COURSE HANDOUT

Part-A

PROGRAM   : MBA., III Sem

ACADEMIC YEAR   : 2020-21

COURSE NAME & CODE : Strategic Management - 17MB13 : A - Section

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

COURSE CREDITS   : 3

COURSE INSTRUCTOR   : Dr T Rajasekhar

COURSE COORDINATOR : Dr T Rajasekhar

PRE-REQUISITES: Strategic Management / Theory/Tools.

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

COURSE OUTCOMES (COs)
1. To familiarize with the technique of strategic analysis and facilitate to develop strategic thinking through case analysis.
2. To provide the information and tools to maximize the competitiveness and enable economic growth for customers, employees, workers, managers, and organizations relating strategy formulation.
3. To provide information relating to strategy implementation in different perspectives of decision making for organizational effectiveness .
4. To adopt technical and managerial knowledge while dealing any other different situations with required evaluation and control.
5. To adopt various strategic applications in promoting business environment of various business issues .

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

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

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

BOS APPROVED TEXT BOOKS:

T1 Concepts in Strategic management and Business Policy – Thomas L wheelen &J DavidHunger-13thedition–Pearson publications, New Delhi.2013.

T2 Arthur A. Thopson Jr. A.J. Strickland III & John E. Gamble Crafting and Executing Strategy: The Quest for Competitive Advantage- Concepts andCases.

BOS APPROVED REFERENCE BOOKS:

R1 Strategic Management: VSP Rao & V. Hari Krishna - Text and Cases. N.Delhi: Excel Books.2008.

R2 Cases in Strategic Management, Amita Mital- Tata McGraw Hill, New Delhi, 2008

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -section

UNIT-I : Concepts in Strategic 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.	An Over view of Strategic Management	1	17.08.20		**TLM 1**	2	**T1**	
2.	An Over view of Strategic Management	1	19.08.20		**TLM 5**	2		
3.	**Unit 1- Introduction**: Concepts in Strategic Management.	1	21.08.20		**TLM 1**	3	**T1**	
4.	Strategic Management as a process –	1	24.08.20		**TLM 1**	1	**T1**	
5.	Developing a strategic vision, Mission-- SM	1	26.08.20		**TLM 1**	1	**T1**	
6.	Objectives, Policies - SM and Environmental Scanning:identifying external and internal factors: Industry Analysis.	1	28.08.20		**TLM 1**	3	**T1, R2**	
7.	Porter's approach indusrty analysis and Industry value chain analysis	1	31.08.20		**TLM 1**	2	**T1**	
8.	Review	1	02.09.20		**TLM 1**	2	**T1**	
Total		08			No. of classes taken:			

UNIT-II : Strategy Formulation and 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
9.	**Unit:2-Strategy Formulation:** Introduction and formulation	1	04.09.20		**TLM 1**	2	**T 1**	
10.	Strategy Formulation-Process and significance	1	07.09.20		**TLM 1**	3	**T 1**	
11.	Strategy Formulation-Practices and Business strategy and situational analysis	1	09.09.20		**TLM 1**	2	**T 1 R2,**	
12.	SWOT analysis and EFAS-IFAS matrices	1	11.09.20		**TLM 1**	3	**T 1**	
13.	SWOT analysis and EFAS-IFAS matrices	1	14.09.20		**TLM 1**	4	**T 1, R2**	
14.	Porter's competitive strategies	1	16.09.20		**TLM 1**	2	**T 1**	
15.	BCG matrix	1	18.09.20		**TLM 1**	2	**T 1 R2,**	
16.	Review		21.09.20					
No. of classes required to complete UNIT-II		08			No. of classes taken:			

UNIT-III : Strategy Implementation

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:3-Strategy Implementation-** Introduction	1	23.09.20		**TLM 1**	3	**T 1**	
18.	Strategy Implementation-Process and importance development programmes.	1	24.09.20		**TLM 1**	3	**T 1**	
19.	Strategy Implementation-budget and procedures	1	25.09.20		**TLM 1**	4	**T 1**	
20.	MID EXAMS -1	28.09.20 to 03.10.20						

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
21.	Strategy Implementation-budget and procedures		01.10.20		TLM 1	2	T1	
22.	Stages of corporate development interms of problem, objectives and reward system etc	1	05.10.20		TLM 1	3	T1	
23.	Stages of corporate development interms of problem, objectives and reward system etc	1	07.10.20		TLM 1	2	T1	
24.	International issues in strategic management implementation	1	08.10.20		TLM 1	2	T1	
25.	Review	1	09.10.20		TLM 1	2	T1	
No. of classes required to complete UNIT-III		08			No. of classes taken:			

UNIT-IV : Strategy Evaluation and 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
26.	**Unit:4- Strategic evaluation and control:** introduction	1	12.10.20		TLM 1	3	T1, R2	
27.	Strategic evaluation and control: introduction	1	15.10.20		TLM 1	3	T1	
28.	Strategic evaluation and control: Process and significance	1	16.10.20		TLM 1	2	T1	
29.	Strategic evaluation and control: measuring performance: appropriate measures	1	19.10.20		TLM 1	2	T1	
30.	Strategic evaluation and control: types of controls	1	21.10.20		TLM 1	2	T1, R2	
31.	Balance score card approach-problems in measuring performance	1	22.10.20		TLM 1	3	T1	
32.	Guidelines for control	1	23.10.20		TLM 1	3	T1	
33.	Review/Tutorials-4	1	26.10.20		TLM 1	2	T1	
No. of classes required to complete UNIT-IV		08			No. of classes taken:			

UNIT-V : Strategy contemporary 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
34.	**Unit:5- Strategy issues - Introduction**	1	28.10.20		**TLM 1**	2	**T1, R2**	
35.	Entrepreneurial ventures and small industries-business	1	29.10.20		**TLM 1**	3	**T1**	
36.	Importance of Entrepreneur as a strategist	1	02.11.20		**TLM 1**	3	**T1**	
37.	Issues in corporate governance	1	04.11.20		**TLM 1**		**T1**	
38.	Factors affecting new venture	1	05.11.20		**TLM 1**	3	**T1, R2**	
39.	A frame work for crisis management, definition, nature, scope and its significance	1	06.11.20		**TLM 1**	4	**T1**	
40.	Types of crisis	1	09.11.20		**TLM 1**	3	**T1**	
41.	Causative factors and stages	1	11.11.20		**TLM 1**		**T1**	
42.	Crisis management and their roles in organizations	1	12.11.20		**TLM 1**	3	**T1**	
43.	Advanced topics/Report presentation	1	13.11.20		**TLM 1**	2	**T1**	
44.	**Mid-II. Exams**	16.11.20 to 21.11.20						
No. of classes required to complete UNIT-V		10			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
45.	Advanced Topics	1	13.11.20		**TLM 5**		Internet	
46.	Advanced Topics	1	14.11.20		**TLM 5**		Internet	

Teaching Learning Methods

TLM 1	Chalk and Talk		**TLM 4**	Demonstration (Lab/Field Visit)
TLM 2	PPT		**TLM 5**	ICT (NPTEL/Swayam Prabha/MOOCS)
TLM 3	Tutorial		**TLM 6**	Group Discussion/Project

Part - C

EVALUATION PROCESS:

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

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

- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.

- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAMME OUTCOMES (POs)

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

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

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING
(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

PROGRAM   : MBA., III Sem

ACADEMIC YEAR   : 2020-21

COURSE NAME & CODE : Strategic Management - 17MB13 : B - Section

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

COURSE CREDITS   : 3

COURSE INSTRUCTOR   : Dr T Rajasekhar

COURSE COORDINATOR : Dr T Rajasekhar

PRE-REQUISITES: Strategic Management / Theory/Tools.

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

COURSE OUTCOMES (COs)
1. To familiarize with the technique of strategic analysis and facilitate to develop strategic thinking through case analysis.
2. To provide the information and tools to maximize the competitiveness and enable economic growth for customers, employees, workers, managers, and organizations relating strategy formulation.
3. To provide information relating to strategy implementation in different perspectives of decision making for organizational effectiveness .
4. To adopt technical and managerial knowledge while dealing any other different situations with required evaluation and control.
5. To adopt various strategic applications in promoting business environment of various business issues .

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

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

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

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R2 Cases in Strategic Management, Amita Mital- Tata McGraw Hill, New Delhi, 2008

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -section

UNIT-I : Concepts in Strategic 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.	An Over view of Strategic Management	1	17.08.20		**TLM 1**	2	**T1**	
2.	An Over view of Strategic Management	1	19.08.20		**TLM 5**	2		
3.	**Unit 1- Introduction**: Concepts in Strategic Management.	1	24.08.20		**TLM 1**	3	**T1**	
4.	Strategic Management as a process –	1	26.08.20		**TLM 1**	1	**T1**	
5.	Developing a strategic vision, Mission-- SM	1	29.08.20		**TLM 1**	1	**T1**	
6.	Objectives, Policies - SM and Environmental Scanning:identifying external and internal factors: Industry Analysis.	1	31.08.20		**TLM 1**	3	**T1, R2**	
7.	Porter's approach indusrty analysis and Industry value chain analysis	1	02.09.20		**TLM 1**	2	**T1**	
8.	Review	1	05.09.20		**TLM 1**	2	**T1**	
	Total	08			No. of classes taken:			

UNIT-II : Strategy Formulation and 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
9.	**Unit:2-Strategy Formulation:** Introduction and formulation	1	07.09.20		**TLM 1**	2	**T 1**	
10.	Strategy Formulation-Process and significance	1	09.09.20		**TLM 1**	3	**T 1**	
11.	Strategy Formulation-Practices and Business strategy and situational analysis	1	12.09.20		**TLM 1**	2	**T 1 R2,**	
12.	SWOT analysis and EFAS-IFAS matrices	1	14.09.20		**TLM 1**	3	**T 1**	
13.	SWOT analysis and EFAS-IFAS matrices	1	16.09.20		**TLM 1**	4	**T 1, R2**	
14.	Porter's competitive strategies	1	19.09.20		**TLM 1**	2	**T 1**	
15.	BCG matrix	1	21.09.20		**TLM 1**	2	**T 1 R2,**	
16.	Review		22.09.20					
No. of classes required to complete UNIT-II		08			No. of classes taken:			

UNIT-III : Strategy Implementation

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:3-Strategy Implementation-** Introduction	1	23.09.20		**TLM 1**	3	**T 1**	
18.	Strategy Implementation-Process and importance development programmes.	1	26.09.20		**TLM 1**	3	**T 1**	
19.	Strategy Implementation-budget and procedures	1	27.09.20		**TLM 1**	4	**T 1**	
20.	MID EXAMS -1		28.09.20 to 03.10.20					
21.	Strategy		01.10.20		**TLM 1**	2	**T 1**	

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
	Implementation-budget and procedures							
22.	Stages of corporate development interms of problem, objectives and reward system etc	1	03.10.20		**TLM 1**	3	**T1**	
23.	Stages of corporate development interms of problem, objectives and reward system etc	1	05.10.20		**TLM 1**	2	**T1**	
24.	International issues in strategic management implementation	1	07.10.20		**TLM 1**	2	**T1**	
25.	Review	1	10.10.20		**TLM 1**	2	**T1**	
No. of classes required to complete UNIT-III	08			No. of classes taken:				

UNIT-IV : Strategy Evaluation and 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
26.	**Unit:4- Strategic evaluation and control:** introduction	1	12.10.20		**TLM 1**	3	**T1, R2**	
27.	Strategic evaluation and control: introduction	1	13.10.20		**TLM 1**	3	**T1**	
28.	Strategic evaluation and control: Process and significance	1	14.10.20		**TLM 1**	2	**T1**	
29.	Strategic evaluation and control: measuring performance: appropriate measures	1	17.10.20		**TLM 1**	2	**T1**	
30.	Strategic evaluation and control: types of controls	1	19.10.20		**TLM 1**	2	**T1, R2**	
31.	Balance score card approach-problems in measuring performance	1	20.10.20		**TLM 1**	3	**T1**	
32.	Guidelines for control	1	21.10.20		**TLM 1**	3	**T1**	
33.	Review/Tutorials-4	1	26.10.20		**TLM 1**	2	**T1**	
No. of classes required to complete UNIT-IV	08			No. of classes taken:				

UNIT-V : Strategy contemporary 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
34.	**Unit:5- Strategy issues - Introduction**	1	27.10.20		**TLM 1**	2	**T1, R2**	
35.	Entrepreneurial ventures and small industries-business	1	28.10.20		**TLM 1**	3	**T1**	
36.	Importance of Entrepreneur as a strategist	1	31.10.20		**TLM 1**	3	**T1**	
37.	Issues in corporate governance	1	0.121.20		**TLM 1**		**T1**	
38.	Factors affecting new venture	1	03.11.20		**TLM 1**	3	**T1, R2**	
39.	A frame work for crisis management, definition, nature, scope and its significance	1	04.11.20		**TLM 1**	4	**T1**	
40.	Types of crisis	1	07.11.20		**TLM 1**	3	**T1**	
41.	Causative factors and stages	1	09.11.20		**TLM 1**		**T1**	
42.	Crisis management and their roles in organizations	1	10.11.20		**TLM 1**	3	**T1**	
43.	Advanced topics/Report presentation	1	11.11.20		**TLM 1**	2	**T1**	
44.	**Mid-II. Exams**	16.11.20 to 21.11.20						
No. of classes required to complete UNIT-V		10			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
45.	Advanced Topic/Report writing	1	11.11.20		**TLM 5**		Internet	
46.	Advanced Topics/Report writing	1	12.11.20		**TLM 5**		Internet	

Teaching Learning Methods			
TLM 1	Chalk and Talk	**TLM 4**	Demonstration (Lab/Field Visit)
TLM 2	PPT	**TLM 5**	ICT (NPTEL/Swayam Prabha/MOOCS)
TLM 3	Tutorial	**TLM 6**	Group Discussion/Project

Part - C

EVALUATION PROCESS:

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

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

- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.

- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAMME OUTCOMES (POs)

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

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

COURSE HANDOUT   Section-A

Part-A

PROGRAM   : MBA. III-Sem.

ACADEMIC YEAR   : 2020-21

COURSE NAME & CODE : OPERATIONS RESEARCH

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

COURSE CREDITS   : 3

COURSE INSTRUCTOR   : Mr. N SAMBASIVA RAO

COURSE COORDINATOR: Mr. N SAMBASIVA RAO

COURSE EDUCATIONAL OBJECTIVES:

The course aims to shape the attitudes of learners regarding the field of quantitative analysis

specifically, the course aims to:

➢ Understand the major capabilities and limitations of deterministic operations research modeling as applied to problems in industry.

