39.	Basic principles of general and life insurance	1	18-03-2024		TLM2	CO4	T1,2	
40.	Basic principles of general and life insurance	1	19-03-2024		TLM1	CO4	T1,2	
41.	Regulations on investment	1	21-03-2024		TLM1,6	CO4	T1,2	
42.	Insurance funds with respect to shareholders funds	1	22-03-2024		TLM1	CO4	T1,2	
43.	Insurance funds with respect to shareholders	1	23-03-2024		TLM1	CO4	T1,2	

	funds							
44.	Policy shareholders fund	1	26-03-2024		TLM1,2	CO4	CO4	
45.	Insurance funds with respect to shareholders funds	1	28-03-2024		TLM1,6	CO4	T1,2	
46.	Case study	1	30-03-2024		TLM1	CO4	T1,2	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

Unit –V credit and its instruments :

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.	Role of credit	1	01-04-2024		TLM1	CO5	T1,2	
48.	Credit instruments	1	02-04-2024		TLM1,2	CO5	T1,2	
49.	Factors influencing volume of credit	1	04-04-2024		TLM1	CO5	T1,2	
50.	Defect of credit	1	06-04-2024		TLM2	CO5	T1,2	
51.	Credit reaction by commercial banks	1	08-04-2024		TLM1,2	CO5	T1,2	
52.	Credit controlled by RBI	1	12-04-2024		TLM1	CO5	T1,2	
53.	Types of insurance products	1	15-04-2024		TLM1	CO5	T1,2	
54.	General-fire, marine, motor engineering	1	16-04-2024		TLM1,2	CO5	T1,2	
55.	Life insurance- endowment, whole life	1	18-04-2024		TLM1,2	CO5	T1,2	
56.	Money back ,ULIPs pension, health group insurance	1	19-04-2024		TLM1,2	CO5	T1,2	
57.	Risk management & uncertainty	1	22-04-2024		TLM1,2	CO5	T1,2	
58.	Report presentation	1	23-04-2024					
59.	Report presentation	1	25-04-2024					
60.	Report presentation	1	26-04-2024					
No. of classes required to complete UNIT-V		14			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
61.	ATM operation	1	16-02-2024		YouTube	CO2	-	
62.	ULIPs	1	19-04-2024		online	CO5		

Teaching Learning Methods

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

Part - C

EVALUATION PROCESS:

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

Program 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 (PO's)

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.

R.Jeyalakshmi	R.Jeyalakshmi	Dr.A.Adishesha Reddy	DrA.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



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Master of Business Administration

COURSE HANDOUT

PART-A

Name of Course Instructor : Dr. K.Deepika
 Course Name & Code : International HRM (20MB34)
 L-T-P Structure : 3-0-0 Credits: 03
 Program/Sem/Sec : MBA, IV-Semester (Section-FH) A & B A.Y : 2023-24

PRE-REQUISITE: Basic Knowledge in business activities.

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

1	To make the students draw a distinction between domestic and global HRM
2	To make the students understand issues and practices pertaining to the major HRM functions within the context of a multinational environment
3	To familiarize the students the importance and challenges of cross cultural management
4	To equip the students with the basic information of Compensation and performance management in global assignments.
5	To acknowledge the students with the measures required for creating a strategic HRD climate.

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

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

CO-PO Articulation Matrix:

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

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

Text Books:

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

References:

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

PART-B
COURSE DELIVERY PLAN

UNIT-I

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction class	1	18-01-24		TLM1/2	
2.	Introduction class	1	19-01-24		TLM1/2	
3.	Introduction class	1	20-01-24		TLM1/2	
4.	Syllabus orientation	1	22-01-24		TLM1/2	
5.	Introduction: A Global HR Perspective in New Economy	1	24-01-24		TLM1/2	
6.	Challenges of Globalisation- Implications of Managing People and Leveraging Human Resource	1	25-01-24		TLM1/2	
7.	Strategic role of IHRM	1	27-01-24		TLM1/2	
8.	Distinction between domestic and IHRM	1	29-01-24		TLM1/2	
9.	HR Challenges at International Level	1	30-01-24		TLM1/2	
10.	Case study	2	01-02-24 & 02-02-24		TLM2/6	
No. of classes required to complete UNIT-I: 11				No. of classes taken:		

UNIT-II

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Managing International Assignments: Significance	1	03-02-24		TLM1/2	
2.	Global: HR Planning	1	05-02-24		TLM1/2	
3.	Staffing policy	1	06-02-24		TLM1/2	
4.	Training and development	1	08-02-24		TLM1/2	
5.	Performance appraisal	1	09-02-24		TLM1/2	
6.	International Labour relations	1	10-02-24		TLM1/2	
7.	Industrial democracy	1	12-02-24		TLM1/2	
8.	Positioning Expatriate – Repatriate – factors of consideration	1	13-02-24		TLM1/2	
9.	Positioning Expatriate – Repatriate - Strategies	1	15-02-24		TLM1/2	
10.	Legal content of Global HRM	1	16-02-24		TLM1/2	
11.	International assignments for Women - Problems	1	17-02-24		TLM1/2	
12.	Case study	2	19-02-24		TLM2/6	
13.	Quiz	1	20-02-24		TLM2/6	
No. of classes required to complete UNIT-II: 14				No. of classes taken:		

UNIT-III

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Cross Culture Management: Importance – Concepts and issues	1	22-02-24		TLM1/2	
2.	Understanding Diversity – Managing Diversity	1	24-02-24		TLM1/2	
3.	Cross- Cultural Theories: Hofstede’s Model	1	24-02-24		TLM1/2	
4.	Kluchkohn - Strodth beck Model	1	26-02-24		TLM1/2	
5.	Andre- Laurent‘ Theory	1	27-02-24		TLM1/2	
6.	Cultural Issues: considerations - Problems	1	29-02-24		TLM1/2	
7.	Skill building methods	1	01-03-24		TLM1/2	
8.	Cross Culture Communication and Negotiation	1	01-03-24		TLM1/2	
9.	Cross Culture Teams	1	02-03-24		TLM1/2	
10.	Talent crunch – Indian MNCs and Challenges	1	04-03-24		TLM1/2	
11.	Case Study	2	05-03-24		TLM2/6	
No. of classes required to complete UNIT-III: 12				No. of classes taken:		

