



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

Approved by AICTE, New Delhi and Permanently affiliated to JNTUK, Kakinada
L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230



MASTER OF BUSINESS ADMINISTRATION PG Timetable (R23)

Course/ Section : MBA-IV Sem.A/S
Classroom : 5S03

A.Y : 2025-2026
W.E.F : 05-01-2026

Classroom : 5S03				WEEK 7: 05/05/2024				
	1	2	3		4	5	6	7
	9.00 to 10.00	10.00 to 11.00	11.00 to 12.00	12.00 to 1.00	1.00 To 2.00	2.00 to 3.00	3.00 To 4.00	4.00 To 5.00
MON	FD	IE & BE	E&SM	L U N C H	MC/CBCRM/ BDA	CVV	IHRM/SDM/ BF	Sports/ Yoga
TUE	E&SM	BIM	CL-MSC		CVV	CL-YNM	MC/CBCRM/ BDA	
WED	BIM	FD	MC/CBCRM/ BDA		ASSOCIATION			
THUS	IHRM/SDM/ BF	BIM	IE & BE		FD	E&SM	SL-ON	
FRI	MC/CBCRM/ BDA	E&SM	BIM		IHRM/SDM/ BF	FD	IE & BE	
SAT	MPW LAB (Civil Dept..)				IE&BE	IHRM/SDM/ BF	SL-MSC	

S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
1	23MB14	E&SM (4)	Entrepreneurship & Start-up Management	Mr.S. Chakravarthy (T451)
2	23MB15	IE & BE (4)	Indian Ethos & Business Ethics	Mrs.Lavanya.PB (T1008)
3	23MB42	FD (4)	Financial Derivatives	Dr.U. Rambabu (T595)
4	23MB43	BIM(4)	Banking & Insurance Management	Dr.R. Jeyalakshmi (T471)
5	23MB45	IHRM (4)	International Human Resource Management	Mrs.Lavanya.PB (T1008)
6	23MB46	MC(4)	Management of Change	Mr.S. Chakravarthy (T451)
7	23MB49	SDM (4)	Sales & Distribution Management	Dr.D. Venkateswarlu (T472)
8	23MB50	CBCRM(4)	Consumer Behaviour & Customer Relationship Management	Mrs.Y. Nagamani (T922)
9	23MB53	BF(4)	Business Forecasting	Ms. T.Meghana (T1006)
10	23MB54	BDA (4)	Big Data Analytics	Mrs.R.Pavitra (T 896)
11	23MB77	MPW(3)	Major Project Work	Dr. O. Naresh (T9.3) Mr.S. Chakravarthy (T451)
12	23MB78	CSA&CVV (2)	Case Study Analysis & CVV	Dr.A. Adishesha Reddy(T104)
13		ASSOC (3)	Association	Mrs.Lavanya.PB (T1008) Dr.K. Bhanu Prakash (Adjunct faculty)
14		SEM (1)	Counselling-1/SL-1	Mr.S. Chakravarthy (T451)/ Mrs.Y.Nagamani (T922)
15		SL (1)	Self-learning -2 /Counselling-2	Mr.S. Chakravarthy (T451) /Dr.Naresh (T903)

Class Teacher
(Mrs. PB.Lavanya)

Timetable In-charge
(Dr.O.Naresh)

HOD
(Dr.K.Deepika)

Dean of Academics
(Dr.M.Srinivasa Rao)

Principal
(Dr. K. Appa Rao)





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MASTER OF BUSINESS ADMINISTRATION PG Timetable (R23)

Course/ Section : MBA-IV Sem.B/S
Classroom : 5S04

A.Y : 2025-2026
W.E.F :05-01-2026

Classroom : SS04

	1	2	3		4	5	6	7
	9.00 To 10.00	10.00 to 11.00	11.00 To 12.00	12.00 to 1.00	1.00 to 2.00	2.00 To 3.00	3.00 to 4.00	4.00 To 5.00
MON	BIM	E&SM	FD	L U N C H	MC/CBCRM/ BDA	IE & BE	IHRM/SDM/ BF	Sports/ Yoga
TUE	MPW-LAB (Civil Dept.)				BIM	IE & BE	MC/CBCRM/ BDA	
WED	FD	CVV	MC/CBCRM/ BDA		ASSOCIATION			
THUS	IHRM/SDM/ BF	E&SM	CL- MSC		BIM	IE&BE	SL-YNM	
FRI	MC/CBCRM/ BDA	FD	CVV		IHRM/SDM/ BF	E&SM	SL-RJL	
SAT	IE&BE	FD	E&SM		BIM	IHRM/SDM/ BF	CL-BKK	

S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
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2	23MB15	IE & BE	Indian Ethos & Business Ethics	Mrs.Lavanya. PB (T1008)
3	23MB42	FD (4)	Financial Derivatives	Dr.U. Rambabu (T595)
4	23MB43	BIM (4)	Banking & Insurance Management	Dr.R. Jeyalakshmi (T471)
5	23MB45	IHRM (4)	International Human Resource	Mrs.Lavanya. PB (T1008)
6	23MB46	MC (4)	Management of Change	Mr.S. Chakravarthy (T451)
7	23MB49	SDM (4)	Sales & Distribution Management	Dr.D. Venkateswarlu (T472)
8	23MB50	CBCRM (4)	Consumer Behaviour & Customer Relationship Management	Mrs.Y. Nagamani (T922)
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10	23MB54	BDA (4)	Big Data Analytics	Mrs.R.Pavitra (T 896)
11	23MB77	MPW (3)	Major Project Work	Mrs. Lavanya.PB (T1008) Mrs. Y.Nagamani (T922)
12	23MB78	CSA&CVV (2)	Case Study Analysis & CVV	Dr.A. Adishesha Reddy(T104)
13		ASSOC (3)	Association	Ms. T. Meghana (T1006) Dr.K. Bhanu Prakash (Adjunct faculty)
14		SEM (1)	Counselling-1/SL-1	Mr.S. Chakravarthy (T451)/ Mrs.Y. Nagamani (T922)
15		SL (1)	Self-learning -2 /Counselling2	Mr.S. Chakravarthy (T451) Dr.R. Jeyalakshmi (T471)

Class Teacher
(Mr. M.S. Chakravarthy)

Timetable In-charge
(Dr.O.Naresh)

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

Department Of MBA COURSE HANDOUT

Part-A

PROGRAM : MBA., IV Sem

ACADEMIC YEAR : 2025-26

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

SECTION :A - Section

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

COURSE CREDITS : 3

COURSE INSTRUCTOR : M.S.CHAKRAVARTHY

COURSE COORDINATOR : M.S.CHAKRAVARTHY

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

COURSE EDUCATIONAL OBJECTIVES (CEOs) :

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

COURSE OUTCOMES (COs)

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

CO1 To impart basics of entrepreneurial skills for better understanding of entrepreneurial scenario .

CO2 To familiarize the various components from I to E and promoting adaptability nature .

CO3 To familiarize startups and constructive ideas to startup business perspectives at various levels .

CO4 To aware of small scale ventures and registrations and patents related for entrepreneurship and startups management .

CO5 To familiarize with significance of institutional support at various levels for determining the entrepreneurial and startups eco system.

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

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

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

BOS APPROVED TEXT BOOKS:

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

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

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

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

BOS APPROVED REFERENCE BOOKS:

R1 Hisrich : Entrepreneurship, TMH, New Delhi,2009

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

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -section

UNIT-I : Introduction to Entrepreneurship

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly	
1.	Orientation - ESM	01	05.01.26		TLM1	2	T1		
2.	Orientation - ESM	01	06.01.26		TLM1	1	T1		
3.	Orientation – ESM		08.01.26						
4.	Definition of Entrepreneurship and its significance	01	09.01.26		TLM1	3	T1		
5.	concept, characteristics and growth of entrepreneur	01	19.01.26		TLM1	1	T1		
6.	factors influencing entrepreneurship, entrepreneurial process barriers of entrepreneurship	01	20.01.26		TLM1	1	T1		
7.	factors influencing entrepreneurship,	01	22.01.26	V	TLM1		T1		

	entrepreneurial process barriers of entrepreneurship							
8.	The scenario of entrepreneurship in India, rural entrepreneurship and women entrepreneurship	01	23.01.26		TLM1	3	T1, R2	
9.	The scenario of entrepreneurship in India, rural entrepreneurship and women entrepreneurship	01	27.01.26		TLM1	2	T1	
10.	Women entrepreneurship	01	29.01.26		TLM1	2	T1	
Total		10	No. of classes taken:					

UNIT-II : Entrepreneurship Opportunities and Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
11.	Identifications of business opportunities, idea generation, and innovation, incubation, and entrepreneurship	01	30.01.26		TLM1	2	T1	
12.	Identifications of business opportunities, idea generation, and innovation, incubation, and entrepreneurship	01	02.02.26		TLM1	3	T1	
13.	Commercialization preparation of detailed project report	01	02.02.26		TLM1	2	T1 R2,	
14.	Eentrepeneurs'' legal and regulatory systems, intellectual property rights,	01	03.02.26		TLM1	3	T1	

15.	Entrepreneurs'' legal and regulatory systems, intellectual property rights,	01	05.02.26		TLM1	4	T1, R2	
16.	Patents ,copy rights and trade mark and their protection.	01	06.02.26		TLM1	2	T1	
17.	Patents ,copy rights and trade mark and their protection.	01	09.02.26		TLM1	2	T1 R2,	
18.	Review	01	10.02.26		TLM1	2	T1	
No. of classes required to complete UNIT-II		08			No. of classes taken:			

UNIT-III : Start-up Management

S.No .	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
19.	Concept, significance, Start up opportunities, the big idea – generate ideas with brainstorming,	01	12.02.26		TLM1	3	T1	
20.	Concept, significance, Start up opportunities, the big idea – generate ideas with brainstorming,	01	13.02.26		TLM1	3	T1	
21.	Business startups equation, the startup ecosystem in India and Government Initiatives,	01	16.02.26		TLM1	4	T1	
22.	Business startups equation, the startup ecosystem in India and Government Initiatives,	01	17.02.26		TLM1	2	T1	
23.	Startup survival and growth – stages of growth in new venture, venture life pattern, reasons for new venture failures, scaling ventures	01	19.02.26		TLM1	2	T1	
24.	Startup survival and	01	20.02.26		TLM1	3	T1	

	growth – stages of growth in new venture, venture life pattern, reasons for new venture failures, scaling ventures							
25.	MID I EXAMINATIONS	23.02.26 to 28.02.26						
26.	Preparing for change, Leadership succession and support for growth and sustainability of the ventures.	01	02.03.26		TLM1	2	T1	
27.	Preparing for change, Leadership succession and support for growth and sustainability of the ventures.		03.03.26		TLM1	2	T1	
28.	Review	01	05.03.26		TLM1	3	T1	
No. of classes required to complete UNIT-III		09			No. of classes taken:			

UNIT-IV : Small scale ventures in India

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
29.	Concept of micro, small and medium enterprises and startups. Scope and trends of small entrepreneurship and startup in India	01	06.03.26		TLM1	3	T1, R2	
30.	Concept of micro, small and medium enterprises and startups. Scope and trends of small entrepreneurship and startup in India	01	09.03.26		TLM1	3	T1	
31.	Role of government in promoting small scale industries,	01	10.03.26		TLM1	2	T1	
32.	Role of government in promoting small scale	01	12.03.26		TLM1	2	T1	

	industries,							
33.	Types of Loans for entrepreneurship and startups, Registration and licensing of industries a	01	13.03.26		TLM1	2	T1, R2	
34.	Types of Loans for entrepreneurship and startups, Registration and licensing of industries a	01	16.03.26		TLM1	3	T1	
35.	Business patent rights, business opportunity analysis and business planning process in India.	01	17.03.26		TLM1	3	T1	
36.	Business patent rights, business opportunity analysis and business planning process in India.	01	19.03.26		TLM1	2	T1	
37.	Review		20.03.26		TLM1	3	T1	
No. of classes required to complete UNIT-IV		09			No. of classes taken:			

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

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
38.	Training institutions" District Industry Centre (DIC) Entrepreneurship Development Institute of India (EDII)	01	23.03.26		TLM1	2	T1, R2	
39.	National Small Industries Corporations (NSCI) Ministry Of Micro, Small and Medium Enterprises (MSME),	01	24.03.26		TLM1	3	T1	
40.	National Small Industries Corporations (NSCI) Ministry Of Micro, Small and Medium Enterprises (MSME),	01	27.03.26		TLM1	3	T1	
41.	Institutions' Innovation Council – MHRD, Association of Lady	01	30.03.26		TLM1	3	T1	

	Entrepreneurs of Andhra Pradesh (ALEAP).							
42.	Institutions' Innovation Council – MHRD, Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP).	01	31.03.26		TLM1	3	T1, R2	
43.	Financial Supports I- Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State Financial	01	02.04.26		TLM1	4	T1	
44.	Financial Supports Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State Financial Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	06.04.26		TLM1	3	T1	
45.	Financial Supports Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State Financial Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	07.04.26		TLM1		T1	
46.	Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	09.04.26		TLM1	3	T1	
47.	. Corporation (SFC) and the banking sector with different funding	01	10.04.26		TLM1	2	T1	

	programmes at financial institutions							
48.	Reviews	01	13.04.26		TLM1	3	T1	
49.	Reviews	01	16.04.26		TLM1	3	T1	
50.	Report writing presentation	01	17.04.26		TLM1	2	T1	
51.	Report writing presentation	01	08.04.26		TLM1	3	T1	
52.	Mid-II. Examinations	20.04.26 to 25.04.26						
No. of classes required to complete UNIT-V					No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
53.	Advanced Topics	1	08.04.26		TLM5		Internet	
54.	Advanced Topics	1	08.04.26		TLM5		Internet	

Teaching Learning Methods

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

Part - C

EVALUATION PROCESS:

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.

- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAMME OUTCOMES (POs)

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

Course Instructor	Course Coordinator	Module Coordinator	HOD



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Department Of MBA

COURSE HANDOUT

Part-A

PROGRAM : MBA., IV Sem

ACADEMIC YEAR : 2025-26

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

SECTION :B - Section

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

COURSE CREDITS : 3

COURSE INSTRUCTOR : M.S.CHAKRAVARTHY

COURSE COORDINATOR : Dr U RAMBABU

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

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

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CO2 To familiarize the various components from I to E and promoting adaptability nature .

CO3 To familiarize startups and constructive ideas to startup business perspectives at various levels .

CO4 To aware of small scale ventures and registrations and patents related for entrepreneurship and startups management .

CO5 To familiarize with significance of institutional support at various levels for determining the entrepreneurial and startups eco system.

