



**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES
RAJAMPET**
(An Autonomous Institution)

ACADEMIC REGULATIONS (R22), COURSE STRUCTURE AND SYLLABI
For the students admitted to
M.B.A., Regular Two Year Degree Programme from the Academic Year 2022-23

VISION AND MISSION OF THE INSTITUTION

Vision

We impart futuristic technical education and instil high patterns of discipline through our dedicated staff who set global standards, making our students technologically superior and ethically strong, who in turn shall improve the quality of life of the human race.

Mission

Our mission is to educate students from the local and rural areas and from other states so that they become enlightened individuals, improving the living standards of their families, industry and society. We provide individual attention, world-class quality of Technical education and take care of character building.

ACADEMIC RULES AND REGULATIONS OF TWO YEAR M.B.A REGULAR DEGREE PROGRAMME

APPLICABLE FOR THE STUDENT BATCHES ADMITTED FROM THE ACADEMIC YEAR 2022-23

CONTENTS

1. Preamble
2. Application and Commencement
3. Programmes offered by the Institute
4. Eligibility for Admission
5. Medium of Instruction
6. M.B.A. Programme Structure
7. Courses and Credit Structure
 - 7.1 Types of Courses:
 - 7.1.1 Foundation Courses
 - 7.1.2 Professional Core Courses
 - 7.1.3 Professional Core Electives
8. Evaluation Process
 - 8.1 Internal Evaluation
 - 8.1.1 Theory Internal Examinations
 - 8.1.2 Laboratory Internal Examinations
 - 8.1.3 Seminar
 - 8.1.4 Personality Development Programme
 - 8.2 External Evaluation
 - 8.2.1 Theory End Examinations
 - 8.2.2 Laboratory End Examinations
 - 8.2.3 Supplementary Theory /Lab End Examinations
 - 8.2.4 Revaluation and Recounting
 - 8.2.5 Challenge Evaluation
9. Project Evaluation
- 10 Attendance Requirements and Detention Policy
11. Minimum Academic Requirements and Award of The Degree
12. Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA)
13. Transcripts
14. Transitory Regulations
15. Minimum Instruction Days for a Semester
16. Student Transfers
17. Announcement of Results
18. General Instructions

1. PREAMBLE

Annamacharya Institute of Technology and Sciences (Autonomous), Rajampet, relentlessly aims to achieve academic excellence by implementing new initiatives in teaching-learning and evaluation processes. Based on the directions of the University Grants Commission (UGC), New Delhi, All India Council for Technical Education (AICTE), New Delhi and Jawaharlal Nehru Technological University Anantapur (JNTUA) Anantapuramu, the institute is developed the curriculum for Master of Business Administration (MBA) course to match the needs, expectations, and skillsets of students of the region, in the post-graduate programme offered from the academic year 2022-23.

2. APPLICATION AND COMMENCEMENT

- The regulations are quite comprehensive and include definitions of key terms, semester system, credit system, grading system and other relevant details.
- The regulations detailed herein shall apply to all the regular post-graduate programme offered by the Institute.
- The regulations shall be applicable and come into force to the student batches admitted from the academic year 2022-23
- The Institute may revise, amend or change the regulations, scheme of examinations and syllabi, from time to time, if found necessary and on approval by the Academic Council of the Institute, keeping the recommendations of the Board of Studies in view.
- Any or all such amendments shall be effective from such date and to such batches of students including those already undergoing the programme, as may be approved through Academic Council of the Institute.
- These regulations shall be called R22 Regulations.

3. PROGRAMMES OFFERED BY THE INSTITUTE

The following M.B.A programme is offered by the Institute from 2022-23.

SNo	Name of the Program	Programme Code
1	Master of Business Administration	E0
2	Master of Business Administration (Business Analytics)	E1

4. ELIGIBILITY FOR ADMISSION

The eligibility criteria for admission into the MBA Post Graduate programme offered at AITS shall be as prescribed by the Government of Andhra Pradesh. The criteria are given below:

- Admission to the above programmes shall be made subject to the eligibility and qualifications as

prescribed from time to time.

- **Regular Entry Scheme:** Candidates for admission to the first semester of the four semester MBA degree programme must have a B.A / B.Sc / B.Com / B.Tech at graduation level.
- Admissions shall be made on the basis of Rank earned by the candidate in the relevant ICET examination / merit rank obtained by the qualifying candidate in the entrance test (ICET) conducted by the Government of Andhra Pradesh for MCA, MBA and MBA (Business Analytics) programmes or as decided by APSCHE subject to the reservations as prescribed by the university / State Government / on the basis of any other order of merit as decided by APSCHE from time to time
- Seats in each programme in the Institute are classified into two categories i.e., **Category – A** and **Category – B** as per the GOs of Andhra Pradesh.

Category – A Seats

These seats shall be filled through counselling as per the rank secured by a candidate in the Common Entrance Test (ICET) conducted by the Government of Andhra Pradesh and as per other admission criteria laid down in the GOs.

Category – B Seats

These seats shall be filled by the Institute as per the GOs issued by the Government of Andhra Pradesh from time to time

5. MEDIUM OF INSTRUCTION

The medium of instruction shall be **English** for all the courses including their content delivery and examinations, seminars, presentations and project evaluation as prescribed in the programme curriculum.

6. M.B.A PROGRAMME STRUCTURE

The structure of the M.B.A Programme on offer at AITS are based on the **Choice Based Credit System (CBCS)** as defined by the UGC and the curriculum / course structure in line with AICTE.

Semester Scheme

- The **M.B.A** Programme offered at AITS follow **semester scheme** pattern.
- The duration of a **M.B.A** Programme shall be of **2 academic** years.
- Each academic year shall have **2 semesters** i.e., odd and even semesters and shall be counted as first semester, second semester, and so on up to four semester.
- Each semester shall consist of **16 weeks** of academic work including internal examinations.
- Each semester is structured to provide credits totalling to **102 credits** for the entire M.B.A. Programme.
- Each semester shall have **Continuous Internal Evaluation (CIE)** and **Semester End Examination (SEE)** for both Theory and Lab courses.

- A student after securing admission into a 2 year M.B.A Programme at AITS shall pursue and acquire the M.B.A.Degree in a **minimum period of Two academic years i.e., 4 semesters** and a **maximum period of Four academic years i.e., 8 semesters** starting from the date of commencement of 1 year 1 semester, failing which the student shall forfeit the seat in **M.B.A.**Programme.

7. COURSES AND CREDIT STRUCTURE

Credit: A credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (Lecture/Tutorial) or two hours of practical work/field work/project per week.

Academic Year: Two consecutive (one odd + one even) semesters constitute one academic year.

Choice Based Credit System (CBCS): CBCS provides choice for students to select from the prescribed courses.

Each course is assigned certain number of credits based on following criterion

Type of Class	Semester	
	Periods per Week	Credits
Theory (Lecture/Tutorial)	01	01
	02	02
	03	03
	04	04
Practical	02	01
	03	1.5
	04	02
Project Work	-	06

Every course of the M.B.A. programme shall be offered by a specific section / department. The unique codes of the section / department offering the courses are given in the Table.

Course offering Department	Code
Basic Science Courses	C
Humanities Courses	
Master of Business Administration	E0
Master of Business Administration (Business Administration)	E1
Master of Computer Applications	F

M.B.A Programme of study shall be designed to have theory and laboratory courses. In addition, a student shall carry out project work and seminar courses as prescribed in the curriculum of the Programme.

7.1 Types of Courses

Type of courses	Course category	Code	Range of credits
Basic Sciences & Humanities courses	Humanities	HS	4.5
	Basic Sciences	BS	08
	Computer Applications	F	1.5
Core Courses	Professional Core	PC	53
	Professional Electives	PE	24
	Seminar		02
	Personality Development Programme	PDP	03
	Project work	PW	06
Total Credits			102

7.1.1 Foundation Courses

Basic Science Courses and Humanities courses are termed as Foundation Courses and are mostly offered at I Year – I and II Semesters.

7.1.2 Professional Core Courses

Professional Core Course is to be completed by all students of respective programme before they can move on to the next semester.

7.1.3 Professional Core Electives

University Grants Commission has come up with the Choice Based Credit System (CBCS) in which the students have a choice to choose from the prescribed courses, which are referred as Professional elective courses.

Students have to register for a total of 6 professional core electives courses (PE-1 to PE-6) from the list of track-wise professional elective course as prescribed in the course structure of the programme. The following points are considered for a Professional Elective Course.

- The selection of course based on the choice for students shall be on 'first come first serve' through on line and off line registration.
- The Head of the department or concerned shall decide, whether or not to offer such course keeping in view the resources available in the department offering the course.

8. EVALUATION PROCESS

The performance of a student in each semester shall be evaluated course-wise with a maximum of 100 marks for both Theory and Lab Courses.

- For a Theory course, the distribution shall be 40 marks for Internal Evaluation and 60 marks for End-Examinations. The distribution is detailed in 8.1.1.
- For a Lab course, the distribution shall be 40 marks for Internal Evaluation and 60 marks End-Examinations. The distribution is detailed in 8.1.2
- For a seminar course shall be evaluated for 100 marks, the evaluation procedure is detailed in 8.1.3
- For a Personality Development Programme (PDP) shall be evaluated for 100 Marks, the evaluation procedure is detailed in 8.1.4
- For the project work, the evaluation procedure is detailed in 9.0

8.1 Internal Evaluation

8.1.1 Theory Internal Examinations

For a Theory Course, 40 marks are allotted for Internal Evaluation. Two mid-term examinations (Theory Internal Examinations) shall be conducted for a Theory Course during a semester and they shall be evaluated for 40 marks. First midterm examination shall be conducted as per the syllabus of I & II units. The second midterm examination shall be conducted as per the syllabus of III, IV and V units.

The question paper shall be of subjective type in which four questions with an internal choice are to be answered. 80 % weightage for the best performance and 20 % for other shall be considered.

For Example:

Marks obtained in I mid-term examination: 19

Marks obtained in II mid-term examination: 10

Final Internal Marks: $(19 \times 0.8) + (10 \times 0.2) = 17.2$

If the student is absent for any one midterm examination, the final internal marks shall be arrived at by considering 80% weightage to the marks secured by the student in the appeared examination and zero to the other.

For Example:

Marks obtained in first mid: 0 (Absent); Marks obtained in second mid: 18

Final Internal Marks: $(18 \times 0.8) + (0 \times 0.2) = 14.4$

8.1.2 Laboratory Internal Examinations

For Lab Course, there shall be a continuous internal evaluation during the semester for 40 marks. Out of the 40 marks, day-to-day performance of the student in the laboratory shall be evaluated for 20 marks by the concerned laboratory teacher based on experimental correctness/record/viva. Two Lab Internal examinations shall be conducted for 20 marks by the concerned teacher. Performance of one best out of two tests to be considered.

8.1.3 Seminar

- A student shall present a seminar during the II year I Semester of the M.B.A Programme
- A student under the supervision of a faculty member, shall collect literature on an allotted topic of his/her choice, critically review the literature, carry out the work and submit it to the department in a form of report as prescribed the Academic section and shall make an oral presentation before the Departmental Committee.
- Evaluation of the seminar shall consist of Continuous Internal Evaluation (CIE) shall be done by a Departmental Committee (DC) consisting of the Head of the Department, faculty supervisor and a senior faculty member of the department for a total of 100 marks.
- CIE shall be carried out for 40 marks on the basis of review presentation as per the academic calendar and evaluation format provided by Academic Section. Other 20 marks for Report writing, 20 marks for subject/topic and 20 marks for questions and answers.
- A student has to secure a minimum of 50 % marks to be declared successful.
- Prior to the submission of report to the DC for approval.
- The maximum number of seminar presentations is limited to TWO. After this, the student shall be deemed to secure 'Fail' grade in the seminar and shall re-register for it in the next semester.

8.1.4 Personality Development Programme (PDP)

The Personality Development Programme will be evaluated out of 100 marks (40 marks for Record, and 60 marks for presentation and question and answers). The students will give their presentations before the department committee comprised of senior faculty members of Finance, HR and Marketing specialization with HOD being the chairman of committee.

8.2 External Evaluation

8.2.1 Theory End Examinations

As specified in 8.0, Theory End Evaluation is done for 60 marks. End examination of theory subjects shall be conducted at the end of semester. There shall be Regular and Supplementary End Examinations. Theory End Examination shall be conducted for 60 marks and is of 3 hours duration. The question paper shall be of subjective type with 5 questions, one question from each unit, with internal choice. All questions carry equal marks of 12 each.

8.2.2 Laboratory End Examinations

As specified in 8.0, Lab End Evaluation is done for 60 marks, in the form a Lab End Examination that shall be conducted for 3 hours in respective Laboratory. Each lab course will have its own evaluation procedure and weightage.

8.2.3 Supplementary Theory/Laboratory End Examinations

- Supplementary examination shall be conducted along with regular Semester End Examinations.
- During Semester End Examinations of even semester, supplementary examinations of odd semester shall be conducted and during semester end examinations of odd semester, supplementary examinations of even semester shall be conducted.
- The same schedule is applicable to Supplementary Lab End Examinations. Supplementary examination shall be conducted along with the next batch of students or separately.
- In case of seminars and comprehensive viva-voce examinations, supplementary seminar / comprehensive viva-voce will be conducted along with the next batch of students. If the next batch of students is not available, a separate supplementary examination will be conducted.

8.2.4 Revaluation and Recounting

Students may visit Examination Section Webpage for Norms and Procedures for Revaluation and Recounting of Answer Scripts.

- The students who wishes to apply for Revaluation/Recounting of his/her answer-books(s) must submit his/her application on the prescribed form together with the requisite fee to the Controller of Examinations before expiry of 15 days excluding the date of the declaration of his/her examination result. Application not received in the prescribed form or by the due date or without the requisite fee shall be rejected.
- After Recounting / Revaluation, records are updated with changes if any and the student will be issued a revised memorandum of marks. If there are no changes, the student shall be intimated the same through a notice.
- No Revaluation / Recounting for Laboratory Examination.
- The students are informed to be more careful in furnishing the information while applying for Recounting / Revaluation. The applications with insufficient information will be summarily rejected and the student has to forfeit the amount paid in this connection.

8.2.5 Challenge Evaluation

- Applications are invited from the students, who wish to apply for Challenge Valuation in the subjects of the M.B.A Regular and Supplementary examinations
- The student will apply for Challenge valuation in a specified application and should be routed through the HOD concerned.
- The students who have applied for the revaluation for a paper(s) of an examination are only eligible for the Challenge Valuation of that paper(s) of that examination.

- A Fee of Rs. 10000/- (Ten Thousand Rupees Only) for each paper is to be paid within the last date for challenge valuation.
- A Xerox copy of the answer script will be provided to the student on receipt of the payment of fee and date and time of the valuation will be informed to the student, so that valuation will be done in the presence of the teacher attended in support of the student nominated by the HOD concerned.
- The HOD concerned will nominate a teacher of the concerned subject to observe the valuation in support of the student. This will be done on the request of the student.
- If the marks obtained in the challenge valuation are more than or equal to 15% of the maximum marks with respect to the original marks obtained in the first valuation, then the marks obtained in the Challenge valuation will be awarded to the student and the institute will pay back Rs 9,000 (Nine thousands rupees only) to the student. If the student status changes from fail to pass, an amount of Rs. 5000 will be refunded to the student. Otherwise there will not be any change in the result of the student and original marks will be retained and the student will forfeit the fee paid.
- No Challenge valuation for Laboratory Examination

9.0 PROJECT EVALUATION

Every student shall be required to submit thesis/dissertation after taking up a topic approved by the Departmental Committee

- The Departmental Committee (DC) consisting of HOD, Project supervisor and two internal senior experts shall monitor the progress of the project work. A Project Review Committee (PRC) shall be constituted with Principal as a Chair person, Heads of the Departments of the program and two other senior faculty members, as members of PRC. PRC will come into action when DC is not able to resolve the issues.
- Registration of project work: A student is permitted to register for the project work after satisfying the attendance requirements of all the courses (theory, practical and seminars).
- After satisfying above point, a student has to submit in consultation with his supervisor, the title, objective plan of action of his project work to the DC for approval. Only after obtaining the approval of DC, the student can initiate the project work.
- The work on the project shall be initiated in the penultimate semester and continued in the final semester. The student can submit project thesis with the approval of DC after 16 weeks from the date of registration at the earliest but not later than 6 Months from the date of registration for the project work. Extension of time within the total permissible limit for completing the programme is to be obtained from the Head of the Institute.

- The internal evaluation shall be made by the DC to grade, on the basis of two seminars presented by the student on the topic of his project.
- The student must submit the status of thesis / dissertation only after satisfying the attendance requirements of prescribed courses such as theory, practical's, seminar and project internal evaluation.
- A Student has to prepare four copies of the thesis/dissertation certified in the prescribed format by the supervisor and HOD. Out of which three copies shall be submitted in the examination section.
- For carrying out project work, a total of 100 marks will be awarded, out of which 60 marks shall be awarded by a Board consisting of Supervisor, HOD and external Examiner, based on the project evaluation and viva-voce examination. Remaining 40 marks shall be awarded based on internal evaluation out of which 20 marks shall be awarded by the supervisor and the remaining 20 marks shall be awarded by DC, based on two seminars given by the student on his/her project. Head of the Department shall coordinate and make arrangements for the conduct of viva-voce.
- If the report of the viva-voce is failure, the student will retake the viva-voce examination after three months. If he/she fails to get a satisfactory report at the second viva-voce examination, he/she will not be eligible for the award of the degree.

10. ATTENDANCE REQUIREMENTS AND DETENTION POLICY

- A student shall maintain a minimum required attendance of 75% in AGGREGATE.
- Shortage of attendance up to 10% i.e., attendance between 65% to 75% in aggregate, may be condoned by the Institute Academic Committee based on the rules prescribed by the Academic Council of the Institute from time to time.
- A stipulated fee shall be payable towards condonation of shortage of attendance.
- Shortage of attendance below 65% shall in no case be condoned. A stipulated fee shall be payable towards condonation of shortage of attendance to the Institute as per following slab system
 - 1stSlab:** Less than 75% attendance but equal to or greater than 70% a normal condonation fee can be collected from the student.
 - 2ndSlab:** Less than 70% but equal to or greater than 65%, double the condonation fee can be collected from the student.
- Students whose shortage of attendance is not condoned OR who have not paid the stipulated fee OR who have not cleared any other due to the Institute in any semester are not eligible to write the Semester End Examination (SEE).
- Students, who do not meet the minimum required attendance of 65% in a semester, shall be detained in that semester and their registration for that semester shall stand cancelled. They shall not be promoted to the next semester.

- Students detained in a semester shall seek re-admission into that semester as and when offered.
 - Academic regulations applicable to the semester in which re-admission is sought shall be applicable to the re-admitted student.
 - In case, there are any professional electives and / or the same may also be re- registered, if offered. However, if those electives are not offered in the later semesters, then alternate electives may be chosen from the same set of elective courses offered under that category.
- Any student against whom any disciplinary action is pending shall not be permitted to attend semester end examination (SEE) in that semester.

11. Minimum Academic Requirements and Award of the Degree

The following Academic Requirements have to be satisfied in addition to the attendance requirements mentioned in section 10.

11.1 A student shall be deemed to have satisfied the minimum academic requirements and earn the credits for each theory , practical and seminar, if he secures

- A minimum of 40 % marks for each theory course in the Semester End Examination (SEE), and
- A minimum of 50 % marks for each theory course considering both CIE and SEE taken together.

11.2 A student shall be deemed to have satisfied the minimum academic requirements and earn the credits allotted to seminar courses, if he secures

- A minimum of 50 % marks for a seminar in the Continuous Internal Evaluation (CIE)

11.3 A student shall be treated as failed, if he

- Does not submit a report of a seminar OR
- Does not make a presentation of the same before the evaluation committee as per the schedule, or
- Secures less than 50 % marks in evaluation.

11.4 If a student fails to secure a pass grade in a particular course, it is mandatory that he/she shall register and re-appear for the examination in that course during the next semester when SEE is conducted in that course. It is mandatory that he should continue to register and re-appear for the examination till he secures a pass grade.

11.5 A student detained in a SEMESTER due to shortage of attendance, may be re-admitted when the same semester in the next academic year for fulfillment of academic requirements.

11.6 Academic regulations applicable to the semester in which re-admission is sought shall be applicable to the re-admitted student.

11.7 A student shall be given one chance to re-register, after completion of the course work, for each course, provided the internal marks (CIE) secured by a student are less than 50% and he has failed in the SEE. In such a case, a student may re-register for the course(s) with prior permission and secure

the minimum required attendance. Attendance in the re-registered course(s) shall be calculated separately to become eligible to write the semester end examination (SEE) in the re-registered course(s).

- 11.8** Re-registration is allowed only in those cases where the student doesn't have any course(s) yet to pass other than the re-registration course(s) where the CIE marks are less than 50%. However, in the case of re-registration of course(s) by a student, academic regulations applicable at the time of student admission in the programme shall be applicable.
- 11.9** In the event of re-registration, the internal evaluation marks as well as the End Semester Examinations marks secured in the previous attempt (s) for those subjects stand cancelled.
- 11.10** For each subject re-registered, the student has to pay a fee equivalent to one third of the semester tuition fee
- 11.11** A student shall register and put up minimum academic requirement of all 102 credits and earn all 102 credits for the award of M.B.A Degree
- 11.12** Students who fail to earn 102 credits as indicated in the course structure within four academic years from the year of their admission shall forfeit their seat in M.B.A course and their admission shall stand cancelled.

12. SEMESTER GRADE POINT AVERAGE (SGPA) AND CUMULATIVE GRADE POINT AVERAGE (CGPA)

The performances of students in each of the courses in the Programme are expressed in terms of letter grades based on an absolute grading system. We use 10-point grading system with letter grades. They are given in the following table.

Marks Obtained	Letter Grade	Description	Grade Points (GP)
≥90	A+	Outstanding	10
≥80 and ≤89.99	A	Excellent	9
≥70 and ≤79.99	B	Very Good	8
≥60 and ≤69.99	C	Good	7
≥50 and ≤59.99	D	Pass	6
< 50	F	Fail	--
Absent in the exam(s)	AB	Absent	--

A student is eligible for the award of the M.B.A. Degree with the class as mentioned in the following table

CGPA	Class
≥7.5	First class with Distinction
≥6.5 and <7.5	First Class
≥5.5 and <6.5	Second Class
≥5.0 and <5.5	Pass

12.1 Computation of SGPA

The performance of each student at the end of each semester shall be indicated in terms of SGPA. The SGPA shall be calculated as follows:

$$SGPA = \frac{\text{Total earned weighted grade points in a semester}}{\text{Total credits in a semester}}$$

$$SGPA = \frac{\sum_{i=1}^p C_i \cdot G_i}{\sum_{i=1}^p C_i}$$

Where

C_i = Number of credits allotted to a particular course 'i'

G_i = Grade point corresponding to the letter grade awarded to the course i

$i = 1, 2, \dots, p$ represent the number of courses in a particular semester.

Note: SGPA is calculated and awarded to those students who pass all the courses in a semester.

12.2 Computation of CGPA

The performance of a student shall be obtained by calculating Cumulative Grade Point Average (CGPA), which is weighted average of the grade points obtained on all courses during the course of study

$$CGPA = \frac{\text{Total earned weighted grade points for the entire programme}}{\text{Total credits for the entire program}}$$

$$CGPA = \frac{\sum_{j=1}^m C_j \cdot G_j}{\sum_{j=1}^m C_j}$$

Where

C_j = Number of credits allotted to a particular semester 'j'

G_j = Grade point corresponding to the letter grade awarded to the semester j

$j = 1, 2, \dots, m$ represent the number of semester of the entire programme.

12.3 Grade Card

The grade card issued shall contain the following

- The credits for each course offered in that semester
- The letter grade and grade point awarded in each course
- The SGPA and CGPA
- Total number of credits earned by the student up to the end of that semester

Example: - Computation /calculation of SGPA

Course name	Credits (C)	Letter grade	Grade point (GP)	Credit point (CP=C*GP)
Course 1	4	A	9	4x9=36
Course 2	3	S	10	3*10=30
Course 3	2.5	S	10	2.5*10=25
Course 4	1.5	C	6	1.5*6=9
Course 5	1	D	5	1*5=5
Total	12			105

Therefore, SGPA = $\frac{105}{12}$ 8.75

Example Illustration of CGPA

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5
Credit: 20 SGPA : 8.75	Credit : 20 SGPA : 8.25	Credit : 22 SGPA : 7.89	Credit: 23 SGPA : 8.21	Credit : 22 SGPA : 7.86

Thus, CGPA = $\frac{20*8.75+20*8.25+22*7.89+23*8.21+22*7.86}{107} = 8.34$

Similarly, compute CGPA obtained at the end of 6th semester shall be the final CGPA secured by the student for the entire programme.

12.4 Conversion of SGPA into percentage

In case of a specific query by students/employers regarding Semester Grade Point Average (SGPA)/ Cumulative Grade Point Average (CGPA) into percentage, the following formulae will be adopted for notional conversion of CGPA into percentage.

$$\text{Percentage} = 9.5 * \text{CGPA}$$

13. TRANSCRIPTS

After successful completion of the entire programme of study, a transcript containing performance of all academic years will be issued as a final record. Duplicate transcripts will also be issued, if required, after payment of requisite fee. Partial transcript will also be issued up to any point of study to a student on request.