UNIT-IV

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Compensation Management: Objectives - Importance	1	11-03-24		TLM1/2	
2.	Concepts- Trends - Issues	2	12-03-24		TLM1/2	
3.	Methods	1	14-03-24		TLM1/2	
4.	Factors of Consideration	1	15-03-24		TLM1/2	
5.	Models	1	16-03-24		TLM1/2	
6.	Incentive methods	1	18-03-24		TLM1/2	
7.	Approaches of Compensation in Global Assignments	1	19-03-24		TLM1/2	
8.	Global compensation: Implications on Indian systems	1	21-03-24		TLM1/2	
9.	Performance Management	1	22-03-24		TLM1/2	

10.	Case Study	1	24-03-24		TLM2/6	
No. of classes required to complete UNIT-IV: 11				No. of classes taken:		

UNIT-V

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Global Strategic Advantages through HRD	1	26-03-24		TLM1/2	
2.	Measures for creating global HRD Climate	1	28-03-24		TLM1/2	
3.	Strategic Frame Work of HRD and Challenges	1	30-03-24		TLM1/2	
4.	Globalization and Quality of Working Life and Productivity	1	01-04-24		TLM1/2	
5.	Challenges in Creation of New Jobs through Globalization	1	02-04-24		TLM1/2	
6.	New Corporate Culture	1	04-04-24		TLM1/2	
7.	Presentations	1	06-04-24		TLM 2/6	
8.	Presentations	1	08-04-24		TLM 2/6	
9.	Case Study	1	10-04-24		TLM2/6	
No. of classes required to complete UNIT-V: 7				No. of classes taken:		
II MID EXAMS: 29-04-24 to 04-05-24						
Preparation and Practical: 06-05-24 to 11-05-24						
Semester End Exams: 13-05-24 to 25-05-24						

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

PART-C

EVALUATION PROCESS:

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

PART-D

PROGRAMME OUTCOMES (POs):

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

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



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



MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

Name of Course Instructor : Dr.D.Venkateswarlu
 Course Name & Code : CBCRM 20MB38
 L-T-P Structure : 3-0-0 Credits: 3
 Program/Sem/Sec : MBA., IV-Sem., Sections- FM A.Y : 2023-24

PRE-REQUISITE: Marketing Management

COURSE EDUCATIONAL OBJECTIVES:

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

COURSE OUTCOMES:

At the end of the course students would be able to

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

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

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

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

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

Text books:

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

Reference:

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SECTION -FM

UNIT-I : Introduction to Consumer Behavior

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject	1	18.1.24		TLM2	CO1	T1,R1	
2.	Course Outcomes	1	19.1.24		TLM1	CO1	T1,R1	
3.	UNIT-I:Introduction to CB	1	20.1.24		TLM1	CO1	T1,R1	
4.	Understanding consumer behavior , TYPES OF consumers	1	22.1.24		TLM1	CO1	T1,R1	
5.	Changing pattern of Indian consumer behavior, Factors influencing consumer behavior	1	23.1.24		TLM1	CO1	T1,R1	
6.	Understanding the buying decisions process	1	25.1.24		TLM1	CO1	T1,R1	
7.	Industrial consumer behavior	1	27.1.24		TLM1	CO1	T1,R1	
8.	Consumer behavior and marketing strategy	1	29.1.24		TLM2	CO1	T1,R1	
9.	Rural consumer behavior	1	30.1.24		TLM1	CO1	T1,R1	
10.	Problems in studying in Consumer behavior	1	1.2.24		TLM1	CO1	T1,R1	
11.	Review	1	2.2.24		TLM2	CO1	T1,R1	
12.	UNIT-II : determinants of Internal determinants of Consumer Behavior	1	3.2.24		TLM1	CO2	T1,R1	
13.	Motivation, Learning, Perception	1	5.2.24		TLM1	CO2	T1,R1	
14.	Perception, Beliefs,	1	6.2.24		TLM1	CO2	T1,R1	
15.	Attitudes, Personality and Life style	1	8.2.24		TLM1	CO2		

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
16.	External determinants of Consumer Behavior	1	9.2.24		TLM2	CO2	T1,R1	
17.	Culture, Sub culture	1	10.2.24		TLM1	CO2	T1,R1	

18.	Family, Social class	1	12.2.24		TLM1	CO2	T1,R1	
19.	Reference groups and opinion leader	1	13.2.24		TLM1	CO2	T1,R1	
20.	Revision of unit 2	1	15.2.24		TLM1	CO2	T1,R1	
21.	UNIT-III : Consumer decision making process	1	16.2.24		TLM2	CO3	T1,R1	
22.	Introduction	1	17.2.24		TLM2	CO3	T1,R1	
23.	Decision making process-Models	1	19.2.24		TLM1	CO3	T1,R1	
24.	Impulse buying decision making criteria	1	20.2.24		TLM1	CO3	T1,R1	
25.	Factors influencing decision making purchase decisions	1	22.2.24/ 23.2.24		TLM1	CO3	T1,R1	
26.	I mid exams		4.3.24 to 9.3.24					
S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
27.	Howard sheth model	1	24.2.24		TLM2	CO3	T1,R1	
28.	EKB model	1	26.2.24		TLM1	CO3	T1,R1	
29.	Nicosia model	1	27.2.24		TLM1	CO3	T1,R1	
30.	Diffusion of innovations	1	29.2.24		TLM1	CO3	T1,R1	
31.	UNIT-IV Conept and Introduction of CRM	1	1.3.24		TLM1	CO4	T1,R1	
32.	Objectives Benefits	1	2.3.24		TLM1	CO4	T1,R1	
33.	Challenges in implementing CRM	1	4.3.24		TLM2	CO4	T1,R1	
34.	Types of CRM	1	5.3.24		TLM1	CO4	T1,R1	
35.	Operational CRM	1	7.3.24		TLM2	CO4	T1,R1	
36.	Analytical crm collaborative CRM	1	9.3.24		TLM1	CO4	T1,R1	
37.	Building blocks of CRM	1	9.3.24		TLM2	CO4		
					No. of classes taken:			

38.	CRM strategy	1	9.3.24		TLM2	CO 4	T1,R1	
39.	E CRM	1	11.3.24		TLM1	CO 4	T1,R1	
40.	CRM process	1	12.3.24		TLM1	CO 4	T1,R1	
41.	UNIT-V G spot model of CRM	1	14.3.24		TLM1	CO 5	T1,R1	
42.	KOEL's model	1	15.3.24		TLM1	CO 5	T1,R1	