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

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

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

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

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

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

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

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -section

UNIT-I : Introduction to Entrepreneurship

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Orientation - ESM	01	05.01.26		TLM1	2	T1	
2.	Orientation - ESM	01	08.01.26		TLM1	1	T1	
3.	Orientation – ESM		09.01.26					
4.	Definition of Entrepreneurship and its significance	01	10.01.26		TLM1	3	T1	
5.	concept, characteristics and growth of entrepreneur	01	19.01.26		TLM1	1	T1	
6.	factors influencing entrepreneurship, entrepreneurial process barriers of entrepreneurship	01	22.01.26		TLM1	1	T1	
7.	factors influencing entrepreneurship, entrepreneurial	01	23.01.26	V	TLM1		T1	

	process barriers of entrepreneurship							
8.	The scenario of entrepreneurship in India, rural entrepreneurship and women entrepreneurship	01	24.01.26		TLM1	3	T1, R2	
9.	The scenario of entrepreneurship in India, rural entrepreneurship and women entrepreneurship	01	29.01.26		TLM1	2	T1	
10.	Women entrepreneurship	01	30.01.26		TLM1	2	T1	
Total		10	No. of classes taken:					

UNIT-II : Entrepreneurship Opportunities and Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
11.	Identifications of business opportunities, idea generation, and innovation, incubation, and entrepreneurship	01	31.01.26		TLM1	2	T1	
12.	Identifications of business opportunities, idea generation, and innovation, incubation, and entrepreneurship	01	02.02.26		TLM1	3	T1	
13.	Commercialization preparation of detailed project report	01	05.02.26		TLM1	2	T1 R2,	
14.	Eentrepeneurs'' legal and regulatory systems, intellectual property rights,	01	06.02.26		TLM1	3	T1	
15.	Entrepreneurs'' legal and regulatory	01	07.02.26		TLM1	4	T1, R2	

	systems, intellectual property rights,							
16.	Patents ,copy rights and trade mark and their protection.	01	09.02.26		TLM1	2	T1	
17.	Patents ,copy rights and trade mark and their protection.	01	12.02.26		TLM1	2	T1 R2,	
18.	Review	01	13.02.26		TLM1	2	T1	
No. of classes required to complete UNIT-II		08			No. of classes taken:			

UNIT-III : Start-up Management

S.No .	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
19.	Concept, significance, Start up opportunities, the big idea – generate ideas with brainstorming,	01	14.02.26		TLM1	3	T1	
20.	Concept, significance, Start up opportunities, the big idea – generate ideas with brainstorming,	01	16.02.26		TLM1	3	T1	
21.	Business startups equation, the startup ecosystem in India and Government Initiatives,	01	19.02.26		TLM1	4	T1	
22.	Business startups equation, the startup ecosystem in India and Government Initiatives,	01	20.02.26		TLM1	2	T1	
23.	Startup survival and growth – stages of growth in new venture, venture life pattern, reasons for new venture failures, scaling ventures	01	21.02.26		TLM1	2	T1	
24.	Startup survival and growth – stages of growth in new venture,	01	21.02.26		TLM1	3	T1	

	venture life pattern, reasons for new venture failures, scaling ventures							
25.	Preparing for change, Leadership succession and support for growth and sustainability of the ventures.	01	21.02.26		TLM1	2	T1	
26.	MID I EXAMINATIONS		23.02.26 to 28.02.26					
27.	Preparing for change, Leadership succession and support for growth and sustainability of the ventures.		02.03.26		TLM1	2	T1	
28.	Review	01	05.03.26		TLM1	3	T1	
No. of classes required to complete UNIT-III		09			No. of classes taken:			

UNIT-IV : Small scale ventures in India

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
29.	Concept of micro, small and medium enterprises and startups. Scope and trends of small entrepreneurship and startup in India	01	06.03.26		TLM1	3	T1, R2	
30.	Concept of micro, small and medium enterprises and startups. Scope and trends of small entrepreneurship and startup in India	01	07.03.26		TLM1	3	T1	
31.	Role of government in promoting small scale industries,	01	09.03.26		TLM1	2	T1	
32.	Role of government in promoting small scale industries,	01	12.03.26		TLM1	2	T1	
33.	Types of Loans for	01	13.03.26		TLM1	2	T1,	

	entrepreneurship and startups, Registration and licensing of industries a						R2	
34.	Types of Loans for entrepreneurship and startups, Registration and licensing of industries a	01	14.03.26		TLM1	3	T1	
35.	Business patent rights, business opportunity analysis and business planning process in India.	01	16.03.26		TLM1	3	T1	
36.	Business patent rights, business opportunity analysis and business planning process in India.	01	19.03.26		TLM1	2	T1	
37.	Review		20.03.26		TLM1	3	T1	
No. of classes required to complete UNIT-IV		09			No. of classes taken:			

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

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
38.	Training institutions“ District Industry Centre (DIC) Entrepreneurship Development Institute of India (EDII)	01	23.03.26		TLM1	2	T1, R2	
39.	National Small Industries Corporations (NSCI) Ministry Of Micro, Small and Medium Enterprises (MSME),	01	27.03.26		TLM1	3	T1	
40.	National Small Industries Corporations (NSCI) Ministry Of Micro, Small and Medium Enterprises (MSME),	01	28.03.26		TLM1	3	T1	
41.	Institutions’ Innovation Council – MHRD, Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP).	01	30.03.26		TLM1	3	T1	

42.	Institutions' Innovation Council – MHRD, Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP).	01	02.04.26		TLM1	3	T1, R2	
43.	Financial Supports I- Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State Financial	01	04.04.26		TLM1	4	T1	
44.	Financial Supports Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State Financial Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	06.04.26		TLM1	3	T1	
45.	Financial Supports Institutions: Small Industries Development Bank of India (SIDBI). Industries Development Bank of India (IDBI). State Financial Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	09.04.26		TLM1		T1	
46.	Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	10.04.26		TLM1	3	T1	
47.	. Corporation (SFC) and the banking sector with different funding programmes at financial institutions	01	11.04.26		TLM1	2	T1	

48.	Reviews	01	13.04.26		TLM1	3	T1	
49.	Reviews	01	16.04.26		TLM1	3	T1	
50.	Report writing presentation	01	17.04.26		TLM1	2	T1	
51.	Report writing presentation	01	18.04.26		TLM1	3	T1	
52.	Mid-II. Examinations	20.04.26 to 25.04.26						
No. of classes required to complete UNIT-V					No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
53.	Advanced Topics	1	18.04.26		TLM5		Internet	
54.	Advanced Topics	1	18.04.26		TLM5		Internet	

Teaching Learning Methods

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

Part - C

EVALUATION PROCESS:

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.

- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAMME OUTCOMES (POs)

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

M.S.CHAKRAVARTHY	Dr U RAMBABU	Dr U RAMBABU	Dr.K.DEEPIKA
Course Instructor	Course Coordinator	Module Coordinator	HOD



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Accredited by NAAC with "A" Grade and NBA (CSE, IT, ECE, EEE & ME) under Tier - I



College Code:

76

MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, IV SEM –Section-A
ACADEMIC YEAR : 2025-26
COURSE NAME & CODE : 23MB15 – INDIAN ETHOS & BUSINESS ETHICS
L-T-P STRUCTURE : 3-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Mrs. Lavanya P B
COURSE COORDINATOR: Mrs. Lavanya P B

Pre-requisite: Basic knowledge of Indian Ethos & Business Ethics

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

1	To impart Indian ethos from Indian historical perspectives.
2	To discuss Indian heritage in business management.
3	To understand contemporary leadership approaches and cosmic laws of Karma, creation, Humility, Growth, Responsibility, and Connection
4	To explain theories and approaches of ethics.
5	To Discuss ethics in business

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

CO1	Understand Indian ethos from Indian historical perspectives.
CO2	Discover Indian heritage in business management.
CO3	Analyze and apply contemporary leadership approaches and cosmic laws of Karma, creation, Humility, Growth, Responsibility, and Connection
CO4	Evaluate theories and approaches of ethics.
CO5	Develop and Apply ethics in business.

Course Articulation Matrix:

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

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

Textbooks

1. Chakraborty, S.K.: Foundations of Managerial Work – Contributions from Indian Thought, Himalaya Publishing House, Delhi 1998.
2. Business Ethics: An Indian Perspective -Third Edition -By Pearson Education, New Delhi 2019.

References

1. Chakraborty, S.K.: Ethics in Management: Vedantic Perspectives, Oxford University Press, Delhi 1995.
2. Boatright, John R: Ethics and the Conduct of Business, Pearson Education, New Delhi 2005.
3. Kumar, S., and N.K. Uberoi: Managing Secularism in the New Millenium, Excel Books 2000.
4. Griffiths, B: The Marriage of East and West, Colling, London 1985.
5. Trevion and Nelson: Managing Business Ethics, John Wiley, and Sons, 1995.
6. Bhaskar R.K: Man Management: A Value Based Management Perspectives, Sri Satya Sai Students and Staff Welfare Society, 2011

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A –SECTION 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.	Introduction	1	05.01.2026		TLM1	CO1	T2,R3	
2.	History& Relevance	1	08.01.2026		TLM2	CO1	T2,R3	
3.	History& Relevance	1	09.01.2026		TLM2	CO1	T2,R3	
4.	Principles Practiced by Indian Companies	1	12.01.2026		TLM2	CO1	T2,R3	
5.	Role of Indian Ethos in Managerial Practices	1	17.01.2026		TLM2	CO1	T2,R3	
6.	Management Lessons from Vedas	1	19.01.2026		TLM2	CO1	T2,R3	
7.	Management Lessons from Mahabharata	1	22.01.2026		TLM2	CO1	T2,R3	
8.	Management Lessons from Bible	1	23.01.2026		TLM2	CO1	T2,R3	
9.	Management Lessons from Quran	1	24.01.2026		TLM2	CO1	T2,R3	
10.	Management Lessons from Kautilya’s Artha sastra.	1	29.01.2026		TLM2	CO1	T2,R3	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

UNIT-II: Indian heritage in business, management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
11	Ethics v/s Ethos, Indian v/s Western Management	1	30.01.2026		TLM2	CO2	T2,R3	
12	Work Ethos, and Values for Indian Managers	1	31.01.2026		TLM2	CO2	T2,R3	
13	Relevance of Value-Based Management in Global Change	1	02.02.2026		TLM2	CO2	T2,R3	
14	Impact of Values on Stakeholders, Trans-Cultural Human Values	1	05.02.2026		TLM2	CO2	T2,R3	
15	Secular v/s Spiritual Values,	1	06.02.2026		TLM2	CO2	T2,R3	
16	Value System in Work Culture	1	07.02.2026		TLM2	CO2	T2,R3	
17	Stress Management	1	09.02.2026		TLM1	CO2	T2,R3	
18	Meditation for mental health, Yoga.	1	12.02.2026		TLM1	CO2	T2,R3	
No. of classes required to complete UNIT-II		08			No. of classes taken:			

UNIT-III: Leadership and cosmic laws

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
19.	Contemporary Approaches to Leadership	1	13.02.2026		TLM2	CO3	T2,R3	
20.	Joint Hindu Family Business– Leadership Qualities of Karta,	1	16.02.2026		TLM1	CO3	T2,R3	
21.	Indian Systems of Learning-Gurukul System of Learning	1	19.02.2026		TLM2	CO3	T2,R3	
22.	Advantages- Disadvantages of Karma, Importance of Karma to Managers	1	20.02.2026		TLM2	CO3	T2,R3	
23.	Nishkama Karma- Laws of Karma	1	21.02.2026		TLM2	CO3	T2,R3	
	MID-1 (23.02.2026-28.02.2026)							
24.	Law of Creation-	1	02.03.2026		TLM2	CO3	T2,R3	
25.	Law of Humility	1	05.03.2026		TLM2	CO3	T2,R3	
26.	Law of Growth	1	06.03.2026		TLM2	CO3	T2,R3	
27.	Law of Responsibility- Law of Connection	1	07.03.2026		TLM2	CO3	T2,R3	
28.	Corporate Karma Leadership.	1	09.03.2026		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		10			No. of classes taken:			

UNIT-IV: Theories and approaches of ethics

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
29	Understanding the need for ethics	1	12.03.2026		TLM1	CO4	T2,R3	
30	Ethical values, Myths and Ambiguity	1	13.03.2026		TLM2	CO4	T2,R3	
31	Ethical Codes,	1	16.03.2026		TLM2	CO4	T2,R3	
32	Ethical Principles in Business	1	20.03.2026		TLM2	CO4	T2,R3	
33	Theories of Ethics,	1	23.03.2026		TLM2	CO4	T2,R3	
34	Absolutism vs Relativism	1	27.03.2026		TLM2	CO4	T2,R3	
35	Teleological approach,	1	28.03.2026		TLM2	CO4	T2,R3	
36	The Deontological approach	1	30.03.2026		TLM1	CO4	T2,R3	
37	Kohlberg’s six stages of moral development	1	02.04.2026		TLM1	CO4	T2,R3	
38	Managing Ethical Dilemma.	1	04.04.2026		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

UNIT-V : Ethics in business

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
39.	Characteristics, Ethical decision making, Ethical dilemmas in different business areas of Finance	1	06.04.2026		TLM2	CO5	T2,R3	
40.	Ethical dilemmas in different business areas of Marketing, Ethical dilemmas in different business areas of HRM	1	09.04.2026		TLM2	CO5	T2,R3	
41.	Ethical dilemmas in different business areas of International Business	1	10.04.2026		TLM2	CO5	T2,R3	
42.	Ethical Culture in Organization, developing codes of ethics and conduct, Ethical and value-based leadership	1	13.04.2026		TLM2	CO5	T2,R3	
43.	Cognitive barriers to a good ethical judgment - Whistle Blowing, Corporate Governance and Corporate Social Responsiveness.	1	16.04.2026		TLM2	CO5	T2,R3	
44.	Report writing and presentation	1	17.04.2026		TLM2	CO5	T2,R3	
45.	Report writing and presentation	1	18.04.2026		TLM2	CO5	T2,R3	
.	MID-2 Examinations 20.04.2026 – 25.04.2026							
No. of classes required to complete UNIT-V		07			No. of classes taken:			
II MID EXAMS: 20-04-26 to 25-04-26								
Preparation and Practical: 27-04-26 to 02-05-26								
Semester End Exams: 04-05-26 to 16-05-26								

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

Part – C

EVALUATION PROCESS:

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

Programme 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.

Mrs. Lavanya P B	Mrs. Lavanya P B	Mrs. Lavanya P B	Dr. Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



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College Code:

76

MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, IV SEM –Section-B
ACADEMIC YEAR : 2025-26
COURSE NAME & CODE : 23MB15 – INDIAN ETHOS & BUSINESS ETHICS
L-T-P STRUCTURE : 3-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Mrs. Lavanya P B
COURSE COORDINATOR: Mrs. Lavanya P B

Pre-requisite: Basic knowledge of Indian Ethos & Business Ethics

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

1	To impart Indian ethos from Indian historical perspectives.
2	To discuss Indian heritage in business management.
3	To understand contemporary leadership approaches and cosmic laws of Karma, creation, Humility, Growth, Responsibility, and Connection
4	To explain theories and approaches of ethics.
5	To Discuss ethics in business

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

CO1	Understand Indian ethos from Indian historical perspectives.
CO2	Discover Indian heritage in business management.
CO3	Analyze and apply contemporary leadership approaches and cosmic laws of Karma, creation, Humility, Growth, Responsibility, and Connection
CO4	Evaluate theories and approaches of ethics.
CO5	Develop and Apply ethics in business.

Course Articulation Matrix:

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

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

Textbooks

1. Chakraborty, S.K.: Foundations of Managerial Work – Contributions from Indian Thought, Himalaya Publishing House, Delhi 1998.
2. Business Ethics: An Indian Perspective -Third Edition -By Pearson Education, New Delhi 2019.

References

1. Chakraborty, S.K.: Ethics in Management: Vedantic Perspectives, Oxford University Press, Delhi 1995.
2. Boatright, John R: Ethics and the Conduct of Business, Pearson Education, New Delhi 2005.
3. Kumar, S., and N.K. Uberoi: Managing Secularism in the New Millenium, Excel Books 2000.
4. Griffiths, B: The Marriage of East and West, Colling, London 1985.
5. Trevion and Nelson: Managing Business Ethics, John Wiley, and Sons, 1995.
6. Bhaskar R.K: Man Management: A Value Based Management Perspectives, Sri Satya Sai Students and Staff Welfare Society, 2011

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A –SECTION 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.	Introduction	1	05.01.2026		TLM1	CO1	T2,R3	
2.	History& Relevance	1	06.01.2026		TLM2	CO1	T2,R3	
3.	History& Relevance	1	08.01.2026		TLM2	CO1	T2,R3	
4.	Principles Practiced by Indian Companies	1	12.01.2026		TLM2	CO1	T2,R3	
5.	Role of Indian Ethos in Managerial Practices	1	13.01.2026		TLM2	CO1	T2,R3	
6.	Management Lessons from Vedas	1	17.01.2026		TLM2	CO1	T2,R3	
7.	Management Lessons from Mahabharata	1	19.01.2026		TLM2	CO1	T2,R3	
8.	Management Lessons from Bible	1	20.01.2026		TLM2	CO1	T2,R3	
9.	Management Lessons from Quran	1	22.01.2026		TLM2	CO1	T2,R3	
10.	Management Lessons from Kautilya’s Artha sastra.	1	24.01.2026		TLM2	CO1	T2,R3	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

UNIT-II: Indian heritage in business, management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
11	Ethics v/s Ethos, Indian v/s Western Management	1	27.01.2026		TLM2	CO2	T2,R3	
12	Work Ethos, and Values for Indian Managers	1	29.01.2026		TLM2	CO2	T2,R3	
13	Relevance of Value-Based Management in Global Change	1	31.01.2026		TLM2	CO2	T2,R3	
14	Impact of Values on Stakeholders, Trans-Cultural Human Values	1	02.02.2026		TLM2	CO2	T2,R3	
15	Secular v/s Spiritual Values,	1	03.02.2026		TLM2	CO2	T2,R3	
16	Value System in Work Culture	1	05.02.2026		TLM2	CO2	T2,R3	
17	Stress Management	1	07.02.2026		TLM1	CO2	T2,R3	
18	Meditation for mental health, Yoga.	1	09.02.2026		TLM1	CO2	T2,R3	
No. of classes required to complete UNIT-II		08			No. of classes taken:			