14. TRANSITORY REGULATIONS

Discontinued, detained, or failed candidates are eligible for readmission as and when the semester is offered after fulfilment of academic regulations. Candidates who have been detained for want of attendance or not fulfilled academic requirements or who have failed after having undergone the course in earlier regulations or have discontinued and wish to continue the course are eligible for admission into the unfinished semester from the date of commencement of class work with the same or equivalent subjects as and when subjects are offered, subject to Section 11 and they will follow the academic regulations into which they are readmitted. Students who are permitted to avail gap year shall be eligible for re-joining into the succeeding year of their M.B.A from the date of commencement of class work, subject to Section 11 and they will follow the academic regulations into which they are readmitted.

15. MINIMUM INSTRUCTION DAYS FOR A SEMESTER

The minimum instruction days for each semester shall be 16 weeks.

16. STUDENT TRANSFERS

Student transfers shall be as per the guidelines issued by the Government of Andhra Pradesh and the affiliating University from time to time.

17. ANNOUNCEMENT OF RESULTS

- Results review committee comprising of University nominee, Principal, Dean Academics, Chairman of various boards of studies, Controller of Examinations and Deputy Controller of Examinations will monitor the results and gives the permission for announcement of results.
- After review meeting results are loaded in to Institution website from which students can access their results by entering Hall Ticket number. And also results in form of hard copy are available with respective Heads of the departments.

18. GENERAL INSTRUCTIONS:

- The academic regulations should be read as a whole for purpose of any interpretation.
- Malpractices rules-nature and punishments are appended.
- Where the words "he", "him", "his", occur in the regulations, they also include "she", "her", "hers", respectively.
- In the case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Principal / Governing body is final.
- Any legal issues are to be resolved in Rajampet Jurisdiction.
- The Institute may change or amend the academic regulations or syllabi at any time and the changes or amendments shall be made applicable to all the students on rolls with effect from the dates notified by the Institute.

APPENDIX I: Rules for Disciplinary Action for Malpractices / Improper Conduct in Examinations**Malpractices identified by squad or special invigilators or invigilators**

Punishments shall be given to the students as per the above guidelines. The case is to be referred to the malpractice committee.

Malpractice committee

1. The Principal, Chairman
2. Dean, Academics, Member
3. Invigilator, Member
4. Subject expert, Member
5. Head of the Department, M.B.A
6. Controller of Examinations, Member Secretary

Note:

Whenever the performance of a student is cancelled in any subject/subjects due to Malpractice, he has to register for End Examinations in that subject/subjects consequently and has to fill all the norms required for the award of Degree.

	Nature of Malpractices/Improper conduct	Punishment
	<i>If the candidate:</i>	
1.(a)	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the candidate which can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only.
(b)	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him.
2.	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The Hall Ticket of the candidate is to be cancelled and sent to the University.
3.	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred for four consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. The performance of the original candidate who has been impersonated, shall be cancelled in all the subjects of the examination (including practical's and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The candidate is also debarred for four consecutive semesters from class work and all University examinations, if his involvement is established.

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		Otherwise, the candidate is debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.
4.	Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
5.	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.	Cancellation of the performance in that subject only.
6.	Refuses to obey the orders of the Chief Superintendent/Assistant — Superintendent / any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.	In case of student of the college, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. If the candidate physically assaults the invigilator/officer-in-charge of the Examinations, then the candidate is also debarred and forfeits his/her seat. In case of outsiders, they will be handed over to the police and a police case is registered against them.
7.	Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET

8.	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat.
9.	If students of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in nay malpractice or improper conduct mentioned in class 6 to 8.	Student of the colleges expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat. Person (s) who does not belong to the College will be handed over to police and, a police case will be registered against them.
10.	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year.
11.	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject only or in that subject and all other subjects the candidate has appeared including practical examinations and project work of that semester / year examinations, depending on the recommendation of the committee.
12.	If any malpractice is detected which is not covered in the above clauses 1 to 12 shall be reported to the University for further action to award suitable punishment.	

BASIC STRUCTURE FOR MASTER OF BUSINESS ADMINISTRATION(R22Regulations)

Semester I (First year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	22CE011T	Management and Organization Behaviour	3	0	0	3
2	PCC	22CE012T	Business & Legal Environment	3	0	0	3
3	PCC	22CE013T	Managerial Economics	3	0	0	3
4	PCC	22CE014T	Entrepreneurship Development	3	0	0	3
5	PCC	22CE015T	Accounting for Managers	3	1	0	4
6	BSC	22CC11T	Business Statistics	3	1	0	4
7	HSC	22CC12T	Managerial Communications	3	0	0	3
Lab Courses							
8	PCC	22CE016P	Personality Development Programme– I	0	0	3	1.5
9	FC	22CE017L	Computer Applications Lab	0	0	3	1.5
Total credits							26

Category	Credits
Management Professional Courses	18.5
Basic Science Courses	03
Humanities Courses	03
Computer Application	1.5
Total Credits	26

Semester II (Firstyear)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	22CE021T	Human Resource Management	3	0	0	3
2	PCC	22CE022T	Financial Management	3	1	0	4
3	PCC	22CE023T	Marketing Management	3	0	0	3
4	PCC	22CE024T	Operations Management	3	0	0	3
5	PCC	22CE025T	Management Information System	3	0	0	3
6	PCC	22CE026T	Research Methodology	3	0	0	3
7	BSC	22CE027T	Operations Research	3	1	0	4
Lab Courses							
8	PCC	22CE028P	Personality Development Programme – II	0	0	3	1.5
9	HSC	22CC21L	Executive Communication Lab	0	0	3	1.5
Total credits							26

Category	Credits
Management Professional Courses	21.5
Basic Science Courses	03
Humanities and Social Sciences	1.5
Total Credits	26

BASIC STRUCTURE FOR MASTER OF BUSINESS ADMINISTRATION (R22 Regulations)

Semester III (Second year)

SNo.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	22CE031T	Logistic and Supply Chain Management	3	0	0	3
2	PCC	22CE032T	Retail Management	3	0	0	3
3	PCC	22CE033T	Cost and Management Accounting	3	1	0	4
4	PEC-I	22CE034AT	Knowledge Management	4	0	0	4
		22CE034BT	Corporate Finance				
		22CE034CT	Consumer Behaviour				
		22CE034DT	E-Business				
5	PEC-II	22CE035AT	Personnel Administration, Policy and Procedure	4	0	0	4
		22CE035BT	Financial Markets and Services				
		22CE035CT	Services Marketing				
		22CE035DT	Enterprise Resource Planning				
6	PEC-III	22CE036AT	Wage and Compensation Management	4	0	0	4
		22CE036BT	Investment Analysis and Portfolio Management				
		22CE036CT	Green Marketing Management				
		22CE036DT	Customer Relationship Management				
7	PEC-IV	22CE037AT	Employee Performance Management	4	0	0	4
		22CE037BT	GST & Customs Law				
		22CE037CT	Brand Management				
		22CE037DT	Data Warehousing and Mining				
8	Seminar	22CE038P	Seminar (Success Stories of Entrepreneurs)	0	0	4	2
Total credits							28

Category	Credits
Professional Core Courses	10
Professional Elective Courses	16
Seminar	02
Total Credits	28

Semester IV (Second year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	22CE041T	Strategic Management	4	0	0	4
2	PCC	22CE042T	Business Analytics	4	0	0	4
3	PEC-V	22CE043AT	International Human Resource Management	4	0	0	4
		22CE043BT	International Financial Management				
		22CE043CT	Digital Marketing				
		22CE043DT	Corporate Information Management				
4	PEC-VI	22CE044AT	Organization Development	4	0	0	4
		22CE044BT	Financial Derivatives				
		22CE044CT	Integrated Marketing Communications				
		22CE044DT	Data Communication and Network Analysis				
5	Project	22CE045P	Comprehensive Project Work	0	0	0	6
Total credits							22

Category	Credits
Professional Core Courses	08
Professional Elective Courses	08
Project	06
Total Credits	22

Offered to Other Departments

S.No.	Course Code	Course Title	Semester
1	20AC35T	Managerial Economics and Financial Analysis	III
	20AC45T	Managerial Economics and Financial Analysis	IV
2	20AC36T	Management Science	III
3	20AE5AT	Human Resource Management	V
	20AE7AT	Human Resource Management	VII
4	20AE5BT	Intellectual Property Rights	V
	20AE7BT	Intellectual Property Rights	VII
5	19BE11T	Research Methodology & IPR	I
6	19BE3AT	Cost Management of Engineering projects	III

Unit 5 CONTROLLING AND ORGANISATIONAL DYNAMICS**10**

Concepts of Control – Controlling Methods and Techniques – Basic Control Process – Concept and Importance of Organizational Culture – Concept of Organizational Change & Resistance to Change.

Learning Outcomes: At the end of the unit, the student will be able to:

- To Understand the reasons for Resistance to Change in the organization. (L2)
- To comprehend the strategies for planned change in the organization. (L2)

Prescribed Textbooks:

1. Robbins S.P, Management PHI.
2. Robbins S.P, Organizational Behaviour, PHI.

Reference Books:

1. Stoner. J., Freeman, Management, PHI
2. Luthans F., Organizational Behaviour, TMH.
3. Koontz, Weirich, Management, TMH.
4. Griffin & Moorhead, Organizational Behaviour.

Course Outcomes:

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

1. Describe the roles, skills and functions of management.
2. Comprehend various Plans, Decisions and Organizational structure.
3. Summarize about Attitude, Personality, Perception, Learning and Motivation at Work-place.
4. Explain different concepts of Groups, Teams and Leadership in the Organization.
5. Summarize about different concepts of controlling and change in the Organization.

Blooms Level of Learning

L2
L2
L2
L2
L2

CO-PO Mapping:

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CE011T.1	2	1	2	-	1	1	-	1
22CE011T.2	3	2	1	-	1	2	2	1
22CE011T.3	2	2	2	2	1	1	-	1
22CE011T.4	2	2	3	2	1	1	-	1
22CE011T.5	2	2	2	1	-	1	-	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
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Title of the Course BUSINESS AND LEGAL ENVIRONMENT
Category PCC
Course Code 22CE012T

Year I MBA.
Semester I Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

- To understand the various components of Business environment and the impact of environmental factors on Business operations.
- To know the various economic policies and their role in Financial information of Business.
- To acquire the knowledge of Contract in Business transactions.
- To acquire the knowledge about different companies and legal aspects of Companies Act(1956).
- To understand the concept of IPR and Cyber Laws.

Unit 1 INTRODUCTION TO BUSINESS ENVIRONMENT 10

Meaning of Business, Nature and Significance of Business Environment, Introduction to Economic Environment, Perspectives on the Economic Problem, Industry policy of 1991 and Recent Development, Policy on FDI in Indian.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the components and significance of business environment. (L2)
- Summarise the impact of economic and other environment factors on business operations. (L2)

Unit 2 FISCAL POLICY AND MONETARY POLICY 12

Public Revenues, Public Expenditure, Public Debt, Development Activities Financed by Public Expenditure, Monetary Policy, Demand for Supply of Money, Objectives of Monetary and Credit Policy, Recent Trends, Role of Finance Commission.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the economic policies on business operations. (L2)
- Summarise Monetary policy and its utilization in business. (L2)

Unit 3 LAW OF CONTRACT 14

Definition of Law, Need, Classification and Sources of Business Law, Law of Contract, 1872 (Part-I): Nature of Contract and Essential Elements of Valid Contract, Offer and Acceptance, Law of Contract, 1872 (Part-II): Consideration, Capacity to Contract and Free Consent, Legality of Object.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the importance of contract in business transactions. (L2)
- Understand the Indian Contract Act 1872. (L2)

Unit 4 COMPANY LAW 10

Companies Act, 1956 (Part-I): Kinds of Companies, Formulation of Companies, Incorporation, Company Documents – Company Act, 1956 (Part-II): Company Management, Directors, Company Meetings, Resolutions, Auditors, and Modes of Winding-up of a Company.

Learning Outcomes: At the end of the unit, the student will be able to:

- understand the different kinds of companies and the formation, incorporation of company. (L2)
- summarise the legal aspects of Companies Act 1956. (L2)

Unit 5 INTRODUCTION OF CYBER LAWS AND IPR 12

Scope and Application of IT Act, 2000 – Digital Signature – e-governance – Penalties and Adjudication – Cyber Regulations Appellate Tribunals – Duties of Subscribers – Introduction of IPR – Copy Rights – Trademarks –

Patent Act

Learning Outcomes: At the end of the unit, the student will be able to:

- explain the scope and applications of IT Act 2000 and Cyber Regulation Tribunals. (L2)
- summarise Cyber crimes and different kinds of Intellectual Property Rights. (L2)

Prescribed Textbooks:

1. Balachandran V., Legal Aspects of Business, Tata McGraw Hill, 2012
2. A Manual of Business Laws, S.N. Maheshwari&Maheshwari, Himalaya

Reference Books:

1. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2008.
2. Dr. Vinod, K. Singhanian, Direct Taxes Planning and Management, 2008.
3. Richard Stim, Intellectual Property-Copy Rights, Trade Marks, and Patents, Cengage Learning, 2008.
4. Mercantile Law, N.D. Kapoor, Sultan Chand & Sons
5. Mercantile Law, S.S. Gulshan, 3/e, Excel Books,
6. Business Law, Mathur, Tata McGraw-Hill.
7. Legal Aspects of Business, Ravinder Kumar, Cengage.

Course Outcomes:

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

Blooms Level of Learning

1. Describe the linkage between Business and internal, external environmental factors. L2
2. Comprehend different fiscal and monetary policies, guidelines for Business operations. L2
3. Explain various sources of Business Law and Various concepts related to Law of contract. L2
4. Summarize Company Law Provisions relating to incorporation and administration of Companies in India. L2
5. Explain the importance of IPR and Cyber security, and their protection. L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE012T.1	1	1	-	1	-	3	1	1
22CE012T.2	2	1	1	1	1	2	2	1
22CE012T.3	2	1	-	1	1	1	-	1
22CE012T.4	1	1	1	2	1	-	1	-
22CE012T.5	-	1	1	3	-	3	1	2

National Income: An Indicator of Economic Activity, the Parameters that Influence Level of Economic Activity – Business Cycle: Characteristics, Phases of Business Cycle – General Factors causing Swings in Business Activity – III Effects of Business Cycle – Measures to Control Business Cycle – Government Policy for Controlling Inflation and Recession.

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyse Government policies and regulations affecting Business operations. (L4)
- To Understanding the Phases of Business Cycle and its impacts. (L2)

Prescribed Textbooks:

1. Economics for Managers, Hirschey, Thomson, 2007.
2. Gupta: Managerial Economics TMH 2009.

Reference Books:

1. Managerial Economics, 4th Edition, Craig Peterson.
2. Managerial Economics—A Problem Solving Approach, Froeb: Thomson, 2007.
3. Managerial Economics Analysis, Problems, Cases, Mehta P.L., Sultan Chand and Sons, New Delhi, 2001.
4. Managerial Economics, Pearson Education, James Pappas and Engene Brigham: New Delhi, 2006.
5. Managerial Economics, Suma Damodaran, Oxford, 2007.
6. Management accounting, M.E. Thukaram Rao, New Age International Publishers, New Delhi.
7. Cost Accounting Principles and Practices, S P Jain & K L Narang 17th Revised Edition, Kalyani Publishers.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|---|----|
| 1. Explain the basic managerial economic concepts and the relationship of Managerial Economics with other functional areas. | L2 |
| 2. Comprehend about Demand analysis, Elasticity of Demand and Demand Forecasting. | L2 |
| 3. Explain about different concepts involved in Production Analysis. | L2 |
| 4. Comprehend about Market Analysis involved in the Present Market. | L2 |
| 5. Summarize about Business cycles, Government policies to control Recession. | L2 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE013T.1	2	2	-	1	1	-	-	-
22CE013T.2	2	2	1	2	1	-	-	1
22CE013T.3	2	2	1	-	-	1	-	1
22CE013T.4	2	2	1	1	1	2	1	1
22CE013T.5	2	1	1	1	1	2	-	1

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the Institutional support in India. (L2)
- Exemplify different ways of entrepreneurship. (L2)

Prescribed Textbooks:

1. The Dynamics of Entrepreneurial Development & Management, Vasanth Desai, Himalaya.
2. Nina Jacob – Creativity in Organisations, Wheeler, 1998.
3. Innovation & Creativity, Jonne&Ceserani, Crest (2010).
4. Entrepreneurship Management – Text & Cases, BholanathDutta, Excel Books 2009.

Reference Books:

1. Entrepreneurial Development, S.S. Khanka, S. Chand & Company Limited, New Delhi.
2. Entrepreneurship, Robert D. Hisrich, Michael P. Peters, Dean A Shepherd, TMH, 2009.
3. Fundamentals of Entrepreneurship, H. Nandan, PHI, New Delhi.

Course Outcomes:

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

1. Explain the roles, qualities, competencies and types of Entrepreneurs.
2. Summarize different entrepreneurial theories and forms of business ownerships.
3. Comprehend about the different entrepreneurial strategies.
4. Evaluate the different sources of capital.
5. Explain the different contemporary issues in Entrepreneurship.

Blooms Level of Learning

- L2
L2
L3
L5
L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE014T.1	2	2	1	1	2	3	1	1
22CE014T.2	2	2	1	-	1	3	1	1
22CE014T.3	3	2	1	1	2	3	1	1
22CE014T.4	2	1	1	-	-	3	-	2
22CE014T.5	3	3	2	1	1	3	1	-

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
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Title of the Course ACCOUNTING FOR MANAGERS
Category PCC
Course Code 22CE015T

Year I MBA
Semester I Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	1	0	4

Course Objectives:

- To explain the basic concepts, importance and objectives of Accounting.
- To understand the Financial Statements Viz Trading, Profits or Loss account and Balance Sheet of a Sole Proprietor.
- To elucidate the process of Valuation of assets.
- To explain the utilization of financial information in decision making.
- To calculate the various Ratios and Interpret them.

Unit 1 INTRODUCTION TO ACCOUNTING 8

Meaning and Definition of Accounting – Importance of Accounts – Objectives – Branches of Accounting – Accounting Concepts and Convention – Indian Accounting Standards.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply knowledge of generally accepted accounting principles (GAAP) and managerial accounting theories to business organizations, state and local. (L3)
- Understand key accounting principles that underlie a corporate annual financial statement. (L2)

Unit 2 THE ACCOUNTING PROCESS 15

Overview – Books of Original Record; Journal and Subsidiary books, Ledger, Trial Balance – Final Accounts – Trading, Profit and Loss Account and Balance Sheet with Simple Adjustments (Theory & Simple Problems).

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the basic accounting cycle and pass journal entries. (L2)
- Analyze disclosures in the Trial balance and prepare trading and profit loss account, balance sheet. (L4)

Unit 3 VALUATION OF FIXED ASSETS AND INVENTORY 15

Depreciation Accounting: Concept of Depreciation, Causes of Depreciation, Depreciation Accounting– Methods of Depreciation: Straight Line Method, Written Down Value Method/Accelerated Method, Annuity Method, Sinking Fund Method – Inventory Valuation Methods (LIFO, FIFO and Weighted Average Method) (Theory & Simple Problems).

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply basic transactions involving cash, receivables, inventories, investments, plant assets, intangible assets, current and long-term liabilities, and stockholders' equity. (L3)
- Analyze cost behavior and link cost behavior to key business activities and business profitability. (L4)

Unit 4 FINANCIAL ANALYSIS 13

Analysis and Interpretation of Financial Statements – Horizontal Analysis and Vertical Analysis of Company – Importance – Uses – Types of Financial Analysis – Tools and Techniques of Financial Analysis (Theory & Simple Problems).

Learning Outcomes: At the end of the unit, the student will be able to:

- Ability to read, interpret and analyze financial statements; combine financial analysis with other information to assess the financial performance and position of a company; (L3)
- Understand and apply course concepts to analyze common business management decisions such as

pricing and outsourcing decisions from a financial perspective. (L2)

Unit 5 RATIO ANALYSIS

8

Significance of Ratio Analysis – Limitations – Liquidity, Activity, Capital Structure and Profitability Ratios – Du Pont Chart (Theory & Simple Problems).

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the major types of accounting ratios; (L2)
- Understand the financial performance through accounting ratios. (L2)

Prescribed Textbooks:

1. Accounting for Managers, M E Thukaram Rao, New Age International Publishers.
2. Accounting for Managers, Made Gowda, Himalaya, 2009.
3. Financial Accounting Theory and Analysis: Text and Cases, Richard G. Schroeder, Myrtle Clark, Jack M. Cathey, John Wiley and Sons, 2010.

Reference Books:

1. Financial Accounting for Business Managers, Asish K. Bhattacharyya, PHI, 2009.
2. Financial Accounting Management: An Analytical Perspective, Ambrish Gupta, Pearson Education-2009.
3. Accounting for Management, Vijaya Kumar, TMH, 2009.
4. Financial Accounting, Dr. S.N. Maheshwari and Dr. S.K. Maheshwari, Vikas Publishing House Pvt. Ltd., 2007.
5. Financial Accounting, Weygandt, Kieso, Kimmel, 4/e, Wiley India Edition, 2006.
6. Accounting and Financial Management, T.S. Reddy & Y. Hari Prasad Reddy, Margham Publications.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|---|----|
| 1. Comprehend about basic concepts of accounting and principles of corporate entities. | L2 |
| 2. Construct the financial statement via the income statement and Balance sheet. | L4 |
| 3. Evaluate the different depreciation methods and inventory techniques on assets. | L5 |
| 4. Analyze various functional tools and techniques in decision making in the organization. | L4 |
| 5. Analyze ratio analysis to know the financial performance of the firm with Du-Pont chart. | L4 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE015T.1	2	2	-	-	1	1	-	1
22CE015T.2	2	3	-	-	1	1	1	-
22CE015T.3	2	2	-	2	-	1	-	1
22CE015T.4	3	2	1	-	3	2	1	1
22CE015T.5	2	2	-	-	1	2	-	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
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Title of the Course BUSINESS STATISTICS
Category BSC
Course Code 22CC11T

Year I MBA
Semester I Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	1	0	4

Course Objectives:

- To understand several important concepts of origin and growth of basic statistics.
- To understand the concepts of tabulation, diagrammatic and graphical representation of data.
- To get the knowledge on the concepts of measures of central tendency and dispersion.
- To get the knowledge on the concepts of correlation and regression analysis.
- To get the knowledge on the concepts of time series analysis.

Unit 1 INTRODUCTION TO STATISTICS 9

Statistics: Definition, Origin and Growth, Functions, Applications and Limitations – Classification of Data: Types of Classification.

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarise the functions and applications of statistics. (L2)
- Understand different types of classifications. (L2)

Unit 2 TABULATION OF DATA 12

Role and General Rules of Tabulation, Types of Tables – Diagrammatic and Graphical Representation of Data: Types of Diagrams, Graphs, Graphs of frequency distribution.

Learning Outcomes: At the end of the unit, the student will be able to:

- Sketch the tables. (L3)
- Explain the uses of Diagrammatic and Graphical Representation of the data.(L3)

Unit 3 MEASURES OF CENTRAL TENDENCY AND DISPERSION 13

Characteristics of a Good Measure of Central Tendency – Types of Averages: Mean, Median, Mode and Its Applications, Range – Quartile Deviation – Mean Deviation – Variance – Standard Deviation – Coefficient of Variation and its Applications.

Learning Outcomes: At the end of the unit, the student will be able to:

- Identify the measures of Central tendency. (L2)
- Examining range, quartile deviation, mean deviation, variance and standard deviation. (L3)

Unit 4 CORRELATION AND REGRESSION ANALYSIS 13

Definition – Types – Methods – Scatter diagram – Positive and Negative Correlation – Limits for Coefficient of Correlation – Karl Pearson's Coefficient of Correlation – Spearman's Rank Correlation – Concept of Multiple and Partial Correlation – Least Square Fit of a Linear Regression – Two Lines of Regression – Properties of Regression Coefficients.

Learning Outcomes: At the end of the unit, the student will be able to:

- Identify correlation between given variables.(L2)
- Articulates dependent and independent variables.(L3)

Unit 5 TIME SERIES ANALYSIS 12

Components – Models of Time Series: Additive, Multiplicative and Mixed models – Trend Analysis: Free Hand Curve, Semi Averages, Moving Averages, Least Square Methods.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the models of tie series.(L2)
- Calculate the future trend values.(L4)

Prescribed Textbooks:

1. Statistical Methods, Gupta S.P., S. Chand. 2008 (42 Revised Edition).
2. Business Statistics, Gupta S.C & Indra Gupta, Himalaya Publishing House, Mumbai.