43.	Web qual audit model	1	16.3.24		TLM2	CO 5	T1,R1	
44.	Onyx model	1	18.3.24		TLM1	CO 5	T1,R1	
45.	CRM implementation	1	19.3.24		TLM1	CO 5	T1,R1	
46.	A frame work of successful CRM	1	21.3.24		TLM2	CO 5	T1,R1	
47.	CRM in marketing	1	22.3.24		TLM3	CO 5		

48.	From product to customer	1	23.3.24		TLM2	CO 5	T1,R1	
49.	CRM marketing initiatives	1	26.3.24		TLM1	CO 5	T1,R1	
50.	CRM different industries	1	28.3.24		TLM1	CO 5	T1,R1	
51.	Report and Presentation	1	30.3.24					
52.	Report and Presentation	1	1.4.24					
53.	Report and Presentation	1	2.4.24					
54.	Report and Presentation	1	4.4.24					
55.	Revision classes	10	6.4.24- 27.4.24		TLM2	CO 1,2,3,4,5	T1,R1	
56.	II Mid exams		29.4.24- 4.5.24					

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 (R17 Regulations):

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

PART-D

PROGRAMME OUTCOMES (POs):

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.

PROGRAM EDUCATIONAL OBJECTIVES:

1. 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.
2. 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.
3. To encourage and train the students as a way that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

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



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Department Of MBA **COURSE HANDOUT**

Part-A

PROGRAM : MBA., IV Sem

ACADEMIC YEAR : 2023-24

COURSE NAME & CODE : Talent Management– 20MB36 : Elective -HR

SECTIONS : A & B Sections

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

COURSE CREDITS : 3

COURSE INSTRUCTOR : Dr T Rajasekhar

COURSE COORDINATOR : Dr T Rajasekhar

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

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

1	To familiarize the concepts, role, significance and assessment of talent management.
2	To understand the talent identification and development for organizational effectiveness.
3	To know about the knowledge management in organization context and knowledge in promoting at various levels for organizational effectiveness
4	To familiarize the knowledge assessment of the human capital in various perspectives.
5	To aware of talent management solutions and various issues through knowledge management to managers in organizational effectiveness point of view.

COURSE OUTCOMES (COs)

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

CO1	Determine the basics and significance of talent management while making decisions for effectiveness
CO2	Identify the source of talent and its significance working for development in organizational effectiveness related.
CO3	Handle different working conditions for talent retention and development.
CO4	Assess the probability of knowledge and utilization of resources of organization effectively.
CO5	Assume the different strategic solutions of talent management for making effective decisions of talent upliftment.

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

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

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

BOS APPROVED TEXT BOOKS:

T1. Lance A Berger, Dorothy R Berger, The Talent Management Handbook, 2e, TMH,2008.

T2. IrmaBecerra-Fernandez,AvelinoGonzalez,Rajiv Sabherwal, Knowledge Management: Challenges, Solutions, and Technologies, Pearson, 2009

BOS APPROVED REFERENCE BOOKS:

R1. Sudhir Warier, nowledge anagement, Vikas, 2004.

R2. Ravinder Shukla, Talent Management: Process of Developing and Integrating Skilled Workers, Global India Publications, 2009.

R3. Marshall Goldsmith, Louis Carter, Best Practices in Talent Management: How the World's Leading Corporations, Wiley, 2010.

R4. Hugh Scullion, David G. Collings, Global Talent Management, Routledge, 2011.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -section

UNIT-I : Talent Management (Introduction)

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Orientation - TM	01	18.01.24		TLM1	2	T1	
2.	Orientation - TM	01	19.01.24		TLM1	1	T1	
3.	Orientation – TM	01	20.01.24		TML1	2	T1	
4.	Talent Management - Concept,,importance	01	22.01.24		TLM1	3	T1	
5.	TM- Evolution	01	24.01.24		TLM1	1	T1	
6.	TM-Systems and Talent Assessment.	01	25.01.24		TLM1	1	T1	
7.	Talent Reservoir – Components, Talent Management Grid,	01	27.01.24		TLM1	2	T1	

8.	Talent Management Assessment Tools, Process of Talent Management,	01	29.01.24		TLM1	3	T1, R2	
9.	Competence –Core Competency, Competency Assessment, Competency Modeling	01	31.01.24		TLM1	2	T1	
10.	Competence –Core Competency, Competency Assessment, Competency Modeling	01	01.02.24		TLM1	2	T1	
11.	Competency Modeling – Steps in developing a valid competency model.	01	02.02.24		TML1	2	T1	
12.	Competency Modeling – Steps in developing a valid competency model.	01	03.02.24		TML1	3	T1	
Total		12			No. of classes taken:			

UNIT-II : Succession and Career Planning :

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.	Succession Planning – Traditional Approaches	01	05.02.24		TLM1	2	T1	
14.	Succession Planning – Traditional Approaches	01	07.02.24		TLM1	3	T1	
15.	Talent Acquisition - Talent Identification	01	08.02.24		TLM1	2	T1 R2,	
16.	Talent Acquisition - Talent Identification	01	09.02.24		TLM1	3	T1	
17.	Business Alignment, Recruiting & Assessment,	01	12.02.24		TLM1	4	T1, R2	

18.	Business Alignment, Recruiting & Assessment,	01	14.02.24		TML1	2	T1	
19.	Talent Development – Training & Coaching - types	01	15.02.24		TLM1	2	T1	
20.	Talent Development – Training & Coaching – types	01	16.02.24		TLM1	2	T1 R2,	
21.	Training & Coaching - types, Talent Management Strategies	01	17.02.24		TLM1	2	T1	
22.	Review	01	19.02.24		TML1	2	T1	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

UNIT-III : Strategic Talent Management A panacea to Knowledge Management

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
23.	Knowledge Management: Concept, Forces	01	21.02.24		TLM1	3	T1	
24.	Knowledge Management: Concept, Forces	01	22.02.24		TLM1	3	T1	
25.	Driving Knowledge Management, Knowledge Management Systems	01	23.02.24		TLM1	4	T1	
26.	Driving Knowledge Management, Knowledge Management Systems	01	24.02.24		TLM1	2	T1	
27.	Issues in Knowledge Management, Knowledge Management Strategies,	01	26.02.24		TLM1	2	T1	
28.	Issues in Knowledge Management, Knowledge Management Strategies,	01	28.02.24		TLM1	3	T1	
29.	Technologies for	01	29.02.24		TML1	2	T1	

