

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

PROGRAM : MBA., I Sem
ACADEMIC YEAR : 2023- 24
COURSE NAME & CODE : Management Perspectives and Organizational Behaviour - 23MB01 : A - Section
L-T-P STRUCTURE : 4-0-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr T Rajasekhar
COURSE COORDINATOR : Dr T Rajasekhar
PRE-REQUISITES: Management Perspectives and Organizational Behaviour / Theory/Tools.

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

1.	To highlight the evolution of management and pioneering contribution in management practices for getting clarity and to apply.
2.	To know the relevance of functions of the management in making decisions.
3.	To know Individual and group behavior in learning, personality etc in the organizational context.
4.	To understand the Motivation, leadership and group related perspectives in organizations.
5.	To study the organizational behavior – conflict, stress communication and development in management.

COURSE OUTCOME :

CO1	Describe the functions and importance of management
CO2	Understand the difference between formal and informal organizations for taking effective decisions.
CO3	Interpret the scope of organizational behavior and its significance.
CO4	Demonstrate the impact of motivation and leadership in group dynamics.
CO5	Solve organizational conflicts through negotiation and team building.

CO-PO Articulation Matrix:

Course Outcomes(COs)	Program Outcomes (POs)				
	PO 1	PO 2	PO 3	PO 4	PO5
CO1	1	2			
CO2	1		2	1	
CO3	2		3		1
CO4	1	2		1	
CO5	1	2	1		

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

BOS APPROVED TEXT BOOKS:

- T** 1. Knootz Herald, Weihrich. Henz and Aryasri : “Principles of Management”, TMH,
1 New Delhi. 2010.
T 2. Robbins.P. Stephen (2006), Organizational Behaviour, Pearson Education, New
2 Delhi.

BOS APPROVED REFERENCE BOOKS:

- R** 1. Dilip Kumar Battacharya, Principles of Management, Pearson, 2012.
1
R 2. K.Aswathappa“Organisational Behaviour-Text, Cases andGames”, Himalaya
2 Publishing House, New Delhi, 2008.

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

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

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

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
	Orientation Programme about MPOB subject	3	04.10.23 TO 07.10.23		TLM1/2	--	T1,R1	
1.	UNIT1:Introduction: Meaning, definition functions of management	1	09.10.23		TLM1/2	1	T1,R1	
2.	Evolution of management thoughts	1	10.10.23		TLM1	1	T1,R1	
3.	Evolution of management thoughts	1	11.10.23		TLM1/2	1	T1,R1	
4.	Scientific management and Admin. management	1	12.10.23		TLM1	1	T1,R1	
5.	Scientific management and Admin. Management	1	16.10.23		TLM1	1	T1,R1	
6.	Scientific management and Admin. Management	1	17.10.23		TLM1	1	T1,R1	
7.	Hawthorne experiments	1	18.10.23		TLM1	1	T1,R1	
8.	Levels of management and managerial skills	1	19.10.23		TLM1	1	T1,R1	
9.	Planning and steps in planning process	1	21.10.23		TLM1	1	T1,R1	
10.	Types of plans and essentials of a sound plan	1	24.10.23		TLM1	1	T1,R1	
11.	Management by Objectives	1	25.10.23		TLM1	1	T1,R1	
12.	Management by Objectives	1	26.10.23		TLM1	1	T1,R1	
13.	Techniques and process of Decision making	1	28.10.23		TLM1	1	T1,R1	

	Classes to be taken	15			Classes are taken :		
14.	Unit.2 Organizing: <i>Principles of organizing</i>	1	30.10.23		TLM1	2	
15.	Formal and informal orgzns.- Orgn. Structure and design	1	31.10.23		TLM1	2	T1,R1
16.	Formal and informal orgzns.- Orgn. Structure and design	1	01.11.23		TLM1	2	T1,R1
17.	Delegation of authority-span of control	1	02.11.23		TLM1	2	T1,R1
18.	Delegation of authority-span of control	1	04.11.23		TLM1	2	T1,R1
19.	Decentralization- line and staff structure conflicts	1	06.11.23		TLM1/2	2	T1,R1
20.	Decentralization- line and staff structure conflicts	1	07.11.23		TLM1	2	T1,R1
21.	Coordination – principles – controlling-nature	1	08.11.23		TLM1	2	T1,R1
22.	Importance of controlling	1	09.11.23		TLM1	2	T1,R1
23.	Controlling Process	1	13.11.23		TLM1/2	2	T1,R1
24.	Requirements and techniques for effective controlling	1	14.11.23		TLM6	2	T1,R1
	Total Classes to be taken	11			Classes are taken :		
25.	UNIT III Organizational behaviour : Introduction	1	15.11.23		TLM6	3	T1,R1
26.	Nature and scope and linkages with other social sciences	1	16.11.23		TLM1	3	T1,R1
27.	Individual roles and organizational goals	1	18.11.23		TLM1	3	T1,R1
28.	Perspectives of human behavior- perception-perceptual process	1	27.11.23		TLM1	3	T1,R1
29.	Learning	1	28.11.23		TLM1	3	T1,R1
30.	Learning process	1	29.11.23		TLM1	3	T1,R1
31.	Theories of Learning	1	30.11.23		TLM1	3	T1,R1
	MID EXAMINATIONS -1						
32.	Theories of Learning	1	02.12.23		TLM1	3	T1,R1
33.	Theories of Learning	1	04.12.23		TLM1		T1,R1
34.	Personality and individual differences	1	05.12.23		TLM1	3	T1,R1
35.	Personality and individual differences	1	06.12.23		TLM1	3	T1,R1
36.	Determinants of personality	1	07.12.23		TLM1	3	T1,R1
37.	Determinants of personality	1	11.12.23		TLM1		T1,R1

38.	Values, attitudes and beliefs	1	12.12.23		TLM1		T1,R1	
	Classes to be taken	14			Classes taken :			
39.	UNIT IV Motivation and Leadership :Introduction	1	13.12.23		TLM1	4	T1,R1	
40.	Definition and nature of motivation	1	14.12.23		TLM1	4	T1,R1	
41.	Theories of motivation Maslow's, Alderfer	1	15.12.23		TLM1	4		
42.	Theories of motivation Maslow's, Alderfer)	1	16.12.23		TLM1	4	T1,R1	
43.	Leadership traits and styles	1	18.12.23		TLM1	4	T1,R1	
44.	Leadership traits and styles	1	19.12.23		TLM1	4	T1,R1	
45.	Challenges to leaders Groups stages	1	20.12.23		TLM1	4	T1,R1	
46.	Challenges to leaders Groups stages	1	21.12.23		TLM1	4	T1,R1	
47.	Formation of groups	1	22.12.23		TLM1	4	T1,R1	
48.	Group dynamics	1	23.12.23		TLM1	4	T1,R1	
49.	Group dynamics	1	24.12.23		TLM1	4	T1,R1	
50.	Collaborative bargaining in work groups	1	26.12.23		TLM1	4	T1,R1	
51.	Collaborative bargaining in work groups	1	27.12.23		TLM1	4	T1,R1	
52.	Johari window theory	1	28.12.23		TLM1	4	T1,R1	
	Classes to be taken	14			Classes taken :			

53	UNIT V Organizational conflicts : Introduction	1	29.12.23		TLM1	5	T1,R1	
54	Causes and consequences – conflict and negotiations	1	30.12.23		TLM1	5	T1,R1	
55	Causes and consequences – conflict and negotiations	1	01.01.24		TLM1	5	T1,R1	
56	Team building and conflict resolution in Groups	1	02.01.24		TLM1	5	T1,R1	
57	Team building and conflict resolution in Groups	1	03.01.24		TLM1	5	T1,R1	
58	Problem solving techniques - Stress – types of stress	1	06.01.24		TLM1	5	T1,R1	
59	Causative factors of stress in Organizations- preventive measures		07.01.24		TLM1	5	T1,R1	
60	Communication – types- process – importance – barriers		08.01.24		TLM1	5	T1,R1	
61	Organizational change- change process		09.01.24		TLM1	5	T1,R1	
62	Resistance to change	1	10.01.24		TLM1	5	T1,R1	

63	Organizational Development – OD interventions.	1	11.01.24		TLM1	5		
64	Organizational Development – OD interventions.	1	12.01.24		TLM1	5	T1,R1	
65	Reoprt Writing	1	12.0104		TLM1	5	T1,R1	
66	Classes to be taken	13			Classes taken :			
67	MID – II Examinations			15.01.24 TO 20.01.24				

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
	Report and presentation		12.01.24					

Teaching Learning Methods

TLM 1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM 2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM 3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

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

BOS APPROVED TEXT BOOKS

T1: Koontz, Weihrich , Aryasri: “Principles of Management”, Tata McGraw Hill, New Delhi, 2008.

T2:Meeenakshi Gupta: “Principles of Management”, PHI Private Limited, New Delhi, 2009

BOS APPROVED REFERENCE BOOKS

(R1)Prasad LM, Principles and Practices of Management, Sultan Chand & Sons, New Delhi.

(R2)John F. Wilson, The Making of Modern Management, Oxford University Press.

PROGRAMME EDUCATIONAL OBJECTIVES :

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

PROGRAM OUTCOMES(POs)

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

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



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

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

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

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

COURSE HANDOUT (R23)

Section B

Part-A

PROGRAM : MBA., I Sem
ACADEMIC YEAR : 2023-24
COURSE NAME & CODE : Management Perspectives and Organizational Behavior - 23MB01 : Section B
L-T-P STRUCTURE : 5-0-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr D Venkateswarlu
COURSE COORDINATOR : Dr D Venkateswarlu

PRE-REQUISITES: Management Perspectives and Organizational Behavior / Theory/Tools.

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

1.	To highlight the evolution of management and pioneering contribution in management practices for getting clarity and to apply.
2.	To know the relevance of functions of the management in making decisions.
3.	To know Individual and group behavior in learning, personality etc in the organizational context.
4.	To understand the Motivation, leadership and group related perspectives in organizations.
5.	To study the organizational behavior – conflict, stress communication and development in management.

COURSE OUTCOME:

CO1	Students will be able to empirically evaluate the management from early ages to modern age relatively fundamentals and contribution of pioneering in management practices.
CO2	Students will be able to understand and easily evaluate various functions of the management in making effective decisions.
CO3	Students will be able to realize and analyze the individual behavior as well as group behavior and their significance.
CO4	Students will be able understand and evaluate the motivation, leadership and group relevance etc., and their importance in organizations.
CO5	Students will be able to analyze the organizational behavior and development.

CO-PO Articulation Matrix:

Course Outcomes(COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	1	2			
CO2	1		2	1	
CO3	2		3		1
CO4	1	2		1	
CO5	1	2	1		

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

BOS APPROVED TEXT BOOKS:

- T1** 1. Knootz Herald, Weihrich. Henz and Aryasri : “Principles of Management”, TMH, New Delhi. 2010.
- T2** 2. Robbins.P. Stephen (2006), Organizational Behaviour, Pearson Education, New Delhi.

BOS APPROVED REFERENCE BOOKS:

- R1** 1. Dilip Kumar Battacharya, Principles of Management, Pearson, 2012.
- R2** 2. K.Aswhappa“Organisational Behaviour-Text, Cases andGames”, Himalaya Publishing House, New Delhi, 2008.

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

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

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): SECTION B**

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
	Orientation Programme about MPOB subject	2	4/10/23		TLM1/2	--	T1,R1	
1.	UNIT1:Introduction: Meaning, definition of functions of management	1	5/10/23		TLM1/2	1	T1,R1	
2.	Evolution of management thoughts	1	6/10/23		TLM1	1	T1,R1	
3.	Evolution of management thoughts	1	7/10/23		TLM1/2	1	T1,R1	
4.	Scientific management and Admin. management	1	9/10/23		TLM1	1	T1,R1	
5.	Scientific management and Admin. management	1	11/10/23		TLM1	1	T1,R1	
6.	Scientific management and Admin. management	1	12/10/23		TLM1	1	T1,R1	
7.	Hawthorne experiments	1	13/10/23		TLM1	1	T1,R1	
8.	Levels of management and managerial skills	1	16/10/23		TLM1	1	T1,R1	
9.	Planning and steps in planning process	1	18/10/23		TLM1	1	T1,R1	
10.	Types of plans and essentials of a sound plan	1	19/10/23		TLM1	1	T1,R1	
11.	Management by Objectives	1	20/10/23		TLM1	1	T1,R1	
12.	Management by Objectives	1	23/10/23		TLM1	1	T1,R1	

13.	Techniques and process of Decision making	1			TLM1	1	T1,R1
14.	Unit.2 Organizing: <i>Principles of organizing</i>	1	25/10/23		TLM1	2	
15.	Formal and informal orgzns.- Orgn. Structure and design	1	26/10/23		TLM1	2	T1,R1
16.	Formal and informal orgzns.- Orgn. Structure and design	1	27/10/23		TLM1	2	T1,R1
17.	Delegation of authority-span of control	1	30/10/23 1/11/23		TLM1	2	T1,R1
18.	Delegation of authority-span of control	1	2/11/23 3/11/23		TLM1	2	T1,R1
19.	Decentralization- line and staff structure conflicts	1	6/11/23 8/11/23		TLM1/2	2	T1,R1
20.	Decentralization- line and staff structure conflicts	1	9/11/23 10/11/23		TLM1	2	T1,R1
21.	Coordination – principles – controlling-nature	1	13/11/23		TLM1	2	T1,R1
22.	Importance of controlling	1	13/11/23		TLM1	2	T1,R1
23.	Controlling Process	1	14/11/23		TLM1/2	2	T1,R1
24.	Requirements and techniques for effective controlling	1	15/11/23		TLM6	2	T1,R1
25.	UNIT III Organizational behaviour	1	18/11/23		TLM6	3	T1,R1
26.	I Mid exams		4/12/23- 11/12/23				
27.	Nature and scope and linkages with other social sciences	1	21/11/23		TLM1	3	T1,R1
28.	Individual roles and organizational goals	1	22/11/23		TLM1	3	T1,R1
29.	Perspectives of human behavior- perception-perceptual process	1	23/11/23		TLM1	3	T1,R1
30.	Learning	1	24/11/23		TLM1	3	T1,R1
31.	Learning process	1	27/11/23		TLM1	3	T1,R1
32.	Theories of Learning	1	29/11/23		TLM1	3	T1,R1
33.	Personality and individual differences	1	30/11/23 1/12/23		TLM1	3	T1,R1
34.	Determinants of personality	1	4/12/23		TLM1	3	T1,R1
35.	Values, attitudes and beliefs	1	6/12/23		TLM1	3	T1,R1

36.	UNIT IV Motivation and Leadership	1	7/12/23		TLM1	4	T1,R1	
37.	Definition and nature of motivation	1	8/12/23		TLM1	4	T1,R1	
38.	Theories of motivation Maslow's, Alderfer	1	11/12/23& 13/12/23		TLM1	4	T1,R1	
39.	Theories of motivation Maslow's, Alderfer)	1	14/12/23& 15/12/23		TLM1	4	T1,R1	
40.	Leadership traits and styles	1	18/12/23 20/12/23		TLM1	4	T1,R1	
41.	Leadership traits and styles	1	21/12/23 22/12/23		TLM1	4	T1,R1	
42.	Challenges to leaders Groups stages	1	25/12/23		TLM1	4		
43.	Formation of groups	1	27/12/23		TLM1	4	T1,R1	
44.	Group dynamics	1	28/12/23		TLM1	4	T1,R1	
45.	Collaborative bargaining in work groups	1	29/12/23		TLM1	4	T1,R1	
46.	Johari window theory	1	3/1/24 4/1/24		TLM1	4	T1,R1	
47.	UNIT V Organizational conflicts Causes and consequences – conflict and negotiations	1	5/1/24		TLM1	4	T1,R1	
48.	Team building and conflict resolution in Groups	1	8/1/24		TLM1	4	T1,R1	
49.	Problem solving techniques - Stress	1	10/1/24		TLM1	4	T1,R1	
50.	Causative factors of stress in Organizations-	1	11/1/24		TLM1	4	T1,R1	
51.	Communication- Organizational change	1	12/1/24		TLM1	4	T1,R1	
52.	OD interventions- Report writing	1	18/1/24		TLM1	4	T1,R1	
53.	II mid exams		22/1/24 – 27/1/24					

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
	Report and presentation		19/1/24 21/1/24					

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

BOS APPROVED TEXT BOOKS

T1: Koontz, Weihrich , Aryasri: “Principles of Management”, Tata McGraw Hill, New Delhi, 2008.