Reference Books:

1. Complete Business Statistics, Amir D. Aezel, Jayavel, TMH, 2008.
2. Statistics for Management, Lerin, Pearson Company, New Delhi.
3. Business Statistics for Contemporary Decision Making, Black Ken, New Age Publishers, New Delhi.
4. Statistics for Business and Economics, Anderson, Sweeney, William, 9/e, Thomson Publishers, 2007.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|---|----|
| 1. Describe the definition of statistics, functions and the applications of statistics. | L2 |
| 2. Apply the different rules related to tabulation and graphical representation of data. | L3 |
| 3. Analyze about the measurement made through measure of central tendency and dispersion. | L4 |
| 4. Analyze the relationship between the variables by using correlation and regression analysis. | L4 |
| 5. Summarize the concepts of time series analysis and its applications. | L4 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CC11T.1	2	2	-	-	1	1	-	1
22CC11T.2	2	2	1	1	1	1	-	1
22CC11T.3	3	3	-	1	-	1	-	1
22CC11T.4	3	3	-	-	-	1	1	1
22CC11T.5	3	3	1	-	1	1	-	1

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)**

Title of the Course MANAGERIAL COMMUNICATION
Category HSC
Course Code 22CC12T

Year I MBA
Semester I Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

- To explain the basic concepts and principles of communication
- To describe the Formal, Informal, Intra and Inter-Personal communication.
- To describe the types and importance of non-verbal communication, Listening and Speaking.
- To describe the concepts of effective speech, Technical and Non-technical presentations and Business Letters.
- To comprehend the knowledge about Job Application Letters and Report Writing.

Unit 1 INTRODUCTION TO MANAGERIAL COMMUNICATION 8

Meaning, Importance & Objectives – Principles of Communication – Communication Process – Barriers to Effective Communication – Techniques of Effective Communication.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the basic concepts of communication. (L2)
- Describe the barriers to effective communication. (L2)

Unit 2 MANAGING ORGANIZATION COMMUNICATION 10

Formal and Informal Communication – Intra and Inter-personal Communication – Models of Inter-personal Communication: Exchange Theory, Johari Window and Transactional Analysis.

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarise the concepts of formal and informal communication. (L2)
- Explain the Intra and Inter personal communication. (L2)

Unit 3 NON-VERBAL COMMUNICATION 10

Body Language: Gestures, Postures, Facial Expressions, Dress codes – Cross-Cultural Dimensions of Business Communication – Listening and Speaking – Techniques of Eliciting Response – Probing Questions – Observation – Business and Social Etiquettes.

Learning Outcomes: At the end of the unit, the student will be able to:

- Comprehend the various concepts of non-verbal communication. (L2)
- Summarise the concepts of Listening, Speaking, observation and etiquettes. (L2)

Unit 4 MANAGERIAL SPEECHES AND BUSINESS LETTER 8

Principles of Effective Speech and Presentations – Technical and Non-technical presentations – Speech of Introduction – Vote of Thanks – Occasional Speech – Theme Speech – Use of Audio-Visual aids.

Business Letters: Inquiries, Circular, Quotations, Orders, Acknowledgments, Complaints, Claims & Adjustments, Collection Letter, Banking Correspondence, Agency Correspondence, Bad news and Persuading Letters, Sales Letters.

Learning Outcomes: At the end of the unit, the student will be able to:

- Describe the principles of effective speech, Technical and Non-technical presentations . (L2)
- Explain different types of Business letters. (L2)

Unit 5 BUSINESS WRITING AND REPORTS**10**

Job Application Letters: Bio-data, Covering Letter, Interview Letters, Letter of Reference, Memos, Minutes, Circulars & Notices.

Report Writing: Business Reports, Abstract, Synopsis, Data Collection – Rudiments of Report Writing.

Learning Outcomes: At the end of the unit, the student will be able to:

- Describe the different types of Job application Letters. (L2)
- Explain the different types of Business Letters. (L2)

Prescribed Textbooks:

1. Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. K Bhardwaj, Professional Communication, IK Int Pub House, New Delhi
3. Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.

Reference Books:

1. Adair, J. (2003). Effective Communication. Pan McMillan.
2. Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill, New York.
3. Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|---|----|
| 1. Explain the basic concepts of Managerial Communication. | L2 |
| 2. Describe formal and informal, intra and interpersonal communications. | L2 |
| 3. Explain the importance of nonverbal communication, listening, speaking, business and social etiquettes in an organization. | L2 |
| 4. Develop technical and non technical presentations as well as write effective business letters. | L6 |
| 5. Write different forms of letters and reports. | L6 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CC12T.1	2	2	1	2	1	1	-	1
22CC12T.2	2	2	1	2	-	1	1	1
22CC12T.3	2	2	1	3	1	-	1	1
22CC12T.4	3	2	1	1	1	1	1	1
22CC12T.5	1	2	1	2	1	-	1	-

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course PERSONALITY DEVELOPMENT PROGRAMME– I
Category PDP
Course Code 22CE016P

Year I MBA
Semester I Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	3	1.5

Course Objectives:

- To improve Verbal and Non-verbal communication skills.
- To learn the Time Management techniques and Goal setting strategies.
- To enhance Social etiquettes and manners related to Social and professional situations.
- To understand their strengths, weaknesses and to develop a deeper Self awareness.
- To improve the ability to create and deliver effective presentations.

Activity areas:

Following activity areas for the current semester are proposed below. The in-charge of the programme is instructed to keep in view the broad framework provided in previous pages while conducting following activities.

- ❖ Goal setting
- ❖ Listening
- ❖ Reading
- ❖ Presentation skills
- ❖ Etiquettes & manners
- ❖ Successful presentations
- ❖ Group discussions
- ❖ Written skills
- ❖ Memory development Programme
- ❖ Time management

Learning Outcomes:At the end of the All activities, the student will be able to:

- Describe and nurture a deep understand of personal goal setting.(L2)
- Understand and practice etiquettes and manners in personal and professional life.(L2)
- Adapt listening, reading, written skills and memory development techniques.(L3)
- Prepare power point presentations and improve presentation skills.(L3)
- Employ time management skills and participate in group discussion programmes effectively.(L3)

Prescribed Textbooks:

1. Developing Management Skills – David A. Whetten& Kim S. Cameron, 7/e, PHI, 2007.
2. More Games Trainers play – ScannelNewstrom, TMH.
3. Developing Communication Skill – Krishna Mohan &MeeraBanerji, MacMillan.

Reference Books:

1. Basic Managerial Skills for All – EH McGrath, 6/e, PHI.
2. Creativity, Innovation and Quality – Paul E. Plsek, PHI.
3. Human Skills – Creating the Future – Frenandez, Pattanayak, UpinderDhar&Ravishanker, HPH.
4. Effective Training – Blanchard Thacker, 3/e, PHI.
5. Sales Games and Activities for Trainers – Gary B. Connar& John A. Woods, TMH.
6. Team Games for Trainers – Nileos, TMH.
7. Public Speaking – Michael Osborn &Suganne Osborn, 6/e, Biztantra.
8. Body Language – Hedwig Lewis, Response Books.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|--|----|
| 1. Describe the importance of Self-awareness and Potential Development | L2 |
| 2. Apply strategies for managing their time and priorities for a better time management. | L3 |
| 3. Develop good communication skills. | L3 |
| 4. Describe ethical, cultural and responsive personality | L2 |
| 5. Summarize public speaking skills, enhance individuals ideas with others. | L2 |

CO-PO Mapping:

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CE016P.1	2	2	1	2	2	3	2	2
22CE016P.2	3	2	1	2	3	2	1	2
22CE016P.3	3	2	1	2	3	2	1	1
22CE016P.4	2	2	1	2	2	2	2	2
22CE016P.5	2	2	1	2	2	3	1	3

Unit 5 DATA ANALYSIS WITH STATISTICAL TOOLS (SPSS)**12**

Graphical and Diagrammatic Representation of Data – Measures of Central Tendency – Measures of Dispersion – Skewness & Kurtosis – Index numbers – Correlation & Simple Regression using SPSS

Learning Outcomes: At the end of the unit, the student will be able to:

- Perform data presentation using tables and graphs using SPSS package (L4)
- Understand statistical analysis using SPSS package (L2).

Reference Books:

1. Introduction to Computers and Communications-Sixth Edition-Tata McGraw Hill.
2. Introduction to Information Technology, V. Rajaraman, Prentice Hall India,
3. Doing Data Analysis with SPSS 16.0, Carver, 3/e, Cengage, 2009
4. SPSS for Windows Step by Step, George, 6/e, Pearson Education, 2009
5. 2007 Microsoft Office System Step-by- Step, Coxetall, First Edition, PHI, 2007.
6. Microsoft Office Excel 2007 Data Analysis and Business Modeling, Winston, First Edition, Prentice Hall India, 2007.
7. Microsoft Office Access 2007 Step-by-Step, Lambert, Lambert III &Prepernau, First Edition, Prentice Hall India, 2007.
8. Business Data Analysis Using Excel, David Whigam, First Edition, Oxford University Press, 2007.
9. Nandhni, Implementing Tally9: Comprehensive guide for Tally 9&8.1 BPB publications 2010.
10. Ndhani, Tally, ERP, BPB Publications 2010.
11. Data Base Management Systems, ISRD, Tata – McGraw Hill 2009.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|---|----|
| 1. Explain about computer systems origin and history, and their applications in the field of Business Management. | L2 |
| 2. Write documents using MS Word processor and process information using MS Excel spreadsheets. | L5 |
| 3. Design effective presentations through MS PowerPoint and perform database management using MS Access | L5 |
| 4. Apply Tally and SPSS for Data Analysis. | L2 |
| 5. Develop information reporting through tables and Graphics using SPSS Package. | L2 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE017L.1	2	1	1	1	2	1	-	-
22CE017L.2	3	3	3	3	3	1	-	-
22CE017L.3	3	3	3	3	3	2	-	1
22CE017L.4	1	1	1	1	2	1	-	1
22CE017L.5	3	2	1	2	3	1	1	2

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course HUMAN RESOURCE MANAGEMENT
Category PCC
Course Code 22CE021T

Year I MBA
Semester II Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

- To understand the basic concepts of Human Resource Management concepts.
- To explain Human Resource Planning, Recruitment and Selection process.
- To understand the processes involved in Training & Development and Performance Appraisal.
- To know the Career development and Compensation systems.
- To understand different contemporary trends in the field of Human Resource Management.

Unit 1 HUMAN RESOURCE MANAGEMENT 12

Introduction – Definitions – Nature & Scope of HRM – Functions of HRM – Changing Roles & Responsibilities of HR Department – Meeting Competitive Challenges Through HRM..

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the basic concepts of Human Resource Management. (L2)
- Describe the roles and responsibilities of Human resource Department. (L2)

Unit 2 HUMAN RESOURCE PROCESS 12

HR Planning Process – Factors Affecting HR Planning Process – Job Analysis & Job Design – Recruitment, Selection & Placement Process – Orientation Concept.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the Human Resource Planning process. (L2)
- Examine Recruitment and Selection Process.(L3)
- Get an awareness regarding job analysis and job design (L2)

Unit 3 HR TRAINING PROCESS 10

Training Process – Employee Development – T&D Effectiveness – Performance Management – Performance Appraisal Methods – Performance Measures; Criteria & Approaches.

Learning Outcomes:At the end of the unit, the student will be able to:

- Describe employee training and development strategies. (L2)
- Explain the performance Appraisal concepts. (L2)

Unit 4 CAREER STAGES 10

Career Stages – Career Development – Compensation Management – Industrial Relations – Collective Bargaining.

Learning Outcomes:At the end of the unit, the student will be able to:

- Understand better life and career strategies.(L2)
- Describe Compensation Management, Industrial Relations and Collective bargaining. (L2)

Unit 5 CONTEMPORARY ISSUES IN HRM 8

Knowledge Management – Participative Management – Employee Retention –Work-Life Balance – Talent Management – Learning Organizations - Ethical Issues in HRM.

Learning Outcomes:At the end of the unit, the student will be able to:

- Explain Knowledge Management, Participative Management and Employee Retention.(L2)

- Understand Learning Organisations and Ethical Issues in HRM.(L2)

Prescribed Textbooks:

1. Human Resource Management, Dessler Gary, 10th Edition, Pearson/Prentice Hall of India 2006.
2. Human Resource Management, R. Wayne Mondy, Robert M. Noe, Pearson
3. Human Resource Management, Aswathappa, 4th Edition, TMH 2006.
4. Personnel and Human Resource Management – Text and Cases, P. Subbarao, Himalaya, 2009.

Reference Books:

1. Human Resource Management, Bohlander, 10th Edition, Thomson 2006.
2. Human Resource Management, Noe A. Raymond, John Hollenbeck, Barry Gerhart and Patrick Wright, Tata McGraw Hill.
3. Human Resource Management A Case Study Approach, Muller Jaico Publishers,2008
4. Human Resource Management, Text and Cases, VSP Rao, Excel Books 2006.

Course Outcomes:

At the end of the course, the student will be able to	Blooms Level of Learning
1. Explain the basic Human Resource Concepts.	L2
2. Summarize the Human Resource Planning, Job analysis, Job Design, Recruitment, Selection, Placement and Orientation concepts for higher Productivity.	L2
3. Describe Training and Development as well as Performance Appraisal in an Organization.	L2
4. Comprehend employee Career Development, Compensation, Industrial Relations and Collective Bargaining.	L2
5. Explain different Contemporary issues and Trends in Human Resource Management .	L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE021T.1	2	2	1	1	1	1	-	1
22CE021T.2	2	2	1	1	1	2	1	1
22CE021T.3	2	2	1	1	1	2	1	1
22CE021T.4	3	3	1	1	1	2	1	1
22CE021T.5	3	3	1	3	1	2	-	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course FINANCIAL MANAGEMENT
Category PCC
Course Code 22CE022T

Year I MBA
Semester II Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	1	0	4

Course Objectives:

- To provide students with conceptual and practical framework of financial functions.
- To describe the ways of evaluating long-term capital investments.
- To understand the management of Working Capital and estimate the same for an Organisation.
- To provide knowledge about Capital Structure, leverage analysis and Cost of capital.
- To explain various Theories and Dividend decisions.

Unit 1 FINANCIAL MANAGEMENT OVERVIEW 9

Introduction: Meaning and Functions of financial management, Objectives of financial management: Profit maximization and Wealth maximization, Role of the financial manager.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand changing role of the finance manager and position in the management hierarchy. (L2)
- Focus on shareholders wealth maximization principles as on operationally desirable finance decision criteria. (L2)

Unit 2 CAPITAL BUDGETING 15

Investment Decision: Capital Budgeting, Concept and Process, Techniques of capital budgeting: Traditional methods (Payback period, Average Rate of Return), Discounted cash flow techniques (Net Present Value, Internal Rate of Return and Profitability Index), Capital rationing (Theory and Problems)

Learning Outcomes: At the end of the unit, the student will be able to:

- Identify net present value and internal rate of return. (L1)
- Describe the Non- DCF evaluation criteria and importance of investment decisions. (L2)
- Identify Traditional and Modern methods values. (L3)

Unit 3 WORKING CAPITAL MANAGEMENT 15

Management of Working Capital: Concepts- Need for working capital-Operating cycle- Estimation of working capital requirements-Management of cash, Receivables and inventory. (Theory and Problems)

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the need for investing in current assets and elaborate the concept of operating cycle. (L2)
- Focus on the proper mix of short term and long-term financing for current assets. (L2)

Unit 4 CAPITAL STRUCTURE AND COST OF CAPITAL 13

Financing Decision, Capital Structure, Theories of capital structure: NI, NOI, Traditional and MM Theories, EBIT and EPS Analysis, Operating and Financial Leverages, Computation of Leverages, Specific cost of capital, Determination of weighted averages of capital. (Theory and Problems)

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the importance of EBIT-EPS Analysis in establishing optimal capital structure. (L2)
- Describe the appropriate combination of operating and financial leverage. (L2)

Unit 5 DIVIDEND DECISION 8

Dividend Decision, Types of dividends, Factors influencing the dividend policy, Theories of dividends: Walter,

Gordon and MM Hypothesis (Theory only)

Learning Outcomes: At the end of the unit, the student will be able to:

- Identify the market imperfections that make dividend policy relevant. (L1)
- Know the bird in the hand argument for paying current dividends.(L1)

Prescribed Textbooks:

1. Pandey, I.M: Financial Management – Vikas Publishing House, New Delhi.
2. Khan and Jain: Financial Management, Tata McGraw Hill, New Delhi.
3. Maheswari, S.N.: Financial Management, Sultan Chand and Sons, New Delhi.
4. Prasanna Chandra, Financial Management Tata McGraw Hill, New Delhi

Reference Books:

1. SheebaKapil, Financial Management, Pearson Education, New Delhi.
2. Jonathan Berk Peter DeMarzo, Financial Management, Pearson Education,2008.
3. Chandrabose, Fundamentals of, Financial Management – PHI, New Delhi.
4. Kulakarni. P.V., Financial Management Himalaya Publishing Houses Co Ltd, Mumbai.
5. Van Horne: Financial Management and Policy, Prentice Hall of India, New Delhi.
6. SheebaKapil, Financial Management Strategy, Implementation and Control, PragathiPrakasam Publication, Meerut

Course Outcomes:

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

Blooms Level of Learning

- | | |
|--|----|
| 1. Explain the Core Concepts of Financial management related to the day to day activities of Business. | L2 |
| 2. Evaluate the different Projects using Capital Budgeting Techniques. | L5 |
| 3. Critically examine the elements of Working Capital Management in the Business. | L3 |
| 4. Construct the optimum Capital Structure of the Organization. | L6 |
| 5. Describe the various forms of Dividend and Theories of Dividends in the firm. | L2 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE022T.1	2	2	1	-	1	1	1	1
22CE022T.2	2	3	1	1	2	1	-	1
22CE022T.3	2	2	2	1	1	1	-	1
22CE022T.4	2	2	2	2	-	1	-	1
22CE022T.5	2	2	1	1	1	2	1	1

Unit 5 ORGANIZING & CONTROL AND ETHICAL MARKETING**8**

Organizing the Marketing Department – Marketing Control & Types of Control – Ethics in Marketing; Common Criticisms of Marketing, Importance of Marketing Ethics, Rules for Ethical Marketing, Ethical Decision Making – Modern Marketing Practices; Green Marketing, Mobile Marketing and Online Marketing.

Learning Outcomes: At the end of the unit, the student will be able to:

- analyse various marketing ethics and the rules for Ethical Marketing. (L4)
- Apply the basic and advanced techniques for development of social marketing strategies. (L3)

Prescribed Textbooks:

1. Marketing Management, Phillip Kotler, Kevin Lane Keller, 12/e, Pearson, 2007
2. Marketing Management, Czinkota&Kotabe, 2/e, South Western Cengage Learning, 2008

Reference Books:

1. Marketing – The Core, Kerin, Hartley and Rudelius, McGraw Hill, Irwin, 2007.
2. Case Studies in Marketing, The Indian Context, Srinivasan, PHI, 2009
3. Marketing, Lamb, Hair and McDaniel, 7/e, Thomson Publishers, 2006.
4. Marketing – concepts and Cases, Etzel, Walker, Stanton, Pandit, TMH, 2010
5. Introduction to Marketing theory and practice, Adrian Palmer, Oxford University Press 2007

Course Outcomes:

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

Blooms Level of Learning

- | | |
|---|----|
| 1. Summarize the basic concepts of Marketing and the various components of Modern Marketing Information System. | L2 |
| 2. Describe Market Segmentation, Target Marketing, Brand Positioning and Marketing Mix. | L2 |
| 3. Explain Product levels and Pricing Strategies to achieve Organizational objectives. | L2 |
| 4. Comprehend Place and Promotional Strategies based on Channel management and Promotional Mix elements. | L2 |
| 5. Examine contemporary marketing practices and ethical issues driving marketing function. | L2 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE023T.1	3	3	1	-	1	1	1	-
22CE023T.2	3	3	1	1	1	3	1	-
22CE023T.3	3	3	2	1	1	3	-	1
22CE023T.4	3	2	1	3	1	2	-	1
22CE023T.5	2	1	1	3	2	3	1	1

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES: RAJAMPET
(An Autonomous Institution)**

Title of the Course OPERATIONS MANAGEMENT
Category PCC
Course Code 22CE024T

Year I MBA
Semester II Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

- To develop an understanding of how the operations, have strategic importance and can provide a competitive advantage in the workplace.
- To understand the relationship between operations and other business functions.
- To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.
- To understand the Materials Management function starting from Demand Management through Inventory Management.
- To examine the role of quality in production processes and its impact on Customer Satisfaction.

Unit 1 INTRODUCTION TO PRODUCTION AND OPERATIONS 10

Introduction to Production and Operations Functions – Evolution, Scope and Development Stages of Operations Management – Interaction of Operations Management with other functional areas of Management – Manufacturing and Non-Manufacturing Operations and their Classifications – Operations Strategy: Elements of Operations Strategy – 5Ps of Operations.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the Development Stages of Operations Management and functional areas of management. (L2)

Unit 2 FACILITY LOCATION, LAYOUT & CAPACITY PLANNING 10

Facility Location: Parameters & Criterion for Selection of a Location, Different Types of Layouts, Their Planning and Production Systems – Service Layouts and Operations – Planning Capacity Across the Organization – Planning Long-Term Capacity – Capacity Timing and Sizing Strategies.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply advanced layout design techniques for different types of facilities. (L3)
- Apply the Line Balancing steps to the design of an appropriate product layout. (L3)

Unit 3 ASSEMBLY LINE BALANCING, SCHEDULING & FORECASTING 12

Networking of Process Flow – Assembly Line Balancing – Scheduling of Operations – Introduction to Forecasting – Time Series: Introduction, Components of Time Series, Types of Forecasting, Regression Method, Moving Average, Exponential method, Forecasting errors.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand Time Series analysis and forecasting errors. (L2)
- Apply various project planning and management techniques like Regression Method, Moving Average, Exponential method, among others. (L3)

Unit 4 INVENTORY MANAGEMENT, PLANNING & CONTROL 13

Materials Handling – Role of purchase department – Inventory Basics – ERP – KANBAN System – Lean operations and JIT – EOQ Models – Inventory Control Techniques: ABC, VED analysis – EOQ using Quantity discount, POQ.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the methods used by organizations to obtain the right quantities of stock or inventory. (L2)

Unit 5 QUALITY & PRODUCTIVITY MANAGEMENT**15**

Concepts of Quality – Dimensions of Quality – Cost of Quality – Product Quality and Service Quality – Total Quality Management (TQM) – Statistical Process Control – Control Charts – Concepts of Productivity – Tools of Increasing Productivity – Labour and Machine Productivity – Introduction to Work-Study – Work Measurement – Method Study and Time Study.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply business strategies to improve productivity and quality management. (L3)
- Analyse how to improve productivity and quality management in organizations. (L4)

Prescribed Textbooks:

1. James R Evans & David A Collier – Operations Management: Thomson Press Publications.
2. Richard B Chase, F Robert Jacobs, Nicholas J Aquilano, & Nitin K Agarwal – Operations Management for Competitive Advantage; Tata McGraw-Hill (12E)
3. K Aswathappa, K Shridhartha Bhat - Production and operation management- Himalaya publishing house.

Reference Books:

1. Richard B. Chase, Ravi Shankar and F. Robert Jacobs (2014); Operations & Supply Chain Management; McGraw-Hill - 2014 (14E).
2. Chary S. N. Theory and Problems in Production & Operations Mgt.; Tata McGraw Hill (14E)
3. Krajewski Lee; Operations Mgt. Process for Value Chains; Prentice Hall (8E).
4. Russell S. Roberta & Taylor, Operations Mgt., Prentice Hall (4E).
5. S.A Chunawalla, DR Patel - Production and operation management- Himalaya publishing house.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|--|----|
| 1. Explain the basic concepts of Operations Management and Operations Strategy. | L2 |
| 2. Describe Facility Location, Lay-Out and Capacity Planning. | L2 |
| 3. Analyze Assembly Line Balancing, Scheduling and Forecasting. | L4 |
| 4. Apply suitable materials handling principles and Inventory Control techniques in an Organization. | L3 |
| 5. Analyze the various Quality and Productivity Management Techniques in an Organization. | L4 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE024T.1	2	2	1	2	1	1	-	-
22CE024T.2	3	2	2	2	2	1	1	-
22CE024T.3	2	2	1	1	1	2	1	1
22CE024T.4	3	2	-	-	1	-	1	1
22CE024T.5	2	3	-	1	1	1	-	1

Learning Outcomes: At the end of the unit, the student will be able to:

- Know the ways of protecting information security. (L2)
- Predict the ways related to different computer viruses and threats. (L2)

Prescribed Textbooks:

1. Management Information System C. Laudon and Jane P Laudon, et at, 11/e, PHI and Pearson Education.
2. Management Information System, O'Brien, Tata McGraw Hill 2009.
3. Management Information System, Jawedekar, Tata McGraw Hill, 2007.
4. Management Information Systems, C.S.V. Murthy, Himalaya Publishing House, 2009.