	Knowledge Management, Factors influencing Knowledge Management							
30.	Technologies for Knowledge Management, Factors influencing Knowledge Management	01	01.03.24		TLM1	2	T1	
31.	Technologies for Knowledge Management, Factors influencing Knowledge Management	01	02.03.24		TLM1	2	T1	
32.	Review	01	11.03.24		TLM1	2	T1	
33.	Review	01	13.03.24		TLM1	3	T1	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

UNIT-IV :Perspectives of Talent by Knowledge Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
34.	Understanding Nature of Knowledge: Views of Knowledge – Subjective and Objective	01	14.03.24		TLM1	3	T1, R2	
35.	Understanding Nature of Knowledge: Views of Knowledge – Subjective and Objective	01	15.03.24		TLM1	3	T1	
36.	Understanding Nature of Knowledge: Views of Knowledge – Subjective and Objective	01	16.03.24		TLM1	2	T1	
37.	Types of Knowledge – Location of Knowledge – Knowledge in People, Knowledge in Artifacts	01	18.03.24		TML1	3	T1	
38.	Types of Knowledge – Location of Knowledge – Knowledge in People, Knowledge in Artifacts	01	20.03.24		TLM1	2	T1	
39.	Types of Knowledge – Location of Knowledge – Knowledge in People, Knowledge in Artifacts	01	21.03.24		TLM1	2	T1, R2	

40.	Types of Knowledge – Location of Knowledge – Knowledge in People, Knowledge in Artifacts	01	22.03.24		TLM1	3	T1	
41.	Knowledge Management Assessment – Types of Assessment, Importance of KM Assessment	01	23.03.24		TLM1	3	T1	
42.	Knowledge Management Assessment – Types of Assessment, Importance of KM Assessment	01	27.03.24		TLM1	2	T1	
43.	Knowledge Management Assessment – Types of Assessment, Importance of KM Assessment	01	28.03.24		TLM1	3	T1	
44.	Review	01	30.03.24		TLM1	3	T1	
No. of classes required to complete UNIT-IV		11			No. of classes taken:			

UNIT-V : Strategic Talent Management Solutions through Practicing Knowledge Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
45.	Knowledge Management Processes –Technologies	01	01.04.24		TLM1	2	T1, R2	
46.	Knowledge anagement Processes –Technologies	01	03.04.24		TLM1	2	T1	
47.	Knowledge Management Approaches – Hansen-Earl’s Seven Schools of Knowledge anagement,	01	04.04.24		TLM1	3	T1	
48.	Knowledge Management Approaches – Hansen-Earl’s Seven Schools of Knowledge management,	01	06.04.24		TLM1	3	T1	
49.	Knowledge Management Approaches – Hansen-Earl’s Seven Schools of Knowledge management,	01	08.04.24		TLM1	2	T1	
50.	Alversson and Karreman’s knowledge Management	01	10.04.24		TLM1	3	T1	
51.	Alversson and Karreman’s knowledge Management	01	12.04.24		TLM1	3	T1, R2	

52.	Organizational Impacts of Knowledge Management – on People, Processes, Products and Organizational Performance.	01	15.04.24		TLM1	4	T1	
53.	Organizational Impacts of Knowledge Management – on People, Processes, Products and Organizational Performance.	01	18.04.24		TLM1	3	T1	
54.	Organizational Impacts of Knowledge Management – on People, Processes, Products and Organizational Performance.	01	19.04.24		TLM1	3	T1	
55.	Organizational Impacts of Knowledge Management – on People, Processes, Products and Organizational Performance.	01	20.04.24		TLM1	3	T1	
56.	Review	01	22.04.24		TLM1	2	T1	
57.	Report Presentation	01	24.04.24		TLM1	3	T1	
58.	Advanced Topics	01	25.04.24		TLM1	2	T1	
No. of classes required to complete UNIT-V		17			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
59.	Advanced Topics	01	25.04.24		TLM5		Internet	
60.	Advanced Topics	01	26.04.24		TLM5		Internet	
61.	Advanced Topics	01	27.04.24		TLM5			
MID EXAMINATIONS -1				04.03.24 TO 09.03.24				
MID EXAMINATIONS – II				29.04.24 TO 04.05.24				

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

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

PROGRAMME OUTCOMES (POs)

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

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



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MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, IV SEM - FM
ACADEMIC YEAR : 2023-24
COURSE NAME & CODE : **20MB37–Sales and Distribution Management**
L-T-P STRUCTURE : 3-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr.D.Venkateswarlu
COURSE COORDINATOR: Dr.D.Venkateswarlu

Prerequisite: Fundamentals of Marketing Management

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

1	To develop skills in managing a sales team, and innovative sales strategies as the situation warrants.
2	To Appraise and organize sales planning and budgeting , estimating market potential and sales forecasting , setting the sales territory and quotas
3	To familiarize the issues relating with making of effective sales force management decisions
4	To Manage marketing channels, Channel integration – VMS, HMS, and Channel Management
5	To understand and resolve various sources of channel conflicts.

Course Outcomes: At the end of the course students would be able to

CO1	Understand and develops skills required for managing sales team.
CO2	Plan and Evaluate the sales efforts.
CO3	Apply the conceptual knowledge for effective sales force management.
CO4	Gain knowledge in understanding Concepts of Distribution management..
CO5	Understand and resolve the channel conflicts among channel members.

Course Articulation Matrix:

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

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

Text Books

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

References

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A –SECTION

UNIT-I: Introduction to Sales Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction	1	17.1.24		TLM1	CO1	T2,R3	
2.	Nature and Importance of sales management	1	18.1.24		TLM1	CO1	T2,R3	
3.	Growth and evolution of sales management	1	19.1.24		TLM2	CO1	T2,R3	
4.	Role of a sales manager,	1	20.1.24		TLM1&2	CO1	T2,R3	
5.	Responsibilities of a sales manager	1	22.1.24		TLM1&2	CO1	T2,R3	

6.	Theories of personal selling,	1	24.1.24		TLM1	CO1	T2,R3		
7.	AIDAS theory	1	25.1.24		TLM1	CO1	T2,R3		
8.	Qualities of salesmanship,	1	27.1.24		TLM1	CO1	T2,R3		
9.	Steps in selling process	1	29.1.24		TLM1	CO1	T2,R3		
10.	sales organization structures	1	1.2.24		TLM1	CO1	T2,R3		
11.	International Sales Management	1	2.2.24		TLM1	CO1	T2,R3		
No. of classes required to complete UNIT-I		11			No. of classes taken:				