T2: Meeenakshi Gupta: “Principles of Management”, PHI Private Limited, New Delhi, 2009

BOS APPROVED REFERENCE BOOKS

(R1) Prasad LM, Principles and Practices of Management, Sultan Chand & Sons, New Delhi.

(R2) John F. Wilson, The Making of Modern Management, Oxford University Press.

PROGRAM EDUCATION 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.

PROGRAM OUTCOMES(POs)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.

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

Course Instructor	Course Coordinator	Module Coordinator	HOD
Dr.D.Venkateswarlu	Dr.D.Venkateswarlu	Dr.T.Rajasekhar	Dr.A.Adishareddy



MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

PART-A

Name of Course Instructor : Dr.A.Adishesha Reddy
 Course Name & Code : **Business Economics-23MB02**
 L-T-P Structure : 4-0-0 Credits : 4
 Program/Sem/Sec : MBA., I-Sem., **Section- A** A.Y : 2023-24

Prerequisite: Basic Knowledge in business activities.

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

1. To impart the basic knowledge about the concepts of economics and to equip the students with the analytical tools of economics and apply the same to rational Managerial decision-making
2. To delineate the role of demand and demand forecasting for effective decision making.
3. To develop economic way of thinking while dealing with production and cost analysis to solve business problems and challenges.
4. To understand the concept of market intelligence and to evaluate the nature of different Market structures for sensible economic managerial decisions.
5. To infuse the basic knowledge about the concepts of macro-economic principles and the skills needed to apply them in making informed, strategic business decisions.

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

- CO1:** Determine the fundamentals of Economics and Managerial Economics and able to apply them for effective managerial decision making.
- CO2:** Evaluate the various decisions of the managers using demand, elasticity demand and Demand forecasting.
- CO3:** Analyze different theories, principles, and concepts of production and cost so that the cost benefits can be examined for economic decision making.
- CO4:** Analyze the price output conditions in each market structure and also evaluate in which Type of market the organization achieves abnormal profits.
- CO5:** Apply knowledge of Macroeconomics concepts and examine monetary policies usage in business decisions.

Co-Po Articulation Matrix:

Course Outcomes (COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	2	3	1	2	-
CO2	2	3	2	1	1
CO3	3	2	1	2	2
CO4	3	2	1	2	1
CO5	2	3	2	1	3

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

Text Books

1. G S Gupta, “*Managerial Economics*”, Tata McGraw Hill.
2. P. L.Mehta “*Managerial Economics– Analysis, Problems & Cases*“-Sulthan Chand & Sons
3. H L Ahuja, Business Economics, S. Chand & Co, 13e, 2016.

Reference

1. Dean. Joel: “*Managerial Economics*”, PHI.
2. R.L.Varshney and K.L.Maheshwari, “*Managerial Economics*”, 17th Edition, Sultan Chand&Sons
3. Henry and Haynes, “*Managerial Economics*”: Analysis and Cases, Business Publications
4. Keat, 2007, “*Managerial Economics*”, 4th Edition, Thomson
5. H.Craig Petersen, W.C. Lewis, S K Jain, 2006, “*Managerial Economics*”, Pearson Managerial Economics and Financial Accounting by Rama chandran Arya sri- Tata McGrawHill.2008.
6. Chaturvedi, Business Economics, International Book House, 2012

Relevant Case Studies should be discussed in each unit

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

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	1	04-10-23		TLM1	CO1	T1,R2	
2.	Orientation	1	05-10-23		TLM1	CO1	T1,R2	
3.	Orientation	1	06-10-23		TLM1	CO1	T1,R2	
4.	Orientation	1	07-10-23		TLM1	CO1	T1,R2	
5.	Orientation	1	09-10-23		TLM1	CO1	T1,R2	
6.	Orientation	1	10-10-23		TLM1	CO1	T1,R2	
7.	Orientation	1	12-10-23		TLM1	CO1	T1,R2	
8.	Introduction to Economics	1	13-10-23		TLM1	CO1	T1,R2	
9.	Explaining about CO-PO	1	14-10-23		TLM1	CO1	T1,R2	
10.	Definitions of Economics-Wealth, Welfare	1	16-10-23		TLM1	CO1	T1,R2	
11.	Definitions of Economics-Scarcity, Growth	1	17-10-23		TLM3	CO1	T1,R2	
12.	Nature and Scope of Economics	1	19-10-23		TLM3	CO1	T1,R2	
13.	Branches of Economics	1	26-10-23		TLM3	CO1	T1,R2	
14.	Significance of Economics	1	27-10-23		TLM3	CO1	T1,R2	
15.	Relationship with other disciplines of economics	1	28-10-23		TLM3	CO1	T1,R2	
16.	Role of managerial economist in business	1	30-10-23		TLM3	CO1	T1,R2	
17.	Basic economic principles	1	31-10-23		TLM3	CO1	T1,R2	
18.	Basic Economic concepts	1	01-11-23					
No. of classes required to complete UNIT-I		18	No. of classes taken:					

UNIT-II: Demand analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Demand analysis-Demand Function	1	02-11-23		TLM1	CO2	T1,R2	
2.	Determinants of demand	1	03-11-23		TLM1	CO2	T1,R2	
3.	Law of demand	1	06-11-23		TLM1	CO2	T1,R2	
4.	Assumptions and exceptions of demand	1	07-11-23		TLM1	CO2	T1,R2	
5.	Types of demand	1	09-11-23		TLM1	CO2	T1,R2	
6.	Elasticity of demand	1	10-11-23		TLM1	CO2	T1,R2	
7.	Nature and Importance of elasticity	1	14-11-23		TLM1	CO2	T1,R2	
8.	Types of Elasticity of demand	1	16-11-23		TLM1	CO2	T1,R2	
9.	Factors affecting demand	1	17-11-23		TLM1	CO2	T1,R2	
10.	Demand forecasting	1	18-11-23		TLM1	CO2	T1,R2	
11.	Definition-Significance	1	20-11-23		TLM3	CO2	T1,R2	
12.	Types-Methods of demand forecasting	1	23-11-23		TLM1	CO2	T1,R2	
13.	Survey method-Statistical method	1	24-11-23		TLM1	CO2	T1,R2	
No. of classes required to complete UNIT-II		13		No. of classes taken:				

UNIT-III: Production & Cost analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Definition-Significance	1	28-11-23		TLM1	CO3	T2,R4	
2.	Production function-Cobb-Douglas Production Function	1	29-11-23		TLM1	CO3	T2,R4	
3.	Iso-Quants and costs	1	30-11-23		TLM1	CO3	T2,R4	
4.	Law of variable proportions & Law of returns to scale	1	01-12-23		TLM1	CO3	T2,R4	
5.	Scale of production	1	02-12-23		TLM1	CO3	T2,R4	
6.	I Mid exam	1	04-12-23					
7.	I Mid exam	1	07-12-23					
8.	I Mid exam	1	08-12-23					
9.	I Mid exam	1	09-12-23					
10.	Economies of scale	1	11-12-23		TLM1	CO3	T2,R4	
11.	Cost analysis	1	12-12-23		TLM2	CO3	T2,R4	
12.	Role of cost in business decisions	1	14-12-23		TLM2	CO3	T2,R4	
13.	Cost concepts- Cost output relationship	1	15-12-23		TLM2	CO3	T2,R4	
14.	Cost control and its techniques	1	16-12-23		TLM2	CO3	T2,R4	
15.	Break even analysis	1	18-12-23		TLM3	CO3	T2,R4	
16.	Break even analysis Problems	1	19-12-23					
17.	Problems in BEP	1	21-12-23					
No. of classes required to complete UNIT-III		17		No. of classes taken:				

UNIT-IV: Market Structures and pricing

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.	Market Structures and pricing- Classification of markets	1	22-12-23		TLM1	CO4	T2,R4	
2.	Competitions and its features	1	23-12-23		TLM1	CO4	T2,R4	
3.	Price output determination in Perfect competition	1	26-12-23		TLM1	CO4	T2,R4	
4.	Price output determination in Monopoly	1	28-12-23		TLM1	CO4	T2,R4	
5.	Monopolistic markets	1	29-12-23		TLM1	CO4	T2,R4	
6.	Oligopoly market and features	1	30-12-23		TLM1	CO4	T2,R4	
7.	Pricing Methods and Strategies	1	02-01-24		TLM1	CO4	T2,R4	
8.	Pricing Strategies	1	04-01-24		TLM1	CO4	T2,R4	
9.	Theories of profit	1	05-01-24		TLM1	CO4	T2,R4	
No. of classes required to complete UNIT-IV		09		No. of classes taken:				

UNIT-V: Macro Economics and Business decisions

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.	Macroeconomics concept & Nature	1	06-01-24		TLM1	CO5	T2,R4	
2.	Theories of macro economics	1	08-01-24		TLM1	CO5	T2,R4	
3.	National Income- Measurements	1	09-01-24		TLM1	CO5	T2,R4	
4.	Inflation and Deflation	1	11-01-24		TLM1	CO5	T2,R4	
5.	Types-Causes-factors influencing and Measures	1	12-01-24		TLM1	CO5	T2,R4	
6.	RBI in India	1	18-01-24		TLM1	CO5	T2,R4	
7.	Monetary Policies -Types	1	19-01-24		TLM1	CO5	T2,R4	
8.	Report and Presentations	1	20-01-24		TLM1	CO5	T2,R4	
9.	II Mid exams	1	22-01-24					
10.	II Mid exams	1	23-01-24					
11.	II Mid exams	1	25-01-24					
12.	II Mid exams	1	27-01-24					
13.	II Mid exams	1	29-01-24					
No. of classes required to complete UNIT-V		08		No. of classes taken:				

Content beyond syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Financial economics	1	25-11-23					
2.	Behavioral economics	1	27-11-23					
		02						

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

Part - C

EVALUATION PROCESS:

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

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

PROGRAM OUTCOMES

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

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



MASTER OF BUSINESS ADMINISTRATION
COURSE HANDOUT

PART-A

Name of Course Instructor : K.Ravi Kiran Yaraswi
Course Name & Code : **Business Economics-23MB02**
L-T-P Structure : 4-0-0 Credits : 4
Program/Sem/Sec : MBA., I-Sem., **Section- B** A.Y : 2023-24

Prerequisite: Basic Knowledge in business activities.

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

1. To impart the basic knowledge about the concepts of economics and to equip the students with the analytical tools of economics and apply the same to rational Managerial decision-making
2. To delineate the role of demand and demand forecasting for effective decision making.
3. To develop economic way of thinking while dealing with production and cost analysis to solve business problems and challenges.
4. To understand the concept of market intelligence and to evaluate the nature of different Market structures for sensible economic managerial decisions.
5. To infuse the basic knowledge about the concepts of macro-economic principles and the skills needed to apply them in making informed, strategic business decisions.

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

- CO1:** Determine the fundamentals of Economics and Managerial Economics and able to apply them for effective managerial decision making.
- CO2:** Evaluate the various decisions of the managers using demand, elasticity demand and Demand forecasting.
- CO3:** Analyze different theories, principles, and concepts of production and cost so that the cost benefits can be examined for economic decision making.
- CO4:** Analyze the price output conditions in each market structure and also evaluate in which Type of market the organization achieves abnormal profits.
- CO5:** Apply knowledge of Macroeconomics concepts and examine monetary policies usage in business decisions.

Co-Po Articulation Matrix:

Course Outcomes (COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	2	3	1	2	-
CO2	2	3	2	1	1
CO3	3	2	1	2	2
CO4	3	2	1	2	1
CO5	2	3	2	1	3

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

Text Books

1. G S Gupta, “*Managerial Economics*”, Tata McGraw Hill.
2. P. L.Mehta “*Managerial Economics– Analysis, Problems & Cases*“-Sulthan Chand & Sons
3. H L Ahuja, Business Economics, S. Chand & Co, 13e, 2016.

Reference

1. Dean. Joel: “*Managerial Economics*”, PHI.
2. R.L.Varshney and K.L.Maheshwari, “*Managerial Economics*”, 17th Edition, Sultan Chand&Sons
3. Henry and Haynes, “*Managerial Economics*”: Analysis and Cases, Business Publications
4. Keat, 2007, “*Managerial Economics*”, 4th Edition, Thomson
5. H.Craig Petersen, W.C. Lewis, S K Jain, 2006, “*Managerial Economics*”, Pearson Managerial Economics and Financial Accounting by Rama chandran Arya sri- Tata McGrawHill.2008.
6. Chaturvedi, Business Economics, International Book House, 2012

Relevant Case Studies should be discussed in each unit

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

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	1	04-10-23		TLM1	CO1	T1,R2	
2.	Orientation	1	05-10-23		TLM1	CO1	T1,R2	
3.	Orientation	1	06-10-23		TLM1	CO1	T1,R2	
4.	Orientation	1	07-10-23		TLM1	CO1	T1,R2	
5.	Orientation	1	09-10-23		TLM1	CO1	T1,R2	
6.	Orientation	1	10-10-23		TLM1	CO1	T1,R2	
7.	Orientation	1	12-10-23		TLM1	CO1	T1,R2	
8.	Introduction to Economics	1	13-10-23		TLM1	CO1	T1,R2	
9.	Explaining about CO-PO	1	14-10-23		TLM1	CO1	T1,R2	
10.	Definitions of Economics-Wealth, Welfare	1	16-10-23		TLM1	CO1	T1,R2	
11.	Definitions of Economics-Scarcity, Growth	1	17-10-23		TLM3	CO1	T1,R2	
12.	Nature and Scope of Economics	1	19-10-23		TLM3	CO1	T1,R2	
13.	Branches of Economics	1	26-10-23		TLM3	CO1	T1,R2	
14.	Significance of Economics	1	27-10-23		TLM3	CO1	T1,R2	
15.	Relationship with other disciplines of economics	1	28-10-23		TLM3	CO1	T1,R2	
16.	Role of managerial economist in business	1	30-10-23		TLM3	CO1	T1,R2	
17.	Basic economic principles	1	31-10-23		TLM3	CO1	T1,R2	
18.	Basic Economic concepts	1	01-11-23					
No. of classes required to complete UNIT-I		18	No. of classes taken:					