Reference Books:

1. Management Information System, RobestSchuthesis and Mary Sumner, Tata McGraw Hill.
2. Management Information Systems, Balasubramanian, Excel books, 2009. Management Information Systems, Gordon B. Davis & Margrethe H. Olson, Tata McGraw Hill, 2006.
3. Management Information Systems, McCleod, Schell, Pearson 2009.
4. Information Technology for Management, Tuban, Liedner, Mclean, Wetherbe, Wiley India, 2008. Principles of Information Systems, Stair, George, Cengage Learning, 2008.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|---|----|
| 1. Explain the basics in the field of Management Information System. | L2 |
| 2. Summarize the different types of Management Information Systems | L2 |
| 3. Describe various concepts and models related to System Development. | L2 |
| 4. Explain Strategic Information System and value Chain model implementation in an organization | L2 |
| 5. Explain Information System security and control in using organization technology. | L2 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE025T.1	2	2	1	2	-	1	-	1
22CE025T.2	2	2	1	1	1	1	-	1
22CE025T.3	2	2	1	-	1	1	-	1
22CE025T.4	2	2	1	1	1	1	1	1
22CE025T.5	3	2	1	1	1	1	-	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course RESEARCH METHODOLOGY
Category PCC
Course Code 22CE026T

Year I MBA
Semester II Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

- To describe the basics of research in managerial decision making.
- To understand the various Research Designs and Sampling Methodology.
- To appreciate the use of measurement and Scaling techniques.
- To Gain knowledge of various data collection methods.
- To Gain ability to represent data and report preparation.

Unit 1 INTRODUCTION 9

Meaning and Significance of Research – Types of Research - Research Process – Problem Identification and Definition – Criteria for Good Research – Hypothesis: Null Hypothesis Vs Alternative Hypothesis, Hypothesis Formulation – Types of Variables.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the importance and types of research. (L2)
- Explain different types of variables and Hypotheses. (L2)

Unit 2 RESEARCH DESIGN AND SAMPLING METHODOLOGY 12

Meaning of and Need for Research Design – Types of Research Design – Nature of Sampling – Probability and Non-Probability Sampling Methods – Steps in Sample Design – Sample Size Determination and Approaches.

Learning Outcomes: At the end of the unit, the student will be able to:

- describe the various methods of Research Designs. (L2)
- explain various methods and steps in sampling design. (L2)
- analyse different Sampling Methods. (L3)

Unit 3 MEASUREMENT AND SCALING TECHNIQUES 13

Nature of Measurement and Scaling – Measurement Scales – Scaling Techniques – Constructing, Drafting and Refining the Questionnaires.

Learning Outcomes: At the end of the unit, the student will be able to:

- explain Scaling, drafting and refining the Questionnaire. (L2)

Unit 4 DATA COLLECTION, PROCESSING AND ANALYSIS 13

Sources of Data: Primary and Secondary Data – Data Collection Method – Processing and Analyzing Data.

Learning Outcomes: At the end of the unit, the student will be able to:

- describe different data collection methods. (L2)
- explain the processing and analysis of data. (L2)

Unit 5 DATA PRESENTATION AND REPORT WRITING 8

Diagrammatic and Graphical Presentation: Techniques, Merits and Demerits – Report Writing – Types and Layout of Research Reports.

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarise different types research reports and layout. (L2)

Prescribed Textbooks:

1. Business Research Methods, Donald R Cooper and Pamela S Schindler,9/e, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2009
2. Business Research Methods, William G. Zikmund, 7/e, Cengage, 2008.
3. Marketing Research Contemporary Approach, Dr. P. Naryana Reddy, Dr. GVRK Acharyulu, 2/e, Excel Books.
4. Research Methodology – Methods & Techniques, C.R. Kothari, 2/e New Age International, New Delhi. 2008.

Reference Books:

1. Research methods for managers' 3/e, John gill & Phil Johnson, Sage Publications.
2. Research Methods for Business–A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pvt. Ltd, Singapore, 2003.
3. Methodology and Techniques of Social Science Research, Wilkinson &Bhandarkar, Himalaya Publishing House.
4. An Introduction to Management for Business Analysis, Speegal, M.R., McGraw Hill.
5. Research Methodology in Management, Michael, V.P., Himalaya Publishing House.
6. Research Methodology, Dipak Kumar. Bhattacharya, Excel Books, 2006.

Course Outcomes:

At the end of the course, the student will be able to	Blooms Level of Learning
1. Explain about the research process, formulation of Problem identification and framing of hypothesis in Social Sciences.	L2
2. Describe Research Design and Sampling methodology related to the Research.	L2
3. Summarize measurement scales and construct, draft and refine the questionnaires.	L2
4. Comprehend the data collection methods and analyse statistical methods.	L4
5. Summarize research reports for managerial decision making.	L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE026T.1	2	2	2	1	2	1	1	1
22CE026T.2	2	2	2	1	1	1	-	1
22CE026T.3	1	2	1	1	1	1	1	1
22CE026T.4	2	2	2	1	2	-	-	1
22CE026T.5	2	2	1	1	1	-	1	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course OPERATIONS RESEARCH
Category HSC
Course Code 22CE027T

Year I MBA
Semester II Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	1	0	4

Course Objectives:

- To describe the basic concepts of Operations Research and Linear Programming.
- To analyse the Transportation model.
- To explain the Assignment Problems.
- To analyse game strategies and Queuing theory.
- To describe Project management techniques.

Unit 1 INTRODUCTION TO OPERATIONS RESEARCH 10

Origin, Nature, Definitions, Characteristics, Scope and Managerial Applications of Operations Research – Linear Programming Problem: Introduction, Formulation of Linear Programming Problem, Limitations Of L.P, Graphical Solution To L.P.P – Simplex Method – Artificial Variable Techniques

Learning Outcomes: At the end of the unit, the student will be able to:

- Comprehend knowledge about models and applications of Operations Research. (L2)
- Analyse Linear Programming Problems. (L4)

Unit 2 TRANSPORTATION MODEL 10

Introduction – Transportation Model: Finding Initial Basic Feasible Solutions, Moving Towards Optimality – Unbalanced Transportation Problems – Transportation Problems with Maximization, Degeneracy

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarise the concepts of Transportation model. (L2)
- Analyse the Transportation problems. (L4)

Unit 3 ASSIGNMENT MODEL 12

Introduction – Mathematical Formulation of The Problem – Solution of An Assignment Problem – Hungarian Algorithm – Multiple Solution – Unbalanced Assignment Problems – Maximization in Assignment Model – Travelling Salesman Problem.

Learning Outcomes: At the end of the unit, the student will be able to:

- Describe the method of solving Assignment problems. (L2)
- Analyse Travelling salesman Assignment Problems (L4)

Unit 4 GAME THEORY 12

Introduction to Theory Of Games – Two-Person Zero-Sum Games – Pure Strategies – Games With Saddle Point – Mixed Strategies – Games Without Saddle Point By Rules Of Dominance – Games Without Saddle Point By Algebraic Method – Graphical Method – Queuing Models: Introduction To Queuing Theory, Single Server Queuing Models (M/M/1): (∞ /FCFS), (M/M/1): (N/FCFS).

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the basic concepts of Game theory. (L2)
- Analyse the pure and mixed strategies of game. (L4)
- understand Queuing system, models and components. (L2)

Unit 5 P.E.R.T & C.P. M**10**

Network Drawing – Critical Path Method (CPM) And Project Evolution and Review Technique (PERT) – Probability of Completing the Project Within the Given Time – Optimum Cost and Optimum Duration – Differences Between P.E.R.T & C.P.M

Learning Outcomes: At the end of the unit, the student will be able to:

- analyse the Probability of completing the Project within the given time. (L4)
- describe the Project management techniques like PERT and CPM (L2)

Prescribed Textbooks:

1. KantiSwaroop, Gupta P.K. Man Mohan, "Operations Research", Sultan Chand and Sons, 1978
2. Business Research methods, William G. Zikmund,7/e, Cengage, 2008

Reference Books:

1. J K Sharma, Operations Research: Theory and Practice, Macmillan Publishers India Ltd, 5th Edition, 2013
2. FS Hillier and GJ Lieberman, Introduction to Operations Research, TMH, 8/E, 2006.
3. Operations Research / R. Pannerselvam, PHI Publications.
4. Research Methodology, Dipak Kumar, Bhattacharya, Excel Books, 2006
5. JC Pant, Introduction to Optimization: Operations Research, Jain Brothers, New, 6/E, 2004.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|--|----|
| 1. Explain the concepts of Operations Research and Linear Programming Techniques. | L2 |
| 2. Apply Transportation Algorithms to Business situations | L3 |
| 3. Apply Assignment problems and Travelling Salesman Problems. | L4 |
| 4. Evaluate Game Strategies and Queuing models. | L5 |
| 5. Analyze the project evaluation and review techniques as well as Critical Path Method. | L4 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE027T.1	2	2	-	-	1	-	-	1
22CE027T.2	3	2	-	-	1	1	-	1
22CE027T.3	2	3	-	1	-	-	1	1
22CE027T.4	2	2	1	1	-	1	1	1
22CE027T.5	2	2	-	-	1	1	-	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course PERSONALITY DEVELOPMENT PROGRAMME– II
Category PDP
Course Code 22CE028P

Year I MBA
Semester II Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	3	1.5

Course Objectives:

- To develop emotional management skills.
- To improve problem solving skills to overcome challenges in various situations.
- To learn about building and maintenance of positive relationships at Work place.
- To learn about interview skills in order to get a Job.
- To explore the inner potentials and to make aware of strengths and weaknesses.

Activity areas

Following activity areas for the current semester are proposed below. The in-charge of the programme is instructed to keep in view the broad framework provided in previous pages while conducting following activities.

- ❖ Elocution
- ❖ Business quiz
- ❖ Creative thinking
- ❖ Team work
- ❖ Debate
- ❖ Event Management
- ❖ Negotiation skills
- ❖ Human rights awareness
- ❖ Problem solving
- ❖ Interview skills
- ❖ Basket exercises
- ❖ Mind management
- ❖ Stress and emotional management

Learning Outcomes: At the end of the All activities, the student will be able to:

- Focus on creative thinking and develops innovative plans. (L2)
- Manage their mind to the utmost extent and balances every situation. (L2)
- Understand and overcome stress related symptoms in life as well as in career. (L3)
- Build knowledge regarding the rights of humans in the society. (L3)
- Build the communication skills in terms of interview and management skills. (L3)

Prescribed Textbooks:

1. Developing Management Skills – David A. Whetten & Kim S. Cameron, 7/e, PHI, 2007
2. More Games Trainers play – ScannelNewstrom, TMH
3. Developing Communication Skill – Krishna Mohan & Meera Banerji, MacMillan

Reference Books:

1. Basic Managerial Skills for All – EH McGrath, 6/e, PHI
2. Creativity, Innovation and Quality – Paul E. Plsek, PHI
3. Human Skills – Creating the Future – Frenandez, Pattanayak, UpinderDhar & Ravishanker, HPH
4. Effective Training – Blanchard Thacker, 3/e, PHI

5. Sales Games and Activities for Trainers – Gary B. Connor & John A. Woods, TMH
6. Team Games for Trainers – Nileos, TMH
7. Public Speaking – Michael Osborn & Suggan Osborn, 6/e, Biztantra
8. Body Language – Hedwig Lewis, Response Books.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|---|----|
| 1. Apply employability skills for industry and also for forecasting Entrepreneurial skills. | L3 |
| 2. Develop Problem solving skills and solve organizational problems. | L2 |
| 3. Apply creative skills for greater innovation. | L2 |
| 4. Apply effective negotiation skills in various situations. | L3 |
| 5. Analyze various contemporary issues related to personal and professional life | L4 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE028P.1	3	2	1	2	3	3	-	2
22CE028P.2	2	2	1	2	2	2	2	2
22CE028P.3	2	2	1	2	2	3	1	2
22CE028P.4	3	2	1	2	3	2	2	1
22CE028P.5	2	3	2	3	2	3	1	2

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course EXECUTIVE COMMUNICATION LAB
Category HSC
Course Code 22CC21L

Year I MBA
Semester II Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	3	1.5

Course Objectives:

- To sensitize the learners about language skills by participating in GDs, meetings and business correspondence.
- To help the students confidently and effectively present their ideas in interviews and presentations.

The following course content is prescribed for the Executive Communication Skills Lab: 52

1. Listening Comprehension
2. Oral presentations (prepared and extemporaneous)
3. Situational dialogues – Greeting and Introduction, asking for information and giving directions
4. Business Letters and E-mails
5. Group Discussions
6. Resume Writing, Covering letters
7. Interviews

Prescribed Textbooks:

Lab Manual prepared by Faculty Members of English

1. Business Communication for Managers, Penrose, Rasberry and Myers, Cengage, 2009
2. Basic Business Communication Skills for empowering the internet generation, LesikarFlatley, Tata McGraw Hill, 2009
3. Business Communication, Ramachandran KK et al. MacMillan India Ltd., 2009

Reference Books:

Suggested Software:

- It's your Job from Clarity
- Business Writing from Clarity
- Career Lab, Globareana, Hyderabad

Course Outcomes:

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

- | | Blooms Level
of Learning |
|--|-----------------------------|
| 1. Prioritize active Listening and respond appropriately. | L5 |
| 2. Comprehend their Speaking skills with relevant and fluent expression. | L2 |
| 3. Comprehend Business transaction and use suitable Language. | L2 |
| 4. Evaluate Group Behaviour and adapt themselves to fit well in Teams. | L5 |
| 5. Analyze the significance of Resume and adapt themselves to fit well in Teams. | L4 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CC21L .1	1	1	-	3	-	-	-	1
22CC21L .2	1	1	-	3	-	-	-	1
22CC21L .3	1	1	-	3	1	1	1	1
22CC21L .4	1	1	-	3	-	1	1	1
22CC21L .5	1	1	-	3	-	-	-	1

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)**

Title of the Course LOGISTICS AND SUPPLY CHAIN MANAGEMENT
Category PCC
Course Code 22CE031T

Year IIMBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

- To introduce the logistics function and its operations.
- To introduce the supply chain function as an important ingredient of organization.
- To have a detailed understanding of important elements of supply chain logistics operations.
- To understand various design aspects involved in supply chain logistics management.
- To understand the application of IT in the successful logistical operations.

Unit 1 INTRODUCTION TO LOGISTICS 10

The Logistics of Business – The Logistical Value Proposition – The Work of Logistics – Logistical Operations and Arrangements – Supply Chain Synchronization – Customer Accommodations

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the work of logistics. (L2)
- Examine the different elements of logistics. (L2)

Unit 2 INTRODUCTION TO SUPPLY CHAIN MANAGEMENT 10

Introduction to Supply Chain Management – Evolution of SCM – Objective and importance of SC – Decision phases in SC – Achieving Strategic Fit and Challenges.

Learning Outcomes: At the end of the unit, the student will be able to:

- Drawing connections between past and present SCM (L3)
- Link Supply chain and Business Performance. (L2)

Unit 3 SUPPLY CHAIN LOGISTICS OPERATIONS 13

Inventory – Transportation Regulation, Structure and Service – Transportation Operations – Warehouse Operations, Arrangements and Decisions – Packaging and Material handling – Procurement – International Sourcing.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand supply chain logistics operations. (L2)

Unit 4 LOGISTICS AND SUPPLY CHAIN DESIGN 10

Network Integration: Warehouse Requirements, Total Cost Integration – Logistics Design and Operational planning – Coordination in a SC.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand global logistics and international sourcing.(L2)
- Solve network integration problems.(L3)

Unit 5 INFORMATION TECHNOLOGY AND CONTROLS IN SCM 10

The Role of IT in a Supply Chain – Information Technology Framework – SC Drivers and Metrics – Logistics Environmental Assessment – Role of Sustainability in SC – Sustainability and SC Drivers – Balanced Score Card for SCM.

Learning Outcomes: At the end of the unit, the student will be able to:

- Remember IT role in SCM. (L1)

Prescribed Textbooks:

1. Donald J. Bowersox and David J. Closs, Logistical Management: The Integrated Supply Chain Process, TMH, 2003.
2. Bowersox, Logistical Management, Mc-Graw Hill, 2000
3. Sunil Chopra, Peter Meindl and D.V Karla: Supply chain Management: Strategy, Planning and Operation, 2/e, Pearson Education, New Delhi 2009.

Reference Books:

1. Edward J Bradi, John J Coyle: A Logistics Approach to Supply Chain Management, Cengage learning, New Delhi, 2010.
2. D.K. Agrawal: Logistics and Supply Chain Management, MacMillan Publishers, 2010.
3. Rahul V Altekar: Supply Chain Management, PHI Learning Ltd, New Delhi, 2009.
4. K. Sridhar Butt: Logistics and Supply Chain Management, Himalaya Publishing, New Delhi, 2009.
5. B. Rajashekhar, Acharyulu: Logistics and Supply Chain Management, Excel Books, New Delhi, 2009.
6. R.P. Mohanthy: Supply Chain Management, Biztantra, New Delhi, 2010.
7. Donald Waters: Global Logistics, Kogan page, New Delhi, 2010.
8. Alane E Branch: Global Supply Chain Management and International Logistics, Routledge Publishers, New Delhi, 2009.

Course Outcomes:

	Blooms Level of Learning
At the end of the course, the student will be able to	
1. Understand the logistics value proposition and the role in the economy.	L2
2. Remember supply chain management as in important function of an organization.	L2
3. Find transportation service and transportation operations.	L1
4. Recall knowledge in designing logistics operations.	L1
5. Understand the application of IT to the success of logistics operations and apply control measures relevant for sustainability.	L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE031T.1	2	2	1	1	1	1	-	1
22CE031T.2	2	2	1	-	1	2	-	1
22CE031T.3	3	3	2	1	1	-	-	-
22CE031T.4	3	3	1	1	1	2	-	1
22CE031T.5	3	2	1	-	1	-	1	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
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Title of the Course RETAIL MANAGEMENT
Category PCC
Course Code 22CE032T

Year II MBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives:

- To understand the concepts, functions and types of retailers.
- To acquire an understanding of retailing strategies and retail locations.
- To develop knowledge of pricing and retail communication mix.
- To enhance the knowledge of retailing store management.
- To understand the concepts of CRM in retailing.

Unit 1 INTRODUCTION TO RETAILING 10

Definition - Importance to Economy of Retailing - Functions of Retailing - Retail Characteristics - Types of Retailers – Theories of Retail Evolution – Retail as a Career - Retailing in India.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the impact of key market/retail trends upon this sector in the local and global contexts. (L2)
- Examine the key stakeholders and the roles/responsibilities of retail towards these stakeholders. (L2)

Unit 2 RETAIL MARKET STRATEGY 10

Definition of Retail Strategy - Building a Sustainable Competitive Advantage – Growth Strategies- The Strategic Retail Planning Process - Retail Locations: Shopping Centers, City or Town Locations and Free-Standing Sites - Location and Retail Strategy - Retail Site Selection: Factors Affecting the Demand for a region or Trade Area, Factors Affecting the Attractiveness of Site.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand frameworks to develop high level retail marketing strategy. (L2)
- Apply marketing strategy through the retail mix – including product and merchandise mix, pricing, location and store- design, promotions, and store management. (L3)
- Understand needs to sustain in the market. (L2)

Unit 3 PRICING AND RETAIL COMMUNICATION MIX 10

Retail Pricing Strategies - Approaches for Setting Prices - Price Adjustments - Using Price to Stimulate Retail Sales - Methods of communicating with customers - Planning the Retail Communication Process – Retail Marketing Mix.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the Organized retail sector and its operations. (L2)
- Understand the various strategies involved with the retail sector. (L2)

Unit 4 HRM AND STORE MANAGEMENT 12

Gaining Competitive Advantage Through HRM - Recruiting and Selecting store Employees - Motivating and Managing Store employees - Evaluating, Compensating and Rewarding store employees – Objectives of Good Store Design – Store Layout - Space Planning – Merchandising Presentation Techniques – Retail Atmospheric.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the retail problems and applying appropriate retail management models and theories to generate strategic and tactical solutions. (L2)
- Understand the functions of retail business and various retail formats and retail channel. (L2)

Unit 5 CRM AND CUSTOMER SERVICE**12**

CRM Process: Collecting Customer, Analyzing, Developing CRM Programme – Implementing CRM Programme - Setting Services Standards – Meeting and Exceeding Service Standards – Communicating the Service Problem - Service Recovery.

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyze how retail managers can make informed strategic choices in relation to managing channels. (L4)
- Understand Supply Chain partners. (L2)

Prescribed Textbooks:

1. Levy, Weitz and Pandit – Retailing Management, 6/e, Tata McGraw-Hill
2. SwapnaPradhan – Retailing Management, 3/e, Tata McGraw-Hill
3. Berman Barry, Evans Joel R, (2002) Retail Management- A Strategic Approach 8/e (Prentice Hall of India).

Reference Books:

1. SinhaPiyush Kumar and UniyalDwarika, Retail Management - An Asian Perspective, Thomson Learning, Singapore, 2005.
2. Retail Management by Chetan Bajaj, RajnishTuli and Nidhi V Srivastava. (Oxford University Press).
3. Retailing by Dale M. Lewison 6/e (Prentice Hall)
4. SinhaPiyush Kumar and UniyalDwarika, Retail Management - An Asian Perspective, Thomson Learning, Singapore, 2005.

Course Outcomes:

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

1. Explain the basic concepts of Retail Management.
2. Summarize about the Retail market strategies and locations.
3. Describe Pricing and Retail Communication Strategies.
4. Comprehend about gaining competitive advantage through Human resource Management functions and Store management.
5. Explain about Customer Relationship Management and Customer Service Standards.

Blooms Level of Learning

L2
L2
L2
L2
L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE032T.1	3	3	1	1	1	1	1	1
22CE032T.2	3	3	1	2	2	2	1	1
22CE032T.3	3	2	2	2	1	3	1	1
22CE032T.4	3	3	1	-	1	1	-	1
22CE032T.5	3	3	-	1	-	2	1	1

Decisions – Limiting Factor Decision – Export Decision – Plant Merger – Decision of Shutdown or Continuation of a Product Line.

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyze cost – volume – profit analysis in profit planning. (L4)
- Evaluate make or buy decisions sales mix decisions in cost control and cost reduction. (L5)

Unit 5 BUDGETARY CONTROL

10

Budgeting and Budgetary Control – Fixed and Flexible Budget – Preparation of Functional Budget for Operating and Non-Operating Functions – Cash Budgets –Master Budget – Principal Budget Factors – Zero-Base Budgeting – Performance Budgeting – Standard Costing and Variance Analysis – Material Variances – Labour Variances – Overhead (Fixed and Variable) Variances.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply various skills related to budget and budgetary control. (L3)
- Analyze the variance analysis methods in budgetary control. (L4)

Prescribed Textbooks:

1. B Hansen Mowen, Cost and Management Accounting& Control, Thompson Publications 2012
2. S.P. Jain and K.L. Narang, Cost and Management Accounting, Kalyani Publishers, New Delhi, 2006.

Reference Books:

1. M.Y. Khan, P.K. Jain, Management Accounting: Theory and Problems, TMH, New Delhi, 4/e, 2007.
2. James Jiambalvo, Managerial Accounting, John Wiley & Sons, Inc. New Delhi, 2007.
3. Atkinson, Banker, Kaplan and Young, Management Accounting, PHI, 2006.
4. Manash Gupta, Cost Accounting Principles and Practice, Pearson Education, 2006

Course Outcomes:

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

- | | |
|--|--------------------------|
| | Blooms Level of Learning |
| 1. Explain the basic concepts of Cost Accounting system. | L2 |
| 2. Analyze the Cost sheet, Job costing, Unit costing for specific industries and apply these concepts in practice. | L4 |
| 3. Describe the various cost centers in Profit planning. | L2 |
| 4. Apply Marginal cost, Cost-Volume-Profit analysis and Break-Even analysis for decisions. | L3 |
| 5. Estimate Fixed, flexible, cash and Performance budgets on Variance analysis. | L5 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE033T.1	2	2	1	1	-	1	-	1
22CE033T.2	3	3	1	1	1	2	-	-
22CE033T.3	2	2	1	1	2	1	-	1
22CE033T.4	3	2	1	1	2	2	-	-
22CE033T.5	3	3	1	2	1	1	1	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course KNOWLEDGE MANAGEMENT
Category PEC
Course Code 22CE034T

Year II MBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

1. To understand the basics of data, information, knowledge.
2. To summarise the conceptual background and framework of KM.
3. To understand the KM Foundations and Solutions.
4. To comprehend the Organizational Structure, Culture, Communities and KM practices, Information Technology as an enabler.
5. To determine the impact of Knowledge Management on Organizational performance.

Unit 1 INTRODUCTION TO KNOWLEDGE 11

Meaning of Data, Information, Knowledge and Expertise – Meaning of Epistemology – Types of Knowledge; Subjective & Objective Views of Knowledge, Procedural Vs. Declarative, Tacit Vs. Explicit, General, Specific – Types of Expertise – Associational, Theoretical Characteristics of Knowledge – Explicitness, Teach Ability, Specificity – Reservoirs of Knowledge Locations and Intellectual Capital.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the concept of knowledge and its types (L2)
- Clarify the associational and theoretical characteristics of knowledge (L2)
- Describe the reservoirs of Knowledge Locations and Intellectual capital (L2)

Unit 2 INTRODUCTION TO KNOWLEDGE MANAGEMENT (KM) 12

Meaning of KM – Relevance of KM in Today's Dynamic Complex Environment – Forces Driving KM Organizational – Issues in KM Systems & Their Role – Emergent KM Practices – Factors Influencing KM – Future of Knowledge Management.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the knowledge management concepts and importance in competitive environment (L2)
- Understand the issues in knowledge management systems (L2)
- Summarise the key factors influencing knowledge management applications (L2)

Unit 3 KM FOUNDATIONS AND SOLUTIONS 10

KM Foundations: Infrastructure, Mechanisms, Technologies – KM Solutions and components: Processes (Discovery, Capture, Sharing, and Applications) – Knowledge Utilization Process.