UNIT-III: Leadership and cosmic laws

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
19.	Contemporary Approaches to Leadership	1	10.02.2026		TLM2	CO3	T2,R3	
20.	Joint Hindu Family Business– Leadership Qualities of Karta,	1	12.02.2026		TLM1	CO3	T2,R3	
21.	Indian Systems of Learning-Gurukul System of Learning	1	16.02.2026		TLM2	CO3	T2,R3	
22.	Advantages-Disadvantages of Karma, Importance of Karma to Managers	1	17.02.2026		TLM2	CO3	T2,R3	
23.	Nishkama Karma- Laws of Karma	1	19.02.2026		TLM2	CO3	T2,R3	
24.	Nishkama Karma- Laws of Karma	1	21.02.2026		TLM2	CO3	T2,R3	
	MID-1 (23.02.2026-28.02.2026)							
25.	Law of Creation-	1	02.03.2026		TLM2	CO3	T2,R3	
26.	Law of Humility	1	05.03.2026		TLM2	CO3	T2,R3	
27.	Law of Growth	1	07.03.2026		TLM2	CO3	T2,R3	
28.	Law of Responsibility- Law of Connection	1	09.03.2026		TLM2	CO3	T2,R3	
29.	Corporate Karma Leadership.	1	10.03.2026		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

UNIT-IV: Theories and approaches of ethics

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
30	Understanding the need for ethics	1	12.03.2026		TLM1	CO4	T2,R3	
31	Ethical values, Myths and Ambiguity	1	16.03.2026		TLM2	CO4	T2,R3	
32	Ethical Codes,	1	17.03.2026		TLM2	CO4	T2,R3	
33	Ethical Principles in Business	1	23.03.2026		TLM2	CO4	T2,R3	
34	Theories of Ethics,	1	24.03.2026		TLM2	CO4	T2,R3	
35	Absolutism vs Relativism	1	28.03.2026		TLM2	CO4	T2,R3	
36	Teleological approach,	1	30.03.2026		TLM2	CO4	T2,R3	
37	The Deontological approach	1	31.03.2026		TLM1	CO4	T2,R3	
38	Kohlberg’s six stages of moral development	1	02.04.2026		TLM1	CO4	T2,R3	
39	Managing Ethical Dilemma.	1	04.04.2026		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

UNIT-V : Ethics in business

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
40.	Characteristics, Ethical decision making, Ethical dilemmas in different business areas of Finance	1	06.04.2026		TLM2	CO5	T2,R3	
41.	Ethical dilemmas in different business areas of Marketing, Ethical dilemmas in different business areas of HRM	1	07.04.2026		TLM2	CO5	T2,R3	
42.	Ethical dilemmas in different business areas of International Business	1	09.04.2026		TLM2	CO5	T2,R3	
43.	Ethical Culture in Organization, developing codes of ethics and conduct, Ethical and value-based leadership	1	13.04.2026		TLM2	CO5	T2,R3	
44.	Cognitive barriers to a good ethical judgment - Whistle Blowing, Corporate Governance and Corporate Social Responsiveness.	1	14.04.2026		TLM2	CO5	T2,R3	
45.	Report writing and presentation	1	16.04.2026		TLM2	CO5	T2,R3	
46.	Report writing and presentation	1	18.04.2026		TLM2	CO5	T2,R3	
.	MID-2 Examinations 20.04.2026 – 25.04.2026							
No. of classes required to complete UNIT-V		07			No. of classes taken:			
II MID EXAMS: 20-04-26 to 25-04-26								
Preparation and Practical: 27-04-26 to 02-05-26								
Semester End Exams: 04-05-26 to 16-05-26								

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

Part – C

EVALUATION PROCESS:

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

Programme 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.

Mrs. Lavanya P B	Mrs. Lavanya P B	Mrs. Lavanya P B	Dr. Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



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



MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

Part-A

PROGRAM : MBA IV SEM- SEC A

ACADEMIC YEAR : 2025-26

COURSE NAME & CODE : Banking and Insurance Management- **23MB43**

L-T-P STRUCTURE : 4-1-0

COURSE CREDITS : 3

COURSE INSTRUCTOR : Mrs. R. JEYALAKSHMI

COURSE COORDINATOR : Mrs. R. JEYALAKSHMI

PRE-REQUISITES: Basic idea on banking and non-banking and their functions

COURSE EDUCATIONAL OBJECTIVES (CEOs):

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

COURSE OUTCOMES (COs)

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

CO1 Understand importance of relationship between bankers and customers

CO2 Gain exposure on various investment alternative functions of banking systems

CO3 state the emerging trends and issues in baking sector

CO4 identify the importance of coverage of insurance

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

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

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

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

BOS APPROVED TEXT BOOKS:

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

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

BOS APPROVED REFERENCE BOOKS:

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

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

R3 George E Resda, Risk management and insurance-2017

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

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

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): Section-A****Unit-I: Bankers-customer Relationship**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Syllabus discussion	1	06-01-2026		-	-	-	
2.	Discussion on PEOs and COs	1	07-01-2026					
3.	Meaning & definition of banker	1	08-01-2026		TLM1,2	CO1	T1,2	
4.	Meaning & Definition of customer	1	09-01-2026		TLM2,6	CO1	T1,2	
5.	Permitted activities of commercial banks	1	20-01-2026		TLM1,2	CO1	T1,2	
6.	Permitted activities of commercial banks	1	21-01-2026		TLM1,2	CO1	T1,2	
7.	Deposit accounts	1	22-01-2026		TLM2,6	CO1	T1,2	
8.	Deposit accounts	1	23-01-2026		TLM1,2	CO1	T1,2	
9.	Opening and closure of fixed deposit accounts	1	27-01-2026		TLM1,2	CO1	T1,2	
10.	Opening and closure of fixed deposit accounts	1	28-01-2026		TLM1,2	CO1	T1,2	
11.	Bank accounts and its types	1	29-01-2026		TLM1,6	CO1	T1,2	
12.	Bank accounts and its types	1	30-01-2026		TLM3,6	CO1	T1,2	
13.	Case study	1	03-02-2026		TLM3,6	CO1	T1,2	
No. of classes required to complete UNIT-I		13			No. of classes taken:			

Unit-II: Banking investments

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
14.	Negotiable instruments	1	04-02-2026		TLM1,2	CO2	T1,2	
15.	Types of negotiable instruments & parties	1	05-02-2026		TLM1	CO2	T1,2	
16.	Types of negotiable instruments & parties	1	06-02-2026		TLM1	CO2	T1,2	
17.	Banking services & safe custody	1	10-02-2026		TLM1,2	CO2	T1,2	
18.	Banking services & safe custody	1	11-02-2026		TLM1,2	CO2	T1,2	
19.	MICR hearing	1	12-02-2026		TLM1	CO2	T1,2	
20.	MICR hearing	1	13-02-2026		TLM1,2	CO2	T1,2	
21.	ATMs	1	17-02-2026		TLM1,2	CO2	T1,2	
22.	Credit cards, debit cards and travelling cheques	1	18-02-2026		TLM1,2	CO2	T1,2	
23.	Ombudsmen & customer services	1	19-02-2026		TLM1,2	CO2	T1,2	

24.	Ombudsmen & customer services \$Case study	1	20-02-2026		TLM1,2	CO2	T1,2	
No. of classes required to complete UNIT-II		11			No. of classes taken:			

Unit-III Emerging trends and issues

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
25.	International banking-introduction	1	04-03-2026		TLM1,2	CO3	T1,2	
26.	International banking euro bank	1	05-03-2026		TLM2	CO3	T1,2	
27.	Off-shore banking	1	06-03-2026		TLM2	CO3	T1,2	
28.	Banking risk	1	10-03-2026		TLM2	CO3	T1,2	
29.	Credit risk management in banks	1	11-03-2026		TLM1,2	CO3	T1,2	
30.	Liquidity risk management	1	12-03-2026		TLM1,2	CO3	T1,2	
31.	Ombudsmen & customer services	1	13-03-2026		TLM1,6	CO3	T1,2	
32.	Asset liability management & Case study	1	17-03-2026		TLM1	CO3	T1,2	
sNo. of classes required to complete UNIT-III		08			No. of classes taken:			

Unit IV: principles and practices of Insurance

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
33.	Introduction to risk and insurance	1	18-03-2026		TLM1	CO4	T1,2	
34.	Types of insurance	1	20-03-2026		TLM1,2	CO4	T1,2	
35.	Basic principles of general and life insurance	1	24-03-2026		TLM2	CO4	T1,2	
36.	Regulations on investment	1	25-03-2026		TLM1	CO4	T1,2	
37.	Insurance funds with respect to shareholders funds	1	27-03-2026		TLM1,6	CO4	T1,2	
38.	Policy shareholders fund	1	31-03-2026		TLM1	CO4	T1,2	
39.	Insurance funds with respect to shareholders funds	1	01-04-2026		TLM1	CO4	T1,2	
No. of classes required to complete UNIT-IV		07			No. of classes taken:			

Unit –V credit and its instruments :

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
40.	Credit instruments	1	02-04-2026		TLM1,2	CO5	T1,2	
41.	Factors influencing volume of credit	1	07-04-2026		TLM1	CO5	T1,2	
42.	Credit reaction by commercial banks	1	08-04-2026		TLM2	CO5	T1,2	
43.	Types of insurance products	1	09-04-2026		TLM1,2	CO5	T1,2	
44.	General-fire, marine, motor engineering	1	10-04-2026		TLM1	CO5	T1,2	
45.	Money back ,ULIPs pension, health group insurance	1	15-04-2026		TLM1	CO5	T1,2	
46.	Report presentation	1	16-04-2026		TLM1,2	CO5	T1,2	
47.	Report presentation	1	17-04-2026		TLM1,2	CO5	T1,2	
No. of classes required to complete UNIT-V		08			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
48.	ATM operation	1	17-02-2026		YouTube	CO2	-	
49.	ULIPs	1	15-04-2026		online	CO5		

Teaching Learning Methods

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

Part - C

EVALUATION PROCESS:

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

Program Educational Objectives (PEOs):

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.

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

Program Outcomes (PO's)

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

R.Jeyalakshmi	R.Jeyalakshmi		Dr.K.Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



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MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

Part-A

PROGRAM : MBA IV SEM- SEC B
ACADEMIC YEAR : 2025-26
COURSE NAME & CODE : Banking and Insurance Management- **23MB43**
L-T-P STRUCTURE : 4-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Mrs. R. JEYALAKSHMI
COURSE COORDINATOR : Mrs. R. JEYALAKSHMI
PRE-REQUISITES: Basic idea on banking and non-banking and their functions

COURSE EDUCATIONAL OBJECTIVES (CEOs):

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

COURSE OUTCOMES (COs)

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

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

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

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

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

BOS APPROVED TEXT BOOKS:

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

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

BOS APPROVED REFERENCE BOOKS:

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

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

R3 George E Resda, Risk management and insurance-2017

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

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

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): Section-B****Unit-I: Bankers-customer Relationship**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Syllabus discussion	1	05-01-2026		-	-	-	
2.	Discussion on PEOs and COs	1	06-01-2026					
3.	Meaning & definition of banker	1	08-01-2026		TLM1,2	CO1	T1,2	
4.	Meaning & Definition of customer	1	10-01-2026		TLM2,6	CO1	T1,2	
5.	Permitted activities of commercial banks	1	19-01-2026		TLM1,2	CO1	T1,2	
6.	Permitted activities of commercial banks	1	20-01-2026		TLM1,2	CO1	T1,2	
7.	Deposit accounts	1	22-01-2026		TLM2,6	CO1	T1,2	
8.	Deposit accounts	1	24-01-2026		TLM1,2	CO1	T1,2	
9.	Opening and closure of fixed deposit accounts	1	27-01-2026		TLM1,2	CO1	T1,2	
10.	Opening and closure of fixed deposit accounts	1	29-01-2026		TLM1,2	CO1	T1,2	
11.	Bank accounts and its types	1	31-01-2026		TLM1,6	CO1	T1,2	
12.	Bank accounts and its types	1	02-02-2026		TLM3,6	CO1	T1,2	
13.	Case study	1	03-02-2026		TLM3,6	CO1	T1,2	
No. of classes required to complete UNIT-I		13			No. of classes taken:			

Unit-II: Banking investments

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
14.	Negotiable instruments	1	05-02-2026		TLM1,2	CO2	T1,2	
15.	Types of negotiable instruments & parties	1	07-02-2026		TLM1	CO2	T1,2	
16.	Types of negotiable instruments & parties	1	09-02-2026		TLM1	CO2	T1,2	
17.	Banking services & safe custody	1	10-02-2026		TLM1,2	CO2	T1,2	
18.	Banking services & safe custody	1	12-02-2026		TLM1,2	CO2	T1,2	
19.	MICR hearing	1	14-02-2026		TLM1	CO2	T1,2	
20.	MICR hearing	1	16-02-2026		TLM1,2	CO2	T1,2	
21.	ATMs	1	17-02-2026		TLM1,2	CO2	T1,2	
22.	Credit cards, debit cards and travelling cheques	1	19-02-2026		TLM1,2	CO2	T1,2	
23.	Ombudsmen & customer services	1	21-02-2026		TLM1,2	CO2	T1,2	

No. of classes required to complete UNIT-II	10	No. of classes taken:
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Unit-III Emerging trends and issues

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
24.	International banking-introduction	1	02-03-2026		TLM1,2	CO3	T1,2	
25.	International banking euro bank	1	05-03-2026		TLM2	CO3	T1,2	
26.	Off-shore banking	1	07-03-2026		TLM2	CO3	T1,2	
27.	Banking risk	1	09-03-2026		TLM2	CO3	T1,2	
28.	Credit risk management in banks	1	10-03-2026		TLM1,2	CO3	T1,2	
29.	Liquidity risk management	1	12-03-2026		TLM1,2	CO3	T1,2	
30.	Ombudsmen & customer services	1	14-03-2026		TLM1,6	CO3	T1,2	
31.	Asset liability management & Case study	1	16-03-2026		TLM1	CO3	T1,2	
sNo. of classes required to complete UNIT-III		08			No. of classes taken:			

Unit IV: principles and practices of Insurance

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
32.	Introduction to risk and insurance	1	17-03-2026		TLM1	CO4	T1,2	
33.	Types of insurance	1	23-03-2026		TLM1,2	CO4	T1,2	
34.	Basic principles of general and life insurance	1	24-03-2026		TLM2	CO4	T1,2	
35.	Regulations on investment	1	25-03-2026		TLM1	CO4	T1,2	
36.	Insurance funds with respect to shareholders funds	1	28-03-2026		TLM1,6	CO4	T1,2	
37.	Policy shareholders fund	1	30-03-2026		TLM1	CO4	T1,2	
38.	Insurance funds with respect to shareholders funds	1	31-03-2026		TLM1	CO4	T1,2	
No. of classes required to complete UNIT-IV		07			No. of classes taken:			

Unit –V credit and its instruments :

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
39.	Credit instruments	1	02-04-2026		TLM1,2	CO5	T1,2	
40.	Factors influencing volume of credit	1	04-04-2026		TLM1	CO5	T1,2	

41.	Credit reaction by commercial banks	1	06-04-2026		TLM2	CO5	T1,2	
42.	Types of insurance products	1	07-04-2026		TLM1,2	CO5	T1,2	
43.	General-fire, marine, motor engineering	1	09-04-2026		TLM1	CO5	T1,2	
44.	Money back ,ULIPs pension, health group insurance	1	11-04-2026		TLM1	CO5	T1,2	
45.	Report presentation	1	13-04-2026		TLM1,2	CO5	T1,2	
46.	Report presentation	1	16-04-2026		TLM1,2	CO5	T1,2	
47.	Report presentation		18-04-2026					
No. of classes required to complete UNIT-V		07			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
48.	ATM operation	1	17-02-2026		YouTube	CO2	-	
49.	ULIPs	1	11-04-2026		online	CO5		

Teaching Learning Methods

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

Part - C

EVALUATION PROCESS:

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

Program Educational Objectives (PEOs):

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand

the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.

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

Program Outcomes (PO's)

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

R.Jeyalakshmi	R.Jeyalakshmi		Dr.K.Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

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



MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part A

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

COURSE CODE& NAME : **23MB42 & FINANCIAL DERIVATIVES**

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

COURSE CREDITS : **3**

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

A.Y : **2025-26**

PRE-REQUISITE: BASIC CONCEPTS OF INVESTMENTS

COURSE EDUCATIONAL OBJECTIVES:

- 1.To Acquaint students with the conceptual and regulatory framework of Derivative Markets.
- 2 To Enable students to apply Hedging and Trading strategies in derivative markets for risk management.
- 3 To Comprehend and analyze the options market through the application of option strategies.
- 4 To Determine options pricing using the Binomial and Black-Scholes options pricing models.
- 5 To Understand and calculate various types of Swaps.

COURSE OUTCOMES (CO)

At the end of the course, the student able to

CO1 Understand the significance of financial derivatives, including their growth and regulatory framework.

CO2 Analyze the differences between forwards and futures contracts, as well as evaluate the margining system in India.

CO3 Analyze various trading strategies involving options and their potential outcomes.

CO4 Apply the Binomial and Black-Scholes models to assess intrinsic and time values in option pricing.

CO5 Understand the structure of swaps, differentiating between interest rate swaps, currency swaps, and commodity swaps.