UNIT-II: Demand analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Demand analysis-Demand Function	1	02-11-23		TLM1	CO2	T1,R2	
2.	Determinants of demand	1	03-11-23		TLM1	CO2	T1,R2	
3.	Law of demand	1	06-11-23		TLM1	CO2	T1,R2	
4.	Assumptions and exceptions of demand	1	07-11-23		TLM1	CO2	T1,R2	
5.	Types of demand	1	09-11-23		TLM1	CO2	T1,R2	
6.	Elasticity of demand	1	10-11-23		TLM1	CO2	T1,R2	
7.	Nature and Importance of elasticity	1	14-11-23		TLM1	CO2	T1,R2	
8.	Types of Elasticity of demand	1	16-11-23		TLM1	CO2	T1,R2	
9.	Factors affecting demand	1	17-11-23		TLM1	CO2	T1,R2	
10.	Demand forecasting	1	18-11-23		TLM1	CO2	T1,R2	
11.	Definition-Significance	1	20-11-23		TLM3	CO2	T1,R2	
12.	Types-Methods of demand forecasting	1	23-11-23		TLM1	CO2	T1,R2	
13.	Survey method-Statistical method	1	24-11-23		TLM1	CO2	T1,R2	
No. of classes required to complete UNIT-II		13		No. of classes taken:				

UNIT-III: Production & Cost analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Definition-Significance	1	28-11-23		TLM1	CO3	T2,R4	
2.	Production function-Cobb-Douglas Production Function	1	29-11-23		TLM1	CO3	T2,R4	
3.	Iso-Quants and costs	1	30-11-23		TLM1	CO3	T2,R4	
4.	Law of variable proportions & Law of returns to scale	1	01-12-23		TLM1	CO3	T2,R4	
5.	Scale of production	1	02-12-23		TLM1	CO3	T2,R4	
6.	I Mid exam	1	04-12-23					
7.	I Mid exam	1	07-12-23					
8.	I Mid exam	1	08-12-23					
9.	I Mid exam	1	09-12-23					
10.	Economies of scale	1	11-12-23		TLM1	CO3	T2,R4	
11.	Cost analysis	1	12-12-23		TLM2	CO3	T2,R4	
12.	Role of cost in business decisions	1	14-12-23		TLM2	CO3	T2,R4	
13.	Cost concepts- Cost output relationship	1	15-12-23		TLM2	CO3	T2,R4	
14.	Cost control and its techniques	1	16-12-23		TLM2	CO3	T2,R4	
15.	Break even analysis	1	18-12-23		TLM3	CO3	T2,R4	
16.	Break even analysis Problems	1	19-12-23					
17.	Problems in BEP	1	21-12-23					
No. of classes required to complete UNIT-III		17		No. of classes taken:				

UNIT-IV: Market Structures and pricing

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.	Market Structures and pricing- Classification of markets	1	22-12-23		TLM1	CO4	T2,R4	
2.	Competitions and its features	1	23-12-23		TLM1	CO4	T2,R4	
3.	Price output determination in Perfect competition	1	26-12-23		TLM1	CO4	T2,R4	
4.	Price output determination in Monopoly	1	28-12-23		TLM1	CO4	T2,R4	
5.	Monopolistic markets	1	29-12-23		TLM1	CO4	T2,R4	
6.	Oligopoly market and features	1	30-12-23		TLM1	CO4	T2,R4	
7.	Pricing Methods and Strategies	1	02-01-24		TLM1	CO4	T2,R4	
8.	Pricing Strategies	1	04-01-24		TLM1	CO4	T2,R4	
9.	Theories of profit	1	05-01-24		TLM1	CO4	T2,R4	
No. of classes required to complete UNIT-IV		09		No. of classes taken:				

UNIT-V: Macro Economics and Business decisions

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.	Macroeconomics concept & Nature	1	06-01-24		TLM1	CO5	T2,R4	
2.	Theories of macro economics	1	08-01-24		TLM1	CO5	T2,R4	
3.	National Income- Measurements	1	09-01-24		TLM1	CO5	T2,R4	
4.	Inflation and Deflation	1	11-01-24		TLM1	CO5	T2,R4	
5.	Types-Causes-factors influencing and Measures	1	12-01-24		TLM1	CO5	T2,R4	
6.	RBI in India	1	18-01-24		TLM1	CO5	T2,R4	
7.	Monetary Policies -Types	1	19-01-24		TLM1	CO5	T2,R4	
8.	Report and Presentations	1	20-01-24		TLM1	CO5	T2,R4	
9.	II Mid exams	1	22-01-24					
10.	II Mid exams	1	23-01-24					
11.	II Mid exams	1	25-01-24					
12.	II Mid exams	1	27-01-24					
13.	II Mid exams	1	29-01-24					
No. of classes required to complete UNIT-V		08		No. of classes taken:				

Content beyond syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Financial economics	1	25-11-23					
2.	Behavioral economics	1	27-11-23					
		02						

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

Part - C

EVALUATION PROCESS:

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

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

PROGRAM OUTCOMES

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

K.RaviKiran Ysaswi	Dr.A.Adishesha Reddy	Dr.A.Adishesha Reddy	Dr. A Adishesha reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



Master of Business Administration COURSE HANDOUT

PART-A

Section-A

PROGRAM : MBA. I-Sem.
ACADEMIC YEAR : 2023-24
COURSE NAME & CODE : Financial Accounting and Analysis
L-T-P STRUCTURE : 4-0-0
COURSE CREDITS : 4
COURSE INSTRUCTOR : **Mr.B.Kalyan Kumar**
COURSE COORDINATOR : **Mr.B.Kalyan Kumar**
PREREQUISITE : **Basic concepts of Accounting and its fundamentals**

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

CEO 1	To provide information about fundamental concepts of financial accounting and make them to learn the generally accepted Accounting Principles and Accounting Standards issued by IFRS.
CEO 2	To acquaint the students with the fundamentals principles of financial, cost and Management accounting and to enable the students to prepare, analyze and interpret Financial statements.
CEO 3	To enable the students gain knowledge about concepts, principles and techniques of computing depreciation on fixed assets
CEO 4	To create an understanding about funds flow and cash flow statements and make them to prepare these statements and to enable the students to use financial data in planning, decision making and control
CEO 5	To enable them to do the financial statement analysis by using the tool financial ratios and able to draw meaningful conclusions about company’s financial position.

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

CO1	Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements
CO2	Interpret and analyze financial accounting and combine financial analysis with other information to assess the financial performance and position of a company.
CO3	Apply course concepts to analyze common business management decisions such as valuation of fixed assets and outsourcing decisions from a financial perspective
CO4	Define the nature and role of the financial statements and able to make financial Decision regarding cash and funds flow.
CO5	Identify the problem areas in business through various ratio techniques and can take decisions using management accounting tools

Co-Po Articulation Matrix:


Course Outcomes (COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	2	-	-	2	-
CO2	2	3	1	1	1
CO3	3	2	-	2	1
CO4	2	2	1	2	-
CO5	-	2	1	3	-

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Introduction to Accounting for Managers

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.	Programme Orientation	5	05/10/23		TLM2	
2.	UNIT-I: Introduction to Accounting for Managers	1	06/10/23		TLM2	
3.	Definitions	1	07/10/23		TLM1	
4.	Nature and Scope of Financial Accounting	1	09/10/23		TLM1	
5.	Nature and Scope of Financial Accounting, Cost Accounting and Management Accounting	1	10/10/23		TLM1	
6.	Objectives and Principles	1	12/10/23		TLM1	
7.	Accounting Concepts and Conventions	1	13/10/23		TLM1	
8.	Generally Accepted Accounting Principles (GAAP)	1	14/10/23		TLM1	
9.	Accounting Standards	1	16/10/23		TLM2	
10.	Accounting Standards	1	17/10/23		TLM1	
11.	Concept of Shares,	1	19/10/23		TLM1	
12.	Debentures	1	26/10/23		TLM2	
13.	Amalgamation	1	27/10/23		TLM1	
14.	Unit-I Revision	1	28/10/23			
No. of classes required to complete UNIT-I		16				No. of classes taken:

UNIT-II: FINANCIAL ACCOUNTING SYSTEM

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 Journal	1	30/10/23		TLM2	AAL my
2.	Journal entries Format	1	31/10/23		TLM1	
3.	Journal entries problems	1	02/11/23		TLM1	
4.	Subsidiary Books	1	03/11/23		TLM1	
5.	Subsidiary Books	1	04/11/23		TLM1	
6.	Ledger	1	16/11/23		TLM2	
7.	Ledger	1	17/11/23		TLM1	
8.	Trial Balance	1	18/11/23		TLM2	
9.	Trial Balance	1	20/11/23		TLM1	
10.	Final Accounts with adjustments	1	21/11/23		TLM1	
11.	Final Accounts with adjustments	1	23/11/23		TLM1	
No. of classes required to complete UNIT-II		11			No. of classes taken:	

UNIT-III: VALUATION OF FIXED ASSETS


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 Valuation of Assets	1	23/11/23		TLM2	AAL my
2.	Depreciation of Fixed assets	1	24/11/23		TLM1	
3.	Methods of Depreciation	1	25/11/23		TLM1	
4.	Straight Line Method	1	27/11/23		TLM1	
5.	Straight Line Method	1	28/11/23		TLM1	
6.	Written down value methods	1	30/11/23		TLM2	
7.	Written down value methods	1	01/12/23		TLM1	
8.	Annuity Method	1	02/12/23		TLM2	
9.	Valuation of Inventory	1	04/12/23		TLM1	
10.	FIFO	1	07/12/23		TLM1	
No. of classes required to complete UNIT-III		10			No. of classes taken:	

UNIT-IV: FUNDS FLOW AND CASH FLOW STATEMENTS

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 Funds flow and Cash Flow analysis	1	07/12/23		TLM2	AAL AAL AAL AAL AAL AAL AAL AAL AAL AAL
2.	Meaning, Advantages and Limitations	1	08/12/23		TLM1	
3.	Statement of changes in working Capital	1	09/12/23		TLM1	
4.	Statement of changes in working Capital	1	11/12/23		TLM1	
5.	Analysis and Interpretation from Investor and Company	1	12/12/23		TLM1	
6.	Analysis and Interpretation from Investor and Company	1	14/12/23		TLM1	
7.	Analysis and Interpretation from Investor and Company	1	15/12/23		TLM1	
8.	Du Pont Chart	1	16/12/23		TLM2	
9.	Du Pont Chart	1	18/12/23		TLM1	
10.	Du Pont Chart	2	19/12/23		TLM1	
No. of classes required to complete UNIT-IV		11			No. of classes taken:	

UNIT-V: Financial Statement Analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Ratio Analysis-Classifications	1	21/12/23		TLM2	AAL AAL AAL AAL AAL AAL AAL AAL AAL AAL AAL AAL
2.	Ratio Analysis-Classifications	1	22/12/23		TLM1	
3.	Liquidity, Activity, Profitability	1	23/12/23		TLM1	
4.	Liquidity, Activity, Profitability	1	26/12/23		TLM1	
5.	Solvency and Structural Ratios	1	28/12/23		TLM1	
6.	Calculation and Interpretation of Ratios	1	29/12/23		TLM1	
7.	Advantages and Limitations of ratio analysis	1	30/12/23		TLM1	
8.	Ratio Analysis-Classifications	1	02/01/24		TLM2	
9.	Ratio Analysis-Classifications	1	04/01/24		TLM1	
10.	Liquidity, Activity, Profitability	1	05/01/24		TLM2	
11.	Liquidity, Activity, Profitability	1	06/01/24		TLM1	
12.	Solvency and Structural Ratios	1	08/01/24		TLM2	

13.	Calculation and Interpretation of Ratios	1	09/01/24		TLM1	
14.	Case study5	1	12/01/24		TLM1	
15.	Revision and Presentations	6	18/01/24 To 20/01/24		TLM1	
No. of classes required to complete UNIT-V		20			No. of classes taken:	

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

Part - C





EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) =A	1,2,3	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.

Note: These PO statements are used at the end of each course, an articulation matrix table will display the mapping of Course Outcomes (CO) to Program Outcomes (PO)

			
B.Kalyan Kumar	B.Kalyan Kumar	Dr. A ADISESHA REDDY	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD



**Master of Business Administration
COURSE HANDOUT**

PART-A

Section-B

PROGRAM : MBA. I-Sem.
ACADEMIC YEAR : 2023-24
COURSE NAME & CODE : Financial Accounting and Analysis
L-T-P STRUCTURE : 4-0-0
COURSE CREDITS : 4
COURSE INSTRUCTOR : **Mr.B.Kalyan Kumar**
COURSE COORDINATOR : **Mr.B.Kalyan Kumar**
PREREQUISITE : **Basic concepts of Accounting and its fundamentals**

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

CEO 1	To provide information about fundamental concepts of financial accounting and make them to learn the generally accepted Accounting Principles and Accounting Standards issued by IFRS.
CEO 2	To acquaint the students with the fundamentals principles of financial, cost and Management accounting and to enable the students to prepare, analyze and interpret Financial statements.
CEO 3	To enable the students gain knowledge about concepts, principles and techniques of computing depreciation on fixed assets
CEO 4	To create an understanding about funds flow and cash flow statements and make them to prepare these statements and to enable the students to use financial data in planning, decision making and control
CEO 5	To enable them to do the financial statement analysis by using the tool financial ratios and able to draw meaningful conclusions about company's financial position.

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

CO1	Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements
CO2	Interpret and analyze financial accounting and combine financial analysis with other information to assess the financial performance and position of a company.
CO3	Apply course concepts to analyze common business management decisions such as valuation of fixed assets and outsourcing decisions from a financial perspective
CO4	Define the nature and role of the financial statements and able to make financial Decision regarding cash and funds flow.
CO5	Identify the problem areas in business through various ratio techniques and can take decisions using management accounting tools

Co-Po Articulation Matrix:

Course Outcomes (COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	2	-	-	2	-
CO2	2	3	1	1	1
CO3	3	2	-	2	1
CO4	2	2	1	2	-
CO5	-	2	1	3	-

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Introduction to Accounting for Managers

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.	Programme Orientation	5	04/10/23	04/10/23	TLM2	
2.	UNIT-I: Introduction to Accounting for Managers	1	05/10/23	05/10/23	TLM2	
3.	Definitions	1	06/10/23	06/10/23	TLM1	
4.	Nature and Scope of Financial Accounting	1	07/10/23	07/10/23	TLM1	
5.	Nature and Scope of Financial Accounting, Cost Accounting and Management Accounting	1	09/10/23	09/10/23	TLM1	
6.	Objectives and Principles	1	11/10/23	11/10/23	TLM1	
7.	Accounting Concepts and Conventions	1	12/10/23	12/10/23	TLM1	
8.	Generally Accepted Accounting Principles (GAAP)	1	1/10/23	1/10/23	TLM1	
9.	Accounting Standards	1	14/10/23	14/10/23	TLM2	
10.	Accounting Standards	1	16/10/23	16/10/23	TLM1	
11.	Concept of Shares,	1	18/10/23	18/10/23	TLM1	
12.	Debentures	1	19/10/23	19/10/23	TLM2	
13.	Amalgamation	1	25/10/23	25/10/23	TLM1	
14.	Unit-I Revision	1	26/10/23	26/10/23		
No. of classes required to complete UNIT-I		16				No. of classes taken:

UNIT-II: FINANCIAL ACCOUNTING SYSTEM

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 Journal	1	27/10/23	27/10/23	TLM2	AAL my
2.	Journal entries Format	1	28/10/23	28/10/23	TLM1	
3.	Journal entries problems	1	30/11/23	30/11/23	TLM1	
4.	Subsidiary Books	1	01/11/23	01/11/23	TLM1	
5.	Subsidiary Books	1	02/11/23	02/11/23	TLM1	
6.	Ledger	1	03/11/23	03/11/23	TLM2	
7.	Ledger	1	15/11/23	15/11/23	TLM1	
8.	Trial Balance	1	16/11/23	16/11/23	TLM2	
9.	Trial Balance	1	17/11/23	17/11/23	TLM1	
10.	Final Accounts with adjustments	1	18/11/23	18/11/23	TLM1	
11.	Final Accounts with adjustments	1	20/11/23	20/11/23	TLM1	
No. of classes required to complete UNIT-II		11			No. of classes taken:	

UNIT-III: VALUATION OF FIXED ASSETS


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 Valuation of Assets	1	22/11/23	22/11/23	TLM2	AAL my
2.	Depreciation of Fixed assets	1	23/11/23	23/11/23	TLM1	
3.	Methods of Depreciation	1	24/11/23	24/11/23	TLM1	
4.	Straight Line Method	1	25/11/23	25/11/23	TLM1	
5.	Straight Line Method	1	27/11/23	27/11/23	TLM1	
6.	Written down value methods	1	29/11/23	29/11/23	TLM2	
7.	Written down value methods	1	30/11/23	30/11/23	TLM1	
8.	Annuity Method	1	01/12/23	01/12/23	TLM2	
9.	Valuation of Inventory	1	02/12/23	02/12/23	TLM1	
10.	FIFO	1	04/12/23	04/12/23	TLM1	
No. of classes required to complete UNIT-III		10			No. of classes taken:	

UNIT-IV: FUNDS FLOW AND CASH FLOW STATEMENTS

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 Funds flow and Cash Flow analysis	1	07/12/23	07/12/23	TLM2	AAL AAL AAL AAL AAL AAL AAL AAL AAL AAL
2.	Meaning, Advantages and Limitations	1	08/12/23	08/12/23	TLM1	
3.	Statement of changes in working Capital	1	09/12/23	09/12/23	TLM1	
4.	Statement of changes in working Capital	1	11/12/23	11/12/23	TLM1	
5.	Analysis and Interpretation from Investor and Company	1	13/12/23	13/12/23	TLM1	
6.	Analysis and Interpretation from Investor and Company	1	14/12/23	14/12/23	TLM1	
7.	Analysis and Interpretation from Investor and Company	1	15/12/23	15/12/23	TLM1	
8.	Du Pont Chart	1	16/12/23	16/12/23	TLM2	
9.	Du Pont Chart	1	18/12/23	18/12/23	TLM1	
10.	Du Pont Chart	2	20/12/23	20/12/23	TLM1	
No. of classes required to complete UNIT-IV		11				No. of classes taken:

UNIT-V: Financial Statement Analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Ratio Analysis-Classifications	1	21/12/23	21/12/23	TLM2	AAL AAL AAL AAL AAL AAL AAL AAL AAL AAL AAL AAL
2.	Ratio Analysis-Classifications	1	22/12/23	22/12/23	TLM1	
3.	Liquidity, Activity, Profitability	1	23/12/23	23/12/23	TLM1	
4.	Liquidity, Activity, Profitability	1	27/12/23	27/12/23	TLM1	
5.	Solvency and Structural Ratios	1	28/12/23	28/12/23	TLM1	
6.	Calculation and Interpretation of Ratios	1	29/12/23	29/12/23	TLM1	
7.	Advantages and Limitations of ratio analysis	1	30/12/23	30/12/23	TLM1	
8.	Ratio Analysis-Classifications	1	03/01/24	03/01/24	TLM2	
9.	Ratio Analysis-Classifications	1	04/01/24	04/01/24	TLM1	
10.	Liquidity, Activity, Profitability	1	05/01/24	05/01/24	TLM2	
11.	Liquidity, Activity, Profitability	1	06/01/24	06/01/24	TLM1	
12.	Solvency and Structural Ratios	1	08/01/24	08/01/24	TLM2	

13.	Calculation and Interpretation of Ratios	1	10/01/24	10/01/24	TLM1	
14.	Case study5	1	12/01/24	12/01/24	TLM1	
15.	Revision and Presentations	6	18/01/24 To 20/01/24	18/01/24 To 20/01/24	TLM1	
No. of classes required to complete UNIT-V		20			No. of classes taken:	

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

Part - C





EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) =A	1,2,3	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.

Note: These PO statements are used at the end of each course, an articulation matrix table will display the mapping of Course Outcomes (CO) to Program Outcomes (PO)

			
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Course Instructor	Course Coordinator	Module Coordinator	HOD



Master of Business Administration

COURSE HANDOUT

PART-A

Name of Course Instructor : Dr. O. Naresh
 Course Name & Code : 23MB04: Quantitative Analysis for Business Decisions
 L-T-P Structure : 4-0-0 Credits : 4
 Program/Sem/Sec : MBA., I-Sem., Section- A A.Y : 2023-24

PRE-REQUISITE: Basic Knowledge in Mathematics and Statistics

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

➤ To apply the quantitative methods for business decision making.
➤ To understand the topic of linear programming problem and its use in practical problems for optimization.
➤ To assess the transportation and assignment concepts and limitations as applied to problems in industry.
➤ To analyze the usage of various statistical tools to interpret the data.
➤ To identify and evaluate the parts of queuing system and different types of queuing models.

COURSE OUTCOMES:

At the end of the course the students are able to

CO. NO	CO STATEMENT	Bloom's Level
CO1	Apply the need of using quantitative approach for effective decision-making.	L3
CO2	Demonstrate the topic of linear programming problem and its use in practical problems for optimization.	L2
CO3	Solve Transportation and Assignment problems using appropriate method.	L3
CO4	Analyze various simple & advanced statistical tools and interpret data	L4
CO5	Evaluate various components of a queuing system and description of each of them.	L5

COURSE ARTICULATION MATRIX (Correlation between COs&POs):

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

Text books:

1. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, 2011.
2. Aczel A.D. and Sounderpandian J., “Complete Business Statistics”, 6th edition, Tata McGraw –Hill Publishing Company Ltd., New Delhi, 2012.
3. J K SHARMA, Operations research theory and applications, Macmillan publications, fifth edition.

Reference:

1. Anand Sharma, Quantitative techniques for decision making, Himalaya publishing house
2. Srivatsava TN and ShailajaRego, Statistics for Management, Tata McGraw Hill, 2008.
3. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012.
4. Anderson, Sweeney, Williams, Camm, Martin, Quantitative methods for Business, 12e, Cengage Learning, 2013.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Introduction to Quantitative analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Orientation	6	04-10-2023 To 10-10-2023		TLM2	
2.	Syllabus orientation	1	12-10-2023			
3.	Introduction to Quantitative analysis:		13-10-2023			
4.	History and development of Quantitative Approach	1	14-10-2023		TLM1	
5.	Definitions of Operations Research, Quantitative analysis and Decision Making	1	17-10-2023		TLM1	
6.	Quantitative analysis Vs Qualitative Analysis.	1	18-10-2023		TLM1	
7.	Decision Theory	1	25-10-2023		TLM1	
8.	Steps of Decision-Making process	1	26-10-2023		TLM1	
9.	Types of Decision-Making environments	1	27-10-2023		TLM1	
10.	DMUU	1	28-10-2023		TLM2	
11.	DMUR	1	30-10-2023		TLM1	

12.	DMQA	1	01-11-2023		TLM1	
13.	Decision Trees Analysis	1	02-11-2023		TLM2	
14.	Decision Trees Analysis	1	03-11-2023		TLM1	
15.	Case Study 1	1	04-11-2023		TLM2/6	
No. of classes required to complete UNIT-I		20			No. of classes taken:	

UNIT-II: Linear Programming

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.	Linear Programming	1	07-11-2023		TLM2	
2.	Introduction, Basic Assumptions	1	08-11-2023		TLM1	
3.	Structure of linear Programming model	1	09-11-2023		TLM1	
4.	Formulation of LPP	1	10-11-2023		TLM1	
5.	Formulation of LPP	1	11-11-2023		TLM1	
6.	Solution by the Graphical method	1	14-11-2023		TLM2	
7.	Multiple Optimal Solutions	1	16-11-2023		TLM1	
8.	Multiple Optimal Solutions	1	17-11-2023		TLM2	
9.	Infeasible Solution; Simplex method	1	18-11-2023		TLM1	
10.	Applications, Advantages, Limitations	1	28-11-2023		TLM1	
11.	Case study 2	1	29-11-2023		TLM2/6	
No. of classes required to complete UNIT-II		10			No. of classes taken:	

UNIT-III: Transportation & Assignment

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.	Transportation Problem	1	30-11-2023		TLM2	
2.	Mathematical model	1	01-12-2023		TLM1	
3.	IBFS	1	02-12-2023		TLM1	
4.	Test for Optimality	1	05-12-2023		TLM1	
5.	Test for Optimality	1	07-12-2023		TLM1	
6.	Managerial applications	1	08-12-2023		TLM1	
7.	Assignment Problem	1	09-12-2023		TLM2	
8.	Mathematical model, Solutions of A.P	1	10-12-2023		TLM1	
9.	Variations of A. P	1	11-12-2023		TLM2	
10.	Travelling Salesman Method.	1	12-12-2023		TLM1	
No. of classes required to complete UNIT-III		10			No. of classes taken:	

UNIT-IV: Statistical Inference

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.	Statistical Inference	1	14-12-2023		TLM2	
2.	Introduction, Hypothesis and Hypothesis testing	1	15-12-2023		TLM1	
3.	Introduction, Hypothesis and Hypothesis testing	1	16-12-2023		TLM1	
4.	Directions and errors in hypothesis testing	1	18-12-2023		TLM1	
5.	parametric vs. non-parametric tests	1	19-12-2023		TLM1	
6.	Hypothesis Testing for population Parameters with Large Samples (z-test),	1	21-12-2023		TLM1	
7.	Hypothesis Testing for population with Small samples (t-test)	1	22-12-2023		TLM1	
8.	Hypothesis testing based on F	1	23-12-2023		TLM2	
9.	Hypothesis testing based on F	1	26-12-2023		TLM1	
10.	Chi Square test	1	28-12-2023		TLM1	
11.	Case Study	1	29-12-2023		TLM2	
No. of classes required to complete UNIT-IV		11			No. of classes taken:	

UNIT-V: Linear correlation, Linear Regression Analysis & Queuing theory

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.	Linear correlation	1	30-12-2023		TLM2	
2.	Types of Correlation, Methods of Studying Correlation	1	02-01-2024		TLM1	
3.	Scatter diagram method	1	03-01-2024		TLM1	
4.	Karl Pearson's coefficient of correlation- Rank correlation	2	05-01-2024		TLM1	
5.	Linear Regression Analysis	1	06-01-2024		TLM1	
6.	Linear and Non-linear regression	1	06-01-2024		TLM1	
7.	lines of regression, coefficients of regression	1	08-01-2024		TLM1	
8.	Queuing theory	1	09-01-2024		TLM2	
9.	Queuing Structure and basic component of Queuing Model	1	10-01-2024		TLM1	
10.	Distributions in queuing model, Different in Queuing Model with FCFS	1	11-01-2024		TLM2	
11.	Queue Discipline, Single and Multiple service server with finite and infinite population	1	12-01-2024		TLM1	
12.	Special purpose Queuing Models.	1	13-01-2024		TLM2	
13.	Revision and Presentations	1	22-01-2024 to 27-01-2024		TLM1	
No. of classes required to complete UNIT-V		13			No. of classes taken:	

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

Part - C

EVALUATION PROCESS:

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

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

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

Dr.O.Naresh	Dr.O.Naresh	Dr. V V NARSI REDDY	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD



Master of Business Administration

COURSE HANDOUT

PART-A

Name of Course Instructor : Dr. O. Naresh
 Course Name & Code : 23MB04: Quantitative Analysis for Business Decisions
 L-T-P Structure : 4-0-0 Credits : 4
 Program/Sem/Sec : MBA., I-Sem., Section- B A.Y : 2023-24

PRE-REQUISITE: Basic Knowledge in Mathematics and Statistics

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

➤ To apply the quantitative methods for business decision making.
➤ To understand the topic of linear programming problem and its use in practical problems for optimization.
➤ To assess the transportation and assignment concepts and limitations as applied to problems in industry.
➤ To analyze the usage of various statistical tools to interpret the data.
➤ To identify and evaluate the parts of queuing system and different types of queuing models.

COURSE OUTCOMES:

At the end of the course the students are able to

CO. NO	CO STATEMENT	Bloom's Level
CO1	Apply the need of using quantitative approach for effective decision-making.	L3
CO2	Demonstrate the topic of linear programming problem and its use in practical problems for optimization.	L2
CO3	Solve Transportation and Assignment problems using appropriate method.	L3
CO4	Analyze various simple & advanced statistical tools and interpret data	L4
CO5	Evaluate various components of a queuing system and description of each of them.	L5

COURSE ARTICULATION MATRIX (Correlation between COs&POs):

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

Text books:

1. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, 2011.
2. Aczel A.D. and Sounderpandian J., "Complete Business Statistics", 6th edition, Tata McGraw –Hill Publishing Company Ltd., New Delhi, 2012.
3. J K SHARMA, Operations research theory and applications, Macmillan publications, fifth edition.

Reference:

1. Anand Sharma, Quantitative techniques for decision making, Himalaya publishing house
2. Srivatsava TN and ShailajaRego, Statistics for Management, Tata McGraw Hill, 2008.
3. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012.
4. Anderson, Sweeney, Williams, Camm, Martin, Quantitative methods for Business, 12e, Cengage Learning, 2013.