Learning Outcomes: At the end of the unit, the student will be able to:

- Identify and evaluate major KM foundations (L1)
- Understand the KM Solutions and components and Knowledge Utilization Process (L2)

Unit 4 KM INFRASTRUCTURE 9

Organizational Structure – Organizational Culture Communities of Practice – Information Technology enabler and Infrastructure Common Knowledge.

Learning Outcomes: At the end of the unit, the student will be able to:

- Use IT enabled and infrastructure common knowledge in the organizations. (L3)
- Formulate a framework for thinking about knowledge intensive organizations. (L2)

Unit 5 ORGANIZATIONAL IMPACT OF KM**12**

Dimensions of KM Impact – People, Processes, Products & Organizational Performance Factors influencing impact – universalistic & contingency view Leadership and Assessment of KM Leadership – KM Assessment of Knowledge Management Solutions Impacts – Knowledge Workers – Barriers to KM and IT Dissemination.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply complex theories and practice of knowledge and intellectual capital management (L3)
- Understand dimensions of KM and impact on a wide range of scenarios(L2)
- Predict the barriers to KM and take necessary actions (L2)

Prescribed Textbooks:

1. Knowledge Management in Organizations by Donald Hislop, Oxford 2nd Edition.
2. Knowledge Management by Ganesh Natarajan and SandhyaShekhar.
3. Knowledge Management Systems Theory and Practice by Stuart Barnes (Ed.), Thomson Learning.

Reference Books:

1. Irma Becerra-Fernandez, Avelino Gonzalez, Rajiv Sabherwal (2004). Knowledge Management Challenges, Solutions, and Technologies. Prentice Hall. ISBN: 0-13-109931-0.
2. Elias M. Awad, Hassan M. Ghaziri (2004). Knowledge Management. Prentice Hall. ISBN: 0-13-034820-1.
3. Ian Watson (2002). Applying Knowledge Management: Techniques for Building Corporate Memories. Morgan Kaufmann. ISBN: 1558607609.
4. Madanmohan Rao (2004). Knowledge Management Tools and Techniques: Practitioners and Experts Evaluate KM Solutions. Butterworth-Heinemann. ISBN: 0750678186.

Course Outcomes:

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

1. Summarize the KM concepts, types of knowledge and characteristics of knowledge.
2. Apply KM concepts in the dynamic complex environment.
3. Analyze about KM infrastructure, solutions and various components related to KM.
4. Describe KM Structure, Organization Culture and the Role of IT in facilitating KM implementation.
5. Evaluate the Insight on KM dimensions, barriers and Performance factors with respect to KM.

Blooms Level of Learning

L2
L3
L4
L4
L5

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE034T.1	2	2	-	-	-	1	-	3
22CE034T.2	3	2	1	-	2	1	-	3
22CE034T.3	3	3	1	1	1	1	-	-
22CE034T.4	3	3	1	-	1	1	-	1
22CE034T.5	3	3	1	1	1	1	1	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course CORPORATE FINANCE
Category PEC
Course Code 22CE034BT

Year II MBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To equip the students with profound knowledge of Industrial Finance.
- To analyses various sources of finance and plan proper capital structure.
- To evaluate time value of money in valuation of different projects.
- To understand Corporate Restructures.
- To analyse the basic concepts of corporate governance.

Unit 1 INDUSTRIAL FINANCE 12

Indian Capital Market – Basic Problem of Industrial Finance in India – Equity – Debenture Financing – Guidelines from SEBI – Advantages and Disadvantages and Cost of Various Sources of Finance – Finance from International Sources – Financing of Exports – Role of EXIM Bank and Commercial Banks – Finance for Rehabilitation of Sick Units.

Learning Outcomes: At the end of the unit, the student will be able to:

- To understand the concepts of Indian Capital Market, Financial markets and Debenture Financing. (L2)
- Determine professional issues in corporate financial management (L2)

Unit 2 SHORT TERM-WORKING CAPITAL FINANCE 10

Estimating Working Capital Requirements – Approach Adopted by Commercial Banks – Commercial Paper-Public Deposits and Inter Corporate Investments

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply best practice tools and methods in corporate finance and investment management to different settings. (L3)

Unit 3 ADVANCED FINANCIAL MANAGEMENT 14

Appraisal of Risky Investments – Certainty Equivalent of Cash Flows and Risk Adjusted Discount Rate – Risk Analysis in The Context of DCF Methods Using Probability Information – Nature of Cash Flows – Sensitivity Analysis; Simulation and Investment Decision – Decision Tree Approach in Investment Decisions.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply appropriate methods and analytical procedures to conduct analysis of practical financial problems.(L3)

Unit 4 CORPORATE RESTRUCTURES 10

Meaning and scope of corporate restructures -corporate mergers, types of mergers -acquisitions- take overs, forms / types of corporate restructures – factors of deriving restructuring – reasons for mergers.

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyse and critically assess the factors that drive Corporate Restructuring (L2)
- Understand the underlying reasons for Mergers in the Business World (L2)

Unit 5 CORPORATE GOVERNANCE 12

Corporate Governance – SEBI Guidelines – Corporate Disasters and Ethics – Corporate Social Responsibility – Stakeholders and Ethics – Ethics, Managers and Professionalism

Learning Outcomes: At the end of the unit, the student will be able to:

- To understand SEBI Guidelines on Corporate Governance. (L2)
- To analyse Corporate Social Responsibility and Shareholders Returns. (L3)

Prescribed Textbooks:

1. Richard A. Brealey, Stewart C. Myers and Mohanthy, Principles of Corporate Finance, Tata McGraw Hill, 9th Edition, 2011
2. I.M. Pandey, Financial Management, Vikas Publishing House Pvt. Ltd., 12th Edition, 2012.

Reference Books:

1. Brigham and Ehrhardt, Corporate Finance - A focused Approach, Cengage Learning, 2nd Edition, 2011.
2. M.Y Khan, Indian Financial System, Tata McGraw Hill, 6th Edition, 2011
3. Smart, Megginson, and Gitman, Corporate Finance, 2nd Edition, 2011.
4. Krishnamurthy and Viswanathan, Advanced Corporate Finance, PHI Learning, 2011. Website of SEBI

Course Outcomes:

At the end of the course, the student will be able to	Blooms Level of Learning
1. Explain the significance of various concepts related to Corporate Finance.	L2
2. Estimate Working capital requirements in Banks.	L5
3. Analyze the various projects and select the best on Time Value.	L4
4. Analyze Option Pricing using Binomial pricing Model.	L4
5. Evaluate Stakeholder returns and Social Responsibility.	L5

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE034BT.1	2	2	1	1	-	1	-	1
22CE034BT.2	2	2	1	-	1	1	-	1
22CE034BT.3	2	3	1	1	1	1	-	1
22CE034BT.4	2	2	1	-	1	-	-	1
22CE034BT.5	2	2	2	2	2	1	1	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course CONSUMER BEHAVIOUR
Category PEC
Course Code 22CE034CT

Year II MBA.
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand the conceptual foundations of consumer buying behaviour.
- To understand the various environmental factors influencing Consumer Behaviour.
- To familiarize the decision-making process of the consumer as an individual.
- To familiarize and implement appropriate models of consumer behaviour.
- To understand the basic concepts of Consumerism and Consumer Protection Act.

Unit 1 INTRODUCTION TO CONSUMER BEHAVIOUR 13

Introduction and Overview to Study of Consumer Behaviour – Definition of Consumer Behaviour – Significance – Development of The Concept & The Discipline of Consumer Behaviour – Marketing Impact on Consumers – Marketing Ethics and Social Responsibility – Understanding Consumer and Market Segments.

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarise the major stages which consumers usually go through when making a consumption-related decision. (L2)
- Understand the essence of how consumers make decisions and be able to assess the relevant implications for marketing practitioners. (L2)

Unit 2 ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOUR 10

Reference Groups – Family– Social Class – Culture – Sub-Culture Influences on Consumer.

Learning Outcomes: At the end of the unit, the student will be able to:

- Comprehend the dynamics of human behaviour and the basic factors that influence the consumers decision process. (L2)
- Understand various advertisement and promotions and their attempts to influence the behaviour of individuals. (L2)

Unit 3 CONSUMER AS INDIVIDUAL AND CONSUMER DECISION PROCESS 10

Consumer Motivation – Consumer Personality – Information Processing – Consumer Perception – Consumer Learning – Consumer Attitudes – Consumer Decision Process.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand consumer behaviour influences and their relationships. (L2)
- Summarise social and ethical implications of marketing actions on consumer behaviour. (L2)

Unit 4 MODELS OF CONSUMER BEHAVIOUR 8

Howard Model, Howard-Sheth Model, EKB Model, Webster and Wind Model, Sheth Industrial Buyer Behaviour Model.

Learning Outcomes: At the end of the unit, the student will be able to:

- Establish the relevance of consumer behaviour theories and concepts to marketing decisions. (L2)
- Implement appropriate combinations of theories and concepts. (L3)

Unit 5 CONSUMERISM AND THE CONSUMER PROTECTION ACT (1986) 8

Roots of Consumerism – Consumer Safety and Information – Environmental Concerns – Consumer Privacy – Consumer Protection Act 1986; Central and State Consumer Protection Councils, Consumer Disputes Redressal

Agencies and Forum, National Consumer Disputes Redressal Commission.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the advantages and limitations of the consumer movement and rights of the consumers. (L2)
- Explain the business malpractices and legislative regulations to protect the consumers (L2)

Prescribed Textbooks:

1. David L Loudon and Albert J Della Bitta: Consumer Behaviour, 4/e Tata McGraw Hill.
2. Hawkins, Best, Coney, Consumer Behaviour, 8/e, Tata McGraw Hill.
3. Schiffman, L.G and Kanuk L. L Consumer Behaviour, 8/e, Pearson Education, New Delhi, 2003.

Reference Books:

1. Blackwell, Miniard& Engel: Consumer Behaviour (Thomson)
2. Ramesh Kumar: Consumer Behaviour (Pearson).
3. Suja R. Nair: Consumer Behaviour in Indian Perspective (Himalaya).
4. Subhash Mehta: Consumer Behaviour (Tata McGraw Hill)
5. Satish K BatarShhKazmi: Consumer Behaviour (Excel)
6. Bennet and Kassarian: Consumer Behaviour, (Prentice Hall of India) H. K. Das, Er. RajnishVerma, Higher Engineering Mathematics, S. Chand.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|--|----|
| 1. Explain the basics of Consumer Behaviour and its importance. | L2 |
| 2. Summarize the cultural, social, personal and psychological factors and their influence on Consumer Behaviour. | L2 |
| 3. Explain Consumer Behaviour and Consumer Decision process. | L2 |
| 4. Describe decision-making process and models of the Consumer Behaviour. | L2 |
| 5. Apply consumerism and consumer protection acts in Real life World. | L3 |

CO-PO Mapping:

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CE034CT.1	2	2	1	2	2	-	1	1
22CE034CT.2	2	2	1	2	2	-	2	1
22CE034CT.3	2	2	2	2	2	1	-	1
22CE034CT.4	2	2	1	2	2	2	-	2
22CE034CT.5	3	2	1	2	3	-	-	-

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course e-BUSINESS
Category PEC
Course Code 22CE034DT

Year II MBA.
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand the e-business strategy and inhibitors in e-business model development.
- To understand various security and reliability concerns in e-business.
- To familiarize the middleware technologies involved in e-business architectures.
- To understand strategies and techniques involved in modernization of legacy systems
- To familiarize with the challenges related to e-business integration with enterprise applications.

Unit 1 e-BUSINESS STRATEGY AND MODELS 10

E-Business – Elements – Business Requirements – Inhibitors of E-Business - E-Business Strategy.

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyze the e-business inhibitors that stops e-business. (L4)
- Examine the basic elements of e-business. (L2)

Unit 2 SECURITY AND RELIABILITY FOR E-BUSINESS 12

Reliability and Quality Considerations – Quality Requirements – Risk Management – Trust – E-Business Security – Realizing a Secure E-Business Infrastructure.

Learning Outcomes: At the end of the unit, the student will be able to:

- Elucidate the quality requirements of e-business (L2)
- Analyze the essential requirements of e-business(L2)

Unit 3 APPROACHES TO MIDDLEWARE 12

Middleware – Messaging – Remote Procedure Calls (RPC) – Remote Method Invocation (RMI) – Message – Oriented Middleware (MOM) – Data Access Middleware – Transaction-Oriented Middleware – Distributed-Object Middleware.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the basics of middle ware and its impact on business operations. (L2)

Unit 4 LEVERAGING LEGACY APPLICATIONS 12

Enterprise Information Systems and Legacy Enterprise Assets – Strategies for Modernizing Legacy Systems – Non-Invasive Approaches – Legacy Modernization Techniques.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply the legal aspects for the smooth running of e-business. (L3)
- Formulates strategies for modernization of legal systems. (L2)

Unit 5 ENTERPRISE APPLICATION AND E-BUSINESS INTEGRATION 12

Overview of Enterprise Application and E-Business Integration – Integration Challenges.

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyses business and its integration concepts. (L4)
- Establish the application related concepts for doing e-business. (L3)

Prescribed Textbooks:

1. E-business Roadmap for Success, Ravi Kalakota&Maina Robinson, Pearson, 2008
2. E-Commerce, PargDiwan, Excel, 2008
3. E-Business, Michael P. Papazoglou& Pieter M.A. Ribbers, 1/e, WILEY
4. E-Commerce and E-Business, Chaffey, Pearson, 2009

Reference Books:

1. E-Commerce, the Cutting Edge of Business, Kamalesh K Bajaj &Debjani Nag, TMH,2008
2. Creating a winning e-business, Napier, 2/e Thomson, 2009

Course Outcomes:

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

Blooms Level of Learning

- | | |
|--|----|
| 1. Apply e-business models for the development of Business Strategy. | L3 |
| 2. Analyze security and reliability concerns in e-business. | L4 |
| 3. Explain the middleware technologies involved in e-business architectures. | L2 |
| 4. Apply strategies and techniques related to modern legal systems. | L3 |
| 5. Summarize the challenges related to e-business integration. | L2 |

CO-PO Mapping:

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CE034DT.1	3	2	-	1	1	-	-	-
22CE034DT.2	2	3	1	-	-	1	-	-
22CE034DT.3	2	2	-	1	1	-	-	1
22CE034DT.4	3	2	1	1	1	1	1	1
22CE034DT.5	2	2	1	-	-	-	-	-

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course PERSONNEL ADMINISTRATION, POLICY AND PROCEDURE
Category PEC
Course Code 22CE035AT

Year IIMBA.
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand the basic concepts of Personnel Administration.
- To understand the basic concepts of Personnel policy.
- To acquire the skills necessary for drafting of applications in HR related issues.
- To acquire the knowledge in Pay related activities.
- To know the Disciplinary procedures and actions followed in an organization.

Unit 1 PERSONNEL ADMINISTRATION 11

Definition, Nature, Objectives, Principles, Challenges of modern Personnel Manager.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the basic concepts of Personnel Management. (L2)
- Describe personnel administration from a variety of perspectives. (L2)

Unit 2 PERSONNEL POLICY 12

Definition, Scope, Process, Objectives, Contents of Personnel file & Personnel audit – Personnel Department Structure – Proper Environment around Factory.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain better human resource policies. (L2)
- Describe statutory provisions relating to Proper Environment around Factory. (L2)

Unit 3 GENERAL COMMUNICATION 14

Drafting of Appointment Orders, Interview Letters, Promotion, Transfer & Appreciation Letters, Notices and Circulars (All Types).

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the importance of general communication in personnel administration. (L2)
- Apply the skill in drafting of Appointment Orders, Interview Letters, Promotion and Transfer etc., (L3)

Unit 4 WAGE AND SALARY ADMINISTRATION 12

General Consideration in Wage & Salary Administration – Objectives and Principles, Time Keeping, Attendance, Statutory Returns – TDS, Professional Tax, Form 16 (A) PF and ESI Returns.

Learning Outcomes: At the end of the unit, the student will be able to:

- Examine the objectives and principles of Wage and Salary. (L2)
- Describe about Statutory Returns – TDS, Professional Tax, Form 16 (A) PF and ESI Returns. (L2)

Unit 5 DISCIPLINARY ACTION COMMUNICATION 14

Suspension Orders – Show Cause Notices – Memo – Charge sheet – Warning – Letter of Termination & Dismissal – Calculations; Calculation for Superannuation, Gratuity & Bonus.

Learning Outcomes: At the end of the unit, the student will be able to:

- Comprehend disciplinary procedures and action. (L2)
- Draft Suspension Orders, Show Cause Notices, Memo, Charge sheet, Warning, Letter of Termination and Dismissal. (L3)

Prescribed Textbooks:

1. Guide on Labour Management forms and precedents (Law, Practice & Procedure) by S.D. Puri (Snow white publications)
2. Personnel Management by Edwin Flippo

Reference Books:

1. Personnel Management by C.B. Mamoria
2. Dynamics of personnel Administration by Rudrabaswaraj.
3. Industrial Relations and Labour Laws” by S C Srivastava
4. Industrial Relations and Labour Laws for ManagersParul Gupta

Course Outcomes:

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

1. Explain the Personnel Administration System in the Organisation.
2. Describe necessary skill sets in the application of various Human Resource issues.
3. Analyze various strategies related to selection, development, appraisal and termination of employees.
4. Draft appointment orders, interview letters, promotional and transfer letters.
5. Summarize the terminal benefits such as superannuation, gratuity and bonus.

Blooms Level of Learning

L2

L2

L4

L6

L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE035AT.1	2	2	1	-	1	1	-	-
22CE035AT.2	2	2	1	1	-	2	-	2
22CE035AT.3	3	3	2	-	1	2	-	1
22CE035AT.4	2	2	1	1	-	3	1	-
22CE035AT.5	2	2	1	-	-	2	1	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course FINANCIAL MARKETS AND SERVICES
Category PEC
Course Code 22CE035BT

Year II MBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand the money market instruments and their services in India.
- To understand Capital Market, Banking and Non-Banking financial institutions.
- To understand the fundamental concepts and working of Financial service institutions.
- To develop knowledge related to NSE and Credit rating agencies in India.
- To create awareness on housing finance, asset based finance and credit syndication.

Unit 1 FINANCIAL AND SECURITIES MARKETS AND SERVICES 12

Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Financial Markets; Characteristics – Structure and Functions of Call Money Market and Government Securities Market – T-Bills Market – Commercial Bills Market – Commercial Paper and Certificate of Deposits

Learning Outcomes: At the end of the unit, the student will be able to:

- Describe the role of regulatory bodies in regulating how banks manage their capital. (L2)

Unit 2 CAPITAL MARKETS AND INSTITUTIONS 10

New Issue Market – Stock Exchange; Functions, Organization, Structure and Trading in Stock Exchange – SEBI And Regulation of Primary and Secondary Markets – Reserve Bank of India – Commercial Banks – Specialized Financial Institutions – NBFCs.

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarize the fundamentals of financial markets and financial instruments. (L2)
- Analyze functions of SEBI And Regulation of Primary and Secondary Markets and Reserve Bank of India. (L4)

Unit 3 ASSET BASED FINANCIAL SERVICES – I 10

Leasing; Definition, Types, Advantages, Process and Evaluation – Hire Purchase; Evolution, Process, Parties and Legal Framework – Venture Capital; Growth of Venture Capital in India, Financing Pattern Under Venture Capital, Legal Aspects and Guidelines for Venture Capital – Factoring; Definition, Functions, Advantages, Evaluation and Forfeiting.

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyze the the asset based financial services in India (L4)
- Demonstrate an awareness of the current structure and regulation of the Indian financial services sector. (L2)

Unit 4 FEE BASED FINANCIAL SERVICES 10

Stock Broking – Registration– Clearing and Settlement Procedure at NSE – Margin Trading – Credit Rating; Definition, Process and Credit Rating Agencies in India.

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyze the stock brokering roles and responsibilities. (L4)
- Apply credit Rating and settlement procedures at National stock Exchange in India. (L3)

Unit 5 INFRASTRUCTURE FINANCING

12

Infrastructure Financing – Credit Syndication – Housing Finance – Insurance Services – Mortgage Guarantee Service – Micro Finance; Features and Guidelines

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply Infrastructure Financing and Guidelines. (L3)
- Analyze housing finance and mortgage procedure. (L2)

Prescribed Textbooks:

1. Financial Institutions and Markets, L.M. Bhole, 4/e Tata McGraw Hill, 2007
2. Financial Services and System, Sasidharan, Mathews, Tata McGraw Hill, 2007.
3. Financial Services, Gordon&Natarajan, Himalaya Publishers, 2009.
4. Investment Institutions and Markets, Jeff Madura, Cengage, 1st Edition, 2009.
Financial Markets & Services, Vasanthdesai, Himalaya, 2009

Reference Books:

1. Financial services, Thripati, PHI, 2009
2. Financial Institutions and Markets, Meir Kohn, Oxford University Press, 2007
3. Financial markets and institutions, Mishkin, Pearson Education, 6th edition, 2008
4. Financial Institutions and Markets, Gupta Agarwal, KalyaniPublishers, 2008.

Course Outcomes:

Blooms Level of Learning

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

- | | |
|--|----|
| 1. Describe Financial structure and functions of Money Market Instruments. | L2 |
| 2. Comprehend the functions of Capital Markets and Reserve Bank of India. | L2 |
| 3. Explain different Asset based financial service products. | L2 |
| 4. Describe the Stock Broking rules and responsibilities. | L2 |
| 5. Evaluate Infrastructure financing and Micro finance. | L5 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE035BT.1	2	2	1	-	1	1	-	1
22CE035BT.2	2	2	1	1	1	1	1	1
22CE035BT.3	2	2	-	1	1	-	-	1
22CE035BT.4	2	2	1	1	1	1	1	1
22CE035BT.5	2	2	1	1	2	1	1	-

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course SERVICES MARKETING
Category PEC
Course Code 22CE035CT

Year IIMBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand the importance, characteristics and strategies of Services marketing.
- To understand the services market segmentation.
- To summarise the planning and branding techniques in service product and New Service Development.
- To understand the GAP model of service quality and the strategies linked to service quality.
- To summarise external marketing and consumer grievance recovery strategies.

Unit 1 UNDERSTANDING SERVICES MARKETING 10

Introduction to Services Marketing – Importance and Characteristics of Services – Growth of Services Sector – Services in the Indian Economy – Services Strategy.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand what is services and role of services in Indian economy.(L2)
- Discuss characteristics and growth of services. (L2)

Unit 2 SERVICES MARKET SEGMENTATION 10

The Process of Market Segmentation – Selecting the Appropriate Customer Portfolio – Creating and Maintaining Valued Relations – Customer Loyalty.

Learning Outcomes: At the end of the unit, the student will be able to:

- summarise services Segmentation. (L2)
- express valued relations in the market.(L2)

Unit 3 CREATING VALUE IN A COMPETITIVE MARKET 13

Positioning a Service in The Market – Value Addition to The Service Product – Planning and Branding Service Products – New Service Development.

Learning Outcomes: At the end of the unit, the student will be able to:

- comprehend new services development. (L21)
- Explain the planning and branding the service products. (L2)

Unit 4 SERVICE QUALITY MANAGEMENT 12

Service Quality Audit – GAP Model of Service Quality – Total quality Services Marketing – Service Excellence – Pricing of Services – Pricing Strategies Linked to Value Perceptions.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the Service quality management.(L2)
- Illustrate the GAP model of Service Excellence in Marketing. (L4)

Unit 5 EXTERNAL MARKETING 10

Word of Mouth Communication – Interactive Marketing – Management of Moments of Truth – Service Deficiencies – Consumer Grievance Recovery Strategies.

Learning Outcomes: At the end of the unit, the student will be able to:

- Compare various business promotional programs.(L2)

- Explain the Consumer Grievance recovery strategies. (L2)

Prescribed Textbooks:

1. Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee, 6/e, Pearson, 2009.
2. Services Marketing – Integrating Customer Focus Across the Firm, Valarie A. Zeithaml and Mary Jo-Bitner: 4/e, TMH, 2009
3. Services Marketing – Concepts Planning and Implementation, Bhattacharjee, Excel, 2009.