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

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

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

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

BOS APPROVED TEXTBOOKS:

Textbooks:

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

References:

Suggested Readings:

**MASTER OF BUSINESS ADMINISTRATION**

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

PART-B**COURSE DELIVERY PLAN (LESSON PLAN):****UNIT-I: Introduction to Financial Derivatives**

UNIT-I: Introduction to Financial Derivatives						
S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completi on	Teaching Learning Methods	HOD Sign Weekl y
1.	Introduction to subject and CEO and CO	1	05-01-2026		TLM 2	
2	Meaning and need of financial derivatives	1	07-01-2026		TLM2	
3	Growth of Financial Derivatives in India	1	08-01-2026		TLM 2	
4	Derivative Markets in india	1	09-01-2026		TLM 2	
5	Participants	1	19-01-2026		TLM 2	
6	Functions –	1	21-01-2026		TLM 2	
7	Types of Derivatives –Forwards – Futures	1	22-01-2026		TLM2	
8	Types of Derivatives –Forwards – Futures/ Case study	1	23-01-2026		TLM2/TLM9	
9	The Regulatory Framework of Derivatives Trading in India	1	28-01-2026		TLM 2	
No. of classes required to complete UNIT-I:9				No. of classes taken:		

UNIT-II: Futures

S. No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Features of Futures	1	29-01-2026		TLM 2	
2	Differences Between Forwards and Futures	1	30-01-2026		TLM2	
3	Financial Futures	1	02-02-2026		TLM 2	
4	Trading & Currency Futures	1	04-02-2026		TLM 2	
5	Interest Rate Futures	1	05-02-2026		TLM 2	
6	Pricing of Future Contracts & Value at Risk (VaR)	1	06-02-2026		TLM 2	

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7	Hedging strategies	1	09-02-2026		TLM2	
8	Hedging with Stock Index Futures	1	11-02-2026		TLM 2	
9	Types of Members and Margining System in India	1	12-02-2026		TLM 2	
10	Futures Trading on BSE & NSE./Case study	1	13-02-2026		TLM 2/TLM9	
No. of classes required to complete UNIT-II:10				No. of classes taken:		

Unit - III: Options Market

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Meaning & Need.	1	16-02-2026		TLM 2	
2	Options Vs Futures -	1	18-02-2026		TLM 2	
3	Types of Options Contracts – Call Options – Put Options-	2	19-02-2026 20-02-2026		TLM 2	
I MID EXAMS 23.02.2026 to 28.02.2026						
4	Trading Strategies Involving Options	1	02-03-2026		TLM 2	
5	Trading Strategies Involving Options	1	04-03-2026		TLM 2	
6	Basic Option Positions	1	05-03-2026		TLM 2	
7	Options on Stock Indices –	1	06-03-2026		TLM 2	
8	Option Markets in India on NSE and BSE /Case Study	1	09-03-2026		TLM 2/TLM 9	
No. of classes required to complete UNIT-III: 8				No. of classes taken:		

Unit - IV: Option Pricing

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Intrinsic Value and Time Value-	1	11-03-2026		TLM 2	
2	Pricing at Expiration –	1	12-03-2026		TLM 2	
3	Factors Affecting Options pricing	1	13-03-2026		TLM 2	
4	Put-Call Parity Pricing Relationship	2	16-03-2026 18-03-2026		TLM 2	
5	Pricing Models - Introduction to Binominal Option Pricing Model –	1	19-03-2026		TLM 2	
6	Binominal Option Pricing Model –	1	20-03-2026		TLM 2	
7	Problems	1	23-03-2026		TLM 2	
8	Binominal Option Pricing Model –	1	25-03-2026		TLM 2	
9	Black Scholes Option Pricing Model/Case study	1	26-03-2026		TLM 2/TLM9	
10	Problems	1	27-03-2026		TLM 2	
11	Problems	1	30-03-2026		TLM 2	
No. of classes required to complete UNIT-IV: 11				No. of classes taken:		



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Unit – V: Swaps

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Meaning – Overview –	1	01-04-2026		TLM 2	
2	The Structure of Swaps	1	02-04-2026		TLM 2	
3	Interest Rate Swaps	1	03-04-2026		TLM 2	
4	Problems on Interest rate swaps	1	06-04-2026		TLM 2	
5	Currency Swaps	1	08-04-2026		TLM 2	
6	Problems on currency swaps	1	09-04-2026		TLM 2	
7	Commodity Swaps – Swap Variant	1	10-04-2026		TLM 2	
8	Swap Dealer Role & Equity Swaps	1	13-04-2026		TLM 2	
9	Economic Functions of Swap Transactions	1	15-04-2026		TLM 2	
10	FRAs and Swaps.	1	16-04-2026		TLM 9	
11	Case study	1	17-04-2026		TLM 2	
	Content beyond the syllabus	1				
	II MID EXAM	20.04.2026 to 25.04.2026				
No. of classes required to complete UNIT-V: 8				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 (R23 Regulations):

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



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MASTER OF BUSINESS ADMINISTRATION

PART-D

PEOs:

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

POs:

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

Course Instructor	Course Coordinator	Module Coordinator	HOD
Dr.U. Rambabu	Dr.U. Rambabu	Dr.U. Rambabu	Dr.K. Deepika



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MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part A

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

COURSE CODE& NAME : **23MB42 & FINANCIAL DERIVATIVES**

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

COURSE CREDITS : **3**

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

A.Y : **2025-26**

PRE-REQUISITE: BASIC CONCEPTS OF INVESTMENTS

COURSE EDUCATIONAL OBJECTIVES:

- 1.To Acquaint students with the conceptual and regulatory framework of Derivative Markets.
- 2 To Enable students to apply Hedging and Trading strategies in derivative markets for risk management.
- 3 To Comprehend and analyze the options market through the application of option strategies.
- 4 To Determine options pricing using the Binomial and Black-Scholes options pricing models.
- 5 To Understand and calculate various types of Swaps.

COURSE OUTCOMES (CO)

At the end of the course, the student able to

CO1 Understand the significance of financial derivatives, including their growth and regulatory framework.

CO2 Analyze the differences between forwards and futures contracts, as well as evaluate the margining system in India.

CO3 Analyze various trading strategies involving options and their potential outcomes.

CO4 Apply the Binomial and Black-Scholes models to assess intrinsic and time values in option pricing.

CO5 Understand the structure of swaps, differentiating between interest rate swaps, currency swaps, and commodity swaps.

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

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

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

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

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Textbooks:

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2. Commodity and Financial Derivatives, S. Kevin, PHI.

References:

Suggested Readings:



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

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Introduction to Financial Derivatives

UNIT-I: Introduction to Financial Derivatives						
S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completi on	Teaching Learning Methods	HOD Sign Weekl y
1.	Introduction to subject and CEO and CO	1	05-01-2026		TLM 2	
2	Meaning and need of financial derivatives	1	07-01-2026		TLM2	
3	Growth of Financial Derivatives in India	1	09-01-2026		TLM 2	
4	Derivative Markets in india	1	10-01-2026		TLM 2	
5	Participants	1	19-01-2026		TLM 2	
6	Functions –	1	21-01-2026		TLM 2	
7	Types of Derivatives –Forwards – Futures	1	23-01-2026		TLM2	
8	Types of Derivatives –Forwards – Futures/ Case study	1	24-01-2026		TLM2/TLM9	
9	The Regulatory Framework of Derivatives Trading in India	1	28-01-2026		TLM 2	
No. of classes required to complete UNIT-I:9				No. of classes taken:		

UNIT-II: Futures

S. No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Features of Futures	1	30-01-2026		TLM 2	
2	Differences Between Forwards and Futures	1	31-01-2026		TLM2	
3	Financial Futures	1	02-02-2026		TLM 2	
4	Trading & Currency Futures	1	04-02-2026		TLM 2	
5	Interest Rate Futures	1	06-02-2026		TLM 2	
6	Pricing of Future Contracts & Value at Risk (VaR)	1	07-02-2026		TLM 2	



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7	Hedging strategies	1	09-02-2026		TLM2	
8	Hedging with Stock Index Futures	1	11-02-2026		TLM 2	
9	Types of Members and Margining System in India	1	13-02-2026		TLM 2	
10	Futures Trading on BSE & NSE./Case study	1	14-02-2026		TLM 2/TLM9	
No. of classes required to complete UNIT-II:10				No. of classes taken:		

Unit - III: Options Market

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Meaning & Need.	1	16-02-2026		TLM 2	
2	Options Vs Futures -	1	18-02-2026		TLM 2	
3	Types of Options Contracts – Call Options – Put Options-	2	20-02-2026 21-02-2026		TLM 2	
I MID EXAMS 23.02.2026 to 28.02.2026						
4	Trading Strategies Involving Options	1	02-03-2026		TLM 2	
5	Trading Strategies Involving Options	1	04-03-2026		TLM 2	
6	Basic Option Positions	1	06-03-2026		TLM 2	
7	Options on Stock Indices –	1	07-03-2026		TLM 2	
8	Option Markets in India on NSE and BSE /Case Study	1	09-03-2026		TLM 2/TLM 9	
No. of classes required to complete UNIT-III: 8				No. of classes taken:		

Unit - IV: Option Pricing

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Intrinsic Value and Time Value-	1	11-03-2026		TLM 2	
2	Pricing at Expiration –	1	13-03-2026		TLM 2	
3	Factors Affecting Options pricing	1	14-03-2026		TLM 2	
4	Put-Call Parity Pricing Relationship	2	16-03-2026 18-03-2026		TLM 2	
5	Pricing Models - Introduction to Binominal Option Pricing Model –	1	20-03-2026		TLM 2	
6	Binominal Option Pricing Model –	1	21-03-2026		TLM 2	
7	Problems	1	23-03-2026		TLM 2	
8	Binominal Option Pricing Model –	1	25-03-2026		TLM 2	
9	Black Scholes Option Pricing Model/Case study	1	27-03-2026		TLM 2/TLM9	
10	Problems	1	28-03-2026		TLM 2	
11	Problems	1	30-03-2026		TLM 2	
No. of classes required to complete UNIT-IV: 11				No. of classes taken:		



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Unit – V: Swaps

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Meaning – Overview –	1	01-04-2026		TLM 2	
2	The Structure of Swaps Interest Rate Swaps	1	03-04-2026		TLM 2	
3	Problems on Interest rate swaps	1	04-04-2026		TLM 2	
4	Currency Swaps	1	06-04-2026		TLM 2	
5	Problems on currency swaps	1	08-04-2026		TLM 2	
6	Commodity Swaps – Swap Variant	1	10-04-2026		TLM 2	
7	Swap Dealer Role & Equity Swaps	1	11-04-2026		TLM 2	
8	Economic Functions of Swap Transactions	1	13-04-2026		TLM 2	
9	FRAs and Swaps.	1	15-04-2026		TLM 2	
10	Case study	1	17-04-2026		TLM 9	
11	Content beyond the syllabus	1	18-04-2026		TLM 2	
	II MID EXAM	20.04.2026 to 25.04.2026				
No. of classes required to complete UNIT-V: 8				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 (R23 Regulations):

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



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MASTER OF BUSINESS ADMINISTRATION

PART-D

PEOs:

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

POs:

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

Course Instructor	Course Coordinator	Module Coordinator	HOD
Dr.U. Rambabu	Dr.U. Rambabu	Dr.U. Rambabu	Dr.K. Deepika



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

SCHOOL OF MANAGEMENT STUDIES

COURSE HANDOUT

PART-A

Name of Course Instructor : Mrs. Lavanya P B
Course Name & Code : International HRM (23MB45)
L-T-P Structure : 3-0-0 Credits : 03
Program/Sem/Sec : MBA, IV-Semester, Section A&B A.Y : 2025-26

PRE-REQUISITE: Basic Knowledge of Human Resource Management

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

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

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

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

CO-PO Articulation Matrix:

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

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

Text Books:

1. International Human Resource Management Text & Cases-P.L Rao Excel Books
2. IHRM-Text & Cases P.Subba Rao 3rd revised edition Himalaya Publishing House.
3. International Human Resource Management, 7th edition Peter J.Dowling, Marion Festing, Allen D.Eagle Cengage India Pvt.Ltd

References:

1. Subba Rao P, International Human Resource Managementl, Himalaya Publishing House, Hyderabad, 2011
2. NilanjanSen Gupta, International Human Resource Management Text and cases, Excel Books, New Delhi.
3. Tony Edwards, International Human Resource Managementl, Pearson Education, New Delhi, 2012
4. Aswathappa K.Sadhana Dash:-International Human Resource Management, TMH, New Delhi.
5. Monir H Tayeb: International Human Resource Management, Oxford University Press, Hyderabad 2012.

PART-B
COURSE DELIVERY PLAN

UNIT-I

UNIT-I						
S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction class	1	05.01.2026		TLM1/2	
2.	COs & CEOs	1	08.01.2026		TLM1/2	
3.	Syllabus orientation	1	09.01.2026		TLM1/2	
4.	Basics of HRM	1	12.01.2026		TLM1/2	
5.	Introduction: A Global HR Perspective in New Economy	1	17.01.2026		TLM1/2	
6.	Challenges of Globalization-Implications of Managing People and Leveraging Human Resource	1	19.01.2026		TLM1/2	
7.	Strategic role of IHRM	1	22.01.2026		TLM1/2	
8.	Distinction between domestic and IHRM	1	23.01.2026		TLM1/2	
9.	HR Challenges at International Level	1	24.01.2026		TLM1/2	
10.	Case study	1	29.01.2026		TLM2/6	
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
1.	Managing International Assignments: Significance	1	30.01.2026		TLM1/2	
2.	Global: HR Planning	1	31.01.2026		TLM1/2	
3.	Staffing policy	1	02.02.2026		TLM1/2	

4.	Training and development	1	05.02.2026		TLM1/2	
5.	Performance appraisal	1	06.02.2026		TLM1/2	
6.	International Labour relations	1	07.02.2026		TLM1/2	
7.	Industrial democracy	1	09.02.2026		TLM1/2	
8.	Positioning Expatriate – Repatriate – factors of consideration	1	12.02.2026		TLM1/2	
9.	Positioning Expatriate – Repatriate - Strategies	1	13.02.2026		TLM1/2	
10.	Legal content of Global HRM	1	16.02.2026		TLM1/2	
11.	International assignments for Women - Problems	1	19.02.2026		TLM1/2	
No. of classes required to complete UNIT-II: 11				No. of classes taken:		

UNIT-III

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Cross Culture Management: Importance – Concepts and issues	1	20.02.2026		TLM1/2	
2.	Understanding Diversity – Managing Diversity	1	21.02.2026		TLM1/2	
	Mid Examinations (23.02.2026 – 28.02.2026)					
3.	Cross- Cultural Theories: Hofstede’s Model	1	02-03-2026		TLM1/2	
4.	Kluckhohn - Strodtbeck Model	1	05-03-2026		TLM1/2	
5.	Andre- Laurent‘ Theory	1	06-03-2026		TLM1/2	
6.	Cultural Issues: considerations - Problems	1	07-03-2026		TLM1/2	
7.	Skill building methods	1	09-03-2026		TLM1/2	
8.	Cross Culture Communication and Negotiation	1	12-03-2026		TLM1/2	
9.	Cross Culture Teams	1	13-03-2026		TLM1/2	
10.	Talent crunch – Indian MNCs and Challenges	1	16-03-2026		TLM1/2	
11.	Case Study	1	20-03-2026		TLM2/6	
No. of classes required to complete UNIT-III: 11				No. of classes taken:		

UNIT-IV

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Compensation Management: Objectives - Importance	1	23-03-2026		TLM1/2	
2.	Concepts- Trends – Issues, Methods	2	27-03-2026		TLM1/2	
3.	Factors of Consideration, Models	1	28-03-2026		TLM1/2	
4.	Incentive methods, Approaches of Compensation in Global Assignments	1	30-03-2026		TLM1/2	
5.	Global compensation: Implications on Indian systems	1	02-04-2026		TLM1/2	
6.	Performance Management, Case Study	1	04-04-2026		TLM1/2	
No. of classes required to complete UNIT-IV: 6				No. of classes taken:		

UNIT-V

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Global Strategic Advantages through HRD	1	06-04-2026		TLM1/2	
2.	Measures for creating global HRD Climate	1	09-04-2026		TLM1/2	
3.	Strategic Frame Work of HRD and Challenges	1	10-04-2026		TLM1/2	
4.	Globalization and Quality of Working Life and Productivity, Challenges in Creation of New Jobs through Globalization	1	13-04-2026		TLM1/2	
5.	New Corporate Culture	1	16-04-2026		TLM1/2	
6.	Presentations	1	17-04-2026		TLM1/2	
7.	Presentations	1	18-04-2026		TLM 2/6	

II MID EXAMS: 20-04-26 to 25-04-26**Preparation and Practical: 27-04-26 to 02-05-26****Semester End Exams: 04-05-26 to 16-05-26****Teaching Learning Methods**

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

PART-C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	4,5	B=30
Evaluation of Mid Marks: A+B =75% of Max(A,B)+25% 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

PART-D

PROGRAMME OUTCOMES (POs):

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

Course Instructor	Course Coordinator	Module Coordinator	HOD
(Mrs. Lavanya P B)	(Mrs. Lavanya P B)	(Dr.K.Deepika)	(Dr.K.Deepika)

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

COURSE HANDOUT
Part-A

Section- (FH)

PROGRAM : MBA. IV-Sem.