Part-B**COURSE DELIVERY PLAN (LESSON PLAN):****UNIT-I: Introduction to Quantitative analysis**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Orientation	6	05-10-2023 To 10-10-2023		TLM2	
2.	Syllabus orientation	1	12-10-2023			
3.	Introduction to Quantitative analysis:		13-10-2023			
4.	History and development of Quantitative Approach	1	14-10-2023		TLM1	
5.	Definitions of Operations Research, Quantitative analysis and Decision Making	1	17-10-2023		TLM1	
6.	Quantitative analysis Vs Qualitative Analysis.	1	19-10-2023		TLM1	
7.	Decision Theory	1	26-10-2023		TLM1	
8.	Steps of Decision-Making process	1	27-10-2023		TLM1	

9.	Types of Decision-Making environments	1	28-10-2023		TLM1	
10.	DMUU	1	30-10-2023		TLM2	
11.	DMUR	1	31-10-2023		TLM1	
12.	DMQA	1	02-11-2023		TLM1	
13.	Decision Trees Analysis	1	03-11-2023		TLM2	
14.	Decision Trees Analysis	1	04-11-2023		TLM1	
15.	Case Study 1	1	06-11-2023		TLM2/6	
No. of classes required to complete UNIT-I		20			No. of classes taken:	

UNIT-II: Linear Programming

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.	Linear Programming	1	07-11-2023		TLM2	
2.	Introduction, Basic Assumptions	1	09-11-2023		TLM1	
3.	Structure of linear Programming model	1	10-11-2023		TLM1	
4.	Formulation of LPP	1	11-11-2023		TLM1	
5.	Formulation of LPP	1	13-11-2023		TLM1	
6.	Solution by the Graphical method	1	14-11-2023		TLM2	
7.	Multiple Optimal Solutions	1	16-11-2023		TLM1	
8.	Multiple Optimal Solutions	1	17-11-2023		TLM2	
9.	Infeasible Solution; Simplex method	1	18-11-2023		TLM1	
10.	Applications, Advantages, Limitations	1	27-11-2023		TLM1	
11.	Case study 2	1	28-11-2023		TLM2/6	
No. of classes required to complete UNIT-II		10			No. of classes taken:	

UNIT-III: Transportation & Assignment

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.	Transportation Problem	1	30-11-2023		TLM2	
2.	Mathematical model	1	01-12-2023		TLM1	
3.	IBFS	1	02-12-2023		TLM1	
4.	Test for Optimality	1	05-12-2023		TLM1	
5.	Test for Optimality	1	07-12-2023		TLM1	
6.	Managerial applications	1	08-12-2023		TLM1	
7.	Assignment Problem	1	09-12-2023		TLM2	
8.	Mathematical model, Solutions of A.P	1	10-12-2023		TLM1	
9.	Variations of A. P	1	11-12-2023		TLM2	
10.	Travelling Salesman Method.	1	12-12-2023		TLM1	
No. of classes required to complete UNIT-III		10			No. of classes taken:	

UNIT-IV: Statistical Inference

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.	Statistical Inference	1	14-12-2023		TLM2	
2.	Introduction, Hypothesis and Hypothesis testing	1	15-12-2023		TLM1	
3.	Introduction, Hypothesis and Hypothesis testing	1	16-12-2023		TLM1	
4.	Directions and errors in hypothesis testing	1	18-12-2023		TLM1	
5.	parametric vs. non-parametric tests	1	19-12-2023		TLM1	
6.	Hypothesis Testing for population Parameters with Large Samples (z-test),	1	21-12-2023		TLM1	
7.	Hypothesis Testing for population with Small samples (t-test)	1	22-12-2023		TLM1	
8.	Hypothesis testing based on F	1	23-12-2023		TLM2	
9.	Hypothesis testing based on F	1	26-12-2023		TLM1	
10.	Chi Square test	1	28-12-2023		TLM1	
11.	Case Study	1	29-12-2023		TLM2	
No. of classes required to complete UNIT-IV		11			No. of classes taken:	

UNIT-V: Linear correlation, Linear Regression Analysis & Queuing theory

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.	Linear correlation	1	30-12-2023		TLM2	
2.	Types of Correlation, Methods of Studying Correlation	1	02-01-2024		TLM1	
3.	Scatter diagram method	1	02-01-2024		TLM1	
4.	Karl Pearson's coefficient of correlation- Rank correlation	2	04-01-2024		TLM1	
5.	Linear Regression Analysis	1	05-01-2024		TLM1	
6.	Linear and Non-linear regression	1	06-01-2024		TLM1	
7.	lines of regression, coefficients of regression	1	08-01-2024		TLM1	
8.	Queuing theory	1	09-01-2024		TLM2	
9.	Queuing Structure and basic component of Queuing Model	1	10-01-2024		TLM1	
10.	Distributions in queuing model, Different in Queuing Model with FCFS	1	11-01-2024		TLM2	
11.	Queue Discipline, Single and Multiple service server with finite and infinite population	1	12-01-2024		TLM1	
12.	Special purpose Queuing Models.	1	13-01-2024		TLM2	
13.	Revision and Presentations	1	22-01-2024 to 27-01-2024		TLM1	
No. of classes required to complete UNIT-V		13			No. of classes taken:	

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

Part - C

EVALUATION PROCESS:

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

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

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

Dr.O.Naresh	Dr.O.Naresh	Dr. V V NARSI REDDY	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD



MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

PART-A

Name of Course Instructor : Dr.V.V.NARSI REDDY
 Course Name & Code : **Legal and Business Environment-23MB05**
 L-T-P Structure : 4-0-0
 Program/Sem/Sec : MBA., I-Sem., **Section- A** Credits : 4
A.Y : 2023-24

Prerequisite: Basic Knowledge in business activities.

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

1. To make students to understand the issues of Indian business environment in an integrated manner.
2. To familiarize students with the various political and economical environmental issues.
3. To understand the basic issues of legal environment in legitimate manner.
4. To know the legal documentations and procedures required to run the business firms such as partnership and company.
5. To acknowledge the information regarding Miscellaneous act and to manage business by duly following legality.

Course Outcomes:At the end of the course,

- CO1** Students will be able to analyze and study the impact of environmental issues while operating business.
- CO2** Students will be able to evaluate the political and economic environments of business.
- CO3** Student will be able to understand fundamental laws of business to operate firms effectively.
- CO4** Students will be able to analyze documentation process while formation and operation of partnership and company business.
- CO5** Students will be able to apply knowledge of business concepts and functions in an integrated manner through miscellaneous act.

Course Articulation Matrix:

Course Outcomes(COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	1	2			
CO2				1	
CO3	2				
CO4	1	2		1	
CO5	1	2			

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

Text Book

1. K. Aswathappa – Essentials of Business Environment, Himalaya Publishing House, 2008.
2. S.N. Maheswari & S.K. Maheswari – A Manual of Business Laws, Himalaya Publishing House, 2013.

References:

1. Francis Cherunillam, Business Environment, Himalaya Publishers.
2. K. Aswathappa, Essentials of Business Environment, Himalaya Publishers.
3. P.K. Dhar, Indian Economy Growing Dimensions, Kalyani Publishers.
4. N.D. Kapoor, Mercantile Law, Sultan Chand Publishers.

Relevant Case Studies should be discussed in each unit

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	Text Book followed	HOD Sign Weekly
1.	orientation	1	05-10-23		TLM1	CO1	T1,R1	
2.	Concept of Business Environment-	1	06-10-23		TLM1	CO1	T1,R1	
3.	Definition-Characteristics-	1	07-10-23		TLM1	CO1	T1,R1	
4.	Environmental factors,	1	09-10-23		TLM1	CO1	T1,R1	
5.	Importance at national and international level	1	10-10-23		TLM1	CO1	T1,R1	
6.	Problems and challenges	1	12-10-23		TLM1	CO1	T1,R1	
7.	Environmental Scanning: Importance, Process of Scanning	1	13-10-23		TLM1	CO1	T1,R1	
8.	NITI Aayog: It's Role in Economic Development of India	1	14-10-23		TLM1	CO1	T1,R1	
9.	Technological Environment: Features, Its impact on Business	1	16-10-23		TLM1	CO1	T1,R1	
10.	Restraints on Technological Growth.	1	17-10-23		TLM1	CO1	T1,R1	
11.	Tutorial	1	19-10-23		TLM3	CO1	T1,R1	
No. of classes required to complete UNIT-I		11		No. of classes taken:				

UNIT-II:Economic and Political Environment

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.	Concept-Definition of Economic Environment	1	26-10-23		TLM1	CO2	T1,R1	
2.	Economic Systems- Relative merits and demerits of each systems	1	27-10-23		TLM1	CO2	T1,R1	
3.	Economic Policies-Monetary	1	28-10-23		TLM1	CO2	T1,R1	
4.	Fiscal policies	1	30-10-23		TLM1	CO2	T1,R1	
5.	Industrial policies	1	31-10-23		TLM1	CO2	T1,R1	
6.	Industrial policies	1	02-11-23		TLM1	CO2	T1,R1	
7.	significance – regulatory and promotional framework of policies	1	03-11-23		TLM1	CO2	T1,R1	
8.	Structure of Indian Economy- Nature and significance.	1	04-11-23		TLM1	CO2	T1,R1	
9.	Economic Planning- Objectives, Merits, Limitations	1	06-11-23		TLM1	CO2	T1,R1	
10.	Concept and Meaning of Political Environment	1	07-11-23		TLM1	CO2	T1,R1	
11.	Tutorial	1	09-11-23		TLM3	CO2	T1,R1	
No. of classes required to complete UNIT-II		11		No. of classes taken:				

UNIT-III:Legal Environment

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.	Business Law: Meaning, scope and need for Business Law-	1	10-11-23		TLM1	CO3	T2,R4	
2.	Source of Business Law	1	14-11-23		TLM1	CO3	T2,R4	
3.	Indian Contract Act 1872: Its Essentials	1	16-11-23		TLM1	CO3	T2,R4	
4.	Indian Contract Act 1872: Its Essentials	1	17-11-23		TLM1	CO3	T2,R4	
5.	Classification of contracts	1	18-11-23		TLM1	CO3	T2,R4	
6.	Breach of Contract and remedies	1	20-11-23		TLM1	CO3	T2,R4	
7.	Breach of Contract and remedies	1	21-11-23		TLM1	CO3	T2,R4	
8.	Intellectual Property Rights.	1	23-11-23		TLM1	CO3	T2,R4	
9.	Intellectual Property Rights.	1	24-11-23		TLM1	CO3	T2,R4	
10.	Negotiable Instruments Act-1881	1	25-11-23		TLM1	CO3	T2,R4	
11.	Negotiable Instruments Act-1881.	1	27-11-23		TLM2	CO3	T2,R4	
12.	Negotiable Instruments Act-1881.	1	28-11-23		TLM2	CO3	T2,R4	

13.	Revision	1	30-11-23		TLM2	CO3	T2,R4	
14.	Revision	1	01-12-23		TLM2	CO3	T2,R4	
15.	Tutorial	1	02-12-23		TLM3	CO3	T2,R4	
16.	MID-1	1	04-12-23					
17.	MID-1	1	07-12-23					
18.	MID-1	1	08-12-23					
19.	MID-1	1	09-12-23					
20.	MID-1	1	11-12-23					
21.	MID-1	1	12-12-23					
No. of classes required to complete UNIT-III		21		No. of classes taken:				

UNIT-IV:Company Act 2013

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 company law	1	14-12-23		TLM1	CO4	T2,R4	
2.	Memorandum of Association	1	15-12-23		TLM1	CO4	T2,R4	
3.	Articles of Association	1	16-12-23		TLM1	CO4	T2,R4	
4.	Winding up of companies	1	18-12-23		TLM1	CO4	T2,R4	
5.	Partnership Act 1932	1	19-12-23		TLM1	CO4	T2,R4	
6.	Duties of Partners	1	21-12-23		TLM1	CO4	T2,R4	
7.	Dissolution of Partnership	1	22-12-23		TLM1	CO4	T2,R4	
8.	Information Technology Act 2000	1	23-12-23		TLM1	CO4	T2,R4	
9.	Digital signature	1	26-12-23		TLM1	CO4	T2,R4	
10.	Cyber Frauds.	1	28-12-23		TLM1	CO4	T2,R4	
11.	Tutorial	1	29-12-23		TLM3	CO4	T2,R4	
No. of classes required to complete UNIT-IV		11		No. of classes taken:				

UNIT-V: Miscellaneous Acts

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.	Sales of Goods Act 1930-Sale-agreement to Sale	1	30-12-23		TLM1	CO5	T2,R4	
2.	Sales of Goods Act 1930-Sale-agreement to Sale	1	02-01-24		TLM1	CO5	T2,R4	
3.	Sales of Goods Act 1930-Sale-agreement to Sale	1	04-01-24		TLM1	CO5	T2,R4	
4.	Implied Conditions and Warranties	1	05-01-24		TLM1	CO5	T2,R4	
5.	Consumer Protection Act 1986	1	06-01-24		TLM1	CO5	T2,R4	
6.	Consumer Protection Act 1986	1	08-01-24		TLM1	CO5	T2,R4	

7.	Competition Act- Environment Act	1	09-01-24		TLM1	CO5	T2,R4	
8.	Competition Act- Environment Act	1	11-01-24		TLM1	CO5	T2,R4	
9.	Foreign Exchange Management Act	1	12-01-24		TLM1	CO5	T2,R4	
No. of classes required to complete UNIT-V		09		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 Weekly
1.	Report writing & Presentation	1	18-01-24					
2.	Report writing & Presentation	1	19-01-24					
3.	Report writing & Presentation	1	20-01-24					
4.	MID-II	1	22-01-24					
5.	MID-II	1	23-01-24					
6.	MID-II	1	25-01-24					
7.	MID-II	1	27-01-24					
		07						

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

Part - C

EVALUATION PROCESS:

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

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

PROGRAM OUTCOMES

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, 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. V. V. Narsi reddy			Dr. A Adishesha reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

PART-A

Name of Course Instructor : Dr.V.V.NARSI REDDY
 Course Name & Code : **Legal and Business Environment-23MB05**
 L-T-P Structure : 4-0-0
 Program/Sem/Sec : MBA., I-Sem., **Section- B** Credits : 4
 A.Y : 2023-24

Prerequisite: Basic Knowledge in business activities.

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

1. To make students to understand the issues of Indian business environment in an integrated manner.
2. To familiarize students with the various political and economical environmental issues.
3. To understand the basic issues of legal environment in legitimate manner.
4. To know the legal documentations and procedures required to run the business firms such as partnership and company.
5. To acknowledge the information regarding Miscellaneous act and to manage business by duly following legality.

Course Outcomes: At the end of the course,

- CO1** Students will be able to analyze and study the impact of environmental issues while operating business.
CO2 Students will be able to evaluate the political and economic environments of business.
CO3 Student will be able to understand fundamental laws of business to operate firms effectively.
CO4 Students will be able to analyze documentation process while formation and operation of partnership and company business.
CO5 Students will be able to apply knowledge of business concepts and functions in an integrated manner through miscellaneous act.

Course Articulation Matrix:

Course Outcomes(COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	1	2			
CO2				1	
CO3	2				
CO4	1	2		1	
CO5	1	2			

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

Text Book

1. K. Aswathappa – Essentials of Business Environment, Himalaya Publishing House, 2008.
2. S.N. Maheswari & S.K. Maheswari – A Manual of Business Laws, Himalaya Publishing House, 2013.

References:

1. Francis Cherunillam, Business Environment, Himalaya Publishers.
2. K. Aswathappa, Essentials of Business Environment, Himalaya Publishers.
3. P.K. Dhar, Indian Economy Growing Dimensions, Kalyani Publishers.
4. N.D. Kapoor, Mercantile Law, Sultan Chand Publishers.