➢ Emphasize the mathematical procedures of linear programming techniques.

➢ Understanding the transportation and assignment concepts and limitations as applied to problems in industry.

➢ Understand how optimal strategies are formulated in conflict and competitive environment by using game theory and queuing theory.

➢ Understand the importance of using PERT & CPM techniques for project management phases and various activities that need to be done.

COURSE OUTCOMES:

At the end of the course students would be able to

CO1	Understand the characteristics of different types of decision making environments and the appropriate decision making approaches and tools to be used in each type.
CO2	Apply appropriate LPP techniques to express the defined problems mathematically.
CO3	Build and solve transportation models and assignment models.
CO4	Apply appropriate optimal strategies for conflict and competitive environment by using game theory and queuing theory.
CO5	Design new simple models, like: CPM, to improve decision making and develop critical thinking and objective analysis of decision problems.

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

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

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

Text books:
1. J K SHARMA, Operations research theory and applications, Macmillan publications, fifth edition.
2. Harvey M Wagner, principles of operations research , PHI
Reference:

1. Anand Sharma, Quantitative techniques for decision making, Himalaya publishing house

2. Billey E. Gillett, Operations research, TMH

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SECTION -A

UNIT-I : Operations Research

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject, Course Outcomes	1	17.08.2020		TLM2	CO1	T1,R1	
2.	UNIT-I:Introduction to OR, Introduction, Definitions	1	18.08.2020		TLM2	CO1	T1,R1	
3.	Operations Research- a quantitative approach to decision making	1	21.08.2020		TLM2	CO1	T1,R1	
4.	applications of OR in different managerial areas	1	22.08.2020		TLM2	CO1	T1,R1	
5.	models and modeling in OR.	1	24.08.2020		TLM2	CO1	T1,R1	
6.	**Decision Theory & Decision Trees:** introduction	1	25.08.2020		TLM2	CO1	T1,R1	
7.	steps of decision making process	1	28.08.2020		TLM2	CO1	T1,R1	
8.	types of decision making environments	1	29.08.2020		TLM2	CO1	T1,R1	
9.	DMUU, DMUC	1	31.08.2020		TLM1	CO1	T1,R1	
10.	DMUR	1	01.09.2020		TLM1	CO1	T1,R1	
11.	decision tree analysis	1	04.09.2020		TLM1	CO1	T1,R1	

S.No.	Topics	No.	Date		TLM	CO	TB	
12.	decision tree analysis	1	05.09.2020		TLM1	CO1	T1,R1	
13.	Tutorial -1	1	07.09.2020		TLM3	CO1	T1,R1	
No. of classes required to complete UNIT-I		16			No. of classes taken:			

UNIT-II : Linear Programming

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
14.	Introduction to unit- II	1	08.09.2020		TLM2	CO2	T1,R1	
15.	Meaning, Assumptions and characteristics of LPP	1	11.09.2020		TLM2	CO2	T1,R1	
16.	business applications of Linear programming technique	1	12.09.2020		TLM2	CO2	T1,R1	
17.	Formulation of LPP	1	14.09.2020		TLM1	CO2	T1,R1	
18.	Solution by the Graphical method	1	15.09.2020		TLM1	CO2	T1,R1	
19.	Simplex method	1	18.09.2020		TLM2	CO2	T1,R1	
20.	Duality in LPP	1	19.09.2020		TLM1	CO2	T1,R1	
21.	Exercising problems	1	21.09.2020		TLM1	CO2	T1,R1	
22.	Tutorial -2	2	22.09.2020		TLM3	CO2	T1,R1	
No. of classes required to complete UNIT-II		15			No. of classes taken:			

UNIT-III : Transportation & Assignment

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
23.	Introduction	1	25.09.2020		TLM2	CO3	T1,R1	
24.	Mathematical model of transportation problem, , the transportation algorithm	1	26.09.2020		TLM2	CO3	T1,R1	
25.	methods for finding initial feasible solution	1	05.10.2020		TLM2	CO3	T1,R1	
26.	NWCC method	1	06.10.2020		TLM1	CO3	T1,R1	
27.	least cost method	1	09.10.2020		TLM1	CO3	T1,R1	
28.	Vogel"s approximation method	1	10.10.2020		TLM1	CO3	T1,R1	
29.	test for optimality, modified distribution method (MODI)	1	12.10.2020		TLM2	CO3	T1,R1	
30.	**Assignment:** Introduction	1	13.10.2020		TLM1	CO3	T1,R1	

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
31.	mathematical models of assignment problem	1	16.10.2020		TLM2	CO3	T1,R1	
32.	solution methods of assignment problem: Hungarian method	1	17.10.2020		TLM1	CO3	T1,R1	
33.	solution methods of assignment problem: Hungarian method	1	19.10.2020		TLM2	CO3	T1,R1	
34.	variations of the assignment problem	1	20.10.2020		TLM1	CO3	T1,R1	
35.	Tutorial -3	1	23.10.2020		TLM3	CO3	T1,R1	
No. of classes required to complete UNIT-III		18			No. of classes taken:			

UNIT-IV : Theory Of Games & queuing theory

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
36.	Introduction, two people zero sum games	1	24.10.2020		TLM2	CO 4	T1,R1	
37.	(Maximal and Minimal) games with saddle point	1	26.10.2020		TLM1	CO 4	T1,R1	
38.	mixed strategies, the rules for dominance.	1	27.10.2020		TLM1	CO 4	T1,R1	
39.	**Queuing Theory: introduction**	1	30.10.2020		TLM2	CO 4	T1,R1	
40.	the structure of Queuing system	1	31.10.2020		TLM1	CO 4	T1,R1	
41.	basic concepts in queuing theory and queuing models	1	02.11.2020		TLM2	CO 4	T1,R1	
42.	Poisson exponential single server model infinite population	1	03.11.2020		TLM1	CO 4	T1,R1	
43.	Poisson exponential single server model finite population	1	06.11.2020		TLM1	CO 4	T1,R1	
44.	poison exponential multi server model, Erlang"s method	1	07.11.2020		TLM1	CO 4	T1,R1	
45.	Tutorial -4	1	09.11.2020		TLM3	CO 4		
No. of classes required to complete UNIT-IV		14			No. of classes taken:			

UNIT-V: Project Management: PERT and CPM & Replacement and Maintenance models.

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
46.	Introduction	1	10.11.2020		TLM2	CO 5	T1,R1	
47.	difference between PERT and CPM	1	13.11.2020		TLM1	CO 5	T1,R1	
48.	drawing networks, critical path analysis	1	14.11.2020		TLM1	CO 5	T1,R1	
49.	forward pass method, backward pass method	1	16.11.2020		TLM2	CO 5	T1,R1	
50.	float of an activity, probability of completing the project within given time.	1	17.11.2020		TLM1	CO 5	T1,R1	

51.	**Replacement and Maintenance Models:** introduction	1	17.11.2020		TLM1	CO 5	T1,R1	
52.	types of failures	1	20.11.2020		TLM1	CO 5	T1,R1	
53.	replacement of items whose efficiency deteriorates with time	1	20.11.2020		TLM1	CO 5	T1,R1	
54.	single replacement and group replacement.	1	21.11.2020		TLM2	CO 5	T1,R1	
55.	Tutorial-5	1	21.11.2020		TLM1	CO 5	T1,R1	
No. of classes required to complete UNIT-V		14			No. of classes taken:			

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

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) =**A**	1,2	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 EDUCATION OBJECTIVES(PEO's)

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

- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.

- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAM OUTCOMES

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

N. SAMBASIVA RAO	N. SAMBASIVA RAO	Dr. V V NARSI REDDY	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD

COURSE HANDOUT   Section-B

Part-A

PROGRAM   **:** MBA. III-Sem.

ACADEMIC YEAR   **:** 2020-21

COURSE NAME & CODE   **:** OPERATIONS RESEARCH

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

COURSE CREDITS   **:** 3

COURSE INSTRUCTOR   **: Mr. N SAMBASIVA RAO**

COURSE COORDINATOR: Mr. N SAMBASIVA RAO

COURSE EDUCATIONAL OBJECTIVES:

The course aims to shape the attitudes of learners regarding the field of quantitative analysis specifically, the course aims to:

- Understand the major capabilities and limitations of deterministic operations research modeling as applied to problems in industry.
- Emphasize the mathematical procedures of linear programming techniques.
- Understanding the transportation and assignment concepts and limitations as applied to problems in industry.
- Understand how optimal strategies are formulated in conflict and competitive environment by using game theory and queuing theory.
- Understand the importance of using PERT & CPM techniques for project management phases and various activities that need to be done.

COURSE OUTCOMES:

At the end of the course students would be able to

CO1	Understand the characteristics of different types of decision making environments and the appropriate decision making approaches and tools to be used in each type.
CO2	Apply appropriate LPP techniques to express the defined problems mathematically.
CO3	Build and solve transportation models and assignment models.
CO4	Apply appropriate optimal strategies for conflict and competitive environment by using game theory and queuing theory.
CO5	Design new simple models, like: CPM, to improve decision making and develop critical thinking and objective analysis of decision problems.

COURSE ARTICULATION MATRIX(Correlation between COs&POs):

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

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

Text books:
1. J K SHARMA, Operations research theory and applications, Macmillan publications, fifth edition.
2. Harvey M Wagner, principles of operations research , PHI
Reference:

1. Anand Sharma, Quantitative techniques for decision making, Himalaya publishing house

2. Billey E. Gillett, Operations research, TMH

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SECTION -B

UNIT-I : Operations Research

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject, Course Outcomes	1	17.08.2020		TLM2	CO1	T1,R1	
2.	UNIT-I:Introduction to OR, Introduction, Definitions	1	19.08.2020		TLM1	CO1	T1,R1	
3.	Operations Research- a quantitative approach to decision making	1	21.08.2020		TLM1	CO1	T1,R1	
4.	applications of OR in different managerial areas	1	24.08.2020		TLM1	CO1	T1,R1	
5.	models and modeling in OR.	1	26.08.2020		TLM1	CO1	T1,R1	
6.	**Decision Theory & Decision Trees:** introduction	1	28.08.2020		TLM1	CO1	T1,R1	
7.	steps of decision making process	1	29.08.2020		TLM1	CO1	T1,R1	
8.	types of decision making environments	1	31.08.2020		TLM2	CO1	T1,R1	

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
9.	DMUU, DMUC	1	02.09.2020		TLM1	CO1	T1,R1	
10.	DMUR	1	04.09.2020		TLM1	CO1	T1,R1	
11.	decision tree analysis	1	05.09.2020		TLM2	CO1	T1,R1	
12.	decision tree analysis	1	07.09.2020		TLM1	CO1	T1,R1	
13.	Tutorial -1	1	09.09.2020		TLM1	CO1	T1,R1	
No. of classes required to complete UNIT-I			13				No. of classes taken:	

UNIT-II : Linear Programming

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to unit- II	1	11.09.2020		TLM2	CO2	T1,R1	
2.	Meaning, Assumptions and characteristics of LPP	1	12.09.2020		TLM1	CO2	T1,R1	
3.	business applications of Linear programming technique	1	14.09.2020		TLM1	CO2	T1,R1	
4.	Formulation of LPP	1	15.09.2020		TLM1	CO2	T1,R1	
5.	Solution by the Graphical method	1	18.09.2020		TLM1	CO2	T1,R1	
6.	Simplex method	1	19.09.2020		TLM2	CO2	T1,R1	
7.	Duality in LPP	1	21.09.2020		TLM1	CO2	T1,R1	
8.	Exercising problems	1	23.09.2020		TLM2	CO2	T1,R1	
9.	Tutorial -2	2	25.09.2020		TLM1	CO2	T1,R1	
No. of classes required to complete UNIT-II			09				No. of classes taken:	

UNIT-III : Transportation & Assignment

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction	1	26.09.2020		TLM2	CO3	T1,R1	
2.	Mathematical model of transportation problem, , the transportation algorithm	1	05.10.2020		TLM1	CO3	T1,R1	
3.	methods for finding initial feasible solution	1	07.10.2020		TLM1	CO3	T1,R1	

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
4.	NWCC method	1	09.10.2020		TLM1	CO3	T1,R1	
5.	least cost method	1	10.10.2020		TLM1	CO3	T1,R1	
6.	Vogel"s approximation method	1	12.10.2020		TLM1	CO3	T1,R1	
7.	test for optimality, modified distribution method (MODI)	1	14.10.2020		TLM2	CO3	T1,R1	
8.	**Assignment:** Introduction	1	16.10.2020		TLM1	CO3	T1,R1	
9.	mathematical models of assignment problem	1	17.10.2020		TLM2	CO3	T1,R1	
10.	solution methods of assignment problem: Hungarian method	1	19.10.2020		TLM1	CO3	T1,R1	
11.	solution methods of assignment problem: Hungarian method	1	21.10.2020		TLM2	CO3	T1,R1	
12.	variations of the assignment problem	1	23.10.2020		TLM1	CO3	T1,R1	
13.	Tutorial -3	1	24.10.2020		TLM2	CO3	T1,R1	
No. of classes required to complete UNIT-III			13				No. of classes taken:	

UNIT-IV : Theory Of Games & queuing theory

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, two people zero sum games	1	26.10.2020		TLM2	CO 4	T1,R1	
2.	(Maximal and Minimal) games with saddle point	1	28.10.2020		TLM1	CO 4	T1,R1	
3.	mixed strategies, the rules for dominance.	1	30.10.2020		TLM1	CO 4	T1,R1	
4.	**Queuing Theory: introduction**	1	31.10.2020		TLM1	CO 4	T1,R1	
5.	the structure of Queuing system	1	02.11.2020		TLM1	CO 4	T1,R1	
6.	basic concepts in queuing theory and queuing models	1	04.11.2020		TLM2	CO 4	T1,R1	
7.	Poisson exponential single server model infinite population	1	06.11.2020		TLM1	CO 4	T1,R1	
8.	Poisson exponential single server model finite population	1	07.11.2020		TLM1	CO 4	T1,R1	
9.	poison exponential multi server model, Erlang"s method	1	09.11.2020		TLM1	CO 4	T1,R1	
10.	Tutorial -4	1	11.11.2020		TLM1	CO 4	T1,R1	
No. of classes required to complete UNIT-IV			10				No. of classes taken:	

UNIT-V: Project Management: PERT and CPM & Replacement and Maintenance models.