ACADEMIC YEAR : 2025-2026

COURSE NAME & CODE : Management Of change & 23MB46

L-T-P STRUCTURE : 4-1-0

COURSE CREDITS : 03

COURSE INSTRUCTOR : M.S.CHAKRAVARTHY

COURSE COORDINATOR : M.S.CHAKRAVARTHY

PRE-REQUISITES : Basic concepts and fundamentals of Management of Change

Course Educational Objectives (CEO's):

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

Course outcomes (CO's):

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

CO1	The student will be able to develop knowledge about the dynamics involved in facilitating and managing change.
CO2	The student will develop a thorough understanding of organizational processes and strategies to leverage change.
CO3	The student will able to achieve the support from all the concerned personnel in managing change.
CO4	The student will understand the nature of the human resistance to change and will be able to strategically deal with it to overcome the same.
CO5	The student will be capable to adapt the various techniques to management of change in different perspectives.

17MB36	Management Of Change	PO1	PO2	PO3	PO4	PO5
CO1	The student will be able to develop knowledge about the dynamics involved in facilitating and managing change.	3	-	1	1	2
CO2	The student will develop a thorough understanding of organizational processes and strategies to leverage change.	3	-	-	2	-
CO3	The student will able to achieve the support from all the concerned personnel in managing change.	3	2	-	-	1
CO4	The student will understand the nature of the human resistance to change and will be able to strategically deal with it to overcome the same.	3	-	1	2	2
CO5	The student will be capable to adapt the various techniques to management of change in different perspectives.	2	1	1	-	-

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

Unit-I: Understanding Change

No	A.C. Date	CONTENT	ACTUAL DATE	Teaching learning Methods	Learning outcomes (COs)	Text Book followed
1	05/01/26	Subject - Orientation Programme		TLM1	CO1	TB1 &TB2
2	06/01/26	Subject - Orientation Programme		TLM1	CO1	TB1 &TB2
3	07/01/26	Understanding Change: Nature of Change		TLM1	CO1	TB1 &TB2
4	09/01/26	Managing Change		TLM2	CO1	TB1 &TB2
5	19/01/26	Forces of Change: External – Internal;		TLM1	CO1	TB1 &TB2
6	20/01/26	Types of Change		TLM2	CO1	TB1 &TB2
7	21/01/26	Models of Organisational Change:		TLM1	CO1	TB1 &TB2
8	23/01/26	Lewin's Model – Planning Model		TLM2	CO1	TB1 &TB2
9	27/01/26	Action Research Model – Integrative Model		TLM1	CO1	TB1 &TB2
10	28/01/26	Case studies / Review/Test		TLM	CO1	TB1 &TB2
Total classes for unit I- 10						

Unit –II: Managing Change

11	30/02/26	UNIT-II: Managing Change: The Current Status				
12	02/02/26	Designing the New Status, Impact Analysis				
13	03/02/26	Transformation Planning: Structural Considerations				
14	04/02/26	Management Processes – Managing HR & Culture Management – Information				
15	06/02/26	Creating the Support Systems: Management Support				

16	09/02/26	Employee Support & Internal Support: Power Groups				
17	10/02/26	Administrative Systems & Procedures; Sustaining the Momentum				
18	11/02/26	Review / Test /				
Total Classes : 08						

Unit-III: Strategic Leverages to Change

19	13/02/26	UNIT-III: Strategic Leverages to Change : Introduction		TLM1 and 2	CO3	TB1 &TB2
20	16/02/26	Changing Trends in Work Environment		TLM1 and 2	CO3	TB1 &TB2
21	17/02/26	Organizational Restructuring				
22	18/02/26	Reorganizing Work: Outsourcing – In sourcing		TLM1	CO3	TB1 &TB2
23	20/02/26	Vertical Integration – Horizontal Integration		TLM1	CO3	TB1 &TB2
		MID EXAMS -1	23/02/26 to 28/03/26			
25	02/03/26	Organizational Networking		TLM1	CO3	TB1 &TB2
26	03/03/26	Process Oriented Strategies: Benchmarking		TLM2	CO3	TB1 &TB2
27	04/03/26	Value Management, Business Reengineering		TLM1	CO3	TB1 &TB2
28	06/03/26	Competitor & Customer Oriented Strategies, Positioning of the Company & Customer Focus		TLM2	CO3	TB1 &TB2
29	09/03/26	Review		TLM1	CO3	TB1 &TB2
Number of classes third unit: 10						

Unit IV: Organizational Culture and Change

30	09/03/26	UNIT-IV: Organizational Culture & Change : Introduction		TLM1	CO4	TB1 &TB2
31	10/03/26	Corporate Culture & Dealing with Change		TLM1	CO4	TB1 &TB2
32	11/03/26	Identifying & Diagnosing Organizational Culture		TLM2	CO4	TB1 &TB2
33	13/03/26	Identifying & Diagnosing Organizational Culture		TLM1	CO4	TB1 &TB2
34	16/03/26	Identifying & Diagnosing Organizational Culture		TLM1 and 2	CO4	TB1 &TB2
35	17/03/26	Developing New Culture, Assessing Cultural Risk & Checklist for Cultural Change		TLM2	CO4	TB1 &TB2
36	18/03/26	Developing New Culture, Assessing Cultural Risk & Checklist for Cultural Change		TLM2	CO4	TB1 &TB2
37	20/03/26	Review/Test		TLM1	CO4	TB1 &TB2

Number of classes for unit IV: 08				
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UNIT – V: Managing Change through People

38	23/03/26	UNIT-V: Managing Change through People: Introduction		TLM1	CO5	TB1 &TB2
39	24/03/26	Dealing with Individuals and Human response to Change		TLM1	CO5	TB1 &TB2
40	25/04/26	The Three ‘R’s of Management-Reason Management, Relationship Management, Results Management		TLM2	CO5	TB1 &TB2
41	27/04/26	Checklist for overcoming Resistance to Change		TLM1	CO5	TB1 &TB2
42	30/04/26	Dealing with Groups – Sensitivity Training		TLM2	CO5	TB1 &TB2
43	31/04/26	Team Building – Self Managed Work Teams(SMT’s)		TLM1	CO5	TB1 &TB2
44	01/04/26	Team Based Compensation		TLM2	CO5	TB1 &TB2
45	03/04/26	Overcoming Organizational Resistance to Change		TLM1	CO5	TB1 &TB2
46	06/04/26	Overcoming Organizational Resistance to Change		TLM2	CO5	TB1 &TB2
47	07/04/26	Review/Test		TLM1	CO5	TB1 &TB2
48	08/04/26	Advanced Topics		TLM2	CO5	TB1 &TB2
49	10/04/26	Advanced Topics /Report writing		TLM1	CO5	TB1 &TB2
50	13/04/26	Report writing		TLM2		
		Number of classes :14				
MID. II EXAMS : 20/04/26 to 25/04/26						

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

Part – C EVALUATION PROCESS:

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

BOS APPROVED TEXT BOOKS:**Text Books:**

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

References:

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

Signature				
	Name of the faculty	Name of the course Co-ordinator	Name of the Module Co-ordinator	HOD



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(An Autonomous Institution since 2010)

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



MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, IV SEM – FM Sec A&B
ACADEMIC YEAR : 2025-26
COURSE NAME & CODE : **23MB49 –Sales and Distribution Management**
L-T-P STRUCTURE : 3-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr.D.Venkateswarlu
COURSE COORDINATOR: Dr.D.Venkateswarlu

Prerequisite: Fundamentals of Marketing Management

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

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

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

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

Course Articulation Matrix:

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

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

Text Books

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

References

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SEC A & B

UNIT-I: Introduction to Sales Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction & CEO, CO Explanation	1	5.1.26		TLM1	CO1	T2,R3	
2.	Nature and Importance of sales management	1	8.1.26		TLM1	CO1	T2,R3	
3.	Growth and evolution	1	9.1.26		TLM2	CO1	T2,R3	
4.	Role & Responsibilities of a sales manager,	1	10.1.26		TLM1&2	CO1	T2,R3	
5.	Theories of personal selling,	1	19.1.26		TLM1&2	CO1	T2,R3	
6.	AIDAS theory	1	22.1.26		TLM1	CO1	T2,R3	

7.	Qualities of salesmanship,	1	23.1.26		TLM1	CO1	T2,R3	
8.	Steps in selling process	1	24.1.26		TLM1	CO1	T2,R3	
9	sales organizationstructures	1	29.1.26		TLM1	CO1	T2,R3	
10	International Sales Management	1	30.1.26		TLM1	CO1	T2,R3	
11	Review	1	31.1.26		TLM1	CO1	T2,R3	
		11			No. of classes taken:			

UNIT-II: Organizing & Driving Sales Efforts

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
12	Sales Planning	1	2.2.26		TLM1	CO2	T2,R3	
13	Sales Budget	1	5.2.26		TLM1	CO2	T2,R3	
14	Estimating Market Potential	1	6.2.26		TLM1	CO2	T2,R3	
15	Forecasting Sales:	1	7.2.26		TLM1	CO2	T2,R3	
16	Qualitative methods	1	9.2.26		TLM2	CO2	T2,R3	
17	Sales Territories	1	12.2.26		TLM1	CO2	T2,R3	
18	Sales Quotas	1	13.2.26		TLM1	CO2	T2,R3	
19	Sales Technology	1	14.2.26		TLM2	CO2	T2,R3	
20	Sales and cost analysis	1	16.2.26		TLM1	CO2	T2,R3	
21	Revision	1	19.2.26		TLM2	CO2		
22	Review	1	20.2.26		TLM2	CO2		
		11			No. of classes taken:			

UNIT-III: Sales Force Management

S.No .	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learn ing Outco me COs	Text Book followed	HOD Sign Weekly
23	Sales Job Analysis	1	21.2.26		TLM1	CO3	T2,R3	
	I MID EXAMS		23.2.26 to 28.2.26			CO3		
24	Recruitment & Selection	1	2.3.26		TLM1	CO3	T2,R3	
25	Sales Training – Need & Types	1	5.3.26		TLM1	CO3	T2,R3	
26	Sales Force Structure Comp. &	1	6.3.26		TLM2	CO3	T2,R3	

	Motivational tools							
27	Sales Contests	1	7.3.26		TLM1	CO3	T2,R3	
28	Sales Force Supervision: Sales Expenses,	1	9.3.26		TLM1	CO3	T2,R3	
29	Sales Performance Evaluation	1	12.3.26		TLM1	CO3	T2,R3	
30	Sales Reports, Sales Audits	1	13.3.26		TLM2	CO3	T2,R3	
31	Ethics in Sales	1	14.3.26		TLM1	CO3	T2,R3	
32	Review	1	16.3.26		TLM1	CO3		
		10			No. of classes taken:			

UNIT-IV: Distribution Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
33	Introduction, need and scope of distribution management	1	20.3.26		TLM1	CO4	T2,R3	
34	Marketing channels strategy	1	23.3.26		TLM2	CO4	T2,R3	
35	levels of channels	1	27.3.26		TLM2	CO4	T2,R3	
36	Functions of channel partners	1	28.3.26		TLM1	CO4	T2,R3	
37	Evolution & possible channel formats	1	30.3.26		TLM1	CO4	T2,R3	
38	Designing channel systems	1	2.4.26		TLM1	CO4	T2,R3	
39	Horizontal and Vertical systems	1	4.4.26		TLM2	CO4	T2,R3	
40	Horizontal and Vertical systems	1	6.4.26		TLM1	CO4	T2,R3	
41	Channel Management	1	9.4.26		TLM1	CO4	T2,R3	
42	Channel Management	1	10.4.26		TLM1	CO4	T2,R3	
43	Revision	1	11.4.26		TLM1	CO4		
No. of classes required to complete UNIT-IV		11			No. of classes taken:			

UNIT-V : Channel control

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
44	Performance measures in Marketing Channels	1	13.4.26		TLM1	CO5	T2,R3	
45	Channel Conflicts: Sources of Conflict	1	16.4.26		TLM1&2	CO5	T2,R3	

46	Types of conflicts	1	17.4.26		TLM1	CO5	T2,R3	
47	Channel Information Systems	1	18.4.26		TLM1	CO5	T2,R3	
48	Databases for channel information systems	1	20.4.26		TLM1&2	CO5	T2,R3	
49	Impact of information systems on channel flow	1	23.4.26		TLM1&2	CO5	T2,R3	
50	Channel Institutions: Wholesaling, Retailing	1	24.4.26		TLM1	CO5	T2,R3	
51	Report writing and presentation	1	25.4.26		TLM1	CO5		
No. of classes required to complete UNIT-V		8			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
52	Out of the syllabus topics	1	18.4.24		TLM2		T2,R3	
53	Out of the syllabus topics	1	19.4.24		TLM2		T2,R3	
	II MID EXAMS		29.4.24-4.5.24					

Teaching Learning Methods

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

Part – C

EVALUATION PROCESS:

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

Programme Outcomes (PO's)

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

Dr.D.Venkateswarlu	Dr.D.Venkateswarlu	Dr.D.Venkateswarlu	Dr.K.Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD

**MASTER OF BUSINESS ADMINISTRATION****COURSE HANDOUT****Part-A**

Name of Course Instructor: Mrs. YARAMALA NAGAMANI

Course Name & Code : **CBCRM**

23MB50

L-T-P Structure : 3-0-0

Credits: 3

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

A.Y : 2025-26

PRE-REQUISITE: Marketing Management**COURSE EDUCATIONAL OBJECTIVES:**

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

COURSE OUTCOMES:**At the end of the course students would be able to**

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

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

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

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put **'-'****1-** Slight (Low), **2** –Moderate (Medium), **3** - Substantial (High).**Text books:****1** Ramanuj Majumdar, Consumer Behavior-Insights from Indian market -PHI –Latest edition**2.** Schiffman LG and Kanuk, LL - consumer behavior - Pearson Education –latest edition**Reference:****1.** Hawkins . Best , Coney – Consumer Behavior – TMH , New delhi**2.** Roger D Black well et al, Consumer Behavior , 9/e, Thomson , New Delhi**3.** Henry Assael, consumer Behavior, 6/e, Thomson

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SECTION -FM

UNIT-I : Introduction to Consumer Behavior

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject	1	5/01/26		TLM2	CO1	T1,R1	
2.	Course Outcomes	1	6/01/26		TLM1	CO1	T1,R1	
3.	UNIT-I: Introduction to CB	1	7/1/26		TLM1	CO1	T1,R1	
4.	Understanding consumer behavior, TYPES OF consumers	1	9/1/26		TLM1	CO1	T1,R1	
5.	Changing pattern of Indian consumer behavior, Factors influencing consumer behavior	1	19/1/26		TLM1	CO1	T1,R1	
6.	Understanding the buying decisions process	1	20/1/26		TLM1	CO1	T1,R1	
7.	Industrial consumer behavior	1	21/1/26		TLM1	CO1	T1,R1	
8.	Consumer behavior and marketing strategy	1	23/1/26		TLM2	CO1	T1,R1	
9.	Rural consumer behavior	1	27/1/26		TLM1	CO1	T1,R1	
10.	Problems in studying in Consumer behavior	1	28/1/26		TLM1	CO1	T1,R1	
11.	Review	1	30/1/26		TLM2	CO1	T1,R1	
12.	UNIT-II: Determinants of Internal Determinants of Consumer Behavior	1	2/2/26		TLM1	CO2	T2,R2	
13.	Motivation, Learning, Perception	1	3/2/26		TLM1	CO2	T2,R2	
14.	Perception, Beliefs,	1	4/2/26		TLM1	CO2	T2,R2	
15.	Attitudes, Personality and Life style	1	6/2/26		TLM1	CO2	T2,R2	