UNIT-II: Organizing & Driving Sales Efforts

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly	
12.	Sales Planning	1	3.2.24		TLM1	CO1	T2,R3		
13.	Sales Budget	1	5.2.24		TLM1	CO1	T2,R3		
14.	Estimating Market Potential	1	7.2.24		TLM1	CO1	T2,R3		
15.	Forecasting Sales:	1	8.2.24		TLM1	CO1	T2,R3		
16.	Qualitative methods	1	9.2.24		TLM2	CO2	T2,R3		
17.	Quantitative methods	1	10.2.24		TLM1	CO2	T2,R3		
18.	Sales Territories	1	12.2.24		TLM1	CO2	T2,R3		
19.	Sales Quotas	1	14.2.24		TLM2	CO2	T2,R3		
20.	Sales Technology	1	15.2.24		TLM1	CO2	T2,R3		
21.	Sales and cost analysis	1	16.2.24		TLM2	CO2	T2,R3		
22.	Revision	1	17.2.24		TLM2	CO2	T2,R3		
No. of classes required to complete UNIT-II		11			No. of classes taken:				

UNIT-III: Sales Force Management

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
23.	Sales Job Analysis	1	19.2.24		TLM1	CO2	T2,R3	
24.	Recruitment & Selection	1	21.2.24		TLM1	CO2	T2,R3	
25.	Sales Training – Need & Types	1	22.2.24/ 23.2.24		TLM1	CO2	T2,R3	

26.	Sales Force Compensation Structure & Motivation Tools	1	24.2.24		TLM2	CO3	T2,R3		
27.	Sales Contests	1	26.2.24		TLM1	CO3	T2,R3		
28.	Sales Force Supervision: Sales Expenses,	1	28.2.24		TLM1	CO3	T2,R3		
29.	Sales Performance Evaluation	1	29.2.24		TLM1	CO3	T2,R3		
30.	Sales Reports,	1	1.3.24		TLM2	CO3	T2,R3		
31	I MID EXAMS		4.3.24 to 9.3.24						
32	Sales Audits	1	2.3.24		TLM1	CO3	T2,R3		
33	Ethics in Sales	1	4.3.24		TLM1	CO3	T2,R3		
No. of classes required to complete UNIT-III		10			No. of classes taken:				

UNIT-IV: Distribution Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly	
34	Introduction, need and scope of distribution management	1	6.3.24		TLM1	CO3	T2,R3		
35	Marketing channels strategy	1	7.3.24		TLM2	CO3	T2,R3		
36	levels of channels	1	9.3.24		TLM2	CO3	T2,R3		
37	Functions of channel partners	1	11.3.24		TLM1	CO4	T2,R3		
38	Evolution & possible channel formats	1	13.3.24		TLM1	CO4	T2,R3		
39	Designing channel systems	1	14.3.24		TLM1	CO4	T2,R3		
40	Horizontal and Vertical systems	1	15.3.24		TLM2	CO4	T2,R3		
41	Horizontal and Vertical systems	1	16.3.24		TLM1	CO4	T2,R3		
42	Channel Management	1	18.3.24		TLM1	CO4	T2,R3		
43	Channel Management	1	20.3.24		TLM1	CO4	T2,R3		
44	Revision	1	21.3.24		TLM1	CO4	T2,R3		
No. of classes required to complete UNIT-IV		11			No. of classes taken:				

UNIT-V : Channel control

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
45	Performance measures in Marketing Channels	1	22.3.24		TLM1	CO4	T2,R3	
46	Channel Conflicts: Sources of Conflict	1	23.3.24		TLM1&2	CO5	T2,R3	
47	Types of conflicts	1	22.3.24		TLM1	CO5	T2,R3	
48	Channel Information Systems	1	23.3.24		TLM1	CO5	T2,R3	
49	Databases for channel information systems	1	27.3.24		TLM1&2	CO5	T2,R3	
50	Impact of information systems on channel flow	1	28.3.24		TLM1&2	CO5	T2,R3	
51	Channel Institutions: Wholesaling, Retailing	1	30.3.24		TLM1	CO5	T2,R3	
52	Report writing and presentation	1	1.4.24					
53	Report writing and presentation	1	3.4.24					
54	Report writing and presentation	1	4.4.24					
55	Report writing and presentation	1	6.4.24					
56	Report writing and presentation	1	8.4.24					
57	Report writing and presentation	1	10.4.24					
58	Report writing and presentation	1	12.4.24					
59	Report writing and presentation	1	13.4.24					
60	Report writing and presentation	1	15.4.24					
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
61	Out of the syllabus topics	1	18.4.24		TLM2		T2,R3	
62	Out of the syllabus topics	1	19.4.24		TLM2		T2,R3	
63	Out of the syllabus topics	1	20.4.24		TLM2		T2,R3	
64	Out of the syllabus	1	22.4.24		TLM2		T2,R3	

	topics							
65	Out of the syllabus topics	4	24.4.24-27.4.24		TLM2		T2,R3	
66	II MID EXAMS		29.4.24-4.5.24					

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



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Master of Business Administration

Name of the Faculty: Dr.K.Deepika/Mr.MS.Chakravarthy -A Section

Mrs.Y.Nagamani/Mr.L.Venu Gopal-B Section

A.Y.: 2023-24

Sec- A &B

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;

- Communicationability,**
- Confidenceand**
- 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 professionalcourse.
- ✓ Develop more Professional skills in theStudents.
- ✓ Motivate the Students to improve their creativeskills.
- ✓ Preparing the Students for inter collegecompetitions
- ✓ Giving the opportunities to those students who need a platform to prove theirtalents.