S.No.	Topics to be covered	No. of Classes Required		Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly

1.	Introduction	1	13.11.2020		TLM2	CO 5	T1,R1
2.	difference between PERT and CPM	1	14.11.2020		TLM1	CO 5	T1,R1
3.	drawing networks, critical path analysis	1	16.11.2020		TLM1	CO 5	T1,R1
4.	forward pass method, backward pass method	1	18.11.2020		TLM2	CO 5	T1,R1
5.	float of an activity, probability of completing the project within given time.	1	18.11.2020		TLM1	CO 5	T1,R1
6.	**Replacement and Maintenance Models:** introduction	1	18.11.2020		TLM1	CO 5	T1,R1
7.	types of failures	1	20.11.2020		TLM1	CO 5	T1,R1
8.	replacement of items whose efficiency deteriorates with time	1	20.11.2020		TLM1	CO 5	T1,R1
9.	single replacement and group replacement.	1	21.11.2020		TLM2	CO 5	T1,R1
10.	Tutorial-5	1	21.11.2020		TLM1	CO 5	T1,R1

No. of classes required to complete UNIT-V		10		No. of classes taken:	

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

Part - C

EVALUATION PROCESS:

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 EDUCATION OBJECTIVES(PEO's)

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

- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.

- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAM OUTCOMES

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

N. SAMBASIVA RAO	N. SAMBASIVA RAO	Dr. V V NARSI REDDY	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD

COURSE HANDOUT

Part-A

PROGRAM   : MBA III SEM SEC-A

ACADEMIC YEAR   : 2020-21

COURSE NAME & CODE : **Financial Institutions and Services** – 17MB16

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

COURSE CREDITS   : **3**

COURSE INSTRUCTOR   : **Mrs. R.JEYALAKSHMI**

COURSE COORDINATOR: **Mrs. R.JEYALAKSHMI**

PRE-REQUISITES: Indian Financial Management

COURSE EDUCATIONAL OBJECTIVES (CEOs):

❖ To provide an insight about Indian Financial System

❖ To understand importance and role of RBI (Banking Sector)

❖ To increase awareness of Non Banking Financial Institutions in India .

❖ To highlight various services offered by Financial Institutions.

❖ To understand the functions and activities of merchant bankers and follow the SEBI guidelines.

COURSE OUTCOMES (COs)

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

❖ Students able to learn the overview of Indian Financial System.

❖ Help students to awareness on banking sector in India and RBI role in banking sector.

❖ Students will get knowledge about NBFC in India.

❖ Acquire a broad knowledge in respect of banking products and financial services and polices.

❖ Students learn about various functions of merchant banking.

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

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 M.Y.Khan, Financial Services, Tata MeGraw-Hill, New Delhi,2004

T2 Cliffford Gomez-PHI-July-2017, 2015 Financial Markets, Institutions and Financial services.

BOS APPROVED REFERENCE BOOKS:

R1 Sames L. Hackett, managing in the service Economy, Harvard Business School Press, boston -2001

R2 Pathak- Indian Financial System Pearson Eduction-2014.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): Section-A

Unit-I: Introduction to Indian Financial System

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	17-08-2020		-	-	-	
2.	Introduction to Indian Financial System	1	18-08-2020		**TLM 1**	CO1	**T 1,2**	
3.	Financial Markets and Types	1	19-08-2020		**TLM 1**	CO1	**T 1,2**	
4.	The financial system	1	20-08-2020		**TLM 2**	CO1	**T 1,2**	
5.	The financial system and its technology	1	24-08-2020		**TLM 1**	CO1	**T 1,2**	
6.	The factors affecting the stability of the financial system	1	25-08-2020		**TLM 1**	CO1	**T 1,2**	
7.	The factors affecting the stability of the financial system	1	26-08-2020		**TLM 1**	CO1	**T 1,2**	
8.	Development financial system in India	1	27-08-2020		**TLM 1**	CO1	**T 1,2**	
9.	Financial Innovation	1	31-08-2020		**TLM 1**	CO1	**T 1,2**	
No. of classes required to complete UNIT-I		09			No. of classes taken:			

Unit-II: The banking Institutions:

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.	The banking Institutions: Introduction.	1	01-09-2020		**TLM 1**	CO2	**T 1,2**	
11.	RBI-Central Banking	1	02-09-2020		**TLM 1**	CO2	**T 1,2**	
12.	Commercial banks	1	03-09-2020		**TLM 1**	CO2	**T 1,2**	
13.	public & private sectors	1	07-09-2020		**TLM 1**	CO2	**T 1,2**	
14.	Structure & comparative performance	1	08-09-2020		**TLM 1**	CO2	**T 1,2**	
15.	problems of competition	1	09-09-2020		**TLM 1**	CO2	**T 1,2**	
16.	interest rates, spreads, and NPAs	1	10-09-2020		**TLM 1**	CO2	**T 1,2**	
17.	Bank capital Introduction	1	14-09-2020		**TLM 1**	CO2	**T 1,2**	
18.	Bank capital Introduction	1	15-09-2020		**TLM 1**	CO2	**T 1,2**	
19.	Adequacy norms and capital market support	1	16-09-2020		**TLM 1**	CO2	**T 1,2**	
20.	Adequacy norms and capital market support	1	17-09-2020		**TLM 1**	CO2	**T 1,2**	

No. of classes required to complete UNIT-II	11	No. of classes taken:

Unit-III The Non-banking financial institutions:

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
21.	The Non-banking financial institutions: introduction	1	21-09-2020		TLM 1	CO3	T1,2	
22.	Role of RBI and SEBI	1	22-09-2020		TLM 1	CO3	T1,2	
23.	Role of RBI and SEBI	1	23-09-2020		TLM 1			
24.	A perspective on future role	1	24-09-2020		TLM 1	CO3	T1,2	
25.	MID-1		28-09-2020					
26.	MID-1		29-09-2020					
27.	MID-1		30-09-2020					
28.	MID-1		01-10-2020					
29.	Mutual Funds – introduction	1	05-10-2020		TLM 2	CO3	T1,2	
30.	UTI functions	1	06-10-2020		TLM 1	CO3	T1,2	
31.	Reserve bank of India Framework for/Regulation of Bank Credit	1	07-10-2020		TLM 1	CO3	T1,2	
32.	Commercial paper: Features and advantages	1	08-10-2020		TLM 1	CO3	T1,2	
33.	Certificate of deposit	1	12-10-2020		TLM 1	CO3	T1,2	
No. of classes required to complete UNIT-III		9+4=13			No. of classes taken:			

Unit – IV Financial services:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
34.	Financial services: introduction	1	13-10-2020		TLM 1	CO4	T1,2	
35.	Asset fundbased Financial services, lease finance	1	14-10-2020		TLM 1	CO4	T1,2	
36.	Lease finance and its types	1	15-10-2020		TLM 1	CO4	T1,2	
37.	consumer credit and hire purchase finance	1	19-10-2020		TLM 1	CO4	T1,2	
38.	Functions and advantages of factoring	1	20-10-2020		TLM 1	CO4	T1,2	
39.	Functions and advantages of factoring	1	21-10-2020		TLM 1	CO4	T1,2	
40.	bills discounting, housing finance,	1	22-10-2020		TLM 1	CO4	T1,2	
41.	bills discounting, housing finance,	1	26-10-2020		TLM 1	CO4	T1,2	

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
42.	Fee-based / Advisory services: Stock broking,	1	27-10-2020		**TLM 1**	CO4	**T1,2**	
43.	Fee-based / Advisory services: Stock broking,	1	28-10-2020		**TLM 1**	CO4	**T1,2**	
No. of classes required to complete UNIT-IV		10		No. of classes taken:				

Unit –V Merchant Banking Services:

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.	Merchant Banking Services: introduction	1	29-10-2020		**TLM 1**	CO5	**T1,2**	
45.	Role and Functions of Merchant Banking Issue	1	02-11-2020		**TLM 1**	CO5	**T1,2**	
46.	Market and Other Services Corporate Advisory Services	1	03-11-2020		**TLM 1**	CO5	**T1,2**	
47.	Advisory services	1	04-11-2020		**TLM 1**		**T1,2**	
48.	SEBI guidelines on Merchant Banking	1	05-11-2020		**TLM 1**	CO5	**T1,2**	
49.	Functions of MBs	1	09-11-2020		**TLM 2**	CO5	**T1,2**	
50.	debenture trustee, portfolio manager	1	10-11-2020		**TLM 1**	CO5	**T1,2**	
51.	debenture trustee, portfolio manager	1	11-11-2020		**TLM 1**	CO5	**T1,2**	
52.	MBs' activities and SEBI guidelines related to issue management	1	12-11-2020		**TLM 1**	CO5	**T1,2**	
53.	MBs' activities and SEBI guidelines related to issue management	1	13-11-2020		**TLM 1**	CO5	**T1,2**	
No. of classes required to complete UNIT-V		10		No. of classes taken:				
II-MID EXAMS:16/11/20 To 21/11/20								

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
54.	Stock market activity	1	22-10-2020		LIVE	CO2	-	
55.	International FM	1	15-11-2020		TLM1	CO5	E-journal	

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 (PEO's)

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 away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of education and business world.

Program Outcomes (PO's)

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

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

COURSE HANDOUT

Part-A

PROGRAM   : MBA III SEM SEC-B

ACADEMIC YEAR   : 2020-21

COURSE NAME & CODE   : **Financial Institutions and Services** – 17MB16

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

COURSE CREDITS   : **3**

COURSE INSTRUCTOR   : **Mrs. R.JEYALAKSHMI**

COURSE COORDINATOR   : **Mrs. R.JEYALAKSHMI**

PRE-REQUISITES: Indian Financial Management

COURSE EDUCATIONAL OBJECTIVES (CEOs):

❖ To provide an insight about Indian Financial System

❖ To understand importance and role of RBI (Banking Sector)

❖ To increase awareness of Non Banking Financial Institutions in India .

❖ To highlight various services offered by Financial Institutions.

❖ To understand the functions and activities of merchant bankers and follow the SEBI guidelines.

COURSE OUTCOMES (COs)

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

❖ Students able to learn the overview of Indian Financial System.

❖ Help students to awareness on banking sector in India and RBI role in banking sector.

❖ Students will get knowledge about NBFC in India.

❖ Acquire a broad knowledge in respect of banking products and financial services and polices.

❖ Students learn about various functions of merchant banking.

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

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

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

BOS APPROVED TEXT BOOKS:

T1 M.Y.Khan, Financial Services, Tata MeGraw-Hill, New Delhi,2004

T2 Cliffford Gomez-PHI-July-2017, 2015 Financial Markets, Institutions and Financial services.

BOS APPROVED REFERENCE BOOKS:

R1 Sames L. Hackett, managing in the service Economy, Harvard Business School Press, boston -2001

R2 Pathak- Indian Financial System Pearson Eduction-2014.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): Section-A

Unit-I: Introduction to Indian Financial System

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	17-08-2020		-	-	-	
2.	Introduction to Indian Financial System	1	18-08-2020		**TLM 1**	CO1	**T1,2**	
3.	Financial Markets and Types	1	20-08-2020		**TLM 1**	CO1	**T1,2**	
4.	The financial system	1	21-08-2020		**TLM 2**	CO1	**T1,2**	
5.	The financial system and its technology	1	24-08-2020		**TLM 1**	CO1	**T1,2**	
6.	The factors affecting the stability of the financial system	1	25-08-2020		**TLM 1**	CO1	**T1,2**	
7.	The factors affecting the stability of the financial system	1	27-08-2020		**TLM 1**	CO1	**T1,2**	
8.	Development financial system in India	1	28-08-2020		**TLM 1**	CO1	**T1,2**	
9.	Financial Innovation	1	31-08-2020		**TLM 1**	CO1	**T1,2**	
No. of classes required to complete UNIT-I		09			No. of classes taken:			

Unit-II: The banking Institutions:

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.	The banking Institutions: Introduction.	1	01-09-2020		**TLM 1**	CO2	**T1,2**	
11.	RBI-Central Banking	1	03-09-2020		**TLM 1**	CO2	**T1,2**	
12.	Commercial banks	1	04-09-2020		**TLM 1**	CO2	**T1,2**	
13.	public & private sectors	1	07-09-2020		**TLM 1**	CO2	**T1,2**	
14.	Structure & comparative performance	1	08-09-2020		**TLM 1**	CO2	**T1,2**	
15.	problems of competition	1	10-09-2020		**TLM 1**	CO2	**T1,2**	
16.	interest rates, spreads, and NPAs	1	11-09-2020		**TLM 1**	CO2	**T1,2**	
17.	Bank capital Introduction	1	14-09-2020		**TLM 1**	CO2	**T1,2**	
18.	Bank capital Introduction	1	15-09-2020		**TLM 1**	CO2	**T1,2**	
19.	Adequacy norms and capital market support	1	17-09-2020		**TLM 1**	CO2	**T1,2**	
20.	Adequacy norms and capital market support	1	18-09-2020		**TLM 1**	CO2	**T1,2**	
No. of classes required to complete UNIT-II		11			No. of classes taken:			

Unit-III The Non-banking financial institutions:

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
21.	The Non-banking financial institutions: introduction	1	21-09-2020		**TLM 1**	CO3	**T1,2**	
22.	Role of RBI and SEBI	1	22-09-2020		**TLM 1**	CO3	**T1,2**	
23.	Role of RBI and SEBI	1	24-09-2020		**TLM 1**			
24.	A perspective on future role	1	25-09-2020		**TLM 1**	CO3	**T1,2**	
25.	MID 1	1	28-09-2020					
26.	MID 1	1	29-09-2020					
27.	MID 1	1	01-10-2020					
28.	MID 1	1	03-10-2020					
29.	MID 1	1	04-10-2020					
30.	Mutual Funds – introduction	1	05-10-2020		**TLM 2**	CO3	**T1,2**	
31.	UTI functions	1	06-10-2020		**TLM 1**	CO3	**T1,2**	
32.	Reserve bank of India Framework for/Regulation of Bank Credit	1	08-10-2020		**TLM 1**	CO3	**T1,2**	
33.	Commercial paper: Features and advantages	1	09-10-2020		**TLM 1**	CO3	**T1,2**	
34.	Certificate of deposit	1	12-10-2020		**TLM 1**	CO3	**T1,2**	
No. of classes required to complete UNIT-III		9 + 5=14			No. of classes taken:			

Unit – IV Financial services:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
35.	Financial services: introduction	1	13-10-2020		**TLM 1**	CO4	**T1,2**	
36.	Asset fundbased Financial services, lease finance	1	15-10-2020		**TLM 1**	CO4	**T1,2**	
37.	Lease finance and its types	1	16-10-2020		**TLM 1**	CO4	**T1,2**	
38.	consumer credit and hire purchase finance	1	19-10-2020		**TLM 1**	CO4	**T1,2**	
39.	Functions and advantages of factoring	1	20-10-2020		**TLM 1**	CO4	**T1,2**	
40.	Functions and advantages of factoring	1	22-10-2020		**TLM 1**	CO4	**T1,2**	
41.	bills discounting, housing finance,	1	23-10-2020		**TLM 1**	CO4	**T1,2**	
42.	bills discounting, housing finance,	1	26-10-2020		**TLM 1**	CO4	**T1,2**	