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
16.	External determinants of Consumer Behavior	1	9/2/26		TLM2	CO2	T2,R2	
17.	Culture, Sub culture	1	10/2/26		TLM1	CO2	T2,R2	
18.	Family, Social class	1	11/2/26		TLM1	CO2	T2,R2	
19.	Reference groups and opinion leader	1	13/2/26		TLM1	CO2	T2,R2	
20.	Revision of unit 2	1	14/2/26		TLM1	CO2	T2,R2	
21.	UNIT-III : Consumer Decision Making Process	1	16/2/26		TLM2	CO3	T2,R2	
22.	Introduction	1	16/2/26		TLM2	CO3	T2,R2	
23.	Decision making process- Models	1	17/2/26		TLM1	CO3	T2,R2	
24.	Impulse buying decision making criteria	1	18/2/26		TLM1	CO3	T2,R2	
25.	Factors influencing decision making purchase decisions	1	20/2/26		TLM1	CO3	T2,R2	
26.	I mid exams		23/2/2026 TO 28/2/2026					
S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
27.	Howard sheth model	1	2/3/26		TLM2	CO3	T2,R2	
28.	EKB model	1	4/3/26		TLM1	CO3	T2,R2	
29.	Nicosia model	1	6/3/26		TLM1	CO3	T2,R2	
30.	Diffusion of innovations	1	9/3/26		TLM1	CO3	T2,R2	
31.	UNIT-IV Conept and Introduction of CRM	1	10/6/26		TLM1	CO4	T1,R1	
32.	Objectives Benefits	1	11/6/26		TLM1	CO4	T1,R1	
33.	Challenges in implementing CRM	1	13/6/26		TLM2	CO4	T1,R1	
34.	Types of CRM	1	16/3/26		TLM1	CO4	T1,R1	
35.	Operational CRM	1	17/3/26		TLM2	CO4	T1,R1	
36.	Analytical crm collaborative CRM	1	18/3/26		TLM1	CO4	T1,R1	
37.	Building blocks of CRM	1	20/3/26		TLM2	CO4		

					No. of classes taken:			
38.	CRM strategy	1	23/3/26		TLM2	CO 4	T1,R1	
39.	E CRM	1	24/3/26		TLM1	CO 4	T1,R1	
40.	CRM process	1	25/3/26		TLM1	CO 4	T1,R1	
41.	UNIT-V Models of CRM	1	27/3/28		TLM1	CO 5	T1,R1	
42.	KOEL's model	1	1/4/26		TLM1	CO 5	T1,R1	
43.	Web qual audit model	1	4/4/26		TLM2	CO 5	T1,R1	
44.	Onyx model	1	5/4/26		TLM1	CO 5	T1,R1	
45.	CRM implementation	1	6/4/26		TLM1	CO 5	T1,R1	
46.	A frame work of successful CRM	1	8/4/26		TLM2	CO 5	T1,R1	
47.	CRM in marketing	1	11/4/26		TLM3	CO 5	T1,R1	

48.	From product to customer	1	12/4/26		TLM2	CO 5	T1,R1	
49.	CRM marketing initiatives	1	13/4/26		TLM1	CO 5	T1,R1	
50.	CRM different industries	1	15/4/26		TLM1	CO 5	T1,R1	
51.	Report and Presentation	1	18/4/26					
52.	Report and Presentation	1	18/4/26					
53.	Report and Presentation	1	19/4/26					
54.	Report and Presentation	1	19/4/26					
55.	Report and Presentation	1	19/4/26					
60.	II Mid exams		20/4/2026 TO 25/4/2026					

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

Part - C

EVALUATION PROCESS (R17 Regulations):

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

PART-D

PROGRAMME OUTCOMES (POs):

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

PROGRAM EDUCATIONAL OBJECTIVES:

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

Mrs. Y. NAGAMANI	Mrs. Y. NAGAMANI	Dr. D. Venkateswarlu	Dr. K. DEEPIKA
Course Instructor	Course Coordinator	Module Coordinator	HOD

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC with 'A' Grade & NBA (Under Tier-I)
An ISO 21001:2018, 14001:2015, 50001:2018 Certified Institution
Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada
L.B. REDDY NAGAR, MYLAVARAM, KRISHNADIST., A.P. - 521 230.
Phone: 08659-222933, Fax: 08659-222931



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

PART-A

Name of Course Instructor: Pavitra Ramachandrapuram

Course Name & Code : BIG DATA ANALYTICS & 23MB54

L-T-P Structure : 3-0-0

Credits: 3

Program/Sem/Sec : MBA/IV/A/B

A.Y.: 2025-26

PREREQUISITE: Should have knowledge of one Programming Language (Java preferably), Practice of SQL (queries and sub queries), exposure to Linux Environment.

COURSE EDUCATIONAL OBJECTIVES (CEOs):

Understanding the process of distributed data (Structured, Semi-Structured and Unstructured) that process the Terabytes of data using Hadoop Eco System Tools.

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

CO1	Apply data mining algorithms for classification and clustering. (Apply-L3)
CO2	Understand Big data framework. (Understand-L2)
CO3	Understanding the map reduces the way of solving analytic problems. (Understand-L2)
CO4	Illustrate the problem and its solutions using Data Analytics. (Apply-L3)
CO5	Analyze big data applications. (Understand-L2)

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

COs	P01	P02	P03	P04	P05
CO1	1	2	1	3	1
CO2	-	2	-	3	-
CO3	-	2	1	2	1
CO4	1	3	-	2	1
CO5	-	2	-	3	-

TEXTBOOKS:

- T1** Jiawei Han Micheline Kamber Jian Pei, Data Mining: Concepts and Techniques, Third
- T2** Tom White "Hadoop: The Definitive Guide" Third Edit, O'reily Media, 2012.
- T3** Big Data and Analytics, 2ed Seema Acharya, Subhashini Chellappan, Wiley 2015.

REFERENCE BOOKS:

- R1** Michael Berthold, David J. Hand, "Intelligent Data Analysis", Springer, 2007.
- R2** Jay Liebowitz, "Big Data and Business Analytics" Auerbach Publications, CRC Press (2013).
- R3** Tom Plunkett, Mark Hornick, "Using R to Unlock the Value of Big Data: Big Data Analytics with Oracle R Enterprise and Oracle R Connector for Hadoop", McGraw-Hill/Osborne Media (2013), Oracle Press.
- R4** Anand Rajaraman and Jeffrey David Ullman, "Mining of Massive Datasets", Cambridge University Press, 2012

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Introduction to Data Mining and Big data

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 Data mining, CEOs and Cos discussion	1	05-01-2026		TLM1	
2.	KDD process	1	06-01-2026		TLM1	
3.	Data Mining Techniques	1	07-01-2026		TLM1	
4.	Mining Frequent patterns, Association rule	1	20-01-2026		TLM2	
5.	Cluster analysis, Classification and Regression.	1	22-01-2026		TLM2	
6.	Definition of Big Data, Challenges with Big Data	1	24-01-2026		TLM1	
7.	What is Big Data? Other Characteristics of Data Which are not Definitional Traits of Big Data	1	25-01-2026		TLM1	
8.	Why Big Data? analyzing Data with Unix tools	1	27-01-2026		TLM1	
9.	Analyzing Data with Hadoop	1	29-01-2026		TLM1	
10.	BIG DATA vs. HADOOP	1	31-01-2026		TLM2	
11.	A Holistic View of a Big Data System	1	01-02-2026		TLM2,6	
12.	Tutorial	1	03-02-2026		TLM3	
No. of classes required to complete UNIT-I: 12				No. of classes taken:		

UNIT-II: Data Analytics Life Cycle:

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.	Introduction to Big Data Business Analytics	1	05-02-2026		TLM1	
14.	State of the practice in analytics	1	07-02-2026		TLM1	
15.	Role of data scientists-	1	08-02-2026		TLM2	
16.	Key roles for successful analytic project	1	10-02-2026		TLM1	
17.	Key roles for successful analytic project	1	12-02-2026		TLM2	
18.	Main phases of life cycle	1	14-02-2026		TLM2	
19.	Main phases of life cycle	1	15-02-2026		TLM2	
20.	Main phases of life cycle	1	17-02-2026		TLM1	
21.	Developing core deliverables for stakeholders.	1	19-02-2026		TLM1	
22.	Developing core deliverables for stakeholders.	1	21-02-2026		TLM1	
23.	Tutorial	1	22-02-2026		TLM3	
No. of classes required to complete UNIT-II: 11				No. of classes taken:		

UNIT-III: Introduction to Hadoop:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
24	The Design of HDFS	1	03-03-2026		TLM1	

25	HDFS Concepts	1	05-03-2026		TLM1	
26	Hadoop Distribution	1	07-03-2026		TLM2	
27	Hadoop Key Characteristics	1	08-03-2026		TLM1	
28	RDBMS vs. Hadoop	1	10-03-2026		TLM2	
29	Hadoop 2.x Cluster Architecture, Hadoop Architecture	1	12-03-2026		TLM2	
30	Hadoop Storage: HDFS	1	14-03-2026		TLM2	
31	Common Hadoop Shell commands	1	15-03-2026		TLM1	
32	Anatomy of File Write and Read.	1	17-03-2026		TLM1	
33	Name Node, Secondary Name Node, and Data Node	1	19-03-2026		TLM1	
34	Hadoop 2.0 New Features – Name Node High Availability	1	21-03-2026		TLM1	
35	HDFS Federation	1	22-03-2026		TLM1	
36	MRv2, YARN	1	24-03-2026		TLM1	
37	Running MRv1 in YARN Hadoop Distributed File System.	1	26-03-2026			
38	Tutorial	1	28-03-2026		TLM3	
No. of classes required to complete UNIT-III:15				No. of classes taken:		

UNIT-IV: Programming for Data Analytics

S.No.	Topic to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
39	How Map Reduce works?	1	29-03-2026		TLM1	
40	Anatomy of a Map Reduce Job Run	2	31-03-2026 02-04-2026		TLM2	
41	Job Failures	1	04-04-2026		TLM1,6	
42	Job Scheduling	1	05-04-2026		TLM1	
43	Shuffle and Sort				TLM1	
44	Task Execution				TLM1	
45	Examples- Combiner Functions Streams and Files	1	07-04-2026		TLM1	
46	Streams – Text Input and Output – Reading and Writing Binary Data. Map Reduce Features	1	09-04-2026		TLM1	
47	Tutorial	1	11-04-2026		TLM3	
No. of classes required to complete UNIT-IV:08				No. of classes taken:		

UNIT-V: Data Science and Applications:

S.No.	Topic to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
48	Data Loading Techniques & Data Analysis	1	12-04-2026		TLM1	
51	Text Analytics for Large unstructured information	1	14-04-2026		TLM1	
52	Analytic Stack	1	15-04-2026		TLM1,6	
53	Big Data Applications	1	16-04-2026		TLM1	
54	Fraud detection in Stock markets	1	17-04-2026		TLM1	
56	Sentiment Analysis				TLM1	

58	Applications	1	18-04-2026		TLM1	
59	Tutorial	1	19-04-2026		TLM3	
No.ofclassesrequiredtocompleteUNIT-V:07				No.ofclasses taken:		

CONTENTBEYONDTHE SYLLABUS:

S.No.	Topicsto be covered	No.ofClas sesRequi red	TentativeD ateofCompl etion	Actual Dateof Completion	Teaching Learning Methods	HOD SignWe ekly
1.	BDA Use case-I	1	19-04-2026		TLM2	
2.	BDA Use case-II	1	19-04-2026		TLM2	
3.	BDA Use case-III	1	19-04-2026		TLM2	
4.	BDA Use case-IV	1	19-04-2026		TLM2	
				No.ofclasses taken:		
TeachingLearningMethods						
TLM1	Chalkand Talk (35)		TLM4	Demonstration (Lab/FieldVisit)		
TLM2	PPT (21)		TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)		
TLM3	Tutorial (5)		TLM6	Group Discussion (3)/Project		

EVALUATIONPROCESS:

PART-C

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: $A+B=75\%$ of $\max(A,B)+25\%$ 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

PART-D

PROGRAM EDUCATION OBJECTIVES(PEO's):

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial eco system using innovative technology.

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

PROGRAMME OUTCOMES (POs):

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

Title	Course Instructor	Course Coordinator	Module Coordinator	Head of the Department
Name of the Faculty				
Signature				



Master of Business Administration COURSE HANDOUT

Part-A

Name of the course instructor : Ms. Thalluri Meghana
COURSE NAME & CODE : Business Forecasting & 23MB53
L-T-P Structure : 4-0-0 **Credits: 3**
Program /Sem/Sec : MBA., IV Sem., Section – A&B (Specialization)
A.Y : 2025-26

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

1. Discuss the key factors which affect the success of forecasting procedures.
2. Model and forecast the different possible Trend components of a set of values.
3. Use the World Wide Web to obtain information on forecasting methods and useful data to be used when forecasting
4. Analyze and Forecast the Seasonal component of a set of values
5. Model the different types of Cyclical behavior observed in different sets of values.

Course Outcomes: At the end of the course,

CO1	Apply all forecasting techniques in real life business problems
CO2	Forecast efficiently by using Regression analysis
CO3	Demonstrate how to use forecasting software's such as E views, SPSS and other software's.
CO4	Predict accurate forecasting by understanding behavior of data.
CO5	Apply VAR model in real time business problems.

COURSE ARTICULATION MATRIX (Correlation between COs & POs):

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

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

Part-B
COURSE DELIVERY PLAN (LESSON PLAN): SECTION -A
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.	UNIT-I Introduction to Business Forecasting	1	05-01-2026		TLM1/2	CO1	T1,R1	
2.	Type of forecasting Model	1	08-01-2026		TLM1/2	CO1	T1,R1	
3.	Type of forecasting Model	1	09-01-2026		TLM1/2	CO1	T1,R1	
4.	Model-Concept of forecasting Accuracy	1	19-01-2026		TLM1/2	CO1	T1,R2	
5.	Alternative types of Forecast	1	22-01-2026		TLM1/2	CO1	T1,R1	
6.	Forecast-Types and sources of Data	1	23-01-2026		TLM1/2	CO1	T1,R1	
7.	Data-Forecasting under uncertainty	1	24-01-2026		TLM1/2	CO1	T1,R1	
8.	uncertainty-using E-Views	1	29-01-2026		TLM1/2	CO1	T1,R1	
9.	Utilizing graphs and charts-cases	1	30-01-2026		TLM1/2	CO1	T1,R2	
No. of classes required to complete UNIT-I		09			No. of classes taken:09			

UNIT-II: Application of Linear Regression and Correlation in Forecasting

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
10.	General linear model- Simple-multiple regression	1	31-01-2026		TLM1/2	CO2	T1,R2	
11.	Uses and misuses of R square-measuring partial Correlation	1	02-02-2026		TLM1/2	CO2	T1,R1	
12.	Correlation-Testing adjusting for autocorrelation	1	05-02-2026		TLM1/2	CO2	T1,R2	
13.	Correlation-Testing adjusting for autocorrelation	2	06-02-2026		TLM1/2	CO2	T1,R1	
14.	Testing and adjusting for heteroscedasticity	1	07-02-2026		TLM1/2	CO2	T1,R1	
15.	Testing and adjusting for heteroscedasticity	1	09-02-2026		TLM1/2	CO2	T1,R2	
16.	Case Study	1	12-02-2026		TLM1/2	CO2	T1,R2	
No. of classes required to complete UNIT-II		08			No. of classes taken: 09			

UNIT-III: Time Series Forecasting Techniques

S. No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
17.	UNIT III Time Series Forecasting Techniques	1	13-02-2026		TLM1/2	CO3	T1,R1	
18.	The basic time series decomposition model-	1	14-02-2026		TLM1/2	CO3	T1,R1	
19.	linear –nonlinear trends	1	16-02-2026		TLM1/2	CO3	T1,R1	
20.	methods of smoothing data-	1	19-02-2026		TLM1/2	CO3	T1,R1	
21.	methods of seasonal adjustments-	1	20-02-2026		TLM1/2	CO3	T1,R2	
22.	univariate time series modelling and Forecasting	1	21-02-2026		TLM1/2	CO3	T1,R1	
23.	univariate time series modelling and Forecasting	1	21-02-2026		TLM1/2	CO3	T1,R1	
24.	Mid-I Exams	1	23-02-2026 To 28-02-2026		TLM1/2	CO3	T1,R1	
25.	Box Jenkins approach		02-03-2026		TLM1/2	CO3	T1,R1	
26.	ARMA Models-		05-03-2026		TLM1/2	CO3	T1,R1	
27.	Estimation of ARMA models-cases		06-03-2026		TLM1/2	CO3	T1,R2	
No. of classes required to complete UNIT-III		11	No. of classes taken: 11					

UNIT-IV: Short-Term and Long-Term Forecasting

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
28.	UNIT IV Short-Term and Long-Term Forecasting	1	07-03-2026		TLM1/2	CO 4	T1,R	
29.	Combining forecasts-theory of forecast combination-errors in combined Forecasts	1	09-03-2026		TLM1/2	CO 4	T1,R1	
30.	Short term sales Forecasting-	1	12-03-2026		TLM1/2	CO 4	T1,R2	
31.	Endogenous- exogenous variables in sales forecasting	1	13-03-2026		TLM1/2	CO 4	T1,R1	
32.	Methods of long-term Forecasting-Methods of Determining Nonlinear Trends	1	14-03-2026		TLM1/2	CO 4	T1,R1	
33.	Nonlinear Growth and Decline,	1	16-03-2026		TLM1/2	CO 4	T1,R1	
34.	Logistics, and Saturation Curves	1	20-03-2026		TLM1/2	CO 4	T1,R2	

35.	Predicting Trends Where Cyclical Influences are Important	1	23-03-2026		TLM1/2	CO 4	T1,R1	
36.	Forecasting Very Long-range Trends	1	27-03-2026		TLM1/2	CO 4	T1,R1	
37.	Population and Natural Resource Trends	2	28-03-2026 30-03-2026					
No. of classes required to complete UNIT-IV		11			No. of classes taken: 11			

UNIT-V Macroeconomic Forecasting

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
38.	UNIT V Macroeconomic Forecasting Introduction, features		02-04-2026		TLM1/2	CO 5	T1,R1	
39.	Structural versus VAR Models	1	04-04-2026		TLM1/2	CO 5	T1,R2	
40.	Preparing the Model for Forecasting-	1	06-04-2026		TLM1/2	CO 5	T1,R1	
41.	Forecasting with AR (1) Adjustments	1	09-04-2026		TLM1/2	CO 5	T1,R1	
42.	Forecasting with Constant Adjustments	1	10-04-2026		TLM1/2	CO 5	T1,R1	
43.	Comparison of Alternative Forecasts	1	11-04-2026		TLM1/2	CO 5	T1,R1	
44.	Using Indexes of Consumer and Business Sentiment for Forecasting.	1	13-04-2026		TLM1/2	CO 5	T1,R1	
45.	Case Study & Report Writing and Presentations	1	16-04-2026		TLM1/2	CO 5	T1,R1	
46.	II Mid Exams	1	20-04-2026 To 25-04-2026		TLM1/2	CO 1 to 5	T1,R2	
No. of classes required to complete UNIT-V		08			No. of classes taken: 08			

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
47.	E-views Data Analysis Tool usage				TLM 2	CO 4	T 1	
48.	Case Study				TLM 2	CO 1,2,3,4,5	T 1	
49.	ARIMA Model				TLM 2	CO 5	T 1	

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

Part - C

EVALUATION PROCESS:

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

BOS APPROVED TEXT BOOKS

1. Dean Foster, Robert Stine and Richard Waterman (1998), “Business Analysis using Regression”, Springer Verlag.
2. Dimitris Bertsimas and Robert M. Freund (2004), “Data, Models and Decisions: The Fundamentals of Management Science”, Dynamic Ideas LLC.