Features of association classes

- Well Structured and Tailor Made Curriculum
- Personal Attention to Each and EveryStudent
- Extra inputs to the student's week in particularareas

Trainingareas

- BehavioralTraining
- Corporate- CultureTraining
- Soft- SkillTraining

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-1

Signature of coordinator-2

Head of the department



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Master of Business Administration

II MBA II SEM

Association Classes

Planner and Schedule

S.NO	Date	Activity	No.of hrs.	Participation	Remarks
1	24-01-24	Seminar Presentation	3	Students	
2	31-01-24	G.D Competitions	3	Students	
3	07-02-24	Management Games	3	Students	
4	14-02-24	Flash News	3	Students	
5	21-02-24	Rock on	3	Students	
6	28-02-24	Eat Feast	3	Students	
7	13-03-24	Personality development	3	Students	
8	20-03-24	Seminar Presentation	3	Students	
9	27-03-24	G.D Competitions	3	Students	
10	03-04-24	Management Games	3	Students	
11	10-04-24	Flash News	3	Students	
12	24-04-24	Rock on	3	Students	
13	01-05-24	Eat Feast	3	Students	
14	08-05-24	G.D Competitions	3	Students	

Signature of coordinators

Signature of coordinators

Head of the department

**COURSE HANDOUT****Part-A**

PROGRAM : MBA. IV-Sem., **Section-A**
ACADEMIC YEAR : 2023-24
COURSE NAME & CODE : **Major Project Work-20MB57**
L-T-P STRUCTURE : 1-0-3
COURSE CREDITS : 4
COURSE INSTRUCTOR : **Dr.R.Jeya Lakshmi/Y.Nagamani**
COURSE COORDINATOR : **Dr.A.Adishesha Reddy**
PRE-REQUISITE: **Fundamental knowledge on economy, BE, also on Industry analysis and presentation (IDAP), Field Study report (Internship Reports)**

COURSE OBJECTIVE: In this course, the students will learn

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

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

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

CO-PO Articulation Matrix:

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

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN)

UNIT – I: Introduction

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Orientation, review of internship reports	03	24-01-2024		TLM1, TLM4	CO1	
2.	Introduction to major project work-an overview Title page, certificate, and acknowledgements	03	31-01-2024		TLM1, TLM4	CO1	
No. of classes required to complete UNIT-I		06					

UNIT – II : Objectives and methodology of study

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Objectives of the study	03	07-02-2024		TLM1,TLM4	CO2	
2.	Methodology and significance of the study, Limitations, and sample size		14-02-2024		TLM1,TLM4	CO2	
3.	Review -I	03	21-02-2024		TLM1,TLM4	CO2	
4.	Review -I	03	28-02-2024		TLM2	CO1,CO2	
No. of classes required to complete UNIT-II		09					

UNIT-III: Theoretical framework and profile

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Review of Literature	03	13-03-2024		TLM1,TLM4	CO3	
2.	Research Gap-Analysis	03	20-03-2024		TLM1,TLM4	CO4	
No. of classes required to complete UNIT-III		06					

UNIT IV – Data analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Introduction to data analysis, Tools models and methods	03	27-03-2024		TLM1,TLM4	CO4	
2.	Analysis of the field study data, Presentation of the data	03	03-04-2024		TLM1,TLM4	CO5	
No. of classes required to complete UNIT-IV		06					

UNIT-V: Findings and suggestions

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Findings and suggestions	03	10-04-2024		TLM1,TLM4	CO5	
2.	Review-II	03	24-05-2024		TLM2	-	
No. of classes required to complete UNIT-V		06					

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

ACADEMIC CALENDAR:

Description	From	To	Weeks
I Phase of Instructions	15-01-2024	09-03-2024	7W
I Mid Examinations	04-03-2024	09-03-2024	1W
II Phase of Instructions	11-03-2024	04-05-2024	9W
II Mid Examinations	29-04-2024	04-05-2024	1W
Preparation and Practical	06-05-2024	11-05-2024	1 W
Semester End Examinations	13-05-2024	25-05-2024	2W

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

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

Review-II

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

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

Semester End Exam (SEE)

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

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

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.R.Jeyalakshmi/ Y.Nagamani	Dr.A.Adishesha Reddy	Dr .K.Deepika	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD

**COURSE HANDOUT****Part-A**

PROGRAM : MBA. IV-Sem., **Section-B**
ACADEMIC YEAR : 2023-24
COURSE NAME & CODE : **Major Project Work-20MB57**
L-T-P STRUCTURE : 1-0-3
COURSE CREDITS : 4
COURSE INSTRUCTOR : **Dr.A.Adishesha Reddy /K.Ravi Kiran Ysaswi**
COURSE COORDINATOR : **Dr.A.Adishesha Reddy**
PRE-REQUISITE: **Fundamental knowledge on economy, BE, also on Industry analysis and presentation (IDAP), Field Study report (Internship Reports)**

COURSE OBJECTIVE: In this course, the students will learn

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

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

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

CO-PO Articulation Matrix:

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

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN)

UNIT – I: Introduction

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Orientation, review of internship reports	03	19-01-2024		TLM1, TLM4	CO1	
2.	Introduction to major project work-an overview Title page, certificate, and acknowledgements	03	03-02-2024		TLM1, TLM4	CO1	
No. of classes required to complete UNIT-I		06					

UNIT – II : Objectives and methodology of study

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Objectives of the study	03	10-02-2024		TLM1,TLM4	CO2	
2.	Methodology and significance of the study, Limitations, and sample size		17-02-2024		TLM1,TLM4	CO2	
3.	Review -I	03	24-02-2024		TLM1,TLM4	CO2	
4.	Review -I	03	02-03-2024		TLM2	CO1,CO2	
No. of classes required to complete UNIT-II		09					

UNIT-III: Theoretical framework and profile

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Review of Literature	03	16-03-2024		TLM1,TLM4	CO3	
2.	Research Gap-Analysis	03	23-03-2024		TLM1,TLM4	CO4	
No. of classes required to complete UNIT-III		06					

UNIT IV – Data analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Introduction to data analysis, Tools models and methods	03	30-03-2024		TLM1,TLM4	CO4	
2.	Analysis of the field study data, Presentation of the data	03	06-04-2024		TLM1,TLM4	CO5	
No. of classes required to complete UNIT-IV		06					

UNIT-V: Findings and suggestions

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Findings and suggestions	03	13-04-2024		TLM1,TLM4	CO5	
2.	Review-II	03	20-04-2024		TLM2		
3.	Review-II	03	27-04-2024				
No. of classes required to complete UNIT-V		09					

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

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Interaction	10
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Interaction	10
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Semester End Exam (SEE)

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Presentation	15
Novelty and quality of work	10
Conclusion	10
Total	60

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

Dr.A.Adishesha Reddy / K.Ravi Kiran Yasaswi	Dr.A.Adishesha Reddy	Dr .K.Deepika	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD



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CENTRE FOR CAREER GUIDANCE AND TRAINING LESSON PLAN

Faculty Name : **Mr.T.Balakrishna**
Dept & Section : **MBA-A**
Subject : **Quantitative Aptitude**