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
43.	Fee-based / Advisory services: Stock broking,	1	27-10-2020		**TLM 1**	CO4	**T1,2**	
44.	Fee-based / Advisory services: Stock broking,	1	29-10-2020		**TLM 1**	CO4	**T1,2**	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

Unit –V Merchant Banking Services:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
45.	Merchant Banking Services: introduction	1	30-10-2020		**TLM 1**	CO5	**T1,2**	
46.	Role and Functions of Merchant Banking Issue	1	02-11-2020		**TLM 1**	CO5	**T1,2**	
47.	Market and Other Services Corporate Advisory Services	1	03-11-2020		**TLM 1**	CO5	**T1,2**	
48.	Advisory services	1	05-11-2020		**TLM 1**		**T1,2**	
49.	SEBI guidelines on Merchant Banking	1	06-11-2020		**TLM 1**	CO5	**T1,2**	
50.	Functions of MBs	1	09-11-2020		**TLM 2**	CO5	**T1,2**	
51.	debenture trustee, portfolio manager	1	10-11-2020		**TLM 1**	CO5	**T1,2**	
52.	debenture trustee, portfolio manager	1	12-11-2020		**TLM 1**	CO5	**T1,2**	
53.	MBs' activities and SEBI guidelines related to issue management	1	13-11-2020		**TLM 1**	CO5	**T1,2**	
54.	MBs' activities and SEBI guidelines related to issue management	1	15-11-2020		**TLM 1**	CO5	**T1,2**	
No. of classes required to complete UNIT-V		10			No. of classes taken:			
II-MID EXAMS:16/11/20 To 21/11/20								

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
55.	Stock market activity	1	22-10-2020		LIVE	CO2	-	
56.	International FM	1	15-11-2020		TLM1	CO5	E-journal	

Teaching Learning Methods			
TLM 1	Chalk and Talk	**TLM 4**	Demonstration (Lab/Field Visit)
TLM 2	PPT	**TLM 5**	ICT (NPTEL/Swayam Prabha/MOOCS)
TLM 3	Tutorial	**TLM 6**	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 (PEO's)

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 away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of education and business world.

Program Outcomes (PO's)

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

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

SCHOOL OF MANAGEMENT STUDIES

COURSE HANDOUT   Section- (A)
Part-A

PROGRAM   : MBA. III-Sem.

ACADEMIC YEAR   : 2018-19

COURSE NAME & CODE : SECURITIY ANALYSIS & PORTFOLIO MANAGEMENT

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

COURSE CREDITS   : 03

COURSE INSTRUCTOR   : P. SIVA REDDY

COURSE COORDINATOR : P. SIVA REDDY

PRE-REQUISITES: BASIC CONCEPTS OF INVESTMENTS & ALTERNATIVES

PROGRAM EDUCATION OBJECTIVES(PEO's)

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

- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.

- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAM OUTCOMES

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

Course Educational Objectives (CEO's):

1. To improve decision making skills in management of investment through better understanding of modern theories on portfolio management and functioning of capital markets.

2. To get better return on portfolio with lesser risk and enlighten the students with the concepts and practical applications of SAPM.
3. To make aware about the functioning of securities market alongside the theories and concepts involved in portfolio management.
4. To acquaint the students about assets management, the risks and the returns involved.
5. Understand the structure and pricing of mutual funds and assets its performance.

Course outcomes (CO's):

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

CO1	Able to analyze the major investment instruments.
CO2	Explain the roles and working of the securities markets locality and abroad.
CO3	Evaluate and design appropriate portfolio management strategies to meet investor's objectives and needs.
CO4	Apply portfolio and capital market theories in investment analysis and decisions in a practical setting.
CO5	To enable students to learn practically on mutual funds and its performance measurement.

17MB22	Security Analysis & Portfolio Management	PO1	PO2	PO3	PO4	PO5
CO1	Able to analyze the major investment instruments.	3	-	1	1	2
CO2	Explain the roles and working of the securities markets locality and abroad.	3	-	-	2	-
CO3	Evaluate and design appropriate portfolio management strategies to meet investor's objectives and needs.	3	2	-	-	1
CO4	Apply portfolio and capital market theories in investment analysis and decisions in a practical setting.	3	-	1	2	2
CO5	To enable students to learn practically on mutual funds and its performance measurement.	2	1	1	-	-

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

Unit-I: **Introduction to Investments**

L.No	AS PER ACADEMIC CALENDAR	CONTENT	ACTUAL DATE	*Teaching learning Methods*	*Learning outcomes (Cos)*	*Text Book followed*
1	17.08.2020	Introduction about the SAPM Subject		TLM1	CO1	TB1 &TB2
2	19.08.2020	The investment environment: Concept		**TLM1**	CO1	TB1 &TB2
3	21.08.2020	Factors& Alternatives, Investment Vs Speculation		**TLM1**	CO1	TB1 &TB2
4	24.08.2020	Classification and functions of financial markets		**TLM2**	CO1	TB1 &TB2
5	26.08.2020	Primary & secondary markets		**TLM1**	CO1	TB1 &TB2
6	28.08.2020	Primary & secondary markets		**TLM2**	CO1	TB1 &TB2
7	29.08.2020	Listing process		**TLM1**	CO1	TB1 &TB2
8	31.08.2020	Depositories		**TLM2**	CO1	TB1 &TB2
9	02.09.2020	Risk & Types		**TLM1**	CO1	TB1 &TB2
10	04.09.2020	Problems on SD		**TLM2**	CO1	TB1 &TB2
11	05.09.2020	Problems on SD		**TLM1**	CO1	TB1 &TB2
Total classes for unit I- 11						

Unit –II: Equilibrium in Capital Market

1	07.09.2020	CAPM MODEL		**TLM1**	CO2	TB1 &TB2
2	09.09.2020	The Capital Asset Pricing Model		**TLM1**	CO2	TB1 &TB2
3	11.09.2020	Arbitrage Pricing theory		**TLM1**	CO2	TB1 &TB2
4	12.09.2020	Market efficiency		**TLM2**	CO2	TB1 &TB2
5	14.09.2020	Random walk theory		**TLM1**	CO2	TB1 &TB2
6	16.09.2020	Random walk theory		**TLM2**	CO2	TB1 &TB2
7	18.09.2020	Market Inefficiencies		**TLM1**	CO2	TB1 &TB2
8	19.09.2020	Bond management		**TLM2**	CO2	TB1 &TB2
9	21.09.2020	Active & Passive Bond management		**TLM1**	CO2	TB1 &TB2
10	23.09.2020	Active & Passive Bond management		**TLM2**	CO2	TB1 &TB2
11	25.09.2020	EVA concept		**TLM1**	CO2	TB1 &TB2
12	26.08.2018	Unit 1 & Unit 2- Cases		**TLM1**	CO2	TB1 &TB2
	Number of classes for second unit: 12					
	28.09.2020 to 03.10.2020		**I MID EXAMS**			

Unit-III: **Security Analysis**

1	05.10.2020	Fundamental analysis: EIC analysis		**TLM1**	CO3	TB1 &TB2
2	07.10.2020	Industry and Company Analysis (EIC).		**TLM1**	CO3	TB1 &TB2
3	09.10.2020	Technical Analysis: Dow theory,		**TLM2**	CO3	TB1 &TB2
4	10.10.2020	Elloit Wave theory,		**TLM1**	CO3	TB1 &TB2
5	12.10.2020	Moving Averages,		**TLM2**	CO3	TB1 &TB2
6	14.10.2020	Breadth of the market		**TLM1**	CO3	TB1 &TB2
7	16.10.2020	ROC, RSI,		**TLM2**	CO3	TB1 &TB2
8	17.10.2020	Price Charts, Random walk theory		**TLM1**	CO3	TB1 &TB2
9	19.10.2020	Resistance and Supports,		**TLM2**	CO3	TB1 &TB2
Number of classes to 4th unit: 09						

Unit IV: **Portfolio Analysis & Selection**

1	21.10.2020	Diversification,		**TLM1**	CO4	TB1 &TB2
2	23.10.2020	the Sharpe Index Model,		**TLM1**	CO4	TB1 &TB2
3	26.10.2020	Portfolio Beta Generating the Efficient Frontier.		**TLM2**	CO4	TB1 &TB2
4	28.10.2020	Markowitz Risk return Optimization,		**TLM1**	CO4	TB1 &TB2
5	30.10.2020	Sharpe optimization model		**TLM2**	CO4	TB1 &TB2
6	31.10.2020	**Portfolio Revision:** Portfolio Rebalancing, Portfolio Upgrading,		**TLM1**	CO4	TB1 &TB2
7	02.11.2020	Investment Timing,		**TLM2**	CO4	TB1 &TB2
Number of classes for unit IV: 7						

UNIT – V: Mutual Funds

1	04.11.2020	Types of Mutual Funds		**TLM2**		
2	06.11.2020	Objectives, Pros & Cons		**TLM1**	CO5	TB1 &TB2
3	07.11.2020	Performance evaluation		**TLM2**	CO5	TB1 &TB2
4	09.11.2020	Sharp's Model.		**TLM1**	CO5	TB1 &TB2
5	11.10.2018	Treynor's Model		**TLM2**	CO5	TB1 &TB2
6	13.10.2018	Jensen's Model		**TLM1**	CO5	TB1 &TB2
Number of classes for unit V: 6						

Second Mid- 16.11.2020 to 21.11.2020

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 – CEVALUATION 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:

T1: Security Analysis & Portfolio Management, Punithavati Pandian, Vikas Publications- 2009
T2:.Security Analysis & Portfolio Management, 6th edition Fisher, Donald E/Jordan, Ronald J. PrenticeHall, India-2012
References:
R1: Investors & Choices- 2011 Prentice Hall India
R2: Stock Exchange and Investments- Raghunathan V. Tata McGraw-Hill 2009
R3: Essentials of Investments, 3rd e Bodie, Zvi et al. Irwin/McGraw-Hill
R4: Investment Analysis & Portfolio Management, Prasanna Chandra, McGraw-Hill-2017

Signature				
	Name of the faculty	Name of the course Co-ordinator	Name of the Module Co-ordinator	HOD
	P. SIVA REDDY	P. SIVA REDDY	R. JEYALAKSHMI	DR. A. ADISESHA REDDY

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)
Accredited by NAAC & NBA (CSE, IT, ECE, EEE & ME)
Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada
L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

SCHOOL OF MANAGEMENT STUDIES

COURSE HANDOUT   Section- (B)
Part-A

PROGRAM   **:** MBA. III-Sem.

ACADEMIC YEAR   **:** 2020-21

COURSE NAME & CODE : SECURITIY ANALYSIS & PORTFOLIO MANAGEMENT

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

COURSE CREDITS   **: 0**3

COURSE INSTRUCTOR   : P. SIVA REDDY

COURSE COORDINATOR : P. SIVA REDDY

PRE-REQUISITES: BASIC CONCEPTS OF INVESTMENTS & ALTERNATIVES

PROGRAM EDUCATION OBJECTIVES(PEO's)

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

- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.

- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAM OUTCOMES

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

Course Educational Objectives (CEO's):

1. To improve decision making skills in management of investment through better understanding of modern theories on portfolio management and functioning of capital markets.

2. To get better return on portfolio with lesser risk and enlighten the students with the concepts and practical applications of SAPM.
3. To make aware about the functioning of securities market alongside the theories and concepts involved in portfolio management.
4. To acquaint the students about assets management, the risks and the returns involved.
5. Understand the structure and pricing of mutual funds and assets its performance.

Course outcomes (CO's):

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

CO1	Able to analyze the major investment instruments.
CO2	Explain the roles and working of the securities markets locality and abroad.
CO3	Evaluate and design appropriate portfolio management strategies to meet investor's objectives and needs.
CO4	Apply portfolio and capital market theories in investment analysis and decisions in a practical setting.
CO5	To enable students to learn practically on mutual funds and its performance measurement.

17MB22	Security Analysis & Portfolio Management	PO1	PO2	PO3	PO4	PO5
CO1	Able to analyze the major investment instruments.	3	-	1	1	2
CO2	Explain the roles and working of the securities markets locality and abroad.	3	-	-	2	-
CO3	Evaluate and design appropriate portfolio management strategies to meet investor's objectives and needs.	3	2	-	-	1
CO4	Apply portfolio and capital market theories in investment analysis and decisions in a practical setting.	3	-	1	2	2
CO5	To enable students to learn practically on mutual funds and its performance measurement.	2	1	1	-	-

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

Unit-I: **Introduction to Investments**

L.No	AS PER ACADEMIC CALENDAR	CONTENT	ACTUAL DATE	*Teaching learning Methods*	*Learning outcomes (Cos)*	*Text Book followed*
1	17.08.2020	Introduction about the SAPM Subject		TLM1	CO1	TB1 &TB2
2	19.08.2020	The investment environment: Concept		**TLM1**	CO1	TB1 &TB2
3	20.08.2020	Factors& Alternatives, Investment Vs Speculation		**TLM1**	CO1	TB1 &TB2
4	21.08.2020	Classification and functions of financial markets		**TLM2**	CO1	TB1 &TB2
5	24.08.2020	Primary & secondary markets		**TLM1**	CO1	TB1 &TB2
6	26.08.2020	Primary & secondary markets		**TLM2**	CO1	TB1 &TB2
7	27.08.2020	Listing process		**TLM1**	CO1	TB1 &TB2
8	28.08.2020	Depositories		**TLM2**	CO1	TB1 &TB2
9	31.08.2020	Risk & Types		**TLM1**	CO1	TB1 &TB2
10	02.09.2020	Problems on SD		**TLM2**	CO1	TB1 &TB2
11	03.09.2020	Problems on SD		**TLM1**	CO1	TB1 &TB2
Total classes for unit I- 11						

Unit –II: Equilibrium in Capital Market

1	04.09.2020	CAPM MODEL		**TLM1**	CO2	TB1 &TB2
2	07.09.2020	The Capital Asset Pricing Model		**TLM1**	CO2	TB1 &TB2
3	09.09.2020	Arbitrage Pricing theory		**TLM1**	CO2	TB1 &TB2
4	10.09.2020	Market efficiency		**TLM2**	CO2	TB1 &TB2
5	11.09.2020	Random walk theory		**TLM1**	CO2	TB1 &TB2
6	14.09.2020	Random walk theory		**TLM2**	CO2	TB1 &TB2
7	16.09.2020	Market Inefficiencies		**TLM1**	CO2	TB1 &TB2
8	17.09.2020	Bond management		**TLM2**	CO2	TB1 &TB2
9	18.09.2020	Active & Passive Bond management		**TLM1**	CO2	TB1 &TB2
10	21.09.2020	Active & Passive Bond management		**TLM2**	CO2	TB1 &TB2
11	23.09.2020	EVA concept		**TLM1**	CO2	TB1 &TB2
12	24.08.2018	Unit 1 & Unit 2- Cases		**TLM1**	CO2	TB1 &TB2
	Number of classes for second unit: 12					
	28.09.2020 to 03.10.2020			**I MID EXAMS**		