Relevant Case Studies should be discussed in each unit

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	Text Book followed	HOD Sign Weekly
1.	orientation	1	04-10-23		TLM1	CO1	T1,R1	
2.	Concept of Business Environment-	1	06-10-23		TLM1	CO1	T1,R1	
3.	Definition-Characteristics-	1	07-10-23		TLM1	CO1	T1,R1	
4.	Environmental factors,	1	09-10-23		TLM1	CO1	T1,R1	
5.	Importance at national and international level	1	10-10-23		TLM1	CO1	T1,R1	
6.	Problems and challenges	1	11-10-23		TLM1	CO1	T1,R1	
7.	Environmental Scanning: Importance, Process of Scanning	1	13-10-23		TLM1	CO1	T1,R1	
8.	NITI Aayog: It's Role in Economic Development of India	1	14-10-23		TLM1	CO1	T1,R1	
9.	Technological Environment: Features, Its impact on Business	1	16-10-23		TLM1	CO1	T1,R1	
10.	Restraints on Technological Growth.	1	17-10-23		TLM1	CO1	T1,R1	
11.	Tutorial	1	18-10-23		TLM3	CO1	T1,R1	
No. of classes required to complete UNIT-I		11		No. of classes taken:				

UNIT-II: Economic and Political Environment

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.	Concept-Definition of Economic Environment	1	27-10-23		TLM1	CO2	T1,R1	
2.	Economic Systems- Relative merits and demerits of each systems	1	28-10-23		TLM1	CO2	T1,R1	
3.	Economic Policies-Monetary	1	30-10-23		TLM1	CO2	T1,R1	
4.	Fiscal policies	1	31-10-23		TLM1	CO2	T1,R1	
5.	Industrial policies	1	01-11-23		TLM1	CO2	T1,R1	
6.	Industrial policies	1	03-11-23		TLM1	CO2	T1,R1	
7.	significance – regulatory and promotional framework of policies	1	04-11-23		TLM1	CO2	T1,R1	
8.	Structure of Indian Economy- Nature and significance.	1	06-11-23		TLM1	CO2	T1,R1	
9.	Economic Planning- Objectives, Merits, Limitations	1	07-11-23		TLM1	CO2	T1,R1	
10.	Concept and Meaning of Political Environment	1	8-11-23		TLM1	CO2	T1,R1	
11.	Tutorial	1	10-11-23		TLM3	CO2	T1,R1	
No. of classes required to complete UNIT-II		11		No. of classes taken:				

UNIT-III: Legal Environment

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.	Business Law: Meaning, scope and need for Business Law-	1	14-11-23		TLM1	CO3	T2,R4	
2.	Source of Business Law	1	15-11-23		TLM1	CO3	T2,R4	
3.	Indian Contract Act 1872: Its Essentials	1	17-11-23		TLM1	CO3	T2,R4	
4.	Indian Contract Act 1872: Its Essentials	1	18-11-23		TLM1	CO3	T2,R4	
5.	Classification of contracts	1	20-11-23		TLM1	CO3	T2,R4	
6.	Breach of Contract and remedies	1	21-11-23		TLM1	CO3	T2,R4	
7.	Breach of Contract and remedies	1	22-11-23		TLM1	CO3	T2,R4	
8.	Intellectual Property Rights.	1	24-11-23		TLM1	CO3	T2,R4	
9.	Intellectual Property Rights.	1	25-11-23		TLM1	CO3	T2,R4	
10.	Negotiable Instruments Act-1881	1	27-11-23		TLM1	CO3	T2,R4	
11.	Negotiable Instruments Act-1881.	1	28-11-23		TLM2	CO3	T2,R4	
12.	Negotiable Instruments Act-1881.	1	29-11-23		TLM2	CO3	T2,R4	

13.	Revision	1	01-12-23		TLM2	CO3	T2,R4		
14.	Tutorial	1	02-12-23		TLM3	CO3	T2,R4		
15.	MID-1	1	04-12-23						
16.	MID-1	1	07-12-23						
17.	MID-1	1	08-12-23						
18.	MID-1	1	09-12-23						
19.	MID-1	1	11-12-23						
20.	MID-1	1	12-12-23						
No. of classes required to complete UNIT-III		20		No. of classes taken:					

UNIT-IV: Company Act 2013

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 company law	1	13-12-23		TLM1	CO4	T2,R4		
2.	Memorandum of Association	1	15-12-23		TLM1	CO4	T2,R4		
3.	Articles of Association	1	16-12-23		TLM1	CO4	T2,R4		
4.	Winding up of companies	1	18-12-23		TLM1	CO4	T2,R4		
5.	Partnership Act 1932	1	19-12-23		TLM1	CO4	T2,R4		
6.	Duties of Partners	1	20-12-23		TLM1	CO4	T2,R4		
7.	Dissolution of Partnership	1	22-12-23		TLM1	CO4	T2,R4		
8.	Information Technology Act 2000	1	23-12-23		TLM1	CO4	T2,R4		
9.	Digital signature	1	26-12-23		TLM1	CO4	T2,R4		
10.	Cyber Frauds.	1	27-12-23		TLM1	CO4	T2,R4		
11.	Tutorial	1	29-12-23		TLM3	CO4	T2,R4		
No. of classes required to complete UNIT-IV		11		No. of classes taken:					

UNIT-V: Miscellaneous Acts

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.	Sales of Goods Act 1930-Sale-agreement to Sale	1	30-12-23		TLM1	CO5	T2,R4	
2.	Sales of Goods Act 1930-Sale-agreement to Sale	1	02-01-24		TLM1	CO5	T2,R4	
3.	Sales of Goods Act 1930-Sale-agreement to Sale	1	03-01-24		TLM1	CO5	T2,R4	
4.	Implied Conditions and Warranties	1	05-01-24		TLM1	CO5	T2,R4	
5.	Consumer Protection Act 1986	1	06-01-24		TLM1	CO5	T2,R4	
6.	Consumer Protection Act 1986	1	08-01-24		TLM1	CO5	T2,R4	
7.	Competition Act- Environment Act	1	09-01-24		TLM1	CO5	T2,R4	

8.	Competition Act- Environment Act	1	10-01-24		TLM1	CO5	T2,R4	
9.	Foreign Exchange Management Act	1	12-01-24		TLM1	CO5	T2,R4	
No. of classes required to complete UNIT-V		09		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 Weekly
1.	Report writing & Presentation	1	19-01-24					
2.	Report writing & Presentation	1	20-01-24					
3.	Report writing & Presentation	1	22-01-24					
4.	MID-II	1	23-01-24					
5.	MID-II	1	24-01-24					
6.	MID-II	1	25-01-24					
7.	MID-II	1	27-01-24					
		07						

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

Part - C

EVALUATION PROCESS:

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

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

PROGRAM OUTCOMES

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, 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.V.V.Narsi reddy			Dr. A Adishesha reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



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

FRESHMAN ENGINEERING DEPARTMENT

COURSE HANDOUT

PART-A

Name of Course Instructor: D.Chaithanya

Course Name & Code : Business Communication & Soft Skills (23MB06)

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

Credits: 4

Program/Sem/Sec : MBA/Sem I/B Sec

A.Y.: 2022-23

PREREQUISITE:

COURSE EDUCATIONAL OBJECTIVES (CEOs):

COURSE OUTCOMES (COs): At the end of the course, student will be able to

C01	To realize the role of communication in business and effective communication and its barriers.
C02	To understand the dynamics of listening, & the concept of interpersonal relations, team work, empathy, conflict resolution etc.
C03	To write business letters, reports, synopsis & thesis through thoroughly studying the samples from the industry.
C04	To gather ideas and information relevantly and coherently and participate in group discussions.
C05	To face interviews with thorough understanding of techniques & etiquette.

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

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
C01		1	1	3	1	3									
C02		1	1	3	1	3									
C03		1	1	3	1	3									
C04		1	1	3	1	3									
C05		1	1	3	1	3									
			1 - Low			2 -Medium			3 - High						

TEXTBOOKS:

T1 Herta A Murphy & Herber W Hildebrandt, ".Effective Business Communication", Tata McGraw Hill, New Delhi, 2008.

T2 Krizan, "Essentials of Business Communication", Cengage Learning, New Delhi,2008

REFERENCE BOOKS:

R1 Paul Turner, "Organizational Communication", JAICO Publishing House, New Delhi,2007

R2 Ramesh & Ramesh, "Ace of Soft skills", Pearson Education, New Delhi, 2009.

R3 Meenakshi Raman, "Business Communication", Oxford University Press, New Delhi,2008

R4 Leo Jones & Richard Alexander, "New International Business English", Cambridge University Press, New Delhi, 2009.

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	HOD Sign Weekly
1.	Introduction to Communication in business	1	4/10/2023			
2.	Role of Communication in Business	1	7/10/2023		TLM1	
3.	Introduction, Objectives & Process of Communication	1	9/10/2023		TLM1	
4.	Verbal Vs Nonverbal Communication	1	10/10/2023		TLM1	
5.	Body Language-postures, gestures, kinesics	1	11/10/2023		TLM2	
6.	Types of written communication	1	14/10/2023		TLM2	
7.	Types of oral communication	1	16/10/2023		TLM2	
8.	Cross cultural Communication-Problems & challenges	1	17/10/2023		TLM1	
9.	Barriers to Communication	1	18/10/2023		TLM1	
10.	Tutorial - Case study-I	1	25/10/2023		TLM3	
No. of classes required to complete UNIT-I: 10				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
11.	Listening Skills - Dynamics & process of listening	1	28/10/2023		TLM1	
12.	Types and traits of listening skills	1	30/10/2023		TLM2	
13.	Interpersonal Communication	1	31/10/2023		TLM1	
14.	Intrapersonal Communication	1	1/11/2023		TLM1	
15.	Contrast between Interpersonal communication & Intrapersonal Communication	1	4/11/2023		TLM1	
16.	Emotion in Interpersonal Communication	1	6/11/2023		TLM2	
17.	Empathy- Understanding the others perception	1	7/11/2023		TLM1	
18.	Conflict Resolution	1	18/11/2023		TLM1	
19.	Team work - advantages and disadvantages	1	14/11/2023		TLM1	
20.	Tutorial - Case study-II	1	15/11/2023		TLM3	
No. of classes required to complete UNIT-II: 10				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
21.	Introduction to Business Writing Skills	1	18/11/2023		TLM1	
22.	Business Writing Skills- Features of Business correspondence	1	20/11/2023		TLM1	
23.	Types of Business Letters - Formal, Informal and Official Writing	1	21/11/2023		TLM2	

24.	Email writing- significance	1	22/11/2023		TLM2	
25.	Report Writing-Objectives and significance	1	25/11/2023		TLM1	
26.	Types of Reports	1	27/11/2023		TLM1	
27.	Tutorial – Report Writing	1	28/11/2023		TLM3	
28.	Structure of Reports: Progress reports, Annual reports,	1	29/11/2023		TLM1	
28.	Synopsis and Thesis writing	1	2/12/2023		TLM1	
30.	Tutorial - Case study-III	1	4/12/2023		TLM3	
No. of classes required to complete UNIT-III: 10				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
31	Presentation Skills	1	11/12/2023		TLM2	
32	Strategies & Techniques, Types of presentations	1	12/12/2023		TLM2	
33	Tutorial- Presentation skills	1	13/12/2023		TLM3	
34	Conferencing- Seminars	1	16/12/2023		TLM1	
35	Video Conferencing	1	18/12/2023		TLM1	
36	Technical paper presentations	1	19/12/2023		TLM1	
37	Group Discussions	1	20/12/2023		TLM1	
38	Participation in meetings & Chairing the sessions	3	26/12/2023 27/12/2023 30/12/2023		TLM1	
39	Tutorial - Case study-IV	2	2/1/2024		TLM3	
No. of classes required to complete UNIT-IV: 12				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
40.	Formal and Informal Interviews	1	3/1/2024		TLM2	
41.	Interview Techniques	1	6/1/2024		TLM1	
42.	Ambience & Polemics	1	8/1/2024		TLM1	
43.	Etiquette	1	9/1/2024			
44	Interviews -different settings and purposes-Eliciting and giving information	3	10/1/2024 20/1/2024 22/1/2024		TLM1	
45.	Recruiting – performance appraisal	2	23/1/2024 24/1/2024		TLM1	
46.	Tutorial - Case study-V	1	27/1/2024		TLM3	
No. of classes required to complete UNIT-V: 10				No. of classes taken:		

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

PART-C

EVALUATION PROCESS (R20 Regulation):

Evaluation Task	Marks
Assignment-I (Units-I, II & UNIT-III (Half of the Syllabus))	A1=5
I-Descriptive Examination (Units-I, II & UNIT-III (Half of the Syllabus))	M1=15
I-Quiz Examination (Units-I, II & UNIT-III (Half of the Syllabus))	Q1=10
Assignment-II (Unit-III (Remaining Half of the Syllabus), IV & V)	A2=5
II- Descriptive Examination (UNIT-III (Remaining Half of the Syllabus), IV & V)	M2=15
II-Quiz Examination (UNIT-III (Remaining Half of the Syllabus), IV & V)	Q2=10
Mid Marks =80% of Max ((M1+Q1+A1), (M2+Q2+A2)) + 20% of Min ((M1+Q1+A1), (M2+Q2+A2))	M=30
Cumulative Internal Examination (CIE): M	30
Semester End Examination (SEE)	70
Total Marks = CIE + SEE	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, analyse and communicate global, economical, legal and ethical aspects of business.
PO 5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

Title	Course Instructor	Course Coordinator	Module Coordinator	Head of the Department
Name of the Faculty				
Signature	D.chaithanya	Dr R.Padma venkat	Dr .R.Padma venkat	Dr A Rami Reddy



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FRESHMAN ENGINEERING DEPARTMENT

COURSE HANDOUT

PART-A

Name of Course Instructor: Anuradha. Matta

Course Name & Code : Business Communication & Personality Development (20MB06)

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

Credits: 4

Program/Sem/Sec : MBA/Sem I/A Sec

A.Y.: 2023-24

PREREQUISITE:

COURSE EDUCATIONAL OBJECTIVES (CEOs):

COURSE OUTCOMES (COs): At the end of the course, student will be able to

CO1	To realize the role of communication in business and effective communication and its barriers.
CO2	To understand the dynamics of listening, & the concept of interpersonal relations, team work, empathy, conflict resolution etc.
CO3	To write business letters, reports, synopsis & thesis through thoroughly studying the samples from the industry.
CO4	To gather ideas and information relevantly and coherently and participate in group discussions.
CO5	To face interviews with thorough understanding of techniques & etiquette.

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

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1		1	1	3	1	3									
CO2		1	1	3	1	3									
CO3		1	1	3	1	3									
CO4		1	1	3	1	3									
CO5		1	1	3	1	3									
	1 - Low			2 -Medium			3 - High								

TEXTBOOKS:

T1 Herta A Murphy & Herber W Hildebrandt, "Effective Business Communication", Tata McGraw Hill, New Delhi, 2008.

T2 Krizan, "Essentials of Business Communication", Cengage Learning, New Delhi, 2008

REFERENCE BOOKS:

R1 Paul Turner, "Organizational Communication", JAICO Publishing House, New Delhi, 2007

R2 Ramesh & Ramesh, "Ace of Soft skills", Pearson Education, New Delhi, 2009.

R3 Meenakshi Raman, "Business Communication", Oxford University Press, New Delhi, 2008

R4 Leo Jones & Richard Alexander, "New International Business English", Cambridge University Press, New Delhi, 2009.