Date: 18-01-2024
Semester: IV
A.Y.: 2023-2024

S.No.	No. of Lecture Hours	Date	Planned Topics	Actual Date	Remarks
1	1	23-01-24	Introduction-Number System		
2	1	30-01-24	Exercise on Unit digit		
3	1	06-02-24	Problems on Divisibility Rules		
4	1	13-02-24	Introduction-L.C.M & H.C.F		
5	1	20-02-24	Exercise on L.C.M & H.C.F		
6	1	27-02-24	Introduction- Averages		
7	1	12-03-24	Exercise on Averages		
8	1	19-03-24	Introduction- Percentages		
9	1	26-03-24	Problems on Percentages		
10	1	02-04-24	Introduction- S.I & C.I		
11	1	16-04-24	Exercise on S.I & C.I		
12	1	23-04-24	Introduction- Profit & Loss		

Signature of Faculty

Signature of HOD



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CENTRE FOR CAREER GUIDANCE AND TRAINING LESSON PLAN

Faculty Name : **Dr.T.Radha Rani**
Dept & Section : **MBA-B**
Subject : **Quantitative Aptitude**

Date: 18-01-2024
Semester: IV
A.Y.: 2023-2024

S.No.	No. of Lecture Hours	Date	Planned Topics	Actual Date	Remarks
1	1	18-01-24	Introduction-Number System		
2	1	25-01-24	Exercise on Unit digit		
3	1	01-02-24	Problems on Divisibility Rules		
4	1	08-02-24	Introduction-L.C.M & H.C.F		
5	1	15-02-24	Exercise on L.C.M & H.C.F		
6	1	22-02-24	Introduction- Averages		
7	1	29-02-24	Exercise on Averages		
8	1	14-03-24	Introduction- Percentages		
9	1	21-03-24	Problems on Percentages		
10	1	28-03-24	Introduction- S.I & C.I		
11	1	04-04-24	Exercise on S.I & C.I		
12	1	18-04-24	Introduction-Partnership		
13	1	25-04-24	Problems on Partnership		

Signature of Faculty

Signature of HOD



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



Class: M.B. A, Sec-A

Semester: IV

A. Y: 2023-2024

Sub: Seminar-1

Name of the faculty: M.S.CHAKRAVARTHI

S.NO	Date	Actual date of class	Teaching learning methods	Topic	Hod signature
1	19/01/2024		TLM7(seminar)	Introduction, explanation regarding the importance of seminar	
2	01/02/2024		TLM7(GD)	Impact Of the New National Education Policy	
3	08/02/2024		TLM7(GD)	The Role of Information Technology in the Business Sector	
4	15/02/2024		TLM7(seminar)	Branding Strategies for the Modern Age.	
5	22/02/2024		TLM7(seminar)	Work from home: How effective!	
6	29/02/2024		TLM7(seminar)	E-waste Management	
Ist MID EXAM					
8	14/03/2024		TLM7(seminar)	Role of Media in Social Awareness	
9	21/03/2024		TLM7(seminar)	Online education: Boon or bane for students?	
10	28/03/2024		TLM7(seminar)	Impact of digital marketing development on entrepreneurship	
11	04/04/2024		TLM7(seminar)	Managing business from home: new trend	
13	18/04/2024		TLM7(GD)	Business Ethics as Found in Corporate Governance. Discuss doing the right thing in business and how a company is run.	
14	25/04/2024		TLM7(seminar)	Role of Media in the current scenario	
15	II MID EXAM				

Faculty

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Class: M.B. A, Sec-A

Semester: IV

A. Y: 2023-2024

Sub: Seminar-2

Name of the faculty: Y. NAGAMANI

S.NO	Date	Actual date of class	Teaching learning methods	Topic	Hod signature
1	19/01/2024		TLM7(seminar)	Introduction, explanation regarding the importance of seminar	
2	01/02/2024		TLM7(GD)	Impact Of the New National Education Policy	
3	08/02/2024		TLM7(GD)	The Role of Information Technology in the Business Sector	
4	15/02/2024		TLM7(seminar)	Branding Strategies for the Modern Age.	
5	22/02/2024		TLM7(seminar)	Work from home: How effective!	
6	29/02/2024		TLM7(seminar)	E-waste Management	
Ist MID EXAM					
8	14/03/2024		TLM7(seminar)	Role of Media in Social Awareness	
9	21/03/2024		TLM7(seminar)	Online education: Boon or bane for students?	
10	28/03/2024		TLM7(seminar)	Impact of digital marketing development on entrepreneurship	
11	04/04/2024		TLM7(seminar)	Managing business from home: new trend	
13	18/04/2024		TLM7(GD)	Business Ethics as Found in Corporate Governance. Discuss doing the right thing in business and how a company is run.	
14	25/04/2024		TLM7(seminar)	Role of Media in the current scenario	
15	II MID EXAM				

Faculty

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Class: M.B. A, Sec-A

Semester: IV

A. Y: 2023-2024

Sub: Seminar-1

Name of the faculty: M.S.CHAKRAVARTHI

S.NO	Date	Actual date of class	Teaching learning methods	Topic	Hod signature
1	19/01/2024		TLM7(seminar)	Introduction, explanation regarding the importance of seminar	
2	01/02/2024		TLM7(GD)	Impact Of the New National Education Policy	
3	08/02/2024		TLM7(GD)	The Role of Information Technology in the Business Sector	
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11	04/04/2024		TLM7(seminar)	Managing business from home: new trend	
13	18/04/2024		TLM7(GD)	Business Ethics as Found in Corporate Governance. Discuss doing the right thing in business and how a company is run.	
14	25/04/2024		TLM7(seminar)	Role of Media in the current scenario	
15	II MID EXAM				

Faculty

HOD



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Class: M.B.A, Sec-B
Sub: Seminar-1

Semester: IV

A.Y: 2023-24
K.Ravi Kiran Yasaswi

S.NO	Date	Topic	Remarks
1	19-01-2024	INTRODUCTION, EXPLANATION REGARDING THE IMPORTANCE OF SEMINAR	
2	02-02-2024	CORPORATE SOCIAL RESPONSIBILITY	
3	09-02-2024	MOCK INTERVIEW	
4	16-02-2024	ETHICAL VALUES FOR MANAGERS-SEMINAR	
5	23-02-2024	AD MAKING	
6	01-03-2024	PROJECT DISCUSSION	
7	15-03-2024	JAM SESSION	
8	22-03-2024	ROLE PLAY	
9	12-04-2024	IST MID EXAM	
10	19-04-2024	GROUP DISCUSSION	
11	26-04-2024	GROUP DISCUSSION	
13	03-05-2024	DEBATE	
14	10-05-2024	ROLE PLAY	