Unit-III: **Security Analysis**

1	05.10.2020	Fundamental analysis: EIC analysis		**TLM1**	CO3	TB1 &TB2
2	07.10.2020	Industry and Company Analysis (EIC).		**TLM1**	CO3	TB1 &TB2
3	08.10.2020	Technical Analysis: Dow theory,		**TLM2**	CO3	TB1 &TB2
4	09.10.2020	Elloit Wave theory,		**TLM1**	CO3	TB1 &TB2
5	12.10.2020	Moving Averages,		**TLM2**	CO3	TB1 &TB2
6	14.10.2020	Breadth of the market		**TLM1**	CO3	TB1 &TB2
7	15.10.2020	ROC, RSI,		**TLM2**	CO3	TB1 &TB2
8	16.10.2020	Price Charts, Random walk theory		**TLM1**	CO3	TB1 &TB2
9	19.10.2020	Resistance and Supports,		**TLM2**	CO3	TB1 &TB2
Number of classes to 4th unit: 09						

Unit IV: **Portfolio Analysis & Selection**

1	21.10.2020	Diversification,		**TLM1**	CO4	TB1 &TB2
2	22.10.2020	the Sharpe Index Model,		**TLM1**	CO4	TB1 &TB2
3	23.10.2020	Portfolio Beta Generating the Efficient Frontier.		**TLM2**	CO4	TB1 &TB2
4	26.10.2020	Markowitz Risk return Optimization,		**TLM1**	CO4	TB1 &TB2
5	28.10.2020	Sharpe optimization model		**TLM2**	CO4	TB1 &TB2
6	29.10.2020	**Portfolio Revision:** Portfolio Rebalancing, Portfolio Upgrading,		**TLM1**	CO4	TB1 &TB2
7	02.11.2020	Investment Timing,		**TLM2**	CO4	TB1 &TB2
Number of classes for unit IV: 7						

UNIT – V: Mutual Funds

1	04.11.2020	Types of Mutual Funds		**TLM2**		
2	05.11.2020	Objectives, Pros & Cons		**TLM1**	CO5	TB1 &TB2
3	06.11.2020	Performance evaluation		**TLM2**	CO5	TB1 &TB2
4	11.11.2020	Sharp's Model.		**TLM1**	CO5	TB1 &TB2
5	12.10.2018	Treynor's Model		**TLM2**	CO5	TB1 &TB2
6	13.10.2018	Jensen's Model		**TLM1**	CO5	TB1 &TB2
Number of classes for unit V: 6						

Second Mid- 16.11.2020 to 21.11.2020

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 – CEVALUATION 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:

T1: Security Analysis & Portfolio Management, Punithavati Pandian, Vikas Publications- 2009
T2:.Security Analysis & Portfolio Management, 6th edition Fisher, Donald E/Jordan, Ronald J. PrenticeHall, India-2012
References:
R1: Investors & Choices- 2011 Prentice Hall India
R2: Stock Exchange and Investments- Raghunathan V. Tata McGraw-Hill 2009
R3: Essentials of Investments, 3rd e Bodie, Zvi et al. Irwin/McGraw-Hill
R4: Investment Analysis & Portfolio Management, Prasanna Chandra, McGraw-Hill-2017

Signature				
	Name of the faculty	Name of the course Co-ordinator	Name of the Module Co-ordinator	HOD
	P. SIVA REDDY	P. SIVA REDDY	R. JEYALAKSHMI	DR. A. ADISESHA REDDY

COURSE HANDOUT
Part-A

PROGRAM : MBA, III-Semester **(Section - FH)**
ACADEMIC YEAR : 2020-21
COURSE NAME & CODE : Performance Management (17MB18)
L-T-P STRUCTURE : 4-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr. L.Srinivas
COURSE COORDINATOR: Dr. L.Srinivas
PREREQUISITES : Successful completion of II semester course: HRM

Course Educational Objectives:

- The principal objective of this course is to introduce the concept of Performance Management relating to the continuous assessment of individual performances on the job.

- The course enables students to recognize the characteristics, elements and processes of a Performance Management System.

- The course aims at acquainting the students with the types of performance management systems in vogue in the corporate world.

- The students are exposed towards the strategies for effective performance management implementation, especially in the perspectives of teamwork and recognition and reward system.

COURSE OUTCOMES (COs)

1. The student will recognize the factors affecting employees job performance and the essentials of performance management.

2. The student will be aware of the nature and complexity of performance management system and will be able to design one that is suitable for a business enterprise.

3. The student will able to devise performance plans in respect of employees and develop a system of counseling for improving their performance.

4. The student will be familiarized with different methods of performance appraisals and involve employees towards managing their performance.

5. The student will be able to build teams for the organization and link their performances with reward systems and thereby ensure achievement of organizational goals successfully.

COURSE ARTICULATION MATRIX (Correlation between COs & POs)

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

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

BOS APPROVED TEXT BOOK:

A.S. Kohli & T. Deb, Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.

BOS APPROVED REFERENCE BOOKS:

R1 A.M. Sharma: Performance Management Systems, Himalaya Publishing House, 2010.

R2 Srinivas R. Kandula: Performance Management – (Strategies, Interventions, Drivers), Prentice-Hall of India, New Delhi, 2007.

Part-B
COURSE DELIVERY PLAN (LESSON PLAN): Section - MH

UNIT-I:

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 & Situation Analysis	1	18-08-2020		TLM2	1		
2.	Tutorial	1	19-08-2020		TLM3	1		
3.	Syllabus orientation	1	20-08-2020		TLM2	1		
4.	Introduction to performance	1	21-08-2020		TLM2	1		
5.	Introduction to performance management	1	25-08-2020		TLM2	1	A.S. Kohli & T. Deb, Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.	
6.	Perspectives & Prerequisites of performance management	1	26-08-2020		TLM2	1		
7.	Tutorial	1	27-08-2020		TLM3	1		
8.	Objectives of performance management	1	28-08-2020		TLM2	1		
9.	Principles of performance management	1	01-09-2020		TLM2	1		
10.	Tutorial	1	02-09-2020		TLM3	1		
11.	Determinants of job performance	1	03-09-2020		TLM2	1		
12.	Elements of performance management	1	04-09-2020		TLM2	1		
13.	Challenges to performance management	1	08-09-2020		TLM2	1		
14.	Tutorial	1	09-09-2020		TLM3	1		
15.	Talent management	1	10-09-2020					
No. of classes required to complete UNIT-I		**15**			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	Learning Outcome COs	Text Book followed	HOD Sign Weekly
16.	**Performance Management System:** Introduction	1	11-09-2020		TLM2	2	A.S. Kohli & T. Deb, Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.	
17.	Its Elements and Objectives	1	15-09-2020		TLM2	2		
18.	Tutorial	1	16-09-2020		TLM3	2		
19.	Functions	1	17-09-2020		TLM2	2		
20.	Characteristics	1	18-09-2020		TLM2	2		
21.	Competency-Based PMS	1	22-09-2020		TLM2	2		
22.	Tutorial	1	23-09-2020		TLM3	2		
23.	Electronic Performance Management	1	24-09-2020		TLM2	2		
24.	Quiz/Case	1	25-09-2020		TLM2	2		
25.	**I Mid Exams**	--	**28-09-2020 to 03-10-2020**	**--**	--	**1 & 2**		
No. of classes required to complete UNIT-II		**9**			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	Learning Outcome COs	Text Book followed	HOD Sign Weekly
26.	**PC:** Concept, Principles	1	06-10-2020		TLM2	3	A.S. Kohli & T. Deb, Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.	
27.	Tutorial	1	07-10-2020		TLM3	3		
28.	Counseling for Higher Job Performance, Counseling Skills	1	08-10-2020		TLM2	3		
29.	**PMP, PP:** Meaning, Objectives & Importance	1	09-10-2020		TLM2	3		
30.	Theories of Goal Setting	1	13-10-2020		TLM2	3		
31.	Tutorial	1	14-10-2020		TLM3	3		
32.	Process & Barriers	1	15-10-2020		TLM2	3		
33.	Tutorial	1	16-10-2020		TLM3	3		
No. of classes required to complete UNIT-III		**8**			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	Learning Outcome COs	Text Book followed	HOD Sign Weekly
34.	**Performance Managing:** Meaning, Objectives, Importance, Process;	1	20-10-2020		TLM2	4	A.S. Kohli & T. Deb, Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.	
35.	Tutorial	1	21-10-2020		TLM3	4		
36.	**Methods of** Performance Appraisal	2	22-10-2020 23-10-2020		TLM2	4		
37.	**Performance Monitoring:** Meaning, Importance, Process	1	27-10-2020		TLM2	4		
38.	Tutorial	1	28-10-2020		TLM3	4		
39.	Mentoring	1	29-10-2020		TLM2	4		
No. of classes required to complete UNIT-IV		**7**			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	Learning Outcome COs	Text Book followed	HOD Sign Weekly
40.	PM Implementation: **Bottlenecks, Strategies**	1	03-11-2020		TLM2	5	A.S. Kohli & T. Deb, Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.	
41.	Tutorial	1	04-11-2020		TLM3	5		
42.	**Change through PM**	1	05-11-2020		TLM2	5		
43.	**HPTs:** Concept, Characteristics, Building & Leading HPTs	1	06-11-2020		TLM2	5		
44.	Reward Systems: Introduction – Objectives, Components	1	10-11-2020		TLM2	5		
45.	Tutorial	1	11-11-2020		TLM3	5		
46.	Presentations	1	12-11-2020		TLM2	1,2,3,4,5		
47.	Presentations	1	13-11-2020		TLM2	1,2,3,4,5		
48.	**II Mid Exams**	--	16-11-2020 to 21-11-2020	--	--	3,4,5		
49.	**Preparation**	--	23-11-2020 to 28-11-2020	--	--	--		
50.	**Semester End Exams**	--	30-11-2020 to 16-12-2020	--	--	--		
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

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 a way 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

COURSE HANDOUT
Part-A

PROGRAM : MBA, III-Semester **(Section - FH)**

ACADEMIC YEAR : 2020-21

COURSE NAME & CODE : Performance Management (17MB18)

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

COURSE CREDITS : 3

COURSE INSTRUCTOR : Dr. L.Srinivas

COURSE COORDINATOR: Dr. L.Srinivas

PREREQUISITES : Successful completion of II semester course: HRM

Course Educational Objectives:

- The principal objective of this course is to introduce the concept of Performance Management relating to the continuous assessment of individual performances on the job.

- The course enables students to recognize the characteristics, elements and processes of a Performance Management System.

- The course aims at acquainting the students with the types of performance management systems in vogue in the corporate world.

- The students are exposed towards the strategies for effective performance management implementation, especially in the perspectives of teamwork and recognition and reward system.

COURSE OUTCOMES (COs)

1. The student will recognize the factors affecting employees job performance and the essentials of performance management.

2. The student will be aware of the nature and complexity of performance management system and will be able to design one that is suitable for a business enterprise.

3. The student will able to devise performance plans in respect of employees and develop a system of counseling for improving their performance.

4. The student will be familiarized with different methods of performance appraisals and involve employees towards managing their performance.

5. The student will be able to build teams for the organization and link their performances with reward systems and thereby ensure achievement of organizational goals successfully.

COURSE ARTICULATION MATRIX (Correlation between COs & POs)

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

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

BOS APPROVED TEXT BOOK:

A.S. Kohli & T. Deb, Performance Management, 2nd Impression, Oxford University Press, New Delhi,2009.

BOS APPROVED REFERENCE BOOKS:

R1 A.M. Sharma: Performance Management Systems, Himalaya Publishing House,2010.

R2 Srinivas R. Kandula: Performance Management – (Strategies, Interventions, Drivers), Prentice-Hall of India, New Delhi,2007.

<u>**Part-B**</u>
COURSE DELIVERY PLAN (LESSON PLAN): Section - M H

UNIT-I:

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 & Situation Analysis	1	18-08-2020		TLM2	1		
2.	Tutorial	1	19-08-2020		TLM3	1		
3.	Syllabus orientation	1	20-08-2020		TLM2	1		
4.	Introduction to performance	1	21-08-2020		TLM2	1		
5.	Introduction to performance management	1	25-08-2020		TLM2	1	A.S. Kohli & T. Deb, Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.	
6.	Perspectives & Prerequisites of performance management	1	26-08-2020		TLM2	1		
7.	Tutorial	1	27-08-2020		TLM3	1		
8.	Objectives of performance management	1	28-08-2020		TLM2	1		
9.	Principles of performance management	1	01-09-2020		TLM2	1		
10.	Tutorial	1	02-09-2020		TLM3	1		
11.	Determinants of job performance	1	03-09-2020		TLM2	1		
12.	Elements of performance management	1	04-09-2020		TLM2	1		
13.	Challenges to performance management	1	08-09-2020		TLM2	1		
14.	Tutorial	1	09-09-2020		TLM3	1		
15.	Talent management	1	10-09-2020					
No. of classes required to complete UNIT-I		**15**			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	Learning Outcome COs	Text Book followed	HOD Sign Weekly
16.	**Performance Management System:** Introduction	1	11-09-2020		TLM2	2	A.S. Kohli & T. Deb, Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.	
17.	Its Elements and Objectives	1	15-09-2020		TLM2	2		
18.	Tutorial	1	16-09-2020		TLM3	2		
19.	Functions	1	17-09-2020		TLM2	2		
20.	Characteristics	1	18-09-2020		TLM2	2		
21.	Competency-Based PMS	1	22-09-2020		TLM2	2		
22.	Tutorial	1	23-09-2020		TLM3	2		
23.	Electronic Performance Management	1	24-09-2020		TLM2	2		
24.	Quiz/Case	1	25-09-2020		TLM2	2		
25.	**I Mid Exams**	--	**28-09-2020 to 03-10-2020**	**--**	--	**1 & 2**		
No. of classes required to complete UNIT-II		**9**			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	Learning Outcome COs	Text Book followed	HOD Sign Weekly
26.	**PC:** Concept, Principles	1	06-10-2020		TLM2	3	A.S. Kohli & T. Deb, Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.	
27.	Tutorial	1	07-10-2020		TLM3	3		
28.	Counseling for Higher Job Performance, Counseling Skills	1	08-10-2020		TLM2	3		
29.	**PMP, PP:** Meaning, Objectives & Importance	1	09-10-2020		TLM2	3		
30.	Theories of Goal Setting	1	13-10-2020		TLM2	3		
31.	Tutorial	1	14-10-2020		TLM3	3		
32.	Process & Barriers	1	15-10-2020		TLM2	3		
33.	Tutorial	1	16-10-2020		TLM3	3		
No. of classes required to complete UNIT-III		**8**			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	Learning Outcome COs	Text Book followed	HOD Sign Weekly
34.	**Performance Managing:** Meaning, Objectives, Importance, Process;	1	20-10-2020		TLM2	4	A.S. Kohli & T. Deb, Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.	
35.	Tutorial	1	21-10-2020		TLM3	4		
36.	**Methods of** Performance Appraisal	2	22-10-2020 23-10-2020		TLM2	4		
37.	**Performance Monitoring:** Meaning, Importance, Process	1	27-10-2020		TLM2	4		
38.	Tutorial	1	28-10-2020		TLM3	4		
39.	Mentoring	1	29-10-2020		TLM2	4		
No. of classes required to complete UNIT-IV		**7**			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	Learning Outcome COs	Text Book followed	HOD Sign Weekly
40.	PM Implementation: **Bottlenecks, Strategies**	1	03-11-2020		TLM2	5	A.S. Kohli & T. Deb, Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.	
41.	Tutorial	1	04-11-2020		TLM3	5		
42.	**Change through PM**	1	05-11-2020		TLM2	5		
43.	**HPTs:** Concept, Characteristics, Building & Leading HPTs	1	06-11-2020		TLM2	5		
44.	Reward Systems: Introduction – Objectives, Components	1	10-11-2020		TLM2	5		
45.	Tutorial	1	11-11-2020		TLM3	5		
46.	Presentations	1	12-11-2020		TLM2	1,2,3,4,5		
47.	Presentations	1	13-11-2020		TLM2	1,2,3,4,5		
48.	**II Mid Exams**	--	16-11-2020 to 21-11-2020	--	--	3,4,5		
49.	**Preparation**	--	23-11-2020 to 28-11-2020	--	--	--		
50.	**Semester End Exams**	--	30-11-2020 to 16-12-2020	--	--	--		
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

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 a way 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

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)
Accredited by NAAC & NBA (CSE, IT, ECE, EEE & ME)
Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada
L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

DEPARTMENT OF SCHOOL OF MANAGEMENT STUDIES
COURSE HANDOUT
PART-A

Name of Course Instructor   : T.Chandrasekhar Yadav
Course Name & Code   : Management of Industrial Relations
L-T-P Structure   : 4-1-0   Credits : 03
Program/Sem/Sec   : MBA., III-Sem - FH   A.Y   : 2020-21

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

CO 1	The student will understand the need of harmonious industrial relations maintained for the success of any organization
CO 2	The student will recognize the vital role played by trade unions in India and the importance of workers participation in management
CO 3	The student will gain knowledge of various Acts relating to wages and other benefits and ensure their efficient administration
CO 4	The student will gain knowledge of various social security Acts and ensure the well being and safety of the personnel
CO 5	The student will understand the causes and consequences of employee grievances and industrial disputes and understand how they should be resolved

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

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

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

BOS APPROVED TEXT BOOK:

1. Mamoria: Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2010
2. Sinha: Industrial Relations, Trade Unions and Labour Legislation, Pearson Education, New Delhi,2009

BOS APPROVED REFERENCE BOOKS:

R1 B.D. Singh: Industrial Relations, Excel Books, New Delhi,2009

R2 C.S. Venkataratnam: Industrial Relations, Oxford University Press, NewDelhi,2009.

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: MIR: Industrial Relations an Overview

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.	Management of Industrial Relations- Overview	1	17-08-2020		TLM2	
2.	Concept of MIR	1	18-08-2020		TLM2	
3.	Scope of MIR	1	19-08-2020		TLM2	
4.	MIR in India	1	20-08-2020		TLM2	
5.	Objectives of MIR	1	24-08-2020		TLM2	
6.	Significance of Industrial Relations	1	25-08-2020		TLM2	
7.	Factors influencing industrial relations	1	26-08-2020		TLM2	
8.	Approaches to industrial relations	1	27-08-2020		TLM2	
9.	Strategies for effective management of industrial relations in India	1	31-08-2020		TLM2	
No. of classes required to complete UNIT-I: 9				No. of classes taken:		

UNIT-II: Trade Unions

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.	Trade Unions - Introduction	1	01-09-2020		TLM2	
2.	Definition and objectives	1	02-09-2020		TLM2	
3.	Growth of Trade Unions in India	1	03-09-2020		TLM2	
4.	Trade Unions Act -1926	1	07-09-2020		TLM2	
5.	Legal framework of Trade Unions	2	08-09-2020 & 09-09-2020		TLM2	
6.	Employees' association – union recognition	1	10-09-2020		TLM2	
7.	Union recognition-Union Problems	1	14-09-2020		TLM2	
8.	Quality of work life	1	15-09-2020		TLM2	
9.	Worker's participation management	2	16-09-2020 &17-09-2020		TLM2	

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
10.	Worker's participation in India- shop floor, plant level, board level	1	21-09-2020		TLM2	
11.	Workers' welfare in Indian scenario. Collective bargaining	2	22-09-2020 & 23-09-2020		TLM2	
12.	Concept and characteristics – promoting industrial peace.	1	24-09-2020		TLM2	
No. of classes required to complete UNIT-II: 15				No. of classes taken:		
IST MID EXAMS : 28-09-20 to 03-10-20						

UNIT-III: Wages and Salary Administration

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.	Nature & Significance of wage and salary administration	1	05-10-2020		TLM2	
2.	Essentials- Minimum wage	1	06-10-2020		TLM2	
3.	Fair and Real wage	1	07-10-2020		TLM2	
4.	Incentives & Fringe Benefits	1	08-10-2020		TLM2	
5.	Issues and Constraints in Wage Determination in India	1	12-10-2020		TLM2	
6.	Minimum wages act – 1948,	1	13-10-2020		TLM2	
7.	Payment of Wages Act-1936	1	14-10-2020		TLM2	
8.	Payment of Bonus Act-1965	1	15-10-2020		TLM2	
No. of classes required to complete UNIT-III: 8				No. of classes taken:		

UNIT-IV: Social Security

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.	Social Security: Introduction and types	1	19-10-2020		TLM2	
2.	Social Security in India	1	20-10-2020		TLM2	
3.	Health and Occupational safety programs	1	21-10-2020		TLM2	
4.	Salient features of Workmen Compensation Act -1923	1	22-10-2020		TLM2	
5.	Employees' State Insurance Act - 1948	1	26-10-2020		TLM2	
6.	Employee provident fund Act - 1952	1	27-10-2020		TLM2	
7.	Gratuity Act -1972	1	28-10-2020		TLM2	
8.	Workers education ; Concepts - objectives	1	29-10-2020		TLM2	
No. of classes required to complete UNIT-IV: 8				No. of classes taken:		

UNIT-V: Employee Grievances

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.	Employee Grievances - Introduction	1	02-11-2020		TLM2	
2.	Causes and effects of grievances	1	03-11-2020		TLM2	
3.	Grievances' handling procedure	1	04-11-2020		TLM2	
4.	Conciliation, Arbitration and Adjudication procedural aspects	1	05-11-2020		TLM2	
5.	Standing Orders. Discipline :concepts	1	09-11-2020		TLM2	
6.	Forms of discipline	1	10-11-2020		TLM2	
7.	Industrial Disputes: Meaning and nature and scope. Causes and consequences	1	11-11-2020		TLM2	
8.	Prevention and settlements of industrial disputes in India.	1	12-11-2020		TLM2	
No. of classes required to complete UNIT-V:08				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/ Assignment	**TLM6**	Group Discussion/Project

PART-C
Part – C

EVALUATION PROCESS:

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

PART-D

PROGRAMME OUTCOMES (POs):

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

PROGRAMME SPECIFIC OUTCOMES (PSOs):

PSO 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.
PSO 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.
PSO 3	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.

Course Instructor
(T.Chandrasekhar Yadav)

Course Coordinator
(T. Chandrasekhar Yadav)

Module Coordinator
(Dr.T.Rajasekhar)

HOD
(Dr.A.Adisesha Reddy)

<u>COURSE HANDOUT</u>   Section- (FM)

Part-A

PROGRAM   **: MBA. III-Sem.**

ACADEMIC YEAR   **: 2020-21**

COURSE NAME & CODE   **: ADVERTISING AND BRAND MANAGEMENT&17MB22**

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

COURSE CREDITS   **: 0**3

COURSE INSTRUCTOR   **: Dr.V.V.NARSI REDDY**

COURSE COORDINATOR   **: Dr.V.V.NARSI REDDY**

     PRE-REQUISITES **: BASIC CONCEPTS OF MARKETING MANAGEMENT**

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.

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

PROGRAM OUTCOMES

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

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

3. Ability to develop Value based Leadership ability.

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

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

Course Educational Objectives (CEO's):

1. To understand the concepts and principles of Advertising management and howto promote a Brand and its Strategies.

2. To provide necessary inputs to make them aware of significance of advertisementsfor promoting various products and services.

3. To give an idea to the students that how advertising creates a Brand image, Belief and Reputation to the products and services.

4. To make the students aware of prominence of brand related issues and how it could be advantageous to the customer groups and marketers.

5. To make an advertising plan and present effectively to targetcustomers

Course outcomes (CO's):

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

CO1	Apply their knowledge in creating an advertising strategy
CO2	make an advertisement which appealing the target customers
CO3	Select a specific medium to create an ethical advertisement
CO4	possesses the competencies to enhance the branding to a product or service
CO5	understand the significance of Brand positioning

17MB22	Advertising And Brand Management	PO1	PO2	PO3	PO4	PO5
CO1	Apply their knowledge in creating an advertising strategy	3	2	1	2	2
CO2	Make an advertisement which appealing the target customers	1	2	3	2	1
CO3	Select a specific medium to create an ethical advertisement	1	-	2	3	1
CO4	Possesses the competencies to enhance the branding to a product or service	1	2	2	1	1
CO5	Understand the significance of Brand positioning	1	1	2	1	3

COURSE DELIVERY PLAN (LESSON PLAN):

Unit-I: Role of Integrated Marketing Communication

SL. No	AS PER ACADEMIC CALENDAR	CONTENT	ACTUAL DATE	Teaching learning Methods	Learning outcomes (Cos)	Text Book followed
1	18-08-2020	Introduction		TLM2	CO1	TB1 &TB2
2	19-08-2020	Role of Integrated Marketing Communication		TLM2	CO1	TB1 &TB2
3	20-08-2020	IMC Components		TLM2	CO1	TB1 &TB2
4	21-08-2020	Value of IMC Plans		TLM2	CO1	TB1 &TB2
5	25-08-2020	Definition and Scope of Advertising Management		TLM2	CO1	TB1 &TB2
6	26-08-2020	Types of Advertising		TLM2	CO1	TB1 &TB2
7	27-08-2020	Objectives of advertising DAGMAR approach		TLM2	CO1	TB1 &TB2
8	28-08-2020	Objectives of advertising DAGMAR approach		TLM2	CO1	TB1 &TB2
9	01-09-2020	Advertising Strategy		TLM2	CO1	TB1 &TB2
10	02-09-2020	Advertising Budgets.		TLM2	CO1	TB1 &TB2
11	03-09-2020	Advertising Budgets.		TLM2	CO1	TB1 &TB2
12	04-09-2020	Tutorial-1(Quiz)		TLM2	CO1	TB1 &TB2

Number of classes for unit –I: 12

Unit –II: Advertising Appeals

13	08-09-2020	Advertising Appeals		TLM2	CO2	TB1 &TB2
14	09-09-2020	Definition - Features of Advertising Appeals		TLM2	CO2	TB1 &TB2
15	10-09-2020	Definition - Features of Advertising Appeals		TLM2	CO2	TB1 &TB2
16	11-09-2020	Types of Advertising Appeals		TLM2	CO2	TB1 &TB2
17	15-09-2020	Elements of Ad. Copy		TLM2	CO2	TB1 &TB2
18	16-09-2020	Elements of Ad. Copy		TLM2	CO2	TB1 &TB2
19	17-09-2020	Preparation of Print Ads		TLM2	CO2	TB1 &TB2
20	18-09-2020	Radio Ad s,		TLM2	CO2	TB1 &TB2
21	22-09-2020	T.V. Ads,		TLM2	CO2	TB1 &TB2
22	23-09-2020	Advertising Agencies		TLM2	CO2	TB1 &TB2
23	24-09-2020	Measuring advertising effectiveness		TLM2	CO2	TB1 &TB2
24	25-09-2020	Tutorial-2(Quiz)		TLM2	CO2	TB1 &TB2

Number of classes for unit-II: 12

25	29-09-2020	**I MID EXAMS**			CO1, CO2	
26	30-09-2020	**I MID EXAMS**			CO1, CO2	
27	01-10-2020	**I MID EXAMS**			CO1, CO2	

Unit-III: Media Planning, Scheduling andStrategy

28	06-10-2020	Types of Media		**TLM2**	CO3	TB1 &TB2
29	07-10-2020	Media Selection		**TLM1**	CO3	TB1 &TB2
30	08-10-2020	Designing a media planning		**TLM1**	CO3	TB1 &TB2
31	09-10-2020	Media scheduling		**TLM1**	CO3	TB1 &TB2
32	13-10-2020	Developing media strategy		**TLM1**	CO3	TB1 &TB2
33	14-10-2020	Advertising and promotion ethics		**TLM2**	CO3	TB1 &TB2
34	15-10-2020	Social, Ethical criticisms of advertising		**TLM2**	CO3	TB1 &TB2
35	16-10-2020	Tutorial-3(Quiz)		**TLM3**	CO3	TB1 &TB2
Number of classes for unit-III:		**08**				

Unit IV: Brand-concept

36	20-10-2020	Brand-concept, Nature and Importance of Brand		**TLM1**	CO4	TB1 &TB2
37	21-10-2020	Brand vs. Generics, Brand Name and Brand Management		**TLM1**	CO4	TB1 &TB2
38	22-10-2020	Brand Identity, Brand Loyalty		**TLM1**	CO4	TB1 &TB2
39	23-10-2020	Brand Equity: Concepts		**TLM1**	CO4	TB1 &TB2
40	27-10-2020	Brand Personality		**TLM2**	CO4	TB1 &TB2
41	28-10-2020	Brand Image Vs Brand Personality		**TLM1**	CO4	TB1 &TB2
42	29-10-2020	Tutorial-4(Quiz)		**TLM2**	CO4	TB1 &TB2
Number of classes for unit IV: 07						
UNIT – V: Brand Positioning						
43	03-11-2020	Brand positioning Concepts and Definitions		**TLM1**	CO5	TB1 &TB2
44	04-11-2020	Repositioning, Celebrity Endorsement,		**TLM1**	CO5	TB1 &TB2
45	05-11-2020	Brand Extension, Differential Advantage		**TLM1**	CO5	TB1 &TB2
46	06-11-2020	Strategies for Competitive Advantage, Brand Pyramid		**TLM1**	CO5	TB1 &TB2
47	10-11-2020	Branding in different sectors, Role of		**TLM1**	CO5	TB1 &TB2

		Information in Brand Management				
48	11-11-2020	Contemporary issues, Tutorial-5(Quiz)		**TLM1**	CO1,2,3,4,5	TB1 &TB2
49	12-11-2020	Report &Presentation		**TLM1**	CO1,2,3,4,5	TB1 &TB2
50	13-11-2020	Report &Presentation		**TLM1**	CO1,2,3,4,5	TB1 &TB2
Number of classes for unit V:			**08**			
51	17-11-2020	II MID EXAM			CO3, CO4, CO5	
52	18-11-2020	II MID EXAM			CO3, CO4, CO5	
53	19-11-2020	II MID EXAM			CO3, CO4, CO5	
54	20-11-2020	II MID EXAM			CO3, CO4, 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**

BOS APPROVED TEXT BOOKS:

Text Books:

T1.S.A.Chunawala – Foundation of advertising – Himalaya publishers

T2. Clow, Baack– Integrated advertising marketing and promotion communication – Pearson-3rd edition

References:

R1. Ruchi Gupta, S.Chand publications- Advertising Principles andPractices

R2. Aaker, David (2002), Managing Brand Equity, Prentice Hall ofIndia.