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	HOD Sign Weekly
1.	Introduction to Communication in business	1	04-10-23			
2.	Role of Communication in Business	1	05-10-2023		TLM1	
3.	Introduction, Objectives & Process of Communication	1	06-10-2023		TLM1	
4.	Verbal Vs Nonverbal Communication	1	7&10-10--2023		TLM1	
5.	Body Language- kinesics	1	11&12-10-2023		TLM2	
6.	Types of written communication	1	13-10-2023		TLM2	
7.	Types of oral communication	1	14&18-10-2023		TLM2	
8.	Cross cultural Communication-Problems & challenges	1	19-10-2023		TLM1	
9.	Barriers to Communication	1	25&26-10-2023		TLM1	
10.	Interpersonal Communication	1	27-10-2023		TLM1	
11.	Intrapersonal Communication	1	28-10-2023		TLM1	
12.	Tutorial - Case study-I	1	1-11-2023		TLM3	
No. of classes required to complete UNIT-I: 10				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
13.	Listening Skills - Dynamics & process of listening	1	02&03-11-2023		TLM1	
14.	Types and traits of listening skills	1	04-11-2023		TLM2	
15.	Listening; Reading Comprehension- Scanning, Skimming,	1	08-11-2023			
16.	Reading between lines and Critical Reading;	1	09-11-2023			
17.	Tutorial - Case study-II	1	10-11-2023		TLM3	
No. of classes required to complete UNIT-II: 10				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
18	Empathy- Understanding the others perception	1	11-11-2023		TLM1	
19	Time management	1	15-11-2023			
20	Decision Making	1	17-11-2023			
21	Conflict Resolution	1	18&22-11-2023		TLM1	

22	Team work -Importance - advantages and disadvantages	1	23&24-11-2023		TLM1	
23	Leadership qualities		25&29-11-2023		TLM 1	
24	Tutorial - Case study-IV	1	30-11-2023		TLM3	
No. of classes required to complete UNIT-IV: 9				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
25.	Presentation Skills	1	1&2-12-2023		TLM2	
26	Strategies & Techniques, Types of presentations	1	13&14-12-2023		TLM2	
27	Participating in meetings		15-12-2023			
28	Conferencing- Seminars	1	16-12-2023		TLM1	
29	Video Conferencing	1	20-12-2023		TLM1	
30	Technical paper presentations	1	21-12-2023		TLM1	
31	Group Discussions	1	22-12-2023		TLM1	
32	Formal and Informal Interviews	1	23-12-23			
	Formal and Informal Interviews	1	27-12-23			
	Interview Techniques , Etiquette	1	28-12-23			
46.	Tutorial - Case study-V	1	29-12-2023		TLM3	
No. of classes required to complete UNIT-V: 7				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	HOD Sign Weekly
1	Introduction to Business Writing Skills	1	29-12-2023		TLM1	
2.	Business Writing Skills- Features of Business correspondence	1	30-12-2023		TLM1	
3.	Types of Business Letters - Formal, Informal and Official Writing	1	03&04-01-2024		TLM2	
4.	Email writing- significance	1	05-12-2024		TLM2	
5.	Report Writing-Objectives and significance	1	06-12-2024		TLM1	
6.	Types of Reports	1	10-01-2024		TLM1	
27.	Report Writing	1	11&18-01-2024		TLM3	
28.	Structure of Reports: Progress reports, Annual reports,	1	19&20-2024		TLM2	
28.	Synopsis and Thesis writing	1	24&25-01-2024		TLM1	
30.	Tutorial - Case study-III	1	27&29-01-2024		TLM3	
No. of classes required to complete UNIT-III: 10				No. of classes taken:		

Teaching Learning Methods

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

PART-C

EVALUATION PROCESS (R20 Regulation):

Evaluation Task	Marks
Assignment-I (Units-I, II & UNIT-III (Half of the Syllabus))	A1=5
I-Descriptive Examination (Units-I, II & UNIT-III (Half of the Syllabus))	M1=15
I-Quiz Examination (Units-I, II & UNIT-III (Half of the Syllabus))	Q1=10
Assignment-II (Unit-III (Remaining Half of the Syllabus), IV & V)	A2=5
II- Descriptive Examination (UNIT-III (Remaining Half of the Syllabus), IV & V)	M2=15
II-Quiz Examination (UNIT-III (Remaining Half of the Syllabus), IV & V)	Q2=10
Mid Marks =80% of Max ((M1+Q1+A1), (M2+Q2+A2)) + 20% of Min ((M1+Q1+A1), (M2+Q2+A2))	M=30
Cumulative Internal Examination (CIE): M	30
Semester End Examination (SEE)	70
Total Marks = CIE + SEE	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, analyse and communicate global, economical, legal and ethical aspects of business.
PO 5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

Title	Course Instructor	Course Coordinator	Module Coordinator	Head of the Department
Name of the Faculty				
Signature	M.Anuradha	Dr Padma Venkat	Dr Padma Venkat	Dr A Rami Reddy



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

FRESHMAN ENGINEERING DEPARTMENT

COURSE HANDOUT

PART-A

Name of Course Instructor : Mrs. M Anuradha

Course Name & Code : Business Communication & Personality Development Lab-I – 20MB72

L-T-P Structure : 0-0-2 Credits: 2

Program/Sem/Sec : MBA., I-Sem., Section- A A.Y : 2022-23

Pre-Requisites: Students should have fundamental knowledge in making conversations in English and be with readiness to speak

Course Objectives:

1. To make critical analysis of the text read or heard with thorough understanding
2. To give speeches in public successfully using appropriate language and style.
3. To interpret data and present ideas relevantly and coherently while reviewing books and presenting papers
4. To face interviews

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

CO 1	Analyze the text thoroughly.
CO 2	Present data logically and meaningfully in Public Speeches
CO 3	Interpret data and present ideas relevantly and coherently while reviewing books and presenting papers
CO 4	Answer the questions in interviews with confidence.

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

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

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

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

Lab Manual: Board of Editors, “ELCS Lab Manual – A Workbook of CALL and ICS Lab Activities”, Orient Black Swan Pvt. Ltd., Hyderabad, 2016.

BC&SS LAB SCHEDULE (LESSON PLAN): Section-A**PART-B**

S.No.	Activity	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1	Self-Introduction	3	4-10-2023		TLM 4	CO2	
2	Public Speeches	3	16-10-2023		TLM8	CO2	
3	Analysis of the Advertisements	3	30-10-2023		TLM7	CO2	
4	Writing & Presentation of an Advertisement	3	6&20-2023		TLM4,TLM7	CO1	
5	T.V. Programme Analysis	3	27-11-2023&4-12-2023		TLM7	CO2	
6	Book Review	3	18-12-2023		TLM4,TLM7	CO2	
7	Writing an Abstract and Paper	3	22-12-2023		TLM2	CO3	
8	Presentation on Field Observation	3	8-01-2024		TLM2,TLM3	CO3	
9	Mock Interviews	3	22-1-2024 29-01-2024		TLM2,TLM3	CO1	
10	Internal Lab Exam		29-1-2024 - 23				
	Total	24					

Teaching Learning Methods					
TLM1	Chalk and Talk	TLM4	Problem Solving	TLM7	Seminars or GD
TLM2	PPT	TLM5	Programming	TLM8	Lab Demo
TLM3	Tutorial	TLM6	Assignment or Quiz	TLM9	Case Study

PART-C**EVALUATION PROCESS:**

Evaluation Task	Marks
Day to Day work (Observation)	A11 - 10
Record Writing	A12 - 10
Viva – Voce during Lab Sessions	A2 = 05
Internal Lab Examination	A3 = 10
Attendance	A4 = 05
Cumulative Internal Examination (CIE) : A1+A2+A3+A4	40
Semester End Examinations (SEE)	60
Total Marks: CIE + SEE	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

M.Anuradha

Course Coordinator

Dr. B. Samrajya Lakshmi

Module Coordinator

Dr. B. Samrajya Lakshmi

HOD

Dr. A. Rami Reddy



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FRESHMAN ENGINEERING DEPARTMENT

COURSE HANDOUT

PART-A

Name of Course Instructor : Mrs. M Anuradha
Course Name & Code : Business Communication & Soft Skills Lab-II – 20MB53
L-T-P Structure : 0-0-2 Credits : 2
Program/Sem/Sec : MBA., II-Sem., Section- A A.Y : 2020-21

Pre-Requisites: Students should have fundamental knowledge in making conversations in English and be with readiness to speak

Course Objectives:

1. To make critical analysis of the text read or heard with thorough understanding
2. To give speeches in public successfully using appropriate language and style.
3. To interpret data and present ideas relevantly and coherently while reviewing books and presenting papers
4. To face interviews

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

CO 1	Analyze the text thoroughly.
CO 2	Present data logically and meaningfully in Public Speeches
CO 3	Interpret data and present ideas relevantly and coherently while reviewing books and presenting papers
CO 4	Answer the questions in interviews with confidence.

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

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

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

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

Lab Manual:

Board of Editors, “ELCS Lab Manual – A Workbook of CALL and ICS Lab Activities”, Orient Black Swan Pvt. Ltd., Hyderabad, 2016.

PS LAB SCHEDULE (LESSON PLAN): Section-A
PART-B

S.No.	Activity	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Introduction	2	24-05-2021		TLM8		
2.	Public Speeches	2	31-05-2021		TLM7	CO2	
3.	Analysis of the Advertisements	2	07-06-2021		TLM4,TLM7	CO1	
4.	Writing & Presentation of an Advertisement	2	14-06-2021		TLM7	CO2	
5.	Reading Comprehension/ Listening Comprehension	2	21-06-2021		TLM2	CO1	
6.	T.V. Programme Analysis	2	28-06-2021		TLM4,TLM7	CO2	
7.	Drafting Memo	2	05-07-2021		TLM2	CO3	
8.	Phrasal Verbs & Idioms	2	12-07-2021		TLM2,TLM3	CO1	
9.	Book Review	2	19-07-2021		TLM3	CO3	
10.	Writing an Abstract and Paper	2	26-07-2021		TLM1,TLM3	CO3	
11.	Presentation on Field Observation	2	02-08-2021		TLM7	CO3	
12.	Mock Interviews	4	09-08-2021 & 16-08-21		TLM7	CO4	
13.	Lab Internal Exam	2	23-08-21				
14.	Total	28					

Teaching Learning Methods					
TLM1	Chalk and Talk	TLM4	Problem Solving	TLM7	Seminars or GD
TLM2	PPT	TLM5	Programming	TLM8	Lab Demo
TLM3	Tutorial	TLM6	Assignment or Quiz	TLM9	Case Study

PART-C

EVALUATION PROCESS:

Evaluation Task	Marks
Day to Day work (Observation)	A11 - 10
Record Writing	A12 - 10
Viva – Voce during Lab Sessions	A2 = 05
Internal Lab Examination	A3 = 10
Attendance	A4 = 05
Cumulative Internal Examination (CIE) : A1+A2+A3+A4	40
Semester End Examinations (SEE)	60
Total Marks: CIE + SEE	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

M.Anuradha

Course Coordinator

Dr. B. Samrajya Lakshmi

Module Coordinator

Dr. B. Samrajya Lakshmi

HOD

Dr. A. Rami Reddy



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FRESHMAN ENGINEERING DEPARTMENT

COURSE HANDOUT

PART-A

Name of Course Instructor : Mrs. D.Chaithanya
Course Name & Code : Business Communication & Soft Skills Lab-II – 23MB72
L-T-P Structure : 0-0-2 Credits : 2
Program/Sem/Sec : MBA., I-Sem., Section- B A.Y : 2022-23

Pre-Requisites: Students should have fundamental knowledge in making conversations in English and be with readiness to speak.

Course Objectives:

1. To make critical analysis of the text read or heard with thorough understanding
2. To give speeches in public successfully using appropriate language and style.
3. To interpret data and present ideas relevantly and coherently while reviewing books and presenting papers
4. To face interviews

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

CO 1	Analyze the text thoroughly.
CO 2	Present data logically and meaningfully in Public Speeches
CO 3	Interpret data and present ideas relevantly and coherently while reviewing books and presenting papers
CO 4	Answer the questions in interviews with confidence.

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

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

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

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

Lab Manual:

Board of Editors, “ELCS Lab Manual – A Workbook of CALL and ICS Lab Activities”, Orient Black Swan Pvt. Ltd., Hyderabad, 2016.

PS LAB SCHEDULE (LESSON PLAN): Section-A
PART-B

S.No.	Activity	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Introduction	2	5/10/2023 12/10/2023		TLM8		
2.	Public Speeches	2	19/10/2023 26/10/2023		TLM7	CO2	
3.	Analysis of the Advertisements	2	2/11/2023 9/11/2023		TLM4,TLM7	CO1	
4.	Writing & Presentation of an Advertisement	2	16/11/2023 23/11/2023		TLM7	CO2	
5.	Reading Comprehension/ Listening Comprehension	2	30/11/2023 7/12/2023		TLM2	CO1	
6.	T.V. Programme Analysis	2	14/12/2023 21/12/2023		TLM4,TLM7	CO2	
7.	Drafting Memo	1	28/12/2023		TLM2	CO3	
8.	Phrasal Verbs & Idioms Book Review	2	4/1/2024		TLM2,TLM3	CO1	
9.	Writing an Abstract and Paper	1	4/1/2024		TLM1,TLM3	CO3	
10.	Presentation on Field Observation	1	11/1/2024		TLM7	CO3	
11.	Mock Interviews	1	18/1/2024		TLM7	CO4	
12.	Lab Internal Exam	1	25/1/2024				
13.	Total	19					

Teaching Learning Methods					
TLM1	Chalk and Talk	TLM4	Problem Solving	TLM7	Seminars or GD
TLM2	PPT	TLM5	Programming	TLM8	Lab Demo
TLM3	Tutorial	TLM6	Assignment or Quiz	TLM9	Case Study

PART-C

EVALUATION PROCESS:

Evaluation Task		Marks
Day to Day work (Observation)	A11 - 10	A1 = 20
Record Writing	A12 - 10	
Viva – Voce during Lab Sessions		A2 = 05
Internal Lab Examination		A3 = 10
Attendance		A4 = 05
Cumulative Internal Examination (CIE) : A1+A2+A3+A4		40
Semester End Examinations (SEE)		60
Total Marks: CIE + SEE		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
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- 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
D.chaithanya	Dr. B. Samrajya Lakshmi	Dr. B. Samrajya Lakshmi	Dr. A. Rami Reddy



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DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING (AI&ML)

COURSEHANDOUT

PART-A

Name of Course Instructor : Dr. Rajendra Prasad Banavathu
CourseName&Code : 23MB71:IT Lab
L-T-P Structure : 1-2 Credits:2
Program/Sem/Sec : MBA.,I-Sem.,Section-A A.Y :2023-24

PRE-REQUISITE:Basic knowledge on fundamentals of computer and its operation

CourseEducationalObjectives:Inthiscourse,thestudentswilllearn

➤ Toequipstudentswithbasicinformationtechnologiesavailableforimproving managerialperformance.
➤ Toidentifyandoperatebasiccomponents ofthecomputerandMicrosoftWord.
➤ Torecognizemajorcomponentsofthepowerpointwindowandcreateapresentation.
➤ Topoint out majorcomponentsoftheexcelwindow.
➤ Tocrete,add,modify,anddeleterecordsfromadatabase.

COURSEOUTCOMES:

Attheendofthecourse

CO1	Canunderstandofcomputerfundamentals,computersoftwareandfunctionsofOS.
CO2	StudentsabletostudyanddefineMSOffice software,learnhowtoopen,saveand printexistingfilesandapplyformattingtechniquestoproduceprofessional documents.
CO3	Studentscandeterminelayouttoachievedesiredformattingandcalculationsforaccuratework bookdesign.
CO4	Studentscandesignanddeveloppresentationcontenttocreatepresentation slidesby enteringtext,dataandgraphics.
CO5	Studentsabletodesignandcreatearelatationaldatabaseusinggivendata.

COURSE ARTICULATION MATRIX (Correlation between COs & POs):

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

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

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

Textbooks:

1. Fundamentals of computers by E. Balagurusamy, publisher: McGraw Hill Education..
2. Learning Microsoft Office 2013 Deluxe Edition Pearson.
3. Foundations of IT, Dhiraj Sharma, Excelbooks.

Reference:

1. P. KVishwanathan, 2003, Business Statistics, An Applied orientation" Pearson.
2. Microsoft Office Professional 2010 Step by Step eBook by Joyce Cox, Joan Lambert and Curtis Frye.
3. Introduction to Computers and Communications, Peter Norton-Sixth Edition-Tata McGraw Hill.