Faculty

HOD



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Class: M.B.A, Sec-B
Sub: Seminar-II

Semester: IV

A.Y: 2023-24
Dr. O. Naresh

S.NO	Date	Topic	Remarks
1	19-01-2024	INTRODUCTION, EXPLANATION REGARDING THE IMPORTANCE OF SEMINAR	
2	02-02-2024	CORPORATE SOCIAL RESPONSIBILITY	
3	09-02-2024	MOCK INTERVIEW	
4	16-02-2024	ETHICAL VALUES FOR MANAGERS-SEMINAR	
5	23-02-2024	AD MAKING	
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7	15-03-2024	JAM SESSION	
8	22-03-2024	ROLE PLAY	
9	12-04-2024	IST MID EXAM	
10	19-04-2024	GROUP DISCUSSION	
11	26-04-2024	GROUP DISCUSSION	
13	03-05-2024	DEBATE	
14	10-05-2024	ROLE PLAY	

Faculty

HOD



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Class: M.B.A, Sec-B
Sub: Seminar-III

Semester: IV

A.Y: 2023-24
M.S.CHAKRAVARTHI

S.NO	Date	Topic	Remarks
1	19-01-2024	INTRODUCTION, EXPLANATION REGARDING THE IMPORTANCE OF SEMINAR	
2	02-02-2024	CORPORATE SOCIAL RESPONSIBILITY	
3	09-02-2024	MOCK INTERVIEW	
4	16-02-2024	ETHICAL VALUES FOR MANAGERS-SEMINAR	
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Faculty

HOD



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SWAYAM PRABHA ACTION PLAN SECTION-A MBA IV 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	22-01-24		TLM5	Green economy	
2	29-01-24		TLM5	Global energy crisis Stock Market	
3	05-02-24		TLM5	Analysis of stock market	
4	12-02-24		TLM5	Effect of Climate Change on Indian Economy	
5	19-02-24		TLM5	India's Tourism Industry Post-Covid	
6	26-02-24		TLM5	Stock Market	
7	04-03-24		TLM5	India as a developed country by 2047	
7	11-03-24		TLM5	Impact of 5G in india	
8	18-03-24		TLM5	India – Sri Lanka relations	
9	01-04-24		TLM5	Challenges for the FinTech industry	
10	08-04-24		TLM5	China's economic slowdown	
11	15-04-24		TLM5	World Economy	
12	22-04-24		TLM5	Moonlighting	
13	29-04-24		TLM5	Globalization and its impact	

SIGNATURE OF FACULTY

HOD



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SWAYAM PRABHA ACTION PLAN SECTION-A

MBA IV SEMESTER (A.Y: 2023-2024)

FACULTY-Mrs. Y. NAGAMANI

SL NO	DATE OF THE CLASS	Actual date of class	Teaching learning methods	TITLE OF THE VIDEO	HoD signature	
1	22/01/2024		TLM 5 (VIDEO)	Mudra Advertising agency CEO Interview		
2	29/01/2024		TLM 5 (VIDEO)	Psychology in work place		
3	5/2/2024		TLM 5 (VIDEO)	Stock exchanges		
4	12/02/2024		TLM 5 (VIDEO)	Significance of Service marketing		
5	19/12/2024		TLM 5 (VIDEO)	Performance and reward Management		
6	26/12/2024		TLM 5 (VIDEO)	Strategic management in Zomato		
7	4/03/2024		TLM 5 (VIDEO)	Foreign exchange		
8	11/03/2024		TLM 5 (VIDEO)	R K Swamy Interview		
9	18/03/2024		TLM 5 (VIDEO)	Industrial disputes act		
10	1/04/2024		TLM 5 (VIDEO)	Bit coin		
11	I MID					
12	8/04/2024		TLM 5 (VIDEO)	Marketing Myopia		
13	15/04/2024		TLM 5 (VIDEO)	Industrial relations		
14	II MID					

SIGNATURE OF FACULTY

HOD

**HANDOUT****Part-A****PROGRAM** : MBA., IV-Sem. Section -A**ACADEMIC YEAR** : 2023-24**Subject** : **Student** Counseling**FACULTY IN CHARGE** : **K.RAVIKIRAN YASASWI**

SNO	TENTATIVE DATE	COUNSELING ACTIVITY	ACTUAL DATE	REMARKS
1	23/01/2024	Meet the counselor (Initial information)		
2	30/01/2024	Meet the counselor (Information on Academics)		
3	06/02/2024	Meet the counselor (courses in I Sem & awareness)		
4	13/02/2024	Meet the counselor (courses & difficulties)		
5	20/02/2024	Meet the counselor (attendance monitoring)		
6	27/02/2024	Meet the counselor (progress & problems)		
7	5/03/2024	Meet the counselor (Mid Exam results assessment)		
8	19/03/2024	Meet the counselor (courses & difficulties)		
9	26/03/2024	Meet the counselor		
10	02/04/2026	Meet the counselor		
11	16/04/2024	Meet the counselor (attendance)		
12	29/04/2024	Meet the counselor (Fee dues)		
13	30/04/2024	Meet the counselor (Fee dues)		
14	07/05/2024	Meet the counselor (Motivate them to get better marks)		
15	14/05/2024	Meet the counselor (Motivate them to get better marks)		

IN CHARGE**HOD**

**HANDOUT****Part-A****PROGRAM** : MBA. IV Sem. Section –B**ACADEMIC YEAR** : 2023-24**Subject** : **Student Counseling****FACULTY IN CHARGE** : **Ms. Y. NAGAMANI**

SNO	TENTATIVE DATE	COUNSELING ACTIVITY	ACTUAL DATE	REMARKS
1	23/01/2024	Meet the counselor (Initial information)		
2	30/01/2024	Meet the counselor (Initial information)		
3	06/02/2024	Meet the counselor (courses & awareness)		
4	13/02/2024	Meet the counselor (courses & difficulties)		
5	20/02/2024	Meet the counselor (attendance)		
6	27/02/2024	Meet the counselor (progress & problems)		
7	5/03/2024	Meet the counselor (courses & difficulties)		
9	19/03/2024	Meet the counselor		
10	26/03/2024	Meet the counselor		
11	02/04/2026	Meet the counselor (attendance)		
12	16/04/2024	Meet the counselor (Fee dues)		
13	29/04/2024	MID EXAM - I		
14	30/04/2024	Meet the counselor (Confidence levels on subjects)		
15	07/05/2024	Meet the councilor (problem & progress)		
16	14/05/2024	Meet the counselor		

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