R3. Rajeev Batra, John G. Myers and David A. Aaker (1996). Advertising
    Management, 5th Edition, Pearson Education.
R4. Belch, G. E. & Belch, M. A. (2001). Advertising and Promotion, Tata McGrawHill.

R5. Kumar, Ramesh (2004). Managing Indian Brands, Vikas Publishing House, Delhi
.
R6. Keller K. L. (2003), Strategic Brand Management, 2nd Edition, Pearson Education.

R7. George E Belch & Michael A Belch, Keyurpurani -Advertising and promotion – latest edition–TMH, New Delhi

Name of the faculty	Name of the course Co-ordinator	Name of the Module Co-ordinator	HOD
Dr.V.V.Narsireddy	Dr.V.V.Narsireddy	Dr.V.V.Narsireddy	Dr.A. Adiseshareddy

<u>**COURSE HANDOUT**</u>   **Section- (FM)**

Part-A

PROGRAM   **: MBA. III-Sem.**

ACADEMIC YEAR   **: 2020-21**

COURSE NAME & CODE   **: ADVERTISING AND BRAND MANAGEMENT&17MB22**

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

COURSE CREDITS   **: 0**3

COURSE INSTRUCTOR   **: Dr.V.V.NARSI REDDY**

COURSE COORDINATOR   **: Dr.V.V.NARSI REDDY**

PRE-REQUISITES **: BASIC CONCEPTS OF MARKETING MANAGEMENT**

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.

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

PROGRAM OUTCOMES

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

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

3. Ability to develop Value based Leadership ability.

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

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

Course Educational Objectives (CEO's):

1. To understand the concepts and principles of Advertising management and howto promote a Brand and its Strategies.

2. To provide necessary inputs to make them aware of significance of advertisementsfor promoting various products and services.

3. To give an idea to the students that how advertising creates a Brand image, Belief and Reputation to the products and services.

4. To make the students aware of prominence of brand related issues and how it could be advantageous to the customer groups and marketers.

5. To make an advertising plan and present effectively to targetcustomers

Course outcomes (CO's):

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

CO1	Apply their knowledge in creating an advertising strategy
CO2	make an advertisement which appealing the target customers
CO3	Select a specific medium to create an ethical advertisement
CO4	possesses the competencies to enhance the branding to a product or service
CO5	understand the significance of Brand positioning

17MB22	Advertising And Brand Management	PO1	PO2	PO3	PO4	PO5
CO1	Apply their knowledge in creating an advertising strategy	3	2	1	2	2
CO2	Make an advertisement which appealing the target customers	1	2	3	2	1
CO3	Select a specific medium to create an ethical advertisement	1	-	2	3	1
CO4	Possesses the competencies to enhance the branding to a product or service	1	2	2	1	1
CO5	Understand the significance of Brand positioning	1	1	2	1	3

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

Unit-I: Role of Integrated Marketing Communication

SL. No	AS PER ACADEMIC CALENDAR	CONTENT	ACTUAL DATE	*Teaching learning Methods*	*Learning outcomes (Cos)*	*Text Book followed*
1	18-08-2020	Introduction		**TLM2**	CO1	TB1 &TB2
2	19-08-2020	Role of Integrated Marketing Communication		**TLM2**	CO1	TB1 &TB2
3	20-08-2020	IMC Components		**TLM2**	CO1	TB1 &TB2
4	21-08-2020	Value of IMC Plans		**TLM2**	CO1	TB1 &TB2
5	25-08-2020	Definition and Scope of Advertising Management		**TLM2**	CO1	TB1 &TB2
6	26-08-2020	Types of Advertising		**TLM2**	CO1	TB1 &TB2
7	27-08-2020	Objectives of advertising DAGMAR approach		**TLM2**	CO1	TB1 &TB2
8	28-08-2020	Objectives of advertising DAGMAR approach		**TLM2**	CO1	TB1 &TB2
9	01-09-2020	Advertising Strategy		**TLM2**	CO1	TB1 &TB2
10	02-09-2020	Advertising Budgets.		**TLM2**	CO1	TB1 &TB2
11	03-09-2020	Advertising Budgets.		**TLM2**	CO1	TB1 &TB2
12	04-09-2020	Tutorial-1(Quiz)		**TLM2**	CO1	TB1 &TB2
Number of classes for unit –I:		**12**				

Unit –II: Advertising Appeals

13	08-09-2020	Advertising Appeals		**TLM2**	CO2	TB1 &TB2
14	09-09-2020	Definition - Features of Advertising Appeals		**TLM2**	CO2	TB1 &TB2
15	10-09-2020	Definition - Features of Advertising Appeals		**TLM2**	CO2	TB1 &TB2
16	11-09-2020	Types of Advertising Appeals		**TLM2**	CO2	TB1 &TB2
17	15-09-2020	Elements of Ad. Copy		**TLM2**	CO2	TB1 &TB2
18	16-09-2020	Elements of Ad. Copy		**TLM2**	CO2	TB1 &TB2
19	17-09-2020	Preparation of Print Ads		**TLM2**	CO2	TB1 &TB2
20	18-09-2020	Radio Ad s,		**TLM2**	CO2	TB1 &TB2
21	22-09-2020	T.V. Ads,		**TLM2**	CO2	TB1 &TB2
22	23-09-2020	Advertising Agencies		**TLM2**	CO2	TB1 &TB2
23	24-09-2020	Measuring advertising effectiveness		**TLM2**	CO2	TB1 &TB2
24	25-09-2020	Tutorial-2(Quiz)		**TLM2**	CO2	TB1 &TB2
Number of classes for unit-II:		**12**				

25	29-09-2020	**I MID EXAMS**			CO1, CO2	
26	30-09-2020	**I MID EXAMS**			CO1, CO2	
27	01-10-2020	**I MID EXAMS**			CO1, CO2	

Unit-III: Media Planning, Scheduling andStrategy

28	06-10-2020	Types of Media		**TLM2**	CO3	TB1 &TB2
29	07-10-2020	Media Selection		**TLM1**	CO3	TB1 &TB2
30	08-10-2020	Designing a media planning		**TLM1**	CO3	TB1 &TB2
31	09-10-2020	Media scheduling		**TLM1**	CO3	TB1 &TB2
32	13-10-2020	Developing media strategy		**TLM1**	CO3	TB1 &TB2
33	14-10-2020	Advertising and promotion ethics		**TLM2**	CO3	TB1 &TB2
34	15-10-2020	Social, Ethical criticisms of advertising		**TLM2**	CO3	TB1 &TB2
35	16-10-2020	Tutorial-3(Quiz)		**TLM3**	CO3	TB1 &TB2
Number of classes for unit-III:		**08**				

Unit IV: Brand-concept

36	20-10-2020	Brand-concept, Nature and Importance of Brand		**TLM1**	CO4	TB1 &TB2
37	21-10-2020	Brand vs. Generics, Brand Name and Brand Management		**TLM1**	CO4	TB1 &TB2
38	22-10-2020	Brand Identity, Brand Loyalty		**TLM1**	CO4	TB1 &TB2
39	23-10-2020	Brand Equity: Concepts		**TLM1**	CO4	TB1 &TB2
40	27-10-2020	Brand Personality		**TLM2**	CO4	TB1 &TB2
41	28-10-2020	Brand Image Vs Brand Personality		**TLM1**	CO4	TB1 &TB2
42	29-10-2020	Tutorial-4(Quiz)		**TLM2**	CO4	TB1 &TB2
Number of classes for unit IV: 07						
UNIT – V: Brand Positioning						
43	03-11-2020	Brand positioning Concepts and Definitions		**TLM1**	CO5	TB1 &TB2
44	04-11-2020	Repositioning, Celebrity Endorsement,		**TLM1**	CO5	TB1 &TB2
45	05-11-2020	Brand Extension, Differential Advantage		**TLM1**	CO5	TB1 &TB2
46	06-11-2020	Strategies for Competitive Advantage, Brand Pyramid		**TLM1**	CO5	TB1 &TB2
47	10-11-2020	Branding in different sectors, Role of		**TLM1**	CO5	TB1 &TB2

		Information in Brand Management				
48	11-11-2020	Contemporary issues, Tutorial-5(Quiz)		**TLM1**	CO1,2,3,4,5	TB1 &TB2
49	12-11-2020	Report &Presentation		**TLM1**	CO1,2,3,4,5	TB1 &TB2
50	13-11-2020	Report &Presentation		**TLM1**	CO1,2,3,4,5	TB1 &TB2
Number of classes for unit V:		**08**				
51	17-11-2020	II MID EXAM			CO3, CO4, CO5	
52	18-11-2020	II MID EXAM			CO3, CO4, CO5	
53	19-11-2020	II MID EXAM			CO3, CO4, CO5	
54	20-11-2020	II MID EXAM			CO3, CO4, 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**

BOS APPROVED TEXT BOOKS:

Text Books:

T1.S.A.Chunawala – Foundation of advertising – Himalaya publishers

T2. Clow, Baack– Integrated advertising marketing and promotion communication – Pearson-3rd edition

References:

R1. Ruchi Gupta, S.Chand publications- Advertising Principles andPractices

R2. Aaker, David (2002), Managing Brand Equity, Prentice Hall ofIndia.

R3. Rajeev Batra, John G. Myers and David A. Aaker (1996). Advertising Management, 5th Edition, Pearson Education.

R4. Belch, G. E. & Belch, M. A. (2001). Advertising and Promotion, Tata McGrawHill.

R5. Kumar, Ramesh (2004). Managing Indian Brands, Vikas Publishing House, Delhi
.
R6. Keller K. L. (2003), Strategic Brand Management, 2nd Edition, Pearson Education.

R7. George E Belch & Michael A Belch, Keyurpurani -Advertising and promotion – latest edition–TMH, New Delhi

Name of the faculty	Name of the course Co-ordinator	Name of the Module Co-ordinator	HOD
Dr.V.V.Narsireddy	Dr.V.V.Narsireddy	Dr.V.V.Narsireddy	Dr.A. Adiseshareddy

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

COURSE HANDOUT   Section-FM

Part-A

PROGRAM   : MBA., III-Sem.

ACADEMIC YEAR   : 2020-21

COURSE NAME & CODE : SERVICES MKTG.& RETAIL MANAGEMENT

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

COURSE CREDITS   : 3

COURSE INSTRUCTOR : **Dr.D.VENKATESWARLU**

COURSE COORDINATOR : **Dr.D.VENKATESWARLU**

Course Educational Objectives (CEO's):
1. To provide deeper insight to students on marketing management of Companies offering services as
2. To develop understanding to students how critical to market a service product
3. To create awareness to students on various types of Services and prevailing importance of Services to people
 4. To make students understand the significance of Retailing Industry in a developing country like India 5. To enable the students develop employable skills in retailing industry

Course outcomes (CO's): At the end of the course students would be able to

CO1 Identify the factors responsible for growth of service sector
CO2 Manage a reputed position in any of service organizations
CO3 Apply knowledge in various functions of service organizations
CO4 Develop the capabilities for retailing CO5 Identify appropriate retail marketing strategies.