Reference Books:

1. Marketing of Services, Hoffman, Bateson, Cengage, 2006.
2. Services Marketing, Srinivasan, 2/e, PHI, 2009.
3. Services – Marketing, Operations and Management, Jauhari, Dutta, Oxford, 2009.
4. Services Marketing – Text and Cases, RajendraNargundkar, TMH, 2009.
5. Service Sector Management, C. Bhattacharjee, Jaico, 2008.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Explain the importance to services, growth of services and service sector role in Indian economy. 2. Describe service quality measurements to build customer loyalty. 3. Explain positioning a service in the market and planning and branding service products. 4. Apply new approaches for managing customer satisfaction and loyalty. 5. Apply suitable communication programs in external marketing. | <p>L2</p> <p>L2</p> <p>L2</p> <p>L3</p> <p>L3</p> |
|---|---|

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE035CT.1	2	2	1	2	2	-	1	-
22CE035CT.2	2	2	1	2	2	-	1	1
22CE035CT.3	2	2	1	2	2	-	-	-
22CE035CT.4	3	2	1	2	3	2	1	1
22CE035CT.5	3	2	1	2	3	2	1	-

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course ENTERPRISE RESOURCE PLANNING
Category PEC
Course Code 22CE035DT

Year II MBA.
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To Learn the concepts of Business intelligence and ERP system implementation.
- To understand ERP methodologies and Package selection.
- To learn the ERP modules.
- To understand ERP markets.
- To understand the Quality Management techniques by using ERP modules.

Unit 1 ERP and TECHNOLOGY 10

Introduction – Related Technologies – Business Intelligence – E-Commerce and E-Business – Business Process Reengineering – Data Warehousing – Data Mining – OLAP – Product life Cycle management – SCM – CRM

Learning Outcomes: At the end of the unit, the student will be able to:

- understand the different reengineering techniques. (L2)
- Solve warehousing and mining problems. (L3)

Unit 2 ERP IMPLEMENTATION 10

Implementation Challenges – Strategies – Life Cycle – Pre-Implementation Tasks – Requirements Definition – Methodologies – Package Selection – Project Teams – Process Definitions – Vendors and Consultants – Data Migration – Project Management – Post Implementation Activities.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply Data migration techniques for the sustainability of Business. (L3)
- Apply ERP strategic life cycle and its applicability for the success of Business. (L3)

Unit 3 ERP IN ACTION & BUSINESS MODULES 10

Operation and Maintenance – Performance – Maximizing the ERP System – Business Modules – Finance – Manufacturing – Human Resources – Plant Maintenance – Materials Management – Quality management – Marketing – Sales, Distribution and Services.

Learning Outcomes: At the end of the unit, the student will be able to:

- Translate ERP modules into Business applicability (L2)
- Find various ways of maintaining plant and materials in the company (L3)

Unit 4 ERP MARKET 10

Marketplace – Dynamics – SAP AG – Oracle – PeopleSoft – JD Edwards – QAD Inc. –SSA Global – Lawson Software – Epicore – Intuitive

Learning Outcomes: At the end of the unit, the student will be able to:

- Extend the dynamic aspects of business and their applicability in the growth of organisation. (L2)
- Apply software for the ultimate utilization of market resources. (L3)

Unit 5 ENTERPRISE APPLICATION INTEGRATION 8

ERP and E-Business – ERP II – Total quality management – Future Directions – Trends in ERP.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the different quality management techniques in doing e-business. (L2)
- Utilize the ERP applications in the development of Business. (L3)

Prescribed Textbooks:

1. Enterprise Resource Systems, Motiwala, Pearson, 2009.
2. Enterprise Resource Planning, Alexis Lenon, TMH, 2008.
3. Concepts in ERP, Monk, 2/e Thomson, 2009.
4. Managerial Issues of ERP, David L. Olson, TMH, 2009.

Reference Books:

1. Enterprise Resource Planning and MIS, Venugopal Rao, Excel 2009.
2. ERP concepts & practice, Vinod Kumar Kard and NK VenkataKristan, PHI, 2008.
3. ERP in Practice, Vaman, TMH, 2008.
4. Enterprise Resource Planning, MahadeoJaiswal& Ganesh V Anapalli, Macmillan, 2008.

Course Outcomes:

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

1. Summarize the relationship between ERP and Technology.
2. Apply the ways of implementing ERP.
3. Apply different ERP and Business modules in various Departments of the company.
4. Describe various ERP Modules.
5. Apply various types of Enterprise Resource Planning applications in strengthening the organization.

Blooms Level of Learning

L2

L3

L3

L2

L3

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE035DT.1	2	1	1	1	2	3	-	3
22CE035DT.2	3	2	1	2	3	3	-	-
22CE035DT.3	3	2	1	3	3	-	-	-
22CE035DT.4	3	3	2	3	3	2	-	3
22CE035DT.5	3	3	3	3	3	2	-	3

competitiveness, employee contributions, organizational benefit systems, and administration issues. (L3)

Unit 5 ISSUES RELATED TO COMPENSATION

12

Concept of Dearness Allowance – The Role of Fringe Benefits in Reward Systems – Retirement Plans Including VRS/Golden Handshake Schemes – The Executive Compensation – Workmen’s Compensation Act, 1923.

Learning Outcomes: At the end of the unit, the student will be able to:

- Comprehend about the compensation function. (L2)
- Understand the pay decisions that help the organization to achieve competitive advantage. (L1)
- Apply the knowledge to solve compensation related problems in organizations. (L3)

Prescribed Textbooks:

1. Compensation and Reward Management, Sigh BD, Excel Books.
2. Compensation, Ninth Edition, Milkovich, Newman, and Venkata Ratnam, TMH, New Delhi.
3. Compensation Management: Text and Cases, Tapomoy Deb, Excel Books.

Reference Books:

1. Negotiated Change – Collective Bargaining, Liberalization and Restructuring in India, Venkata Ratnam CS, Response Books, New Delhi, 2003.
2. Industrial Relations, Trade Unions and Labour Legislation, Sinha, Pearson, 2007.
3. Labour and Industrial Laws, P.K. Padhi, PHI, 2007.
4. Law of Industrial Disputes, Bagri, Kamal Law House, 2010.
5. Law of Trade Unions, Eastern Book Company, Srivastava, 4th Edition, 2002.
6. Labour and Industrial Law, Dr. V.G. Goswami, Central Law Agency, Allahabad.
7. S.N.M. Mishra: Labour and Industrial Law, Central Law Agency, Allahabad

Course Outcomes:

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

1. Analyse different pay structures used in the Organization.
2. Explain different types of wage theories.
3. Summarize about various Statutory provisions and Labor Laws regarding Wage.
4. Demonstrate Economic theory related Compensation Management and the difference between Inter and Intra Industrial compensation.
5. Evaluate the most effective compensation systems and the Retirement benefits.

Blooms Level of Learning

- L4
L2
L2
L3
L5

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE036AT.1	2	1	1	-	-	1	-	1
22CE036AT.2	2	2	1	1	1	1	1	1
22CE036AT.3	2	2	1	1	1	-	-	1
22CE036AT.4	2	2	1	1	1	1	1	1
22CE036AT.5	2	1	1	1	1	1	1	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT
Category PEC
Course Code 22CE036BT

Year II MBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To analyse stock price behaviour in market which is affected by various factors by calculating various technical indicators.
- To apply stock and option valuation models in portfolio management.
- To understand various investment types traded in security market, regulations of stock exchange and the basic process involved in investment.
- To examine common stock, the stock market, stock options, and approaches of investing in the stock market and building stock portfolios.
- To provide students with a basic introduction to portfolio theory and study various methods of modelling the risk associated with stock investment such as the capital asset pricing model and arbitrage pricing theory.

Unit 1 INTRODUCTION TO INVESTMENT AND PORTFOLIO MANAGEMENT 8

Definition – Investment Attributes – Investment vs Speculation – Portfolio Management; Definition and Portfolio Management Process.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply appropriate theories, principles, and concepts relevant to securities analysis and portfolio management. (L3)

Unit 2 FUNDAMENTAL ANALYSIS& TECHNICAL ANALYSIS 15

Key variables of Macro Economic Analysis – Industry Life Cycle Analysis – Study of the structure and Characteristics of an Industry – Porter's Model – Company Analysis – A study of Financials – A study of other factors – Fundamental Analysis vs Technical Analysis – Dow Theory – Technical Indicators – MovingAverages and Relative Strength Index (RSI).

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyze portfolio performance. (L4)
- Analyze trending volumes to confirm price trends and identify potential reversals, overbought or oversold conditions.(L4)

Unit 3 EVALUATION OF PORTFOLIO RISK 15

Valuation of bond -Equity Valuation Models- Intrinsic Value, Market Value of Dividend Model, PE Multiple, Free cash flow – Technical Analysis– Estimation and Adjustment of Beta.

Learning Outcomes: At the end of the unit, the student will be able to:

- Identify the working of global financial markets and instruments. (L2)
- Demonstrate the ability to work independently or as part of team, for managing investment portfolios. (L3)

Unit 4 MEASUREMENT OF RETURN AND RISK 15

Return – Components of Return – Measuring Historical Return – Risk; Definition, Classification, Systematic Risk, Unsystematic Risk, Standard Deviation, Variance – Measuring Expected Return and Risk.

Learning Outcomes: At the end of the unit, the student will be able to:

- Calculate the return and risk of a portfolio of assets.(L2)
- Understand how to calculate Systematic Risk and Unsystematic Risk. (L2)

Unit 5 PORTFOLIO MANAGEMENT**12**

Portfolio Models – Markowitz Model – Sharpe Single Index Model – Capital Asset Pricing Model – Performance Measures – Sharpe Measure – Jensen Measure – Treynor Measure – Exchange Traded Funds – Inverse Funds – Investment in Foreign Countries – Impact of Global Diversification.

Learning Outcomes: At the end of the unit, the student will be able to:

- Able to valuation of stocks and bonds, Identify the working of global financial markets and instruments. (L2)
- Able to value stocks and bonds, and compensate shareholders in the most convenient way (L3)

Prescribed Textbooks:

1. Investment Analysis and Portfolio Management, Chandra McGraw Hill 2009.
2. Security Analysis and Portfolio Management, SudhindraBhat, 2008 Excel.
3. Investment Management, V.K. Balla, S.K. Tuteja, Sultan & Chand Company Ltd, 2009.
Investment Management, Preethi Singh, Himalaya Publishing House, Mumbai, 2009

Reference Books:

1. Security Analysis and Portfolio Management, Avadani, Himalaya Publishers, 2009.
2. Investment analysis Portfolio Management, Rely & Brown, Cengage, 8/e, 2009.
3. Investment, Bodie, McGraw Hill Book Company, 2009.
4. Security Analysis and Portfolio Management, Ranganatham & Madhumathi, Pearson Education, 2004.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|---|----|
| 1. Apply appropriate theories, principles and concepts that are relevant to Investment analysis and Portfolio Management. | L3 |
| 2. Analyse Portfolio Performance. | L4 |
| 3. Evaluate Risk of a Stock or a Portfolio position. | L5 |
| 4. Examine Systematic Risk and Unsystematic Risk of a security by using the Financial Instruments. | L2 |
| 5. Summarize the common practices in Portfolio management. | L2 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE036BT .1	3	2	1	2	3	1	-	-
22CE036BT .2	2	3	2	3	2	1	-	1
22CE036BT .3	2	2	2	2	2	-	1	-
22CE036BT .4	2	2	1	2	2	-	1	-
22CE036BT .5	2	2	1	2	2	-	-	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course GREEN MARKETING MANAGEMENT
Category PEC
Course Code 22CE036CT

Year II MBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To explain the importance of green marketing in the overall marketing function.
- To know the green marketing strategies and green consumers to build successful green marketing plans.
- To understand the different elements involved in green marketing mix.
- To know the distribution and supply channels involved in green marketing mix.
- To understand sustainability standards, certificates and reports for measuring green marketing programs.

Unit 1 INTRODUCTION TO GREEN MARKETING 11

Evolution of Green Marketing – Definitions of Green Marketing and Green Marketing Management – Ecological Marketing vs Sustainable Marketing vs Green Marketing – Benefits of Green Marketing – Green Companies and their Characteristics – Parties to Green Marketing – Challenges in Green Marketing – Green Washing.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the basic concepts of green marketing. (L2)
- Illustrate the characteristics that identify a green company (L2)
- Determine challenges to green marketing which includes green washing (L3)

Unit 2 STRATEGIES AND CUSTOMERS 14

Integrating Green in Organisational Mission, Objectives and Tactics – Green Marketing Strategies – Green Marketing Grid – Structure of a Green Marketing Plan – Green Consumer Market Segments – Target Marketing – Green Consumer Concept: Psychology and Purchase Behaviour – Sustainable Marketing Actions Influencing Consumer Decision Making Process

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarize effective green marketing strategies (L2)
- Explain the concept of green consumer and identify market segments of green consumers for successful green marketing plans(L2)
- Describe marketing actions that influence consumer decision making process (L2)

Unit 3 GREEN MARKETING MIX – I 12

Green Products – Green Packaging – Green Labelling – Greening the Product Line: Benefits, Approaches and Ideas – Green Product Development Process – Green Price – Pricing Strategies – Balancing Premium Pricing with Consumer Demand

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the marketing mix elements of green marketing in terms of product, packaging, labeling and pricing. (L2)
- Describe decisions involved in green product development process, product lines and pricing. (L2)

Unit 4 GREEN MARKETING MIX – II 12

Green Distribution – Supply Cycles: Definition and Benefits – Sustainable Logistics – Distribution through Retailers and Direct Channels – Green Promotion – Green Branding – Factors Underlying Promotion of Green Products

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the marketing mix elements of green marketing in terms of distribution and promotion. (L2)
- Describe green distribution, promotion of green products. (L2)

Unit 5 STANDARDS, CERTIFICATIONS AND REPORTS

11

Green Business Standards: Meaning, Benefits and their Sources – Sustainability Certifications – Sustainability Reports: Purpose, Benefits, Primary Disclosures and Overview – Reporting Economic Value, Environmental Value and Social Value.

Learning Outcomes: At the end of the unit, the student will be able to:

- Examine the different portfolio models of Green Marketing. (L2)
- Analyze the impact of global diversification. (L4)

Prescribed Textbooks:

1. Green Marketing Management, Robert Dahlstrom, South-Western Cengage Learning, 2011.
2. Green Business Practices for Dummies, Lisa Swallow, Wiley Publishing, 2009.

Reference Books:

1. Green Marketing – A Case of the Sub-Industry in Turkey, Ayca Can Kirgiz, Palgrave Macmillan, 2016
2. The Green Marketing Manifesto, John Grant, John Wiley & Sons, Ltd, 2007

Course Outcomes:

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

Blooms Level of Learning

- | | |
|---|----|
| 1. Apply green marketing concepts as an important sustainable development issue under the marketing function. | L3 |
| 2. Describe green marketing strategies suitable to right segments. | L2 |
| 3. Describe effective green marketing programs for building brand equity. | L2 |
| 4. Summarize sustainability standards and certifications related to green marketing programs. | L2 |
| 5. Explain the standards and certifications involved in green business. | L2 |

CO-PO Mapping:

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CE036CT.1	2	3	-	2	-	3	2	-
22CE036CT.2	2	2	2	-	-	2	2	1
22CE036CT.3	2	2	1	1	1	2	1	1
22CE036CT.4	2	2	1	1	1	2	2	-
22CE036CT.5	2	2	-	-	-	-	2	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course CUSTOMER RELATIONSHIP MANAGEMENT
Category PEC
Course Code 22CE036DT

Year IIMBA.
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand the evolution and economics of CRM.
- To generate ideas related to better customer service.
- To create awareness regarding the technological tools of CRM.
- To understand the operational issues in CRM.
- To focus on Quality management in Building better relationship with customers.

Unit 1 CONCEPTUAL FOUNDATIONS OF CRM 10

Evolution of CRM – Building Customer Relationship – Economics of CRM – The Relationship Selling Concept.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the basic concepts of Customer relationship management. (L2)

Unit 2 CRM IN CONSUMER MARKETS 10

Customer Service and Contact Centers for CRM – Customer Satisfaction and Loyalty.

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarize the tools and techniques to be used in the performance of the managerial job. (L2)
- Comprehend the importance of organization structure in management. (L2)

Unit 3 TECHNOLOGICAL TOOLS FOR CRM 10

Components of CRM Solutions – Product Offerings in the CRM Market Space – Comparison of Siebel, Oracle, My SAP, People soft – e CRM.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply tools and techniques to be used in CRM. (L3)
- Understand the various product offerings in CRM Market space. (L2)

Unit 4 TECHNOLOGICAL AND OPERATIONAL ISSUES IN IMPLEMENTING CRM 12

Benefits and Barriers to CRM – CRM Road Blocks: Privacy and Ethics – Future of CRM.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the barriers to Customer Relationship Management. (L2)
- Summarize the Theories of Leadership and Stages of Group Development. (L2)

Unit 5 CUSTOMER RELATIONSHIP QUALITY MANAGEMENT 12

Designing Effective Relationship Management System.

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarize the concept of controlling and its process. (L2)
- Understand the reasons for Resistance to Change in the organization. (L2)

Prescribed Textbooks:

1. Customer Relationship Management, Jagadish Seth, TMH, 2008
2. Customer Relationship Management, ChaturvediMukesh, Excel, 2008.
3. Customer Relationship Management, Roger J. Baran: Cengage, 2009.

4. Customer Relationship Management Essentials John W Gosney and Thomas P Boehm, PHI, 2008

Reference Books:

1. Customer Relationship Management A Strategic Perspective, G. Shainesh&Jagadish N Sheth, McMillan.
2. Customer Relationship Management, Das Subhasish, Excel, 2008.
3. Customer Relationship Management, Peelan, Pearson, 2008.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|--|----|
| 1. Explain a clear insight in the area of Customer Relationship Management. | L2 |
| 2. Describe the conceptual framework of Customer Relationship Management. | L2 |
| 3. Analyse the critical skills that are necessary for building and managing the relationship with customers. | L4 |
| 4. Summarise the problems in building better relationship with customers. | L2 |
| 5. Analyse the foundations of relationship marketing and develop better quality services for the customers. | L4 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE036DT.1	2	2	1	2	2	2	1	1
22CE036DT.2	2	2	1	2	2	1	2	-
22CE036DT.3	3	3	2	2	3	3	2	2
22CE036DT.4	2	2	1	2	2	3	-	2
22CE036DT.5	3	3	2	3	2	2	2	3

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course EMPLOYEE PERFORMANCE MANAGEMENT
Category PEC
Course Code 22CE037AT

Year II MBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To explain the basic concepts of Performance Management.
- To describe the concepts of Performance monitoring and Performance Review Meetings.
- To comprehend the concepts of Coaching and Counselling.
- To explain the Stock taking of Performance and performance Appraisal methods.
- To summarise the concepts of Compensation and Reward system.

Unit 1 PERFORMANCE MANAGEMENT 10

Concept – Performance Management vs Performance appraisal – Performance Management vs Human Resource Management – Purpose – Significance – Benefits to Organization, Benefits to Managers, Benefits to Employees – Characteristics of Performance Management – Process – Introducing PMS in an Organization.

Learning Outcomes: At the end of the unit, the student will be able to:

- Describe the basic concepts of Performance Management. (L2)
- Explain the process of Performance Management System. (L2)

Unit 2 MONITORING PERFORMANCE 13

Monitoring Performance – Performance Reviews: Objectives, Frequency of Review, Conducting Review Meetings, Problems in Conducting Meetings, Guidelines for Conducting Meetings.

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarise the concept of Performance monitoring. (L2)
- Comprehend the importance of conducting performance review meetings in an organization. (L2)

Unit 3 COACHING AND COUNSELING 10

Coaching for Performance Improvement – Concept – Tips for Effective Coaching Counselling – Functions of Counselling – Steps in Counselling Process.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the process and techniques of coaching. (L2)
- Summarise the functions, steps and tips for effective counseling. (L2)

Unit 4 ANNUAL STOCK TAKING 12

Stock Taking of Performance – Uses – Appraisal System Design: Process and Approaches – Appraisal Methods – MBO and Assessment Centre – 360-Degree Appraisal – Balanced Scorecard.

Learning Outcomes: At the end of the unit, the student will be able to:

- Describe the process of Stock taking of Performance. (L2)
- Analyse the various Performance appraisal methods (L4)

Unit 5 REWARD AND COMPENSATION MANAGEMENT 14

Concept and Types of Compensation – Objectives – Competitive Compensation Design – Internal Factors – External Factors – Equity in Compensation Systems – Fringe Benefits – Objectives – Factors Influencing Fringe Benefits – Types of Fringe Benefits – Retirement Benefits, Statutory and Tax Aspects.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the concept of Compensation Management. (L2)

- understand the various benefits and rewards provided to an employee in an organisation. (L2)

Prescribed Textbooks:

1. Performance Management, Herman, Aguinis, Pearson Education, 2009.
2. Performance Management and Appraisal Systems, T.V. Rao, Response, 2008.
3. Performance Management, Kandula, PHI, 2009.
4. Performance Management, Michael Armstrong, Kogan Page, 2007.

Reference Books:

1. Performance Management, A.S. Kohil, T. Deb, Oxford, 2008.
2. Performance Management, Dinesh K. Srivatsava, Excel, 2008
3. 360 Degree Feedback and Assessment and Development Centres, T.V. Rao, Excel, 2008.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|--|----|
| 1. Explain the basic concepts of performance management. | L2 |
| 2. Comprehend the concepts of performance monitoring and Performance reviews in an organization. | L2 |
| 3. Describe various tips for Coaching and Counselling in an Organization. | L2 |
| 4. Summarise the methods of employee performance appraisal in an organization. | L2 |
| 5. Analyse the compensation and reward strategies to motivate employees | L4 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE037AT.1	2	2	1	1	-	1	-	1
22CE037AT.2	3	2	2	2	-	1	1	1
22CE037AT.3	3	2	-	2	1	1	-	-
22CE037AT.4	2	2	1	-	-	-	-	1
22CE037AT.5	3	2	-	-	1	1	1	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course GST and CUSTOMS LAW
Category PEC
Course Code 22CE037BT

Year II MBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand the basics of Goods and Service Tax and its significance in the Taxation system.
- To comprehend the IGST model and its applications in Inter-state transactions.
- To understand the process of levying GST on Goods and Services.
- To gain insights into the self and scrutiny of GST.
- To analyse the legal framework governing imports, exports and custom duties.

Unit 1 GOODS AND SERVICE TAX – (GST) AND GST ACTS 10

Introduction – Salient Features of GST – Constitutional Amendment – Enrollment & Registration – Positive Aspects – Negative Aspects – Objectives – Taxes Subsumed in GST – Model of GST

Learning Outcomes: At the end of the unit, the student will be able to:

- To enable the students to learn the concepts indirect tax and GST from the pre-GST period to post- GST period.(L2)
- To understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development. (L2)

Unit 2 IGST MODEL 15

IGST Model – Benefits of GST – GST Council: Structure, Appointment and Powers under CGST and SGST, Salient features of CGST Act, SGST Act (Andhra Pradesh State) – IGST Act; Meaning and Definition – Aggregate Turnover – Adjudicating Authority – Agent – Business – Capital goods – Casual Taxable Person – Composite Supply – Mixed Supply – Exempt Supply – Input Service Distributor - Job Work – Manufacture – Input Tax – Input Tax Credit – Person – Place of Business – Reverse Charge – Works Contract – Casual Taxable Person – Non-Resident Person (Theory only).

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the concept of CGST, IGST and IGST.(L2)
- Understand the GST Law, ITC and Valuation of supply and returns. (L)

Unit 3 PROCEDURE AND LEVY UNDER GST 15

Registration under GST: Procedure for registration – Persons liable for registration – Persons not liable for registration – Compulsory registration – Deemed registration – Special provisions for Casual taxable persons and Non-resident taxable persons – Exempted goods and services – Rates of GST (Theory only) – Procedure relating to Levy: (CGST & SGST): Scope of supply – Tax liability on Mixed and Composite supply – Time of supply of goods and services – Value of taxable supply – Computation of taxable value and tax liability(Theory and Problems) – Procedure relating to Levy: (IGST):Inter-state supply – intra-state supply – Zero rates supply – Value of taxable supply – Computation of taxable value and tax liability.

Learning Outcomes: At the end of the unit, the student will be able to:

- Acquire knowledge about GST and its appeals. (L1)
- Identify basic procedures under GST incorporating the registration, filing of returns and payment of tax. (L1)
- Understand the GST Law, ITC, Valuation of supply and returns. (L2)

Unit 4 ASSESSMENT AND RETURNS OF GST 10

Input Tax Credit: Eligibility, Apportionment, Inputs on Capital Goods, Distribution of Credit By Input Service Distributor (ISD) – Transfer of Input Tax Credit - Simple Problems on Utilization of Input Tax Credit – Furnishing Details of Outward Supplies and Inward Supplies – First Return – Claim of Input Tax Credit – Payment of Taxes – Refund - Doctrine of Unjust Enrichment – TDS, TCS – Reversal and Reclaim of Input Tax Credit – Annual Return and Final Return – Problems on Assessment of Tax and Tax Liability (Theory and Problems)

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyze the criteria for the levy of GST on the supply of goods and services. (L2)
- Understand the obligations and benefits of being a registered tax payer. (L2)

Unit 5 CUSTOMS LAW 10

Customs Act, 1962; Rules, Regulations Circulars and Notifications – Customs Tariff Acts; Related Rules – Principles Governing Levy of Customs Duty, Rates and Valuation of Customs Duty – Exemptions, Remissions, Demand, Recovery and Refunds in Customs – Export Schemes – Duty Drawbacks – Types of Valuation for Customs Duty; Tariff Value, Transaction Value – Methods of Valuation – Special Provisions Regarding Baggage, Goods Imported or Exported by Post, and Stores – Duty Drawback Schemes – Impact of GST on Customs Duty – Illustrative Problems on Customs Duty in Respect of GST

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyze the Legal and practical consideration in determining the customs value of goods. (L4)
- Apply customs law, valuation and baggage rules. (L3)

Prescribed Textbooks:

1. GST ready Reckoner: V S Datey.
2. Deloitte: GST Era Beckons, Wolters Kluwer.
3. Goods and Services Tax, Wolters Kluwer, Madhukar N Hiregange.
4. Goods & Services Tax – CA. Rajat Mohan,

Reference Books:

1. Goods & Services Tax: Dr. SanjivAgrawal& CA. SanjeevMalhotra.
2. GST - Law & Practice: Dr. B.G. Bhaskara, Manjunath. N & Naveen Kumar IM,
3. Indirect Tax Laws, Taxman Allied Services, B.K. Ghargava.
4. Indirect Tax Law and Practice. V.S. Datey, U.K. Bhargava.

Course Outcomes:

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

1. Describe the Legal Provisions, regulations and amendments related to GST and Customs Law.
2. Explain GST registration process, filing returns and documents to be maintained.
3. Analyse the impact of GST and Customs Law on Specific industries such as Manufacturing, Service and e-Commerce.
4. Apply taxability exemptions and input tax credit under GST.
5. Describe the implications of GST and Customs law on Cross Boarder transactions and International trade.

Blooms Level of Learning

L2
L2
L4
L3
L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE037BT.1	2	2	1	2	2	-	1	-
22CE037BT.2	2	2	1	2	2	1	-	-
22CE037BT.3	2	3	2	3	2	-	1	-
22CE037BT.4	3	2	2	2	3	1	-	1
22CE037BT.5	2	2	1	2	2	-	-	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course BRAND MANAGEMENT
Category PEC
Course Code 22CE037CT

Year II MBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand the basic concepts, significance and types of brands.
- To acquire knowledge in brand strategies and successful brand positioning.
- To know the different elements involved in Brand Communication.
- To understand Brand audits, Brand equity measurement system and Financial Brand equity.
- To know the brand hierarchies and successful brand extensions to manage brands.

Unit 1 INTRODUCTION 10

Basic Understanding of Brands – Definitions – Product vs Brand – History of Brands - Significance of Brands – Brand Manager: Roles, Responsibilities and Interfaces - Different Types of Brands – Branding Challenges and Opportunities

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarize the basic concepts of Brand. (L2)
- Describe different types, challenges and opportunities of Brand. (L2)

Unit 2 BRAND STRATEGIES 10

Strategic Brand Management process – Customer-based Brand Equity – Sources of Brand Equity – Identifying and Establishing Brand Positioning – Positioning Guidelines – Defining a Brand Mantra – Building a Strong Brand - Establishing Brand Values

Learning Outcomes: At the end of the unit, the student will be able to:

- Comprehend different sources of Brand equity and Brand Positioning. (L2)
- Summarize Brand Mantra and Brand values. (L2)

Unit 3 BRAND COMMUNICATIONS 13

Brand Elements: Criteria for Choosing Brand Elements, Options and Tactics for Brand Elements – Communication Options for Brand Building – Leveraging Secondary Brand Associations: Country of Origin, Cobranding, Ingredient Branding, Celebrity Endorsements and Events

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the Brand elements used for communicating the Brand. (L2)
- Summarize Brand building and Brand Association. (L2)

Unit 4 BRAND EQUITY MEASUREMENT 12

Brand Audits – Designing Brand Tracking Studies – Brand Equity Management System – Financial Brand Equity – Brand Valuation Methods

Learning Outcomes: At the end of the unit, the student will be able to:

- Determine the various components of Brand tracking studies and Brand Equity Management system. (L2)
- Analyze various Brand valuation methods. (L4)

Unit 5 MANAGING BRANDS

10

Brand Hierarchies – Brand Architecture: Definition and Types – Brand Extensions: Meaning, Types, Advantages, Disadvantages and Keys to Successful Extensions – Brand Turnaround and Rejuvenation – Brand Globalization: Reasons, Process, Advantages and Disadvantages.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the importance of branding and their value creation for their organizations. (L2)
- Demonstrate how to design and build a brand-driven organization. (L3)

Prescribed Textbooks:

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 4th Edition, 2013.
2. Jean-Noël Kapferer, The New Strategic Brand Management, Kogan Page, 5th edition, 2012.

Reference Books:

1. B LanBatey, Asain Branding – A Great way to fly, PHI, Singapore, 2002.
2. Paul Temporal, Branding in Asia, John Willy, 2000.
3. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
4. JagdeepKapoor, Brandex, Biztranza, India, 2005.
5. MahimSagar, Deepali Singh, D.P. Agarwal, Achintya Gupta, Brand Management Ane Books Pvt. Ltd – (2009)

Course Outcomes:

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

Blooms Level of Learning

1. Explain about the basic concepts of Brand, roles and responsibilities of a brand manager.
2. Describe various Brand Strategies, Brand Positioning and Brand Mantra.
3. Analyse Brand elements and Communication options of Brand.
4. Summarise Brand equity Measurements.
5. Comprehend Brand architecture, Brand extension, Brand Turnaround and Global Branding initiations.

L2

L2

L4

L2

L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE037CT.1	2	2	-	1	1	1	-	1
22CE037CT.2	2	2	1	1	-	1	1	1
22CE037CT.3	2	2	-	1	1	2	1	1
22CE037CT.4	2	2	1	-	1	1	-	1
22CE037CT.5	3	3	2	1	2	1	1	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course DATA WAREHOUSING AND MINING
Category PEC
Course Code 22CE037DT

Year IIMBA.
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand different types of the data and apply pre-processing methods on raw data.
- To design data warehouses and techniques for mining frequent patterns, associations and correlations.
- To understand different classification algorithms and estimate the accuracy of algorithms
- To include knowledge on different clustering algorithms.
- To identify various types of complex data and its applications.

Unit 1 MANAGING DATA 12

Individual Data Management – Organizational Data Warehousing and Data Management – Components of Organizational Memory – Evaluation of Database Technology.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply theoretical knowledge to practical scenarios using data management tools. (L3)
- Understand the role of data warehouse in collecting and managing large volumes of data. (L2)

Unit 2 DATA WAREHOUSING INTRODUCTION 12

What is a Data Warehouse? – Who uses Data Warehouse? – Need for Data Warehouse – Applications of Data Warehouse: Concepts, Context of Data Warehouse, Data Base and Data Base Structures – Organizing Relational Data Warehouse – Multi-Dimensional Data structures.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand data warehouses and data base structures. (L2)

Unit 3 META DATA 12

Human Meta Data – Computer-based Meta Data for People to use – Computer-based Meta Data for the Computer to use.

Learning Outcomes: At the end of the unit, the student will be able to:

- To better appreciate tools and techniques to be used in Meta Data. (L3)

Unit 4 ANALYZING THE CONTEXTS OF THE DATA WAREHOUSE 12

Active Analysis – User Queries – OLAP – Constructing a Data Warehouse System: Stages of the Project, Developing a Project Plan, Data Warehousing Design Approaches

Learning Outcomes: At the end of the unit, the student will be able to:

- Ability to apply acquired knowledge for understanding data analysis. (L3)
- Apply suitable methods for data analysis. (L3)

Unit 5 GETTING DATA INTO THE DATA WAREHOUSE 12

Extraction, Transformation, Cleaning, Loading and Summarization – Data Mining – Creating a Decision Tree – Correlation and Other Statistical Analysis – Neural Networks – Nearest Neighbours Approaches – Putting the Results to Use.

Learning Outcomes: At the end of the unit, the student will be able to:

- Able to understand extraction, transformation, cleaning, loading and summarization. (L2)

Prescribed Textbooks:

1. Decision Support Systems and Data Warehouse Systems, Efram G. Mallach: TMH, 2009.
2. Customer Relationship Management, ChaturvediMukesh, Excel, 2008.
3. Modern Data Warehousing, Mining and Visualization Core Concepts, Marakas, Pearson, 2008.
4. Data Management, Data Bases and Organizations, Richard T Watson: 5/e, Wiley.

Reference Books:

1. Data Warehousing, Data Mining OLAP, Berson Smith, TMH, 2008.
2. Data Mining Techniques and Tasks, THMS Ivanandam, TMH, 2008..

Course Outcomes:

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

- | | |
|--|--------------------------|
| | Blooms Level of Learning |
| 1. Apply Data Processing Techniques. | L3 |
| 2. Design Multidimensional Data model for Data Warehouse. | L6 |
| 3. Apply tools and techniques to be used in Meta Data. | L3 |
| 4. Analyze the market needs by applying suitable OLAP operations. | L4 |
| 5. Explain various types of complex data such as spatial, text and multimedia. | L2 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE037DT.1	3	2	1	2	3	1	-	1
22CE037DT.2	1	3	3	2	3	-	1	-
22CE037DT.3	3	2	1	2	3	1	-	1
22CE037DT.4	2	3	2	3	2	-	-	-
22CE037DT.5	2	2	2	2	2	-	-	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course SEMINAR
Category SEMINAR
Course Code 22CE038P

Year IIMBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	4	2

Course Objectives:

- To inspire students to become Job providers rather than Job Seekers.
- To understand budgeting and financial management skills for Long term sustainability of Business.
- To provide ethical business practices and social responsibility in entrepreneurship.
- To understand the strategies of successful entrepreneurs.
- To learn various sources of funding for start-ups.

SUCCESS STORIES OF ENTREPRENEURS

Reference Books:

1. Raj Shankar, Entrepreneurship Theory and Practice, TMH First edition, 2012.
2. A G Krishnamurthy, Dhirubhaism, TMH, 2011

Journals:

1. The Journal of Entrepreneurship, Entrepreneurship Development Institute of India, Ahmedabad.
2. Journal of Human Values: IIM Calcutta.

Course Outcomes:

At the end of the course, the student will be able to	Blooms Level of Learning
1. Analyse the companies that got success in the present Business World.	L4
2. Explain the product mix concepts and estimate demand for the product	L2
3. Describe the problems of procurement of raw materials.	L2
4. Analyse the marketing, HR and finance problems of the entrepreneurs.	L4
5. Analyse alternatives available to the entrepreneurs.	L4

CO-PO Mapping:

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CE038P.1	3	3	2	3	2	2	1	1
22CE038P.2	2	2	1	2	2	2	2	1
22CE038P.3	2	2	1	2	2	2	2	2
22CE038P.4	3	3	2	3	3	2	1	2
22CE038P.5	3	3	2	3	3	3	1	2

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)**

Title of the Course STRATEGIC MANAGEMENT
Category PCC
Course Code 22CE041T

Year II MBA
Semester IV Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand strategic management as a process and basic elements in devising a strategy.
- To learn tools available to understand the role of environment in devising a strategy.
- To discuss various tools and techniques of Strategic analysis and strategic choice.
- To understand various strategic alternatives available for the manager in formulating strategic at different levels.
- To examine strategy evaluation and control.

Unit 1 CONCEPT OF STRATEGIC MANAGEMENT 12

Definition of Strategy – Strategic Management as a Process – Developing Strategic Vision, Mission, Objectives, Goals and Policies – Factors that Shape a Company’s Strategy – Concepts of Core Competence – Crafting Strategy for Competitive Advantage.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain Strategic Management Process in business scenario. (L2)
- Understand core competencies. (L2)

Unit 2 ENVIRONMENTAL SCANNING AND APPRAISAL 10

Concept of Environment – Components of Environment (Economic, Legal, Political and Technological) – Industry and Competitive Analysis Method – Evaluating Company Resources and Competitive Capabilities – Environmental Scanning Techniques; ETOP, QUEST, and SWOT (TOWS).

Learning Outcomes: At the end of the unit, the student will be able to:

- Discuss environment scanning techniques. (L2)

Unit 3 STRATEGIC ANALYSIS AND CHOICE 8

Tools and Techniques – Porter’s Five Force Model – BCG Matrix, GE Model, Market Life Cycle Model – Organizational Learning and the Experience Curve.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand tools and techniques of strategic analysis. (L2)

Unit 4 STRATEGY FORMULATION 14

Formulation of Strategy at Corporate, Business and Functional Levels – Types of Strategies; Offensive Strategy, Defensive Strategy, Vertical Integration, Horizontal Integration – Tailoring Strategy to Fit Specific Industry and Company Situations.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understands importance strategies at different levels in the organization. (L2)
- Understand different types of strategies.(L2)

Unit 5 STRATEGY IMPLEMENTATION AND EVALUATION 12

Project Implementation – Procedural Implementation – Resource Allocation -Organization Structure and Systems in Strategy Implementation – Strategy and Leadership, Corporate Culture, Values, Ethics and Social Responsibility – Strategy Evaluation – Strategic Control – Difference Between Strategic Control and Operational

Control

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand strategy and leadership, corporate culture, values, ethics and social responsibility in an organization. (L2)

Prescribed Textbooks:

1. Business Policy and Strategic Management, Kazmi, 2/e, TMH.
2. Crafting and Executing Strategy: Concepts and Cases, Thomson, Gamble, Jain, 14/e, TMH.
3. Concepts in Strategic Management and Business Policy, Wheelmen and Hunger, Pearson Education.

Reference Books:

1. Strategic Management Concepts and Cases, Fred R. David, 12/e, PHI.
2. Strategic Management, Subba Rao. P, Himalaya.
3. Strategic Management, Ireland, Hoskinson, Hitt, Cengage.
4. Strategic Management – Theory and Application, Habergerg and Rieple, Oxford.
5. Strategic Management – Text and Cases, VSP Rao, Excel.
6. Business Policy and Strategic Management, SukulLomash and PK Mishra, Vikas.

Course Outcomes:

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

Blooms Level of Learning

1. Explain the process of Strategic management and the development of Strategic Vision and Mission. L2
2. Describe the tools related to environmental scanning and formulate the strategies. L2
3. Summarise the tools available in identifying the strategic choices and Strategic decisions. L2
4. Evaluate the various strategic alternatives that are available for the Managers and formulate different strategies at different levels. L5
5. Explain the different factors affecting strategy. L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE041T.1	3	2	1	2	1	1	-	1
22CE041T.2	3	2	1	1	1	1	-	2
22CE041T.3	2	2	1	-	1	1	1	1
22CE041T.4	2	2	1	1	-	1	-	2
22CE041T.5	3	2	1	1	-	1	-	-

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course BUSINESS ANALYTICS
Category PCC
Course Code 22CE042T

Year II MBA
Semester IV Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To describe the basic concepts of Business Analytics (BA).
- To explain the concepts of Descriptive analytics.
- To analyse Data Visualisation techniques, Data dash boards, data Mining and Prescriptive analytics.
- To comprehend Financial, HR, Customer and Supply chain analytics.
- To describe the Business role and Business analytics capability in organisations.

Unit 1 INTRODUCTION 8

Definition and Importance of Business Analytics (BA) – Evolution of BA – Scope of BA – Data for BA – Models in BA.

Learning Out comes: At the end of the unit, the student will be able to:

- Describe the basic concept of Business Analytics. (L2)
- Comprehend the data and models involved in Business Analytics. (L2)

Unit 2 BA CATEGORIZATION – I 14

Descriptive Analytics; Overview of Descriptive Statistics – Predictive Analytics; trend lines and Regression Analysis, Forecasting Techniques, Simulation and Risk Analysis (Theoretical Overviews Only)

Learning Outcomes: At the end of the unit, the student will be able to:

- Describe the Descriptive analytics and Descriptive statistics. (L2)
- Explain the forecasting techniques, simulations and risk analysis. (L2)

Unit 3 BA CATEGORIZATION – II 16

Data Visualization; Tables, Charts, Advanced Data Visualization and Data Dashboards – Data Mining; Scope of Data Mining, Data Exploration and Reduction, Classification, Classification Techniques – Prescriptive Analytics (Theoretical Overviews Only); Linear Optimization, Integer Linear Optimization, nonlinear Optimization and Decision Analysis

Learning Outcomes: At the end of the unit, the student will be able to:

- Comprehend the knowledge about data visualization and data dashboards (L2)
- Describe the concepts of data mining, data exploration and reduction, classification and prescriptive Analytics. (L2)

Unit 4 BA IN PRACTICE 10

Financial Analytics – Human Resource Analytics – Customer Analytics – Supply Chain Analytics – Business Process Analytics – Business Intelligence for Analytics, Framework and Brief History.

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyse the functional applications of Business Analytics in Organizations. (L4)
- Describe the technological framework of business intelligence and its history. (L2)

Unit 5 BUILDING BA CAPABILITY IN ORGANISATIONS 14

Business Roles – Analytics Ecosystem – Placing Analytics Capabilities in the Organisation – Analytics Team Skills and Capacity – Link Between Strategy and BA Deployment – Strategy and BA Scenarios

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the role of analytics in the organizational structure.(L2)
- Describe the relationship between strategy and Business Analytics.(L)

Prescribed Textbooks:

1. James R. Evans – Business Analytics; Methods, Models and Decisions – 2nd global edition – Pearson Education,2017.
2. Dinabandhu Bag – Business Analytics – Routledge, 2017
3. Jeffrey D. Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, David R. Anderson, Dennis J. Sweeney, Thomas A. Williams – Business Analytics – 3rd edition – Cengage, 2018

Reference Books:

1. Rahul Saxena, AnandSrinivasan - Business Analytics; A Practitioner’s Guide - Springer, 2013.
2. BhimasankaramPochiraju, Sridhar Seshadri – Essentials of Business Analytics; An Introduction to the Methodology and its Applications – Springer, 2019.
3. Gert H.N. Laursen, JesperThorlund – Business Analytics for Managers; Taking Business Intelligence beyond Reporting – John Wiley & Sons, Inc., 2010.
4. David RoiHardoon and GalitShmueli – Getting Started with Business Analytics; Insightful Decision-Making - CRC Press, 2013.
5. HBR Guide to Data Analytics Basics for Managers – Harvard Business Review Press, 2018.

Course Outcomes:

At the end of the course, the student will be able to	Blooms Level of Learning
1. Explain the basic concepts of Business Analytics.	L2
2. Comprehend the different types of Business analytics in Business operations.	L2
3. Evaluate Data Visualization techniques and Data Mining in Business organizations.	L5
4. Describe HR, Finanace, Customers and Supply Chain analytics in Business Organizations.	L2
5. Analyze the Processes needed to develop, report and analyze the Business Data.	L4

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE042T.1	2	2	-	-	1	1	-	1
22CE042T.2	2	3	-	-	1	1	1	-
22CE042T.3	2	2	-	2	-	1	-	1
22CE042T.4	3	2	1	-	3	2	1	1
22CE042T.5	2	2	-	-	1	2	-	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course INTERNATIONAL HUMAN RESOURCE MANAGEMENT
Category PEC
Course Code 22CE043AT

Year II MBA
Semester IV Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To explain the basic concepts of International Human Resource Management and Cross Cultural differences.
- To describe the International Staffing policies, Training expatriation and Repatriation.
- To comprehend International Compensation Practices.
- To explain the importance of Cross cultural training, Performance Management.
- To describe various Contemporary issues in International HRM and Industrial Relations.

Unit 1 HUMAN AND CULTURAL VARIABLES IN GLOBAL ORGANIZATIONS 12
Cross Cultural Differences – Cross-Cultural Research Methodologies – Hofstede's Hermes Study – Managerial Implications.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the concept of International HR Management, challenges, issues and barriers (L2)
- Describe the cross-cultural differences, methodologies and Hofstede's study.(L2)

Unit 2 INTERNATIONAL STAFFING 12
Nature, Sources, Policies – Human Resource Planning – Recruitment and Selection for International Assignment – Training Expatriation – Repatriation.

Learning Outcomes: At the end of the unit, the student will be able to:

- Describe the concept of HR Planning, Recruitment and selection. (L2)
- Explain the concepts of training, Expatriation and Repatriation. (L2)

Unit 3 COMPENSATION PRACTICES 10
Designing Compensation Programme – Approaches to International Compensation – Differentiating PCN's and TCN's.

Learning Outcomes: At the end of the unit, the student will be able to:

- Describe the compensation practices in International context (L2)
- Comprehend various approaches to International compensation (L2)
- Explain the differences between parent country Nationals and third country Nationals. (L2)

Unit 4 TRAINING AND DEVELOPMENT 13
Need – Cross-Cultural Training, Learning – Performance Management and HR Process – Competency Appraisal – Cultural Issues.

Learning Outcomes: At the end of the unit, the student will be able to:

- Describe the importance of cross cultural training and learning. (L2)
- Summarize performance Management and competency appraisal.(L2)

Unit 5 INTERNATIONAL INDUSTRIAL RELATIONS 10
Trade Unions – Collective Negotiations – Disputes/Conflicts – Quality Circles and Participative Management.

Learning Outcomes: At the end of the unit, the student will be able to:

- Comprehend the International industrial relations.(L2)
- Describe the concepts of trade unions, collective negotiations and disputes.(L2)

- Explain the importance of quality circles and participative management in an Organization.(L2)

Prescribed Textbooks:

1. International Human Resource Management, Aswathappa, TMH, 2009.
2. International Human Resource Management, Subba Rao P, Himalaya, 2008
3. International Dimensions of Organizational behaviour, Adler N.J., Kent
4. International Dimension of Human Resource Management, Dowling P.J, Thomson/Cengage, 2009.

Reference Books:

1. International Human Resource Management, Tony Edwards & Chris Rees, Pearson, 2008
2. International Human Resource Management, Rao P.L, Excel. 2008

Course Outcomes:

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

1. Explain the cross-cultural differences between countries.
2. Comprehend recruitment, selection, training in international perspective.
3. Analyze compensation strategies for international employees in an organisation.
4. Describe the performance management processes.
5. Summarize human resource contemporary issues in an organisation.

Blooms Level of Learning

- L2
L2
L4
L2
L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE043AT.1	2	2	2	2	2	2	-	1
22CE043AT.2	3	2	-	1	1	1	1	1
22CE043AT.3	2	3	-	1	-	1	1	-
22CE043AT.4	2	2	1	-	1	-	1	1
22CE043AT.5	3	2	1	-	-	1	1	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course INTERNATIONAL FINANCIAL MANAGEMENT
Category PEC
Course Code 22CE043BT

Year II MBA
Semester IV Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To introduce the environment of International Finance and its implications on International Business.
- To analyse the nature and functioning of Foreign exchange system.
- To define and measure Foreign exchange risks and to identify risk management strategies.
- To provide students with a conceptual and analytical framework of International financial institutions and working capital management.
- To familiarize students with cross border investment decisions

Unit 1 INTERNATIONAL MONETARY SYSTEM 10

Introduction – Gold Standard – Bretton Woods System – Exchange Rate Regimes – Fixed and Floating Exchange Rates – Currency Convertibility – International Liquidity and International Reserves.

Learning Outcomes: At the end of the unit, the student will be able to:

- Describe International capital and foreign exchange market(L2)
- Analyze investment opportunities in the international environment. (L4)

Unit 2 FOREIGN EXCHANGE MARKET 10

Function and Structure of the Forex Markets – Major Participants – Types of Transactions and Settlements – Foreign Exchange Quotations

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarize the functions and structure of Foreign Exchange markets. (L2)
- Comprehend the major participants available in Foreign Exchange markets. (L2)

Unit 3 CROSS-BORDER INVESTMENT DECISIONS 10

Corporate Strategy and Foreign Direct Investment – Multinational Capital Budgeting – International Acquisition and Valuation – Adjusting for Risk in Foreign Investment

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyze International equity and debt issues. (L4)
- Describe various sources of risk and return in both direct and indirect (financial) foreign investment.(L2)

Unit 4 FINANCING DECISIONS OF MNC'S 10

Introduction – Cost of Capital – Capital Structure – Methods of Raising Capital.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand cost of capital and methods available in India to raise capital for the business. (L2)

Unit 5 MULTINATIONAL FINANCING INSTITUTIONS 10

International Bank for Reconstruction and Development – International Development Association – International Finance Corporation – International Monetary Fund.

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyze the fundamental principles of International development Association. (L4)
- Explain the various exchange rate theories and predict exchange rates using alternative methods. (L2)

Prescribed Textbooks:

1. International Financial Management, S. EunChoel and Risnick Bruce: TMH, 2009.
2. International Financial Management, MachiRaju, HPH, 2008.
3. International Financial Management, Jeff Madura, Cengage, 1st Edition, 2009.
4. International Financial Management, V.A. Avadhani, Himalaya, 2008.,

Reference Books:

1. International Financial Management, Sharan, 5th Edition, PHI, 2009.
2. International Financial Management, MadhuVij, Excel, 2009.
3. International Financial Management, T. Siddaiah, Pearson, 2009.
4. International Financial Management, Srivastava R.M: Excel, 2009..

Blooms Level of Learning

Course Outcomes:

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

- | | |
|--|----|
| 1. Describe the basics of International Monetary System. | L3 |
| 2. Summarise and forecast the exchange rate. | L2 |
| 3. Evaluate foreign exchange exposure and risk. | L4 |
| 4. Conceptualize analytical framework of International financial institution and working capital management. | L2 |
| 5. Evaluate cross border investment decisions | L3 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE043BT.1	2	2	1	2	2	-	1	1
22CE043BT.2	2	2	2	2	2	1	-	-
22CE043BT.3	2	3	2	3	2	-	1	-
22CE043BT.4	3	1	2	2	3	1	-	-
22CE043BT.5	2	2	1	2	3	1	-	1

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)**

Title of the Course DIGITAL MARKETING
Category PEC
Course Code 22CE043CT

Year II MBA
Semester IV Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand the role of digital marketing in the overall marketing strategy.
- To formulate effective digital marketing strategies through SEO, PPC and display advertising.
- To understand and devise email and mobile marketing strategies for marketing success.
- To illustrate the role of social media and its platforms in marketing function.
- To understand the KPIs and metrics used to evaluate and measure digital marketing effectiveness.

Unit 1 INTRODUCTION TO DIGITAL MARKETING 10

Introduction to Internet; History and its Working – Digital Marketing and Digital Marketing Strategy; Definitions and History – Internet in the Traditional Marketing Mix – Crafting a Digital Marketing Strategy – Steps in Building Effective Website.

Learning Outcomes: At the end of the unit, the student will be able to:

- summarise internet and digital marketing (L2)
- Understand the link between internet and marketing strategy (L2)
- Design effective websites (L3)

Unit 2 SEO, PPC AND DISPLAY 14

SEO; Introduction, Search Engine Result Page Positioning, Search Behaviour, On-Page Optimisation and Off-Page Optimisation.

PPC; Introduction, History, How PPC Works, Types of Adverts, Targeting Adverts, Behavioural and Demographic Targeting, Pros and Cons.

Display Advertising; History, Types and Formats, Types of Display Campaigns, Planning and Targeting Display Campaigns, Campaign measurement.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand on-page and off page search engine optimization techniques. (L2)
- Understand PPC for effective marketing plan deployment. (L2)
- Understand display advertising for effective marketing plan deployment. (L2)

Unit 3 EMAIL AND MOBILE MARKETING 12

Email Marketing; History, Email List Capture, Email Content, Email Marketing Performance Metrics, Avoiding Spam Filters, Do's and Don'ts of Email Marketing.

Mobile Marketing; Mobile Web Design, Mobile Ad Formats, Mobile Advertising Key Tips, Proximity Marketing, SMS Marketing.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand email as a marketing tool for effective customer relationships (L2)
- Comprehend mobile as a marketing tool for effective customer acquisition and long-term relationships (L2)

Unit 4 SOCIAL MEDIA MARKETING 14

Introduction – History – Traditional Media vs social media – Social Media Plan – Facebook Advertising – Twitter Advertising – YouTube Advertising – LinkedIn Advertising

Learning Outcomes: At the end of the unit, the student will be able to:

- Summarise the role of social media in contrast to traditional media (L2)
- Understand the different social media platforms used for marketing. (L2)

Unit 5 ANALYTICS AND REPORTING

10

What are Analytics – Tools and Technology of Analytics – Attribution Modelling – Presentation

Learning Outcomes: At the end of the unit, the student will be able to:

- Express the use of analytics for marketing effectiveness and the related tools and techniques. (L2)
- Explain the role of attribution modelling and reporting for evaluating digital marketing plans. (L2)

Prescribed Textbooks:

1. Damian Ryan, Understanding Digital Marketing; Marketing Strategies for Engaging the Digital Generation, 3rd Edition, Kogan Page
2. Dave Chaffey and PR Smith, eMarketingXcellence; Planning and Optimising Your Digital Marketing, 3rd Edition, Butterworth-Heinemann, Elsevier
3. Ian Dodson, The Art of Digital Marketing; The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns, John Wiley and Sons

Reference Books:

1. Larson and Draper, Internet Marketing Essentials; A Comprehensive Digital Marketing Textbook, Stukent Inc.
2. Rob Stokes, eMarketing; The Essential Guide to Digital Marketing, 4th Edition, Saylor Foundation
3. Simon Kingsnorth, Digital Marketing Strategy; An Integrated Approach to Online Marketing, Kogan Page.
4. Will Rowan Digital Marketing; Using New Technologies to Get Closer to Your Customers, Kogan Page.

Course Outcomes:

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

- | | Blooms Level of Learning |
|--|--------------------------|
| 1. Explain about the basic concepts of digital marketing. | L2 |
| 2. Describe the effective digital marketing strategies through SEO, PPC and display advertising. | L2 |
| 3. Comprehend email and mobile marketing strategies for successful marketing | L2 |
| 4. Summarize the role of social media and its platforms in marketing function. | L2 |
| 5. Evaluate the key performance indicators and metrics used to evaluate and measure digital marketing effectiveness. | L5 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE043CT.1	2	2	1	2	2	3	-	2
22CE043CT.2	2	2	1	2	1	1	-	-
22CE043CT.3	2	2	1	2	1	2	1	1
22CE043CT.4	2	2	1	2	2	-	1	1
22CE043CT.5	2	2	2	1	2	1	-	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course CORPORATE INFORMATION MANAGEMENT
Category PEC
Course Code 22CE043DT

Year II MBA
Semester IV Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- Learn different types of analysis for IT planning and strategy tools.
- Learn and know about enterprise process for organization.
- Know about build infrastructure and networking.
- Learn different types of IT services.
- To understand different outsourcing processes.

Unit 1 IT PLANNING AND STRATEGY TOOLS 12

Strategy Analysis – Environment Analysis – Conducting Strategy Audit – Assessing Opportunities and Risks – Company – Technology Analysis; Industry Technology Analysis, Trajectories of Technology Analysis – Need for New Capabilities.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the different type of technologies in business organisations. (L2)
- Get an awareness regarding new capabilities and identify the need in companies. (L3)

Unit 2 EXTENDING THE ENTERPRISE 12

Organizing for Innovation – Collaboration – Understanding Business Networks: Differentiation, Interdependence and Ownership – Designing Hybrid Governance Models – Building Collaborative Community – Emerging Network Business Models

Learning Outcomes: At the end of the unit, the student will be able to:

- Get an idea regarding innovations in business and business networks. (L3)
- Understand the collaborate community building system in enterprises. (L2)

Unit 3 IT ALIGNMENTS 10

Building the Case for IT – Leveraging Infrastructure and Creating Options – Components of Internetworking Infrastructures – Rise of Internetworking – Business Implications.

Learning Outcomes: At the end of the unit, the student will be able to:

- Develop the leverage infrastructure and also business implications in business organisations by using IT (L3)
- Acquire the Knowledge of components of internetworking infrastructure facilities (L2)

Unit 4 MANAGING IT SERVICES 10

Availability Facilities – Uninterruptible Power – Delivery – Climate Control – Security – New Service Models

Learning Outcomes: At the end of the unit, the student will be able to:

- Demonstrate competency in the application of knowledge, skills, techniques and tools in the domain of availability facilities. (L2)

Unit 5 IT OUTSOURCING 11

Managing Risk through Incremental Outsourcing – Outsourcing Advantages and Disadvantages – Outsourcing Opportunities – Managing Relationships with Outsourcing Agencies.

Learning Outcomes: At the end of the unit, the student will be able to:

- Get an awareness and understand how to maintain a good relationship with different outsourcing agencies(L2)

Prescribed Textbooks:

1. Lynda M. Applegate, Robert D. Austin and F. Warren McFarlan, Corporate Information Strategy and Management, TMH.
2. C.S.G. Krishnamacharyulu and Lalitha R., Management of Technology, Himalaya
3. V.K. Narayan, Managing Technology and Innovation for Competitive Advantage, Pearson, 2009.
4. C.K. Prahlad, The New Age of Innovation, TMH, 2009

Reference Books:

1. Sanjiva Shankar Dubey, IT strategy and Management, PHI, 2009.
2. ParagKulkarni IT Strategy for Business, Oxford, 2009.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|--|----|
| 1. Apply IT planning and strategy tools. | L2 |
| 2. Summarise the business networks and models. | L2 |
| 3. Solve different networking and infrastructure services. | L4 |
| 4. Conceptualise analytical framework facilities, manpower control and security. | L2 |
| 5. Evaluate outsourcing methods and opportunities. | L3 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE043DT.1	2	2	1	2	2	-	1	1
22CE043DT.2	2	2	1	2	2	1	-	-
22CE043DT.3	3	3	2	3	2	-	1	-
22CE043DT.4	3	2	1	2	3	1	-	-
22CE043DT.5	3	2	1	2	3	1	-	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course ORGANIZATION DEVELOPMENT
Category PEC
Course Code 22CE044AT

Year II MBA.
Semester IV Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To learn the basic concepts of organisation development.
- To analyse transformational aspects in an organisation.
- To diagnose different organisational issues.
- To understand different types of interventions used in for organisation development.
- To examine the betterment of organization through effective training.

Unit 1 ORGANISATION DEVELOPMENT 12

Definition – Contributory Stems, Values, Assumptions.

Learning Outcomes: At the end of the unit, the student will be able to:

- Learns the basic concepts related to Organization Development. (L2)
- Gets clarity regarding values to be inculcated in the employees for OrganisationalDevelopment. (L2)

Unit 2 CHARACTERISTICS AND FOUNDATIONS OF OD 10

Systems Outlook – Third Wave Management and Organization Transformation.

Learning Outcomes: At the end of the unit, the student will be able to:

- Applies the knowledge related to organisational transformation. (L3)
- Understand the basic system and subsystems in the organization. (L2)

Unit 3 DIAGNOSTIC PROCESS AND AREAS OF DIAGNOSIS. 10

Action Research – As a Process and Approach – Organization Development.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the way of finding solutions to organisational problems. (L2)
- Explain the different ways of organisational development. (L2)

Unit 4 INTERVENTIONS CLASSIFICATION 12

Team Interventions – Intergroup Interventions – Third party Peace-making Intervention.

Learning Outcomes: At the end of the unit, the student will be able to:

- Know the modes of interactions in teams. (L2)
- Comprehend intergroup relationships. (L2)
- Focus on the role of Third party in developing the organisation and also in resolving organizational conflicts. (L3)

Unit 5 STRUCTURAL INTERVENTIONS 12

Comprehensive Interventions and Training Experience – Other Interventions – T-Groups – Behaviour Modelling – Life and Career Planning.

Learning Outcomes: At the end of the unit, the student will be able to:

- Focus on reaching life goals as well as career plans. (L3)
- Helps in the betterment of organisation through effective training. (L3)

Prescribed Textbooks:

1. Organisation Development and Transformation, French, Bell &Zawacki, 6/e TMH, 2008.
2. Organization Change and Development, Kavita Singh: Excel, 2008.
3. Organisation Development, Daniel Robey& Steven Actman, Macmillan.
4. Organisation Development Interventions &Strategies, S. Ramnarayan, T.V. Rao &Kuldeep Singh, Response. 2009.

Reference Books:

1. B. V. Ramana, Higher Engineering Mathematics, McGraw Hill Education.
2. George B. Thomas, Maurice D. Weir and Joel Hass, Thomas Calculus, 13/e, Pearson Publishers, 2013.
3. R.L. GargNishu Gupta, Engineering Mathematics Volumes-I &II, Pearson Education
4. H. K. Das, Er. RajnishVerma, Higher Engineering Mathematics, S. Chand.

Course Outcomes:

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

- | | Blooms Level of Learning |
|--|--------------------------|
| 1. Explain the historical development of organization development. | L2 |
| 2. Evaluate the system and its transformational issues. | L5 |
| 3. Analyze the key concepts that help in organisation growth and sustainability. | L2 |
| 4. Summarize the different interventions that work in a company. | L2 |
| 5. Analyze the ways for determining life and career choices. | L4 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE044AT .1	2	2	-	1	-	-	-	-
22CE044AT .2	3	3	-	-	1	2	1	1
22CE044AT .3	3	3	1	1	2	2	2	1
22CE044AT .4	2	2	-	1	-	2	-	1
22CE044AT .5	3	3	-	-	1	2	-	3

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course FINANCIAL DERIVATIVES
Category PEC
Course Code 22CE044BT

Year II MBA
Semester IV Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand the basic concepts of Derivatives and their role in Financial Markets.
- To understand the interaction between Spot Markets and Derivatives Markets.
- To comprehend the mechanics of Forward and Futures contracts.
- To explore various types of options contracts and option pricing models.
- To explore the mechanics of Swap transactions and their impact on Risk Management.

Unit 1 INTRODUCTION TO DERIVATIVES 10

Development and Growth of Derivative Markets – Types of Derivatives – Uses of Derivatives

Learning Outcomes: At the end of the unit, the student will be able to:

- Able to understand Nature of derivatives and various types and classifications of derivatives. (L2)
- Understand derivatives and structure of derivatives markets in India, growth and development derivatives. (L2)

Unit 2 FINANCIAL AND DERIVATIVES MARKETS 10

Fundamental linkages between Spot & Derivative Markets – Role of Derivatives Market – Uses & Misuses of Derivatives.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand hedge underlying positions using derivatives. (L2)
- Analyze the structure and functioning of financial markets, including money market. (L4)

Unit 3 FUTURE AND FORWARD MARKETS 10

Structure of Forward and Future Markets – Mechanics of Future Markets – Hedging Strategies – Using Futures.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the pay-off forward contract and the pricing of forward contract. (L3)
- Analyse risk through forwards, evolution of futures trading and role of clearing house and margin requirements. (L4)
- Understanding the concept of hedging. (L2)

Unit 4 OPTIONS 15

Distinguish between Options and Futures - Structure of Options Market – Principles of Option Pricing – Option Pricing Models: The Binomial Model, The Black-Scholes Merton Model.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply advanced option Greeks (Delta, Gamma, Beta, Vega, Rho). (L4)
- Understand the role of the market players in option trading. (L2)
- Analyze the role of volatility in options trading. (L4)

Unit 5 SWAPS 15

Concept and Nature – Evolution of Swap Market – Features of Swaps – Types of Swaps; Interest Rate Swaps, Currency Swaps, Commodity Swaps, Equity Index Swaps – Credit Risk in Swaps - Using Swaps to Manage Risk – Pricing and Valuing Swaps

Learning Outcomes: At the end of the unit, the student will be able to:

- Analyze the impact of interest rate movements on swap valuations. (L4)
- Understand structured swaps and their applications in customized risk management. (L2)

Prescribed Textbooks:

1. Risk Management & Derivatives, Stulz, Cengage, 2009
2. Derivatives and Risk Management, Jayanth Rama Varma: TMH, 2008.
3. Financial Derivatives, Gupta, 1st Edition, PHI, 2008
4. Fundamentals of Futures and Options Market, John C Hull: Pearson Education, 2008

Reference Books

1. Financial Derivatives, Mishra: Excel, 2009.
2. Options, Futures and Other Derivatives, John C Hull: 7th Edition, Pearson Education, 2009
3. Derivatives Valuation and Risk Management, David A. Dufresne, Thomas W Muller, TR: Oxford, 2008
4. Risk Management Insurance and Derivatives, G. Koteshwar: Himalaya, 2008.

Course Outcomes:

Blooms Level of Learning

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

- | | |
|--|----|
| 1. Explain the concepts of derivatives, types of derivatives and their use in risk management. | L2 |
| 2. Summarize the inter relationship between spot & derivative market. | L2 |
| 3. Analyze the risk in forward and future contracts and its impact on margin requirements. | L4 |
| 4. Describe the different types of risk and return management. | L3 |
| 5. Apply various techniques to manage risks in derivatives market. | L3 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE044BT.1	2	2	1	2	2	-	1	1
22CE044BT.2	2	2	1	2	2	1	-	-
22CE044BT.3	3	3	2	3	2	-	1	-
22CE044BT.4	3	2	1	2	3	1	-	-
22CE044BT.5	3	2	1	2	3	1	-	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course INTEGRATED MARKETING COMMUNICATIONS
Category PEC
Course Code 22CE044CT

Year II MBA
Semester IV Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand the importance of integrated marketing communications (IMC) and the role of advertising agencies.
- To learn to set IMC campaign objectives and budgets.
- To understand various issues in designing message, creative and media strategies of IMC programs.
- To understand the Marketing communication mix in IMC programs.
- To learn the measures of IMC campaign effectiveness methods.

Unit 1 INTRODUCTION TO IMC 10

Definition, Evolution and Importance of IMC – Tools for IMC – Role of Advertising in a Developing Economy – Participants in IMC Process – Advertising Agency; In-House Versus External Advertising Agencies, Types of Ad Agencies, Choosing an Agency.

Learning Outcomes: At the end of the unit, the student will be able to:

- Explain the evolution, tools and process in Marketing Communication activities. (L2)
- Analyse different External advertising agencies versus In-house Advertising agencies. (L3)

Unit 2 IMC OBJECTIVES AND BUDGETING 8

Marketing vs Communications Objectives – Sales vs Communications Objectives – DAGMAR Approach to Setting Objectives – Establishing the Promotional Budget – Budgeting Approaches.

Learning Outcomes: At the end of the unit, the student will be able to:

- Describe the communications available to Marketers. (L2)
- Explain the Budgeting in Marketing. (L2)

Unit 3 MESSAGE, CREATIVE AND MEDIA STRATEGIES 10

Message Strategies – Creative Brief – Unique Selling Proposition – Types of Advertising Appeals – Guidelines for Evaluating Creative Output – Advertising Terminology – Developing and Implementing Media Strategies.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand Marketing Communications Theories and Concepts. (L2)
- Analyse different Media Strategies. (L4)

Unit 4 SALES PROMOTIONS AND OTHER MEDIA 8

Sales Promotions; Consumer and Trade Promotions, Coordination with IMC – Publicity and Public Relations; Advantages and Disadvantages – The Role of Direct Marketing in the IMC Program – IMC Using Social and Other Media-Web 2.0.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply marketing communication mix to achieve the communications, objectives of the IMC campaign plan. (L3)

Unit 5 IMC EFFECTIVENESS MEASUREMENT 8

IMC Campaign Testing Process; Concept Testing, Rough Art, Copy, and Commercial Testing, Pretesting of Finished Ads and Post-testing of Ads – Essentials of Effective Testing.

Learning Outcomes: At the end of the unit, the student will be able to:

- Apply the key terms, definitions, and concepts used in Integrated marketing communication. (L3)

Prescribed Textbooks:

1. Integrated Advertising, Promotion and Marketing Communications, Clow, Baack, 3/e, Pearson, 2008.
2. Integrated Advertising, Promotion and Marketing Communications, Kruti Shah, Alon D'Souza, TMH, 2009
3. Advertising and Promotion – An Integrated Marketing Communication Approach, Shimp, Cengage, 2007.
4. Advertising, Sales and Promotion Management, S.A. Chunawalla, Himalaya, 2009

Reference Books:

1. Advertising & Sales Promotion, SHH Kazmi, SatishBatra, 3/e, Excel2009.
2. Advertising Management with Integrated Brand Promotion, O'Guinn. Allen, Semenik, Cengage,2009.
3. Advertising Management, Jethwaney, Jain, Oxford, 2009.
4. Contemporary Advertising, Arens, 10/e, TMH, 2009.

Course Outcomes:

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

Blooms Level of Learning

- | | |
|--|----|
| 1. Explain the various concepts of intergrated marketing communication in the marketing function. | L2 |
| 2. Evaluate the objectives of intergrated marketing communication objectives and allocate promotional budgets. | L5 |
| 3. Design message, creative and media strategies for an Integrated Marketing Communication campaign . | L6 |
| 4. Analyse Integrated Marketing Communication Programs using ther promotional mix elements. | L4 |
| 5. Apply the key terms, definitions, and concepts used in integrated marketing communications in successful marketing of Products. | L4 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE044CT.1	2	2	2	1	-	1	1	1
22CE044CT.2	2	2	1	2	1	1	1	1
22CE044CT.3	1	2	1	1	1	1	1	1
22CE044CT.4	2	3	2	1	-	1	1	1
22CE044CT.5	2	3	2	1	1	1	1	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course DATA COMMUNICATION AND NETWORK ANALYSIS
Category PEC
Course Code 22CE044DT

Year II MBA
Semester IV Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- Build an understanding of the fundamental concepts of computer networking.
- Summarize the basic concepts related to data link layer.
- Familiarize the student with the basic taxonomy and terminology of the computer networking layer.
- Describe transportation layer and session layer.
- Comprehend the various issues related to presentation layer.

Unit 1 INTRODUCTION 12

General Structure of Networks – ISO, OSI Reference Model – Hierarchical Network – Connectivity Analysis – Delay Analysis – Local Access Network Design, Transmission and Multiplexing – Digital Transmission – Circuit Switching and Packet Switching – Terminal Handling – Error Correction and Error Correcting Codes.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand basic knowledge of network design, transmission. (L2)
- Get an awareness of error correction and error correcting codes. (L2)

Unit 2 DATA LINK LAYER 12

Data Link Layer Design Issues – Framing – Error Control and Flow Control – Error Detection and Correction – Elementary Data Link Protocols – Sliding Window Protocols

Learning Outcomes: At the end of the unit, the student will be able to:

- Familiarity with the basic protocols of computer networks, and how they can be used to assist in network design and implementation. (L2)

Unit 3 NETWORK LAYER 12

Network Layer Design Issues, - Routing Algorithms; Optimality Principle, Shortest Path Routing, Flooding, Distance Vector Routing, Link State Routing, Hierarchical Routing, Broadcasting Routing and Congestion Control Algorithms.

Learning Outcomes: At the end of the unit, the student will be able to:

- To understand the services, functions and inter-relationship of different layers in network models. (L2)
- Analyze different routing procedures for free flow of information. (L4)

Unit 4 TRANSPORTATION LAYER AND SESSION LAYER 11

Transport Service – Addressing and Connection Establishment – Flow Control and Buffering – Synchronization – Crash Recovery Gateway – Internet Work Fragmentation – Session Layer

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand how data sent from one host arrive to the target host. (L2)
- Able to manage the systems from crash the following recovery strategies. (L3)

Unit 5 PRESENTATION LAYER 11

Network Security and Privacy – Data Encryption – Key Distribution Authentication and Digital Signatures – Virtual Terminal Protocols – File Transfer Protocols.

Learning Outcomes: At the end of the unit, the student will be able to:

- Understand the privacy and network security system. (L2)
- Build an understanding of the distribution authentication and value of digital signature. (L2)

Prescribed Textbooks:

1. Data Communication and Computer Networks, Duck & Read, 2/e, Pearson, 2009.
2. Understanding Data Communications and Networks, William A. Shay, Vikas.
3. Data Communication and Net Working, BehrouzA. Forouzan, TMH, 2009

Reference Books:

1. Data Networks, Bertsekas&Gallages, PHI.
2. Computer Communications and Networking Technologies, Michael A. Gallo, Cengage, 2009.

Course Outcomes:

At the end of the course, the student will be able to	Blooms Level of Learning
1. Explain the basic concepts of Network design, digital transmission, error correction & correction codes	L2
2. Describe Data link layer design issues, error and flow control, error detection and correction, protocols of error networks.	L2
3. Analyze the network layer design issues and routing procedures for free flow of information.	L4
4. Comprehend the transport service, flow control and crash recovery gateways.	L2
5. Describe the network security and privacy system, distribution authentication and value of digital signature.	L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE044DT.1	2	2	-	1	-	1	-	1
22CE044DT.2	2	2	1	-	-	-	-	-
22CE044DT.3	2	2	-	1	-	-	1	-
22CE044DT.4	2	2	-	-	1	-	-	-
22CE044DT.5	2	2	-	-	-	-	1	1

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
(An Autonomous Institution)

Title of the Course COMPREHENSIVE PROJECT WORK
Category PROJECT
Course Code 22CE045P

Year II MBA
Semester IV Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	0	6

Course Objectives:

- To make the students familiar to apply the knowledge gained from the theoretical subjects in the entire course.

Students are required to take up a project work, in which the student can choose any specific problem of industry or industry-based project work. Alternatively, it can be secondary source based or field-based project work. Before the commencement of the project work, each student is required to submit a synopsis indicating the objectives, methodology and frame work for analysis. The project should have an internal faculty has guide. The student can initiate the project work in the penultimate semester of the course

Course Outcomes:

At the end of the course, the student will be able to apply the various concepts in real time scenarios

Blooms Level of Learning
L3

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE045P	3	2	2	2	3	3	2	2

PROGRAM OUTCOMES:

1. **Management Knowledge:** Apply knowledge of Management Theories and Practices to solve Business Problems.
2. **Critical Thinking:** Foster Analytical and Critical thinking abilities for Data – based decision making.
3. **Value Based Leadership:** Ability to develop value-based Leadership.
4. **Communication and Ethics:** Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.
5. **Multidisciplinary Environment:** Ability to lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment.
6. **Entrepreneurship:** Ability to evaluate best entrepreneurial opportunities and manage start-ups in the present Business world.
7. **Social Responsiveness:** Apply ethical principles and understand the impact of the Professional management solutions in societal and environmental contexts.
8. **Life Long Learning:** Ability to engage in independent and life long learning in the context of managing unpredictable Societal and Global issues.