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

S.NO	TOPIC TO BE COVERED	No. of Classes		Taken Date	DM
		As per the Schedule	Date		
1	Introduction to Computer	3	10/10/2023		1,2
2	EXERCISE-I: FUNDAMENTALS OF COMPUTER, SOFTWARE, OPERATING SYSTEMS.	3	17/10/2023		1,2
3	EXERCISE-I: FUNDAMENTALS OF COMPUTER, SOFTWARE, OPERATING SYSTEMS.	3	31/10/2023		1,2
4	EXERCISE-II: MS-WORD	3	07/11/2023		1,2
5	EXERCISE-II: MS-WORD	3	14/11/2023		1,2
6	EXERCISE-III: MS-EXCEL, WORKING WITH CHARTS	3	21/11/2023		1,2
7	EXERCISE-III: MS-EXCEL, WORKING WITH CHARTS	3	28/11/2023		1,2

8	EXCERCISE-III:MS-EXCEL,WORKINGWITHCHARTS	3	05/12/2023		1,2
9	EXCERCISE-IV:MS-POWERPOINT	3	12/12/2023		1,2
10	EXCERCISE-IV:MS-POWERPOINT	3	19/12/2023		1,2
11	EXCERCISE-V:MS-ACCESS&PHOTOSHOP	3	26/12/2023		1,2
12	EXCERCISE-V:MS-ACCESS&PHOTOSHOP	3	29/12/2023		1,2
13	EXCERCISE-V:Introduction to Google foms	3	02/01/2024		1,2
14	EXECRCISESREVISION	3	09/01/2024		3
15	LAB INTERNAL	3	31/01/2024		

DeliveryMethods(DM):

1.Chalk&Talk 2.ICTTools 3.Tutorial4.Assignment/Test/Quiz
5.Laboratory/FieldVisit6.Webbasedlearning.

PROGRAMEDUCATIONALOBJECTIVES(PEOS)

PEOI:Toinculcatetheadaptabilityskillsintothestudentsforsoftwaredesign,softwaredevelopmentoranyotheralliedfields of computing.

PEO II: To equip the graduates with the ability to analyze, design and synthesize data to create novel

products.PEOIII:Abilitytounderstandandanalyzeengineeringissuesinabroaderspersionwithethicalresponsibility towards sustainable development.

PEOIV:Toempower thestudentwiththequalitiesof

effectivecommunication,teamwork,continueslearningattitude,leadershipneededforasuccessfulcomputerprofessional.

PROGRAMOUTCOMES

EngineeringGraduateswillbeableto:

- Engineering knowledge:** Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
- Problem analysis:** Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
- Design/development of solutions:** Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

5. **Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modelling to complex engineering activities with an understanding of the limitations.
6. **The engineer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
7. **Environment and sustainability:** Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for, sustainable development.
8. **Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
9. **Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
10. **Communication:** Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
11. **Project management and finance:** Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
12. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES

1. Programming Paradigms:

To inculcate algorithmic thinking, formulation techniques and visualization, leading to problem solving skills using different programming paradigms.

2. Data Engineering:

To inculcate an ability to Analyse, Design and implement data driven applications into the students.

3. Software Engineering:

Develop an ability to implement various processes/methodologies/practices employed in design, validation, testing and maintenance of software products.

	Course Instructor	Course Coordinator	Module Coordinator	HOD
Signature				
Name of the Faculty	Dr. Rajendra Prasad Banavathu			



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DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING (AI & ML)

COURSE HANDOUT

PART-A

Name of Course Instructor : CHIRANJEEVI RAMPILLA
Course Name & Code : 23MB71: IT lab
L-T-P Structure : 1-2 Credits : 2
Program/Sem/Sec : MBA., I-Sem., Section- A A.Y : 2023-24

PRE-REQUISITE: Basic knowledge on fundamentals of computer and its operation

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

➤ To equip students with basic information technologies available for improving managerial performance.
➤ To identify and operate basic components of the computer and Microsoft Word.
➤ To recognize major components of the powerpoint window and create a presentation.
➤ To point out major components of the excel window.
➤ To create, add, modify, and delete records from a database.

COURSE OUTCOMES:

At the end of the course

CO1	Can understand of computer fundamentals, computer software and functions of OS.
CO2	Students able to study and define MS Office software, learn how to open, save and print existing files and apply formatting techniques to produce professional documents.
CO3	Students can determine layout to achieve desired formatting and calculations for accurate workbook design.
CO4	Students can design and develop presentation content to create presentation slides by entering text, data and graphics.
CO5	Students able to design and create a relational database using given data.

COURSE ARTICULATION MATRIX (Correlation between COs&POs):

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

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

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

Text books:

1. Fundamentals of computers by E. Balagurusamy, publisher:McGraw Hill education..
2. Learning Microsoft Office 2013 Deluxe Edition Pearson.
3. Foundations of IT, Dhiraj Sharma, Excel books.

Reference:

1. P.K Vishwanathan, 2003, Business Statistics,An Applied orientation” Pearson.
2. Microsoft Office Professional 2010 Step by Step eBook by Joyce Cox, Joan Lambert and Curtis Frye.
3. Introduction to Computers and Communications, Peter Norton-Sixth Edition-Tata McGrawHill.

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

S.NO	TOPIC TO BE COVERED	No.of Classes		Taken Date	DM
		As per the Schedule	Date		
1	Introduction to Computer	3	06/10/2023		1,2
2	EXCERCISE-I: FUNDAMENTALS OF COMPUTER, SOFTWARE, OPERATING SYSTEMS.	3	13/10/2023		1,2
3	EXCERCISE-I: FUNDAMENTALS OF COMPUTER,SOFTWARE,OPERATING SYSTEMS.	3	27/10/2023		1,2
4	EXCERCISE-II: MS-WORD	3	03/11/2023		1,2
5	EXCERCISE-II: MS-WORD	3	10/11/2023		1,2
6	EXCERCISE-III: MS-EXCEL,WORKING WITH CHARTS	3	17/11/2023		1,2
7	EXCERCISE-III: MS-EXCEL,WORKING WITH CHARTS	3	24/11/2023		1,2

8	EXCERCISE-III: MS-EXCEL,WORKING WITH CHARTS	3	01/12/2023		1,2
9	EXCERCISE-IV: MS-POWERPOINT	3	08/12/2023		1,2
10	EXCERCISE-IV: MS-POWERPOINT	3	15/12/2023		1,2
11	EXCERCISE-V: MS-ACCESS & PHOTOSHOP	3	22/12/2023		1,2
12	EXCERCISE-V: MS-ACCESS & PHOTOSHOP	3	29/12/2023		1,2
13	EXCERCISE-V: Introduction to Google foms	3	05/01/2024		1,2
14	EXECRCISES REVISION	3	12/01/2024		3
15	LAB INTERNAL	3	19/01/2024		

Delivery Methods (DM):

1.Chalk & Talk 2. ICT Tools 3. Tutorial4. Assignment/Test/Quiz
5. Laboratory/Field Visit 6. Web based learning.

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

PEO I: To inculcate the adaptability skills into the students for software design, software development or any other allied fields of computing.

PEO II: To equip the graduates with the ability to analyze, design and synthesize data to create novel products.

PEO III: Ability to understand and analyze engineering issues in a broader perspective with ethical responsibility towards sustainable development.

PEO IV: To empower the student with the qualities of effective communication, team work, continues learning attitude, leadership needed for a successful computer professional.

PROGRAM OUTCOMES

Engineering Graduates will be able to:

- Engineering knowledge:** Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
- Problem analysis:** Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
- Design/development of solutions:** Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

5. **Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modelling to complex engineering activities with an understanding of the limitations.
6. **The engineer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
7. **Environment and sustainability:** Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
8. **Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
9. **Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
10. **Communication:** Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
11. **Project management and finance:** Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
12. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES

1. Programming Paradigms:

To inculcate algorithmic thinking, formulation techniques and visualization, leading to problem solving skills using different programming paradigms.

2. Data Engineering:

To inculcate an ability to Analyse, Design and implement data driven applications into the students.

3. Software Engineering:

Develop an ability to implement various processes / methodologies /practices employed in design, validation, testing and maintenance of software products.

	Course Instructor	Course Coordinator	Module Coordinator	HOD
Signature				
Name of the Faculty	R.CHIRANJEEVI			



Master of Business Administration

Name of the Facultys : B.Kalyan Kumar/R.Jeya Lakshmi -A Section

K.Ravi Kiran Yasaswi/Y.Nagamani/MS.Chakravarthi- 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;

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

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

Theme:

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

Features of association classes

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

Training areas

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

Concepts:

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

Signature of coordinator -1

Signature of coordinator -2

Head of the department



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(Autonomous)

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



College Code:

76

**Master of Business
Adminstration
I MBA I SEM
Association Classes
Planner and Schedule**

S.NO	Date	Activity	No.of hrs.	Participation	Remarks
1	04-10-23	Seminar Presentation	3	Students	
2	11-10-23	G.D Competitions	3	Students	
3	18-10-23	Management Games	3	Students	
4	25-10-23	Flash News	3	Students	
5	01-11-23	Rock on	3	Students	
6	08-11-23	Eat Feast	3	Students	
7	15-11-23	Personality development	3	Students	
8	22-11-23	Seminar Presentation	3	Students	
9	29-11-23	G.D Competitions	3	Students	
10.	13-12-23	Management Games	3	Students	
11.	20-12-23	Flash News	3	Students	
12.	27-12-23	Rock on	3	Students	
13.	03-01-24	Eat Feast	3	Students	
14	10-01-24	G.D Competitions	3	Students	

Signature of coordinators

Signature of coordinators

Head of the department

**HANDOUT****Part-A****PROGRAM** : MBA., I-Sem. Section -A**ACADEMIC YEAR** : 2023-24**Subject** : **Student** Counseling**FACULTY IN CHARGE** : **Dr.K.Deepika**

SNO	TENTATIVE DATE	COUNSELING ACTIVITY	ACTUAL DATE	REMARKS
1	07-10-23	Meet the counselor (Initial information)		
2	14-10-23	Meet the counselor (Information on Academics)		
3	21-10-23	Meet the counselor (courses in I Sem & awareness)		
4	28-10-23	Meet the counselor (courses & difficulties)		
5	04-11-23	Meet the counselor (attendance monitoring)		
6	11-11-23	Meet the counselor (progress & problems)		
7	18-11-23	Meet the counselor (Mid Exam results assessment)		
8	25-11-23	Meet the counselor (courses & difficulties)		
9	02-12-23	Meet the counselor		
10	16-12-23	Meet the counselor		
11	23-12-23	Meet the counselor (attendance)		
12	30-12-23	Meet the counselor (Fee dues)		
13	06-01-24	Meet the counselor (Fee dues)		
14	13-01-24	Meet the counselor (Motivate them to get better marks)		

IN CHARGE**HOD**



HANDOUT

Part-A

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

ACADEMIC YEAR : 2023-24

Subject : **Student** Counseling

FACULTY IN CHARGE : **K.Ravi Kiran Ysaswi**

SNO	TENTATIVE DATE	COUNSELING ACTIVITY	ACTUAL DATE	REMARKS
1	06-10-23	Meet the counselor (Initial information)		
2	13-10-23	Meet the counselor (Information on Academics)		
3	20-10-23	Meet the counselor (courses in I Sem & awareness)		
4	27-10-23	Meet the counselor (courses & difficulties)		
5	03-11-23	Meet the counselor (attendance monitoring)		
6	10-11-23	Meet the counselor (progress & problems)		
7	17-11-23	Meet the counselor (Mid Exam results assessment)		
8	24-11-23	Meet the counselor (courses & difficulties)		
9	01-12-23	Meet the counselor		
10	15-12-23	Meet the counselor		
11	22-12-23	Meet the counselor (attendance)		
12	29-12-23	Meet the counselor (Fee dues)		
13	05-01-24	Meet the counselor (Fee dues)		
14	12-01-24	Meet the counselor (Motivate them to get better marks)		

IN CHARGE

HOD

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

Autonomous & Affiliated to JNTUK, Kakinada & Approved by AICTE, New Delhi,
Accredited by NAAC & NBA, Certified by ISO 9001:2015

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

Class: M.B.A, Sec-A&B
Sub: Seminar-2

Semester: I
Mr.M.S.Chakravarthi

A.Y: 2023-24

S.NO	Date	Topic	Remarks
1	10/10/2023	INTRODUCTION, EXPLANATION REGARDING THE IMPORTANCE OF SEMINAR	
2	17/10/2023	STATES AND CULTURES SEMINAR	
3	24/10/2023	JAM SESSION	
4	31/10/2023	ROLE PLAY	
5	7/11/2023	ROLE PLAY	
6	14/11/2023	GROUP DISCUSSION	
7	21/11/2023	GROUP DISCUSSION	
8	28/11/2023	CORPORATE SOCIAL RESPONSIBILITY	
9	5/12/2023	MOCK INTERVIEW	
10	12/12/2023	MOCK INTERVIEW	
11	19/12/2023	AD MAKING	
13	26/12/2023	AD MAKING	
14	9/01/2024	DEBATE	
15	16/01/2024	WORD GAME	

Faculty

HOD

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

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

Semester: I

A.Y: 2023-24
Ms. Y NAGAMANI

S.NO	Date	Topic	Remarks
1	10/10/2023	INTRODUCTION, EXPLANATION REGARDING THE IMPORTANCE OF SEMINAR	
2	17/10/2023	STATES AND CULTURES SEMINAR	
3	24/10/2023	JAM SESSION	
4	31/10/2023	ROLE PLAY	
5	7/11/2023	ROLE PLAY	
6	14/11/2023	GROUP DISCUSSION	
7	21/11/2023	GROUP DISCUSSION	
8	28/11/2023	CORPORATE SOCIAL RESPONSIBILITY	
9	5/12/2023	MOCK INTERVIEW	
10	12/12/2023	MOCK INTERVIEW	
11	19/12/2023	AD MAKING	
13	26/12/2023	AD MAKING	
14	9/01/2024	DEBATE	
15	16/01/2024	WORD GAME	

Faculty

HOD



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

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



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

FACULTY-Mr.M.S Chakravarthy

S.NO	DATE OF THE CLASS	Actual date of class	Teaching learning methods	TITLE OF THE VIDEO	HoD signature
1	9-10-23		TLM5	Green economy	
2	16-10-23		TLM5	Global energy crisis Stock Market	
3	23-10-23		TLM5	Analysis of stock market	
4	30-10-23		TLM5	Effect of Climate Change on Indian Economy	
5	6-11-23		TLM5	India's Tourism Industry Post-Covid	
6	13-11-23		TLM5	Stock Market	
7	20-11-23		TLM5	India as a developed country by 2047	
7	27-11-23		TLM5	Impact of 5G in india	
8	4-12-23		TLM5	India – Sri Lanka relations	
9	11-12-23		TLM5	Challenges for the FinTech industry	
10	18-12-23		TLM5	China's economic slowdown	
11	25-12-23		TLM5	World Economy	

SIGNATURE OF FACULTY

HOD



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



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

FACULTY-Dr.D.Venkateswarlu

S.NO	DATE OF THE CLASS	Actual date of class	Teaching learning methods	TITLE OF THE VIDEO	HoD signature
1	9-10-23		TLM5	Green economy	
2	16-10-23		TLM5	Global energy crisis Stock Market	
3	23-10-23		TLM5	Analysis of stock market	
4	30-10-23		TLM5	Effect of Climate Change on Indian Economy	
5	6-11-23		TLM5	India's Tourism Industry Post-Covid	
6	13-11-23		TLM5	Stock Market	
7	20-11-23		TLM5	India as a developed country by 2047	
7	27-11-23		TLM5	Impact of 5G in india	
8	4-12-23		TLM5	India – Sri Lanka relations	
9	11-12-23		TLM5	Challenges for the FinTech industry	
10	18-12-23		TLM5	China's economic slowdown	
11	25-12-23		TLM5	World Economy	

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