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

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SECTION -FM

UNIT-I : FOUNDATION OF SERVICES MARKETING

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	**UNIT-I**: Foundation on services marketing	1	17/8/2020		TLM1	CO1	T1,R1	
2.	Significance of services & Tutorial	1	18/8/2020		TLM1	CO1	T1,R1	
3.	Role of services	1	19/8/2020		TLM1	CO1	T1,R1	
4.	service characteristics	1	20/8/2020		TLM1	CO1	T1,R1	
5.	Types of services–	1	24/8/2020		TLM1	CO1	T1,R1	
6.	Factors responsible for growth of service sector & Tutorial	1	25/8/2020		TLM1	CO1	T1,R1	
7.	Difference between Goods and services	1	26/8/2020		TLM2	CO1	T1,R1	
8.	Ethics in services marketing	1	27/8/2020		TLM1	CO1	T1,R1	
9.	Services marketing environment in India	1	31/8/2020		TLM1	CO1	T1,R1	
10.	Services marketing environment in India & Tutorial	1	1/9/2020		TLM3	CO1	T1,R1	
11.	Services quality	1	2/9/2020		TLM2	CO1	T1,R1	
12.	Services quality and tutorial	1	3/9/2020		TLM2	CO1	T1,R1	
13.	Review	1	7/9/2020		TLM1	CO1	T1,R1	
No.of classes required to complete UNIT-I		13			No. of classes taken:			

UNIT-II : MANAGEMENT OF SERVICES MARKETING

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
14.	Introduction to services marketing	1	8/9/2020		TLM1	CO2	T1,R1	
15.	Introduction to services marketing	1	9/9/2020		TLM1	CO2	T1,R1	
16.	Marketing mix	1	10/9/2020		TLM1	CO2	T1,R1	
17.	Product decision	1	14/9/2020		TLM1	CO2	T1,R1	
18.	Pricing strategies and techniques	1	15/9/2020		TLM1	CO2	T1,R1	
19.	Integrated service communication mix	1	16/9/2020		TLM2	CO2	T1,R1	
20.	Integrated service communication mix	1	17/9/2020		TLM2	CO2	T1,R1	
21.	Distribution methods	1	21/9/2020		TLM1	CO2	T1,R1	
22.	people	1	22/9/2020		TLM1	CO2	T1,R1	
23.	Process concepts& Tutorial	1	23/9/2020		TLM3	CO2	T1,R1	
24.	Physical evidence	1	24/9/2020		TLM2	CO2	T1,R1	
25.	Review	1	28/9/2020		TLM1	CO2	T1,R1	
No.of classes required to complete UNIT-II..12					No. of classes taken:			

UNIT-III: Services marketing practices

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
26.	Marketing mix in various services industries& Tutorial	1	29/9/2020		TLM2	CO3	T1,R1	
27.	Financial services	1	30/9/2020		TLM1	CO3	T1,R1	
28.	Insurance services	1	1/10/2020		TLM1	CO3	T1,R1	
29.	Hospitality services	1	5/10/2020		TLM1	CO3	T1,R1	
30.	Tourism services& Tutorial	1	6/10/2020		TLM2	CO3	T1,R1	
31.	Education services	1	7/10/2020		TLM1	CO3	T1,R1	
32.	Software services	1	8/10/2020		TLM2	CO3	T1,R1	
33.	Communication services & Tutorial	1	12/10/2020		TLM2	CO3	T1,R1	
34.	Entertainment services	1	13/10/2020		TLM1	CO3	T1,R1	
35.	Transportation & logistic services	1	14/10/2020		TLM1	CO3	T1,R1	
36.	Review & Tutorial	1	15/10/2020		TLM3	CO3	T1,R1	
37.	Case studies	1	19/10/2020		TLM1	CO3	T1,R1	
No. of classes required to complete UNIT-III	12				No. of classes taken:			

UNIT-IV: Retailing 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.	Introduction	1	20/10/2020		TLM1	CO 4	T2,R6	
39.	Functions of retailing	1	21/10/2020		TLM2	CO 4	T2,R6	
40.	Types of retailers& Tutorial	1	22/10/2020		TLM1	CO 4	T2,R6	
41.	Organized vs. unorganized retailing	1	26/10/2020		TLM2	CO 4	T2,R6	
42.	Organized vs. unorganized retailing	1	27/10/2020		TLM1	CO 4	T2,R6	
43.	Multichannel retailing issues& Tutorial	1	28/10/2020		TLM1	CO 4	T2,R6	
44.	Multichannel retailing issues	1	29/10/2020		TLM1	CO 4	T2,R6	
45.	Capabilities needed for multichannel retailing	1	2/11/2020		TLM1	CO 4	T2,R6	
46.	Capabilities needed for multichannel retailing	1	3/11/2020		TLM1	CO 4	T2,R6	
47.	Retail channels for interacting with customers& Tutorial	1	4/11/2020		TLM1	CO 4	T2,R6	
48.	Successful retailing	1	5/11/2020		TLM1	CO 4	T2,R6	
49.	Case study	1	9/11/2020		TLM1	CO 4	T2,R6	
		14			No. of classes taken:			

UNIT-V Retail market strategies

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
50.	Definition	1	10/11/2020		TLM1	CO 5	T1,R1	
51.	Building sustainable competitive advantage	1	11/11/2020		TLM1	CO 5	T1,R1	
52.	Growth strategies Market penetration	1	12/11/2020		TLM1	CO 5	T1,R1	
53.	Retail format development & Tutorial	1	16/11/2020		TLM1	CO 5	T1,R1	
54.	Retail location	1	17/11/2020		TLM1	CO 5	T1,R1	
55.	Strategic Retail planning process	1	18/11/2020		TLM1	CO 5	T1,R1	
56.	Tutorials	1	19/11/2020		TLM2	CO 5	T1,R1	
		10			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
57.	Reports &presentations	1						
58.	Reports &presentations	1						
59	Reports &presentations	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	A=35
II-Mid Examination (Descriptive+ Objective) =**B**	3,4,5	B=35
Evaluation of Mid Marks: **A+B**=75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation =**C**	1,2,3,4,5	C=5
Cumulative Internal Examination : A+B+C	**1,2,3,4,5**	**A+B+C=40**
Semester End Examinations =D	**1,2,3,4,5**	**D=60**
Total Marks: A+B+C+D	**1,2,3,4,5**	**100**

BOS APPROVED TEXT BOOKS
(T1) : Rajendra Nargundkar – Services marketing – Tata Mc Graw Hill – New Delhi 2009

(T2) : Andrew J Newman, peter Cullen – Retail marketing , Cengage learning-Latest edition

BOS APPROVED REFERENCE BOOKS
(R1)S.M.Jha – Services marketing – Himalaya publishing house – Latest edition

(R2) Gilbert : Retail marketing management , Pearson Education-Latest edition

PROGRAM EDUCATION OBJECTIVES(PEO's)

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

- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.

- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAM OUTCOMES

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

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

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

COURSE HANDOUT   Section-A & B

Part-A

PROGRAM   : MBA. III-Sem.

ACADEMIC YEAR   : 2020-21

COURSE NAME & CODE : ASSOCIATION

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

COURSE CREDITS   : -

COURSE INSTRUCTOR   : Mr. T.CHANDRASEKHAR YADAV & K Ravikiran

COURSE COORDINATOR : Mr. T.CHANDRASEKHAR YADAV & K Ravikiran

LEARNING GOALS

✓ **Thinking Skills**

MBA graduates use thinking skills and knowledge of business theory and practice to make effective decisions.

✓ **Communication Skills**

MBA graduates exercise effective written and oral communication skills.

✓ **Leadership Skills**

MBA graduates demonstrate leadership skills appropriate for a variety of business contexts.

✓ **Specialized Knowledge**

MBA graduates demonstrate competence in the core curriculum's shared areas of business knowledge - lean management, business intelligence, and globalization.

LEARNING OBJECTIVES

➢ students will gather, analyze, and synthesize relevant data and information in order to solve problems and arrive at appropriate decisions

➢ Students will prepare and deliver an effective business document.

➢ Students will prepare and deliver an effective business presentation.

➢ Students will evaluate how leadership traits and behaviors affect key stakeholders.

➢ Students will utilize quantitative analysis methods to identify salient information and trends in data.

➢ Students will analyze the local and global impact of organizational decisions.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SECTION –A& B

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.	Communications Icebreakers	1	29-08-2020		TLM2,TLM5,TLM6	
2.	Personality, dressing, make over, presentation	1	05-09-2020		TLM2,TLM5,TLM6	
3.	Attitude, thinking, answering, understanding, learning.	1	12-09-2020		TLM2,TLM5,TLM6	
4.	JAM Session	1	19-09-2020		TLM2,TLM5,TLM6	
5.	Cracking Technical round	1	26-09-2020		TLM2,TLM5,TLM6	
6.	Industry ineraction-1	1	03-10-2020		TLM2,TLM5,TLM6	
7.	How to be successful in Group discussion	1	10-10-2020		TLM2,TLM5,TLM6	
8.	HR Interview	1	17-10-2020		TLM2,TLM5,TLM6	
9.	Stress interview	1	24-11-2020		TLM2,TLM5,TLM6	
10.	Panel interview	1	31-10-2020		TLM2,TLM5,TLM6	
11.	Industry interaction	1	07-11-2020		TLM2,TLM5,TLM6	
12.	Role Play	1	14-11-2020		TLM2,TLM5,TLM6	
13.	Debate	1	21-11-2020		TLM2,TLM5,TLM6	
No. of classes required to complete		12			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

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.

- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAM OUTCOMES

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

Mr.T.CHANDRASEKHAR YADAV	**MR.K.RAVIKIRAN**	**Dr. A ADISESHA REDDY**
Course Instructor-1	**Course Instructor-2**	**HOD**

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

School of Management Studies

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

COURSE HANDOUT

Part-A

PROGRAM   : P. G

ACADEMIC YEAR   : 2020-21

COURSE NAME & CODE   : **Data Analysis Lab** & 17MB63 (Sec- A&B)

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

COURSE CREDITS   : 01

COURSE INSTRUCTOR   : **Mr N Sambasiva Rao, Mr B Kalyan Kumar, Dr K Deepika**

COURSE COORDINATOR   : **Mr B Kalyan Kumar**

- **PRE-REQUISITES: NIL**

Course Educational Objectives:

1. How to open/close SPSS and how to Input Data into SPSS.
2. How to Handle the data on your own purpose and examine the basic statistics such as mean, median, frequency, percentage, variance, etc.
3. How to create charts, table, and graphs.
4. How to conduct t-test etc.
5. How to run the statistical model such as ANOVA and Regression.

Course Outcomes:

Upon The Successful Completion of This Course Students Will Able To:

1. The students will demonstrate a thorough understanding of the data analysis by SPSS and EXCEL in research area.
2. The students will adopt various techniques for applying in the different areas in business/ project works.
3. The students should aware of where the research data analysis will be used and simplify the practices.
4. The students should aware various statistical techniques to be used in managerial perspectives.
5. The students will be getting more insightful thoughts to evaluate situations in organization for making effective decision.

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

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

References:
1. Richard I. Levin &David S. Rubin: Statistics for Management (Pearson Publication)
2. Statistical Package for social sciences: Dr. Chari, UoH.
3. Glyn Davis & Branko Pecar: Business Statistics Using Excel (Oxford Press)
4. David Whigham: Business Data Analysis Using Excel (Oxford)
5. David M. Levine Et A1: Business Statistics, A first Course (Pearson Publication)
6. S.P. Gupta &M. P. Gupta: Business Statistics (Sultan Chand)

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I :

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs
1.	Introduction to Word, Excel	1	18.08.2020		TLM4	CO1
2.	Introduction to Word, Excel	1	20.08.2020		TLM4	CO1
3.	SPSS and R and their Application	1	25.08.2020		TLM4	CO1
4.	SPSS and R and their Application	1	27.08.2020		TLM4	CO1
5.	SPSS and R and their Application	1	01.09.2020		TLM4	CO1

UNIT- II: Advanced Excel

6.	Basic Work Book creation &consolidation	1	03.09.2020		TLM4	CO2
7.	Basic Work Book creation &consolidation	1	08.09.2020		TLM4	CO2
8.	Functions of Excel	1	10.09.2020		TLM4	CO2
9.	Functions of Excel	1	15.09.2020		TLM4	CO2

UNIT-III:

10.	Data sources, data in tables graphs and charts	1	17.09.2020		TLM4	CO3
11.	Measures of central tendency	1	22.09.2020		TLM4	CO3
12.	Measures of dispersion	1	24.09.2020		TLM4	CO3

UNIT- IV: Introduction to Probability:

13.	Concepts & Distributions	1	06.10.2020		TLM4	CO4
14.	Forecasting methods	1	08.10.2020		TLM4	CO4
15.	Linear regression models	1	13.10.2020		TLM4	CO4
16.	Linear regression models	1	15.10.2020		TLM4	CO4
17.	Time series analysis & Index numbers	1	20.10.2020		TLM4	CO4
18.	Time series analysis & Index numbers	1	27.10.2020			

UNIT: V: Test of Significance

19.	Test for small samples	1	03.11.2020		TLM4	CO5
20.	Test for large sample	1	05.11.2020		TLM4	CO5
21.	Test for large sample	1	10.11.2020		TLM4	CO5
22.	Test for large sample	1	12.11.2020		TLM4	CO5

Second Mid Exams: 21.10.2019 to 26.10.2019

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

According to Academic Regulation of R17 Distribution and wieghtage of marks for laboratory courses is as follows:

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

Parameter	Marks
Day to day work & record (10+10)	20
Internal Test	10
Viva voce	10
Total	40

b. Semester End Examinations (SEE): The semester End Examinations (SEE) for laboratory courses shall be jointly conducted by internal and external examiners with 3 hours duration and evaluated for 60 marks. The performance of the student shall be evaluated as per the parameters indicated below:

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

Mr N Sambasiva Rao, Mr B Kalyan Kumar, Dr K Deepika	Mr B Kalyan Kumar	Dr. A.ADISESHA REDDY	Dr.A.ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

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 and independent ventures, thereby contributing to the fields of education and business world.

PROGRAM OUTCOMES (POs)

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

2. Foster analytical and critical thinking abilities for data based decision making

3. Ability to develop value based leadership abilities.

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.

PROECT WORK LAB (PHASE-I) SECTION-A   MBA III SEMESTER (A.Y:2020-21)   FACULTY- Mr.K.Ravikiran Yasaswi

SL NO	DATE	CHAPTERS	PROGRESS	REMARKS/COMMENTS	SIGNATURE - FACULTY	SIGNATURE – HOD
1	21-08-2020	CHAPTER 1				
2	28-08-2020	CHAPTER 1				
3	29-08-2020	CHAPTER 1				
4	18-09-2020	CHAPTER 1				
5	19-09-2020	**REVIEW –I**				
6	25-09-2020	CHAPTER 2				
7	26-09-2020	CHAPTER 2				
8	09-10-2020	CHAPTER 2				
9	16-10-2020	CHAPTER 2				
10	23-10-2020	**REVIEW –II**				
11	30-10-2020	CHAPTER 3				
12	06-11-2020	CHAPTER 3				
13	13-11-2020	**REVIEW –III**				

SIGNATURE OF FACULTY   PROJECT WORK COORDINATOR   HOD

PROECT WORK LAB (PHASE-I) SECTION-B   MBA III SEMESTER (A.Y:2020-21)   FACULTY- Mr.T.CHANDRASEKHAR YADAV

SL NO	DATE	CHAPTERS	PROGRESS	REMARKS/COMMENTS	SIGNATURE - FACULTY	SIGNATURE – HOD
1	21-08-2020	CHAPTER 1				
2	28-08-2020	CHAPTER 1				
3	29-08-2020	CHAPTER 1				
4	18-09-2020	CHAPTER 1				
5	19-09-2020	**REVIEW –I**				
6	25-09-2020	CHAPTER 2				
7	26-09-2020	CHAPTER 2				
8	09-10-2020	CHAPTER 2				
9	16-10-2020	CHAPTER 2				
10	23-10-2020	**REVIEW –II**				
11	30-10-2020	CHAPTER 3				
12	06-11-2020	CHAPTER 3				
13	13-11-2020	**REVIEW –III**				

SIGNATURE OF FACULTY   PROJECT WORK COORDINATOR   HOD