PROGRAM EDUCATION OBJECTIVES(PEO's)

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.

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

PROGRAM OUTCOMES

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

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

PO3: Ability to develop value-based leadership ability

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

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

Ms. T. Meghana	Dr. O.Naresh	Dr. O.Naresh	Dr. K. Deepika
Course Instructor	Course Coordinator	Module Coordinator	HODs



COURSE HANDOUT

Part-A

PROGRAM : MBA. IV-Sem., **Section-A**
ACADEMIC YEAR : 2025-26
COURSE NAME & CODE: Case Study Analysis & CVV-23MB78
L-T-P STRUCTURE : 2-0-0
COURSE CREDITS : 2
COURSE INSTRUCTOR : Dr.A.Adishesha Reddy
COURSE COORDINATOR: Dr.A.Adishesha Reddy

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

1	To encourage the students to develop analytical & problem-solving skills.
2	To motivate the students for effective decision-makers.
3	To educate the students to acquire skills & knowledge in various courses of the MBA program.
4	To understand the student's capabilities in fieldwork, project works, labs & program electives.
5	To make the students more dynamic in presentation skills.

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

CO1	Apply the knowledge to analyze the business cases in different dimensions.
CO2	Find alternative solutions and suggest effective decisions by applying technology.
CO3	Identify different skills from various courses and activities developed in the MBA program.
CO4	Understand market and industry situations through skill labs, field study projects & various program electives of MBA.
CO5	Solve business problems in the changing business environment.

CO-PO Articulation Matrix:

Course Outcomes	Program Outcomes				
	P01	P02	P03	P04	P05
CO1	3	2	1	2	2
CO2	3	2	1	-	1
CO3	3	1	-	3	2
CO4	1	3	2	3	3
CO5	2	2	-	1	1

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN)

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Orientation on CSA	02	5/1/26		TLM2,TLM7	CO1, CO2,CO5	
2.	Orientation on CSA	02	6/1/26		TLM2,TLM7	CO1, CO2,CO5	
3.	Case Study discussion on general management	02	19/1/26		TLM2,TLM7	CO1, CO2,CO5	
4.	Case study discussion related to the Marketing module	02	20/1/26		TLM2,TLM7	CO1, CO2,CO5	
5.	Case study discussion related to the Finance module	02	27/1/26		TLM2,TLM7	CO1, CO2,CO5	
6.	Case study discussion related to HR & Business Analytics module	02	2/2/26		TLM2,TLM7	CO1, CO2,CO5	
7.	I MID Exams	02	3/2/26		TLM2,TLM7	CO1, CO2,CO5	
8.	Review on regulations & course structure of MBA (R23)	02	9/2/26		TLM2,TLM7	CO1, CO2,CO5	
9.	Online quiz followed by discussion-Finance Module&	02	10/2/26		TLM2,TLM7	CO1, CO2,CO5	
10.	Online quiz followed by discussion-& Marketing Module	02	16/2/26		TLM2,TLM7	CO1, CO2,CO5	
11.	Online quiz followed by discussion- HR & Analytics Module	02	17/2/26		TLM2,TLM7	All COs	
12.	Online quiz followed by discussion Skill oriented Courses	02	2/3/26		TLM2,TLM6	CO3,CO4, CO5	
13.	Online Quiz on Project and Internship and SAP	02	9/3/26		TLM2,TLM6	CO3,CO4, CO5	
14	Online quiz followed by discussion-& Marketing Module	02	16/3/26		TLM2,TLM6	CO3,CO4, CO5	
15.	Online quiz followed by discussion- HR & Analytics Module	02	23/3/26		TLM2,TLM6	CO3,CO4, CO5	
16	Online quiz followed by discussion-& Marketing Module	02	10/3/26		TLM2,TLM6	CO3,CO4, CO5	
17	Online quiz followed by discussion- HR & Analytics Module	02	17/3/26		TLM2,TLM6	CO3,CO4, CO5	
18	Mock CVV/II MID Exams	02	2/4/26		TLM2,TLM6	CO3,CO4, CO5	

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

Part – C
Internal Evaluation Pattern (CIE)

Parameter	Marks
Conceptual Skills	40
Communication & Presentation	30
Interaction	30
Total	100

PROGRAM EDUCATION OBJECTIVES(PEO's)

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

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

Dr.A.Adishesha Reddy	Dr.A.Adishesha Reddy	Dr.A.Adishesha Reddy	Dr. K. DEEPIKA
Course Instructor	Course Coordinator	Module Coordinat	HOD



COURSE HANDOUT
Part-A

PROGRAM : MBA. IV-Sem., **Section-B**
ACADEMIC YEAR : 2025-26
COURSE NAME & CODE: Case Study Analysis & CVV-23MB78
L-T-P STRUCTURE : 2-0-0
COURSE CREDITS 2
COURSE INSTRUCTOR : Dr.A.Adishesha Reddy
COURSE COORDINATOR: Dr.A.Adishesha Reddy

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

1	To encourage the students to develop analytical & problem-solving skills.
2	To motivate the students for effective decision-makers.
3	To educate the students to acquire skills & knowledge in various courses of the MBA program.
4	To understand the student's capabilities in fieldwork, project works, labs & program electives.
5	To make the students more dynamic in presentation skills.

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

CO1	Apply the knowledge to analyze the business cases in different dimensions.
CO2	Find alternative solutions and suggest effective decisions by applying technology.
CO3	Identify different skills from various courses and activities developed in the MBA program.
CO4	Understand market and industry situations through skill labs, field study projects & various program electives of MBA.
CO5	Solve business problems in the changing business environment.

CO-PO Articulation Matrix:

Course Outcomes	Program Outcomes				
	P01	P02	P03	P04	P05
CO1	3	2	1	2	2
CO2	3	2	1	-	1
CO3	3	1	-	3	2
CO4	1	3	2	3	3
CO5	2	2	-	1	1

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN)

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Orientation on CSA	02	7/1/26		TLM2,TLM7	CO1, CO2,CO5	
2.	Orientation on CSA	02	9/1/26		TLM2,TLM7	CO1, CO2,CO5	
3.	Case Study discussion on general management	02	21/1/26		TLM2,TLM7	CO1, CO2,CO5	
4.	Case study discussion related to the Marketing module	02	23/1/26		TLM2,TLM7	CO1, CO2,CO5	
5.	Case study discussion related to the Finance module	02	28/1/26		TLM2,TLM7	CO1, CO2,CO5	
6.	Case study discussion related to HR & Business Analytics module	02	30/1/26		TLM2,TLM7	CO1, CO2,CO5	
7.	I MID Exams	02	4/2/26		TLM2,TLM7	CO1, CO2,CO5	
8.	Review on regulations & course structure of MBA (R23)	02	6/2/26		TLM2,TLM7	CO1, CO2,CO5	
9.	Online quiz followed by discussion-Finance Module&	02	11/2/26		TLM2,TLM7	CO1, CO2,CO5	
10.	Online quiz followed by discussion-& Marketing Module	02	13/1/26		TLM2,TLM7	CO1, CO2,CO5	
11.	Online quiz followed by discussion- HR & Analytics Module	02	18/1/26		TLM2,TLM7	All COs	
12.	Online quiz followed by discussion Skill oriented Courses	02	20/10/26		TLM2,TLM6	CO3,CO4, CO5	
13.	Online Quiz on Project and Internship and SAP	02	4/3/26		TLM2,TLM6	CO3,CO4, CO5	
14	Online quiz followed by discussion-& Marketing Module	02	6/3/26		TLM2,TLM6	CO3,CO4, CO5	
15.	Online quiz followed by discussion- HR & Analytics Module	02	13/3/26		TLM2,TLM6	CO3,CO4, CO5	
16	Online quiz followed by discussion-& Marketing Module	02	25/3/26		TLM2,TLM6	CO3,CO4, CO5	
17	Online quiz followed by discussion- HR & Analytics Module	02	31/3/26		TLM2,TLM6	CO3,CO4, CO5	
18	Mock CVV/II MID Exams	02			TLM2,TLM6	CO3,CO4, CO5	

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

Part – C
Internal Evaluation Pattern (CIE)

Parameter	Marks
Conceptual Skills	40
Communication & Presentation	30
Interaction	30
Total	100

PROGRAM EDUCATION OBJECTIVES(PEO's)

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

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Dr.A.Adishesha Reddy	Dr.A.Adishesha Reddy	Dr.A.Adishesha Reddy	Dr. K. DEEPIKA
Course Instructor	Course Coordinator	Module Coordinat	HOD

COURSE HANDOUT

Part-A

PROGRAM : MBA. IV-Sem., **Section-A**
ACADEMIC YEAR : 2025-26
COURSE NAME & CODE : Major Project Work-23MB77
L-T-P STRUCTURE : 3-0-2
COURSE CREDITS : 4
COURSE INSTRUCTOR : Dr. O.Naresh/Mr. M.S.Chakravarthy

COURSE COORDINATOR : Dr.O.Naresh

PRE-REQUISITE: Fundamental knowledge on economy, Business Environment

COURSE OBJECTIVE: In this course, the students will learn

1. To understand the problem under the study, conduct a literature survey.
2. To visit the selected organization for field study work, to collect data & submit the interim report.
3. To conduct data analysis using various tools & techniques.
4. To present the draft report to the department for assessment and feedback.
5. To submit the final report for external evaluation.

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

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

CO-PO Articulation Matrix:

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

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

Part-B**COURSE DELIVERY PLAN (LESSON PLAN)****UNIT – I: Introduction**

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Review of internship reports	03	10-01-26		TLM1, TLM4	CO1	
2.	Introduction to major project work-an overview, Title page, certificate, and acknowledgements	03	24-01-26		TLM1, TLM4	CO1	
No. of classes required to complete UNIT-I		06					

UNIT – II : Objectives and Methodology of Study

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Developing objectives of the study	03	31-01-26		TLM1,TLM4	CO2	
2.	Methodology and significance of the study	03	07-02-26		TLM1,TLM4	CO2	
3.	Limitations, and sample size selection	03	14-02-26		TLM1,TLM4	CO2	
4.	Limitations, and sample size selection	03	20-02-26		TLM1,TLM4	CO1,CO2	
5.	Review -I	03	21-02-26		TLM2 TLM1,TLM4	CO1,CO2	
No. of classes required to complete UNIT-II		15					

UNIT-III: Theoretical framework and profile

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Review of Literature-Overview Practical	03	07-03-26		TLM1,TLM4	CO3	
2.	Research Gap-Analysis	03	14-03-26		TLM1,TLM2	CO3	
3.	Research Gap-Analysis	03	21-03-26		TLM1,TLM4	CO3	
No. of classes required to complete UNIT-III		9					

UNIT IV – Data analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Introduction to data analysis-Some references	03	28-03-246		TLM1,TLM4	CO4	
2.	Data analysis, Tools models and methods	03	04-04-26		TLM1,TLM4	CO4	
3.	Analysis of the field study data, Presentation of the data	03	11-04-26		TLM1,TLM4	CO4	
No. of classes required to complete UNIT-IV		09					

UNIT-V: Findings and suggestions

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Review-II	03	18-04-26		TLM1,TLM4	All COS	
No. of classes required to complete UNIT-V		06					

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

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

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

Review-II

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

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

Semester End Exam (SEE)

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

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

PROGRAM EDUCATION OBJECTIVES(PEO's)

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Dr. O.Naresh	Dr. O.Naresh	Dr .K.Deepika	Dr .K.Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



SWAYAM PRABHA (SL) ACTION PLAN

SECTION-A

II MBA IV SEMESTER

A.Y: 2025-26

FACULTY- Dr. O.Naresh

S.NO	DATE OF THE CLASS	Actual date of class	Teaching learning methods	TITLE OF THE VIDEO	HoD signature
1	08/01/26		TLM5	Green economy	
2	22/01/26		TLM5	Global energy crisis Stock Market	
3	29/01/26		TLM5	Analysis of stock market	
4	05/01/26		TLM5	Effect of Climate Change on Indian Economy	
5	12/02/26		TLM5	India's Tourism Industry Post-Covid	
6	19/02/26		TLM5	Stock Market	
7	05/03/26		TLM5	India as a developed country by 2047	
8	12/03/26		TLM5	Impact of 5G in India	
9	19/03/26		TLM5	India – Sri Lanka relations	
10	02/04/26		TLM5	Reserve bank of India functions	
11	09/04/26		TLM5	Neethi Aayog	
12	16/04/26		TLM5	NABARD	

SIGNATURE OF FACULTY

SIGNATURE OF HOD



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

COURSE HANDOUT

Part-A

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

ACADEMIC YEAR : 2025-26

COURSE NAME & CODE : Major Project Work-23MB77

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

COURSE CREDITS 4

COURSE INSTRUCTORS : Mrs. Lavanya P B / Mrs.Y.Nagamani

COURSE COORDINATOR: Mrs. Lavanya P B

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

COURSE OBJECTIVE: In this course, the students will learn

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

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

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

CO-PO Articulation Matrix:

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

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN)

UNIT – I: Introduction

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Orientation, review of internship reports	3+2 theory	06.1.26/ 08.1.26		TLM 1,TL M4	CO1	
2.	Introduction to major project work- an overview Title page, certificate, and acknowledgements	3+2 theory	13.1.26/ 17.1.26		TLM 1,TL M4	CO1	
No. of Lab classes required to complete UNIT-I		06					

UNIT – II : Objectives and methodology of study

S.N o.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Objectives of the study	3+2 theory	20.1.26/ 22.1.26		TLM1, TLM4	CO2	
2.	Methodology and significance of the study, Limitations, and sample size	3+2 theory	27.1.26/ 29.1.26		TLM1, TLM4	CO2	
3.	Review -I	3+2 theory	03.2.26/ 05.2.26		TLM1, TLM4	CO2	
4.	Review -I	3+2 theory	10.2.26/ 12.2.26		TLM2	CO1,C O2	
No. of Lab classes required to complete UNIT-II		12					

UNIT-III: Theoretical framework and profile

S.N o.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learn ing Outco me COs	HOD Sign Weekl y
1.	Review of Literature	3+2 theory	17.2.26/ 19.2.26		TLM1,TL M4	CO3	
2.	Research Gap- Analysis	3+2 theory	10.3.26/ 12.3.26		TLM1,TL M4	CO4	
No. of Lab classes required to complete UNIT-III		06					

UNIT IV – Data analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Introduction to data analysis, Tools models and methods	3+2 theory	17.3.26/ 20.3.26		TLM1,TLM4	CO4	
2.	Analysis of the field study data, Presentation of the data	3+2 theory	24.3.26/ 27.3.26		TLM1,TLM4	CO5	
No. of Lab classes required to complete UNIT-IV		06					

UNIT-V: Findings and suggestions

S. No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Findings and suggestions	3+2 Theory	31.3.26/ 02.4.26		TLM1, TLM4	CO5	
2.	Review-II	3+2 Theory	7.4.26/ 9.4.26		TLM2		
3.	Review-II	3+2 theory	14.4.26/ 16.4.26				
No. of Lab classes required to complete UNIT-V		09					

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

ACADEMIC CALENDAR:

Description	From	To	Weeks
I Phase of Instructions	05-01-2026	28-02-2026	8W
I Mid Examinations	23-02-2026	28-02-2026	1W
II Phase of Instructions	02-03-2026	25-04-2026	8W
II Mid Examinations	20-04-2026	25-04-2026	1W
Preparation and Practical	27-04-2026	02-05-2026	1 W
Semester End Examinations	04-05-2026	16-05-2026	2W

Part – C

Internal Evaluation Pattern (CIE)

Review-I

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

Review-II

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

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

Semester End Exam (SEE)

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

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

PROGRAM EDUCATION OBJECTIVES(PEO's)

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.

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

PROGRAM OUTCOMES

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

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

PO3: Ability to develop value-based leadership ability

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

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

Mrs. Lavanya P B Mrs. Y. Nagamani	Mrs. Lavanya P B	Dr. A. Adishesha Reddy	Dr. K. Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

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Accredited by NAAC with "A" Grade and NBA (CSE, IT, ECE, EEE & ME) under Tier - I



College Code:

76

MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, IV SEM –Section-A
ACADEMIC YEAR : 2025-26
COURSE NAME & CODE : 23MB15 – INDIAN ETHOS & BUSINESS ETHICS
L-T-P STRUCTURE : 3-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Mrs. Lavanya P B
COURSE COORDINATOR: Mrs. Lavanya P B

Pre-requisite: Basic knowledge of Indian Ethos & Business Ethics

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

1	To impart Indian ethos from Indian historical perspectives.
2	To discuss Indian heritage in business management.
3	To understand contemporary leadership approaches and cosmic laws of Karma, creation, Humility, Growth, Responsibility, and Connection
4	To explain theories and approaches of ethics.
5	To Discuss ethics in business

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

CO1	Understand Indian ethos from Indian historical perspectives.
CO2	Discover Indian heritage in business management.
CO3	Analyze and apply contemporary leadership approaches and cosmic laws of Karma, creation, Humility, Growth, Responsibility, and Connection
CO4	Evaluate theories and approaches of ethics.
CO5	Develop and Apply ethics in business.

Course Articulation Matrix:

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

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

Textbooks

1. Chakraborty, S.K.: Foundations of Managerial Work – Contributions from Indian Thought, Himalaya Publishing House, Delhi 1998.
2. Business Ethics: An Indian Perspective -Third Edition -By Pearson Education, New Delhi 2019.

References

1. Chakraborty, S.K.: Ethics in Management: Vedantic Perspectives, Oxford University Press, Delhi 1995.
2. Boatright, John R: Ethics and the Conduct of Business, Pearson Education, New Delhi 2005.
3. Kumar, S., and N.K. Uberoi: Managing Secularism in the New Millenium, Excel Books 2000.
4. Griffiths, B: The Marriage of East and West, Colling, London 1985.
5. Trevion and Nelson: Managing Business Ethics, John Wiley, and Sons, 1995.
6. Bhaskar R.K: Man Management: A Value Based Management Perspectives, Sri Satya Sai Students and Staff Welfare Society, 2011

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A –SECTION 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.	Introduction	1	05.01.2026		TLM1	CO1	T2,R3	
2.	History& Relevance	1	08.01.2026		TLM2	CO1	T2,R3	
3.	History& Relevance	1	09.01.2026		TLM2	CO1	T2,R3	
4.	Principles Practiced by Indian Companies	1	12.01.2026		TLM2	CO1	T2,R3	
5.	Role of Indian Ethos in Managerial Practices	1	17.01.2026		TLM2	CO1	T2,R3	
6.	Management Lessons from Vedas	1	19.01.2026		TLM2	CO1	T2,R3	
7.	Management Lessons from Mahabharata	1	22.01.2026		TLM2	CO1	T2,R3	
8.	Management Lessons from Bible	1	23.01.2026		TLM2	CO1	T2,R3	
9.	Management Lessons from Quran	1	24.01.2026		TLM2	CO1	T2,R3	
10.	Management Lessons from Kautilya’s Artha sastra.	1	29.01.2026		TLM2	CO1	T2,R3	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

UNIT-II: Indian heritage in business, management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
11	Ethics v/s Ethos, Indian v/s Western Management	1	30.01.2026		TLM2	CO2	T2,R3	
12	Work Ethos, and Values for Indian Managers	1	31.01.2026		TLM2	CO2	T2,R3	
13	Relevance of Value-Based Management in Global Change	1	02.02.2026		TLM2	CO2	T2,R3	
14	Impact of Values on Stakeholders, Trans-Cultural Human Values	1	05.02.2026		TLM2	CO2	T2,R3	
15	Secular v/s Spiritual Values,	1	06.02.2026		TLM2	CO2	T2,R3	
16	Value System in Work Culture	1	07.02.2026		TLM2	CO2	T2,R3	
17	Stress Management	1	09.02.2026		TLM1	CO2	T2,R3	
18	Meditation for mental health, Yoga.	1	12.02.2026		TLM1	CO2	T2,R3	
No. of classes required to complete UNIT-II		08			No. of classes taken:			

UNIT-III: Leadership and cosmic laws

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
19.	Contemporary Approaches to Leadership	1	13.02.2026		TLM2	CO3	T2,R3	
20.	Joint Hindu Family Business– Leadership Qualities of Karta,	1	16.02.2026		TLM1	CO3	T2,R3	
21.	Indian Systems of Learning-Gurukul System of Learning	1	19.02.2026		TLM2	CO3	T2,R3	
22.	Advantages- Disadvantages of Karma, Importance of Karma to Managers	1	20.02.2026		TLM2	CO3	T2,R3	
23.	Nishkama Karma- Laws of Karma	1	21.02.2026		TLM2	CO3	T2,R3	
	MID-1 (23.02.2026-28.02.2026)							
24.	Law of Creation-	1	02.03.2026		TLM2	CO3	T2,R3	
25.	Law of Humility	1	05.03.2026		TLM2	CO3	T2,R3	
26.	Law of Growth	1	06.03.2026		TLM2	CO3	T2,R3	
27.	Law of Responsibility- Law of Connection	1	07.03.2026		TLM2	CO3	T2,R3	
28.	Corporate Karma Leadership.	1	09.03.2026		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		10			No. of classes taken:			

UNIT-IV: Theories and approaches of ethics

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
29	Understanding the need for ethics	1	12.03.2026		TLM1	CO4	T2,R3	
30	Ethical values, Myths and Ambiguity	1	13.03.2026		TLM2	CO4	T2,R3	
31	Ethical Codes,	1	16.03.2026		TLM2	CO4	T2,R3	
32	Ethical Principles in Business	1	20.03.2026		TLM2	CO4	T2,R3	
33	Theories of Ethics,	1	23.03.2026		TLM2	CO4	T2,R3	
34	Absolutism vs Relativism	1	27.03.2026		TLM2	CO4	T2,R3	
35	Teleological approach,	1	28.03.2026		TLM2	CO4	T2,R3	
36	The Deontological approach	1	30.03.2026		TLM1	CO4	T2,R3	
37	Kohlberg’s six stages of moral development	1	02.04.2026		TLM1	CO4	T2,R3	
38	Managing Ethical Dilemma.	1	04.04.2026		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

UNIT-V : Ethics in business

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
39.	Characteristics, Ethical decision making, Ethical dilemmas in different business areas of Finance	1	06.04.2026		TLM2	CO5	T2,R3	
40.	Ethical dilemmas in different business areas of Marketing, Ethical dilemmas in different business areas of HRM	1	09.04.2026		TLM2	CO5	T2,R3	
41.	Ethical dilemmas in different business areas of International Business	1	10.04.2026		TLM2	CO5	T2,R3	
42.	Ethical Culture in Organization, developing codes of ethics and conduct, Ethical and value-based leadership	1	13.04.2026		TLM2	CO5	T2,R3	
43.	Cognitive barriers to a good ethical judgment - Whistle Blowing, Corporate Governance and Corporate Social Responsiveness.	1	16.04.2026		TLM2	CO5	T2,R3	
44.	Report writing and presentation	1	17.04.2026		TLM2	CO5	T2,R3	
45.	Report writing and presentation	1	18.04.2026		TLM2	CO5	T2,R3	
.	MID-2 Examinations 20.04.2026 – 25.04.2026							
No. of classes required to complete UNIT-V		07			No. of classes taken:			
II MID EXAMS: 20-04-26 to 25-04-26								
Preparation and Practical: 27-04-26 to 02-05-26								
Semester End Exams: 04-05-26 to 16-05-26								

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

Part – C

EVALUATION PROCESS:

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

Programme 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.

Mrs. Lavanya P B	Mrs. Lavanya P B	Mrs. Lavanya P B	Dr. Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



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College Code:

76

MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, IV SEM –Section-B
ACADEMIC YEAR : 2025-26
COURSE NAME & CODE : 23MB15 – INDIAN ETHOS & BUSINESS ETHICS
L-T-P STRUCTURE : 3-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Mrs. Lavanya P B
COURSE COORDINATOR: Mrs. Lavanya P B

Pre-requisite: Basic knowledge of Indian Ethos & Business Ethics

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

1	To impart Indian ethos from Indian historical perspectives.
2	To discuss Indian heritage in business management.
3	To understand contemporary leadership approaches and cosmic laws of Karma, creation, Humility, Growth, Responsibility, and Connection
4	To explain theories and approaches of ethics.
5	To Discuss ethics in business

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

CO1	Understand Indian ethos from Indian historical perspectives.
CO2	Discover Indian heritage in business management.
CO3	Analyze and apply contemporary leadership approaches and cosmic laws of Karma, creation, Humility, Growth, Responsibility, and Connection
CO4	Evaluate theories and approaches of ethics.
CO5	Develop and Apply ethics in business.

Course Articulation Matrix:

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

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

Textbooks

1. Chakraborty, S.K.: Foundations of Managerial Work – Contributions from Indian Thought, Himalaya Publishing House, Delhi 1998.
2. Business Ethics: An Indian Perspective -Third Edition -By Pearson Education, New Delhi 2019.

References

1. Chakraborty, S.K.: Ethics in Management: Vedantic Perspectives, Oxford University Press, Delhi 1995.
2. Boatright, John R: Ethics and the Conduct of Business, Pearson Education, New Delhi 2005.
3. Kumar, S., and N.K. Uberoi: Managing Secularism in the New Millenium, Excel Books 2000.
4. Griffiths, B: The Marriage of East and West, Colling, London 1985.
5. Trevion and Nelson: Managing Business Ethics, John Wiley, and Sons, 1995.
6. Bhaskar R.K: Man Management: A Value Based Management Perspectives, Sri Satya Sai Students and Staff Welfare Society, 2011

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A –SECTION 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.	Introduction	1	05.01.2026		TLM1	CO1	T2,R3	
2.	History& Relevance	1	06.01.2026		TLM2	CO1	T2,R3	
3.	History& Relevance	1	08.01.2026		TLM2	CO1	T2,R3	
4.	Principles Practiced by Indian Companies	1	12.01.2026		TLM2	CO1	T2,R3	
5.	Role of Indian Ethos in Managerial Practices	1	13.01.2026		TLM2	CO1	T2,R3	
6.	Management Lessons from Vedas	1	17.01.2026		TLM2	CO1	T2,R3	
7.	Management Lessons from Mahabharata	1	19.01.2026		TLM2	CO1	T2,R3	
8.	Management Lessons from Bible	1	20.01.2026		TLM2	CO1	T2,R3	
9.	Management Lessons from Quran	1	22.01.2026		TLM2	CO1	T2,R3	
10.	Management Lessons from Kautilya’s Artha sastra.	1	24.01.2026		TLM2	CO1	T2,R3	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

UNIT-II: Indian heritage in business, management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
11	Ethics v/s Ethos, Indian v/s Western Management	1	27.01.2026		TLM2	CO2	T2,R3	
12	Work Ethos, and Values for Indian Managers	1	29.01.2026		TLM2	CO2	T2,R3	
13	Relevance of Value-Based Management in Global Change	1	31.01.2026		TLM2	CO2	T2,R3	
14	Impact of Values on Stakeholders, Trans-Cultural Human Values	1	02.02.2026		TLM2	CO2	T2,R3	
15	Secular v/s Spiritual Values,	1	03.02.2026		TLM2	CO2	T2,R3	
16	Value System in Work Culture	1	05.02.2026		TLM2	CO2	T2,R3	
17	Stress Management	1	07.02.2026		TLM1	CO2	T2,R3	
18	Meditation for mental health, Yoga.	1	09.02.2026		TLM1	CO2	T2,R3	
No. of classes required to complete UNIT-II		08			No. of classes taken:			

UNIT-III: Leadership and cosmic laws

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
19.	Contemporary Approaches to Leadership	1	10.02.2026		TLM2	CO3	T2,R3	
20.	Joint Hindu Family Business– Leadership Qualities of Karta,	1	12.02.2026		TLM1	CO3	T2,R3	
21.	Indian Systems of Learning-Gurukul System of Learning	1	16.02.2026		TLM2	CO3	T2,R3	
22.	Advantages- Disadvantages of Karma, Importance of Karma to Managers	1	17.02.2026		TLM2	CO3	T2,R3	
23.	Nishkama Karma- Laws of Karma	1	19.02.2026		TLM2	CO3	T2,R3	
24.	Nishkama Karma- Laws of Karma	1	21.02.2026		TLM2	CO3	T2,R3	
	MID-1 (23.02.2026-28.02.2026)							
25.	Law of Creation-	1	02.03.2026		TLM2	CO3	T2,R3	
26.	Law of Humility	1	05.03.2026		TLM2	CO3	T2,R3	
27.	Law of Growth	1	07.03.2026		TLM2	CO3	T2,R3	
28.	Law of Responsibility- Law of Connection	1	09.03.2026		TLM2	CO3	T2,R3	
29.	Corporate Karma Leadership.	1	10.03.2026		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

UNIT-IV: Theories and approaches of ethics

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
30	Understanding the need for ethics	1	12.03.2026		TLM1	CO4	T2,R3	
31	Ethical values, Myths and Ambiguity	1	16.03.2026		TLM2	CO4	T2,R3	
32	Ethical Codes,	1	17.03.2026		TLM2	CO4	T2,R3	
33	Ethical Principles in Business	1	23.03.2026		TLM2	CO4	T2,R3	
34	Theories of Ethics,	1	24.03.2026		TLM2	CO4	T2,R3	
35	Absolutism vs Relativism	1	28.03.2026		TLM2	CO4	T2,R3	
36	Teleological approach,	1	30.03.2026		TLM2	CO4	T2,R3	
37	The Deontological approach	1	31.03.2026		TLM1	CO4	T2,R3	
38	Kohlberg’s six stages of moral development	1	02.04.2026		TLM1	CO4	T2,R3	
39	Managing Ethical Dilemma.	1	04.04.2026		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

UNIT-V : Ethics in business

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
40.	Characteristics, Ethical decision making, Ethical dilemmas in different business areas of Finance	1	06.04.2026		TLM2	CO5	T2,R3	
41.	Ethical dilemmas in different business areas of Marketing, Ethical dilemmas in different business areas of HRM	1	07.04.2026		TLM2	CO5	T2,R3	
42.	Ethical dilemmas in different business areas of International Business	1	09.04.2026		TLM2	CO5	T2,R3	
43.	Ethical Culture in Organization, developing codes of ethics and conduct, Ethical and value-based leadership	1	13.04.2026		TLM2	CO5	T2,R3	
44.	Cognitive barriers to a good ethical judgment - Whistle Blowing, Corporate Governance and Corporate Social Responsiveness.	1	14.04.2026		TLM2	CO5	T2,R3	
45.	Report writing and presentation	1	16.04.2026		TLM2	CO5	T2,R3	
46.	Report writing and presentation	1	18.04.2026		TLM2	CO5	T2,R3	
.	MID-2 Examinations 20.04.2026 – 25.04.2026							
No. of classes required to complete UNIT-V		07			No. of classes taken:			
II MID EXAMS: 20-04-26 to 25-04-26								
Preparation and Practical: 27-04-26 to 02-05-26								
Semester End Exams: 04-05-26 to 16-05-26								

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

Part – C

EVALUATION PROCESS:

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

Programme 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.

Mrs. Lavanya P B	Mrs. Lavanya P B	Mrs. Lavanya P B	Dr. Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD