

BASIC STRUCTURE FOR MASTER OF BUSINESS ADMINISTRATION (R22 Regulations)

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)

Sl. No.	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 Maangement of Engineering projects	III

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

Title of the Course MANAGEMENT AND ORGANIZATION BEHAVIOR
Category PCC
Course Code 22CE011T

Year I MBA.
Semester I Semester
Branch MBA

Lecture Hours 3	Tutorial Hours 0	Practice Hours 0	Credits 3
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Course Objectives:

- To learn and appreciate different cultures and diversity in the workplace.
- To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.
- To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.

Unit 1 MANAGEMENT 12

Definition and Significance – Evolution of Management Thought – Management Functions – Levels of Management – Managerial Roles and Skills – Social Responsibility of Management.

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

- Understanding of the functions and responsibilities of managers. (L2)
- To know the importance of Social Responsibility of Management. (L2)

Unit 2 FUNCTIONS OF MANAGEMENT 12

Nature and Purpose of Planning – Types of Plans – Steps in Planning- Decision Making – Definition and Types- Decision Making Conditions and Styles – Decision Making Process – Organizing & Organizations Structure - Definitions – Organizing Concepts – Work Specialization - Chain of Command - Line & Staff Authority - Delegation of Authority – Span of Control – Centralization & Decentralization – Organization Structure.

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

- Understand planning, decision making and managerial jobs. (L2)
- Understand the importance of organisation structure in management. (L2)

Unit 3 ORGANISATION BEHAVIOUR 16

Attitudes – Definitions – Components of Attitudes – Job Related Attitudes – Personality – Meaning – MBIT – Big Five Model – Other Traits – Perception: Definition, Perceptual Process – Learning Theories – Motivation – Theories of Motivation.

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

- To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up. (L2)
- Remember theories of motivation and models of organizations in the workplace. (L1)

Unit 4 GROUP FOUNDATIONS AND LEADERSHIP 12

Concept of Group and Team – Differences Between Groups and Teams – Stages of Group Development – Group Properties – Group Decision Making - Types of Teams – Creating Effective Teams – Concepts & Views of Conflicts – Conflicts Process- Leadership: Theories of Leadership – Transformational Leadership.

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

- Understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently. (L2)
- Identify Theories of Leadership and Stages of Group Development. (L1)

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:

- Understand reasons for Resistance to Change in the organization. (L2)
- Identify strategies for planned change in the organization. (L1)

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. Demonstrate the roles, skills and functions of management.
2. Apply various principles and practices of management in solve organizational problems.
3. Identify different cultures and diversity in the workplace.
4. To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations
5. To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.

Blooms Level of Learning

L2

L3

L1

L2

L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE011T.1	1	1	-	-	1	-	-	-
22CE011T.2	2	-	2	-	2	-	2	-
22CE011T.3	-	1	-	-	-	3	3	3
22CE011T.4	2	-	2	-	-	-	-	1
22CE011T.5	-	1	-	1	-	-	-	2

**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 improve student ability to recognize business opportunities.
- To improve ability to recognize and manage legal risks in business decision-making.

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:

- Able to understand the components of business environment. (L2)
- Identify impact of economic and other environment on business operations. (L1)

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 effects of fiscal policy on the economic decision of business operations. (L2)
- Describe how Monetary policy work in India and financial information is utilized in business. (L1)

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)
- Acquire the Knowledge of Indian Contract Act 1872. (L1)

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:

- To understand the different kinds of companies and formation, incorporation of company. (L2)
- To acquire in-depth knowledge about legal aspects of Companies Act 1956. (L1)

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:

- Understand the concept of intellectual property rights and its kinds. (L2)
- Familiarized with cyber-crimes and penal provisions under Information Technology Act 2000. (L1)

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. Singhania, 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. Understand linkage between business and environmental factors. | L2 |
| 2. Apply industrial policy guidelines for business operations. | L3 |
| 3. Draft commercial contract under contract law. | L1 |
| 4. Able to understand company law provisions relating to incorporation and administration of companies in India. | L2 |
| 5. Identify the importance of IPR and cybersecurity, and their protection. | L1 |

CO-PO Mapping:

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

- To know Varies Level of Economic Activity. (L1)
- 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

1. Understand the basic economic principles, forecast demand and supply.
2. Measure cost related output.
3. Understand market structure and pricing practices, market economy and national income.
4. To understand the inflation and recession.
5. Analyze real world business problems systematic theoretical framework.

Blooms Level of Learning

- L1
L2
L4
L2
L4

CO-PO Mapping:

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

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

- Understand the institutional support in India. (L2)
- To know different ways of entrepreneurship. (L1)

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. Understand the role and importance of entrepreneurship for economic development.
2. Recall the different types of business opportunities.
3. Understand the different entrepreneurial strategies.
4. Understand the various source of capital.
5. Remember contemporary issues in Entrepreneurship.

Blooms Level of Learning

- L2
L3
L2
L2
L1

CO-PO Mapping:

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

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

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 develop an insight of principles of accounting.
- To elucidate the process of valuation of assets.
- To enable the students to understand the financial statements.
- To explain the utilization of financial information in decision making

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)
- Identify financial performance through accounting ratios. (L1)

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. Understand financial statements of corporate entities
2. Analyse of basic accounting conceptual framework.
3. Understand the concept of accounting cycle.
4. Determine financial statements.
5. Apply ratio analysis to interpret the values in financial statements in a clear and comparative way.

L2
L4
L2
L2
L3

CO-PO Mapping:

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

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:

- Write functions and applications of statistics. (L1)
- Identify types of classification. (L1)

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)
- Find the future trend values.(L1)

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. Define statistics and memorize functions and applications of statistics. | L1 |
| 2. Describe the diagrammatic and graphical form of frequency distribution of data. | L2 |
| 3. Interpret the results of measure of central tendency and dispersion. | L3 |
| 4. Interpret the association of characteristics and through correlation and regression analysis. | L3 |
| 5. Memorize the concept of Time series analysis and its applications. | L1 |

CO-PO Mapping:

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

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:

- Understand the basics of writing reports. (L2)
- Utilize the special aspects related to letters and notices. (L3)

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. Understand basic concepts of Managerial Communication. | L2 |
| 2. Identify formal communication from informal communication. | L1 |
| 3. Understand the significance of Non-verbal Communication. | L2 |
| 4. Makes effective presentations. | L3 |
| 5. Writes various forms of professional writing. | L1 |

CO-PO Mapping:

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CC12T.1	-	-	-	-	2	-	3	-
22CC12T.2	-	-	-	-	-	-	3	-
22CC12T.3	-	-	-	-	-	-	3	2
22CC12T.4	-	-	3	-	3	-	-	-
22CC12T.5	-	-	3	-	-	-	3	-

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:

- The aim of conducting personality development programme is to explore the inherent potentials of the students and make them aware of their 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.

- ❖ 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 understanding of personal goal setting (L1)
- Understand and practice etiquettes and manners in personal and professional life (L2)
- Adapt Listening, reading, written skills. (L3)
- Understand memory development techniques (L2)
- Prepare PowerPoint presentations and improve presentation skills (L3)
- Participate in group discussions (L3)
- Employ time 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, Upinder Dhar & 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. Understand importance of self-awareness and potential development | L2 |
| 2. Apply good communication skills | L3 |
| 3. Possess problem solving and creative abilities | L3 |
| 4. Identify ethical, cultural and responsive personality | L1 |
| 5. Use employability skills for the industry and also fostering managerial skills. | L3 |

CO-PO Mapping:

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

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

Title of the Course COMPUTER APPLICATIONS LAB
Category FC
Course Code 22CE017L

Year I MBA
Semester I Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	3	1.5

Course Objectives:

- To make students familiarize and provide practical experience with office applications of MS Office.
- To equip students with the knowledge of accounting and statistical software packages for improving their analytical skills

Unit 1 INTRODUCTION TO COMPUTERS 8

Introduction of Computers – Generations – Computer Networks – Application of Computers in Management – E-Commerce – E-Business.

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

- Understand the origin and evolution of Computer and computer technologies. (L1)
- Present the basic knowledge of computer systems and their structure. (L2)
- Understand and exhibit the applications of computers in the field of business management. (L2)

Unit 2 MS WORD AND MS EXCEL 12

Creation of Document – Format Document – Text Editing and Saving – Organizing Information with Tables and Outlines – Mail Merge – Publishing Documents on Web – MS Excel: Creating and Editing Worksheets – Cell Formatting – Creating and Using Formulas and Functions – Use Macros – Sorting and Querying Data – Working with Graphs and Charts.

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

- Perform basic text formatting, using of tables and graphics and communicate text documents through mail merge and publishing. (L3)
- Process and analyze data through worksheets and reporting of information using MS EXCEL (L4)

Unit 3 MS POWER POINT AND MS ACCESS 12

Creation of Slides – Use Templates and Slide Designs for Creating PowerPoint Slides – Drawings and Graphics – MS ACCESS: Create Databases, Tables, Relationships – Create Forms to Enter Data – Filter Data – Use of Queries in Data Manipulation – Generating Reports.

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

- Prepare effective PowerPoint slideshows for presentations including media usage. (L5).
- Prepare and process relational databases using MS ACCESS. (L4)

Unit 4 OVERVIEW OF SPSS AND TALLY 8

Uses – Data Analysis – Making Students Learn and Familiar with SPSS And Tally Packages.

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

- Understand the basics of accounting package – Tally. (L2)
- Get familiarize with the statistical analysis software using SPSS package (L2).

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 graphics 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, Lambet, Lambert III &Preperneau, 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 computer systems and their origin and history, and their applications in the field of business management. L2
2. Develop 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. State the use of Tally and SPSS and their application in data analysis. L2
5. Perform statistical analysis and 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	-	-	-	-	-	-	3	-
22CE017L.2	-	-	-	-	-	-	3	-
22CE017L.3	-	-	-	-	-	-	3	-
22CE017L.4	-	-	-	-	-	-	3	-
22CE017L.5	-	-	-	-	-	3	-	-

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:

- Understand the basic HR concepts.
- Understand the process of recruitment, selection.
- understand the processes involved in performance appraisal, training & development.
- Manage employee compensation systems and devise career development strategies.
- Provide an overview of contemporary trends in the field of HRM.

Unit 1 HUMAN RESOURCE MANAGEMENT 10

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:

- Provide innovative solutions to problems in the field of HRM. (L1)
- Able to know the employee structure and patterns in the organization. (L1)

Unit 2 HUMAN RESOURCE PROCESS 8

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 planning process. (L2)
- 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:

- Assess employee training and development strategies. (L2)
- Gains knowledge regarding how training knowledge will be incorporated on trainees. (L3)

Unit 4 CAREER STAGES 8

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)
- Identify how to resolve employee discomforts in organizations. (L1)

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:

- Helps to manage personnel and professional life. (L2)
- Retains knowledge regarding ethics to be followed in the organization's. (L3)

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. Students should be able to understand the basic HR concepts. | L2 |
| 2. Students should be able to devise and conduct the process of recruitment and selection. | L3 |
| 3. Identify performance appraisal, training & development. | L1 |
| 4. Analyse employee compensation systems and devise career development strategies. | L4 |
| 5. Provide an overview of contemporary trends in the field of HRM. | L3 |

CO-PO Mapping:

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

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 know students with working knowledge about capital budgeting.
- To provide knowledge about capital structure.
- Conceptual and analytical framework of the working capital.
- To provide knowledge about capital structure.
- Conceptual and analytical framework of the working capital.

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)

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:

- Know the importance of EBIT-EPS Analysis in establishing optimal capital structure. (L1)
- Know the appropriate combination of operating and financial leverage. (L1)

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. Pandy, 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. Understand the core concepts and techniques in financial management.
2. Ability to conduct discounted cash flow analysis and estimate a company’s cost of capital.
3. Analyze the risk dimension in decision making.
4. Ability to allocate funds to the most attractive investment opportunities
5. Understand the process of a determining firm’s optimal cash payout policy and Analysis of working capital needs of the company

L2
L3
L4
L3
L2

CO-PO Mapping:

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CE022T.1	3	-	-	-	-	-	2	3
22CE022T.2	3	2	-	-	-	-	-	3
22CE022T.3	3	-	-	-	-	-	-	3
22CE022T.4	3	2	-	-	-	-	-	3
22CE022T.5	3	-	-	-	-	-	2	3

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:

- Identify various social science elements within marketing ethics and the roles that they play. (L1)
- 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. Understand the basics of marketing and marketing environment.
2. Identify marketing strategies compatible to target market and organizational objectives.
3. Apply pricing strategies to achieve organizational objectives.
4. Understand promotional programmes based on promotional mix elements.
5. Identify contemporary marketing practices and ethical issues driving marketing function.

L2
L1
L3
L2
L1

CO-PO Mapping:

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

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.

Unit 1 INTRODUCTION TO PRODUCTION AND OPERATIONS 15

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:

- Identify the benefits of four basic layout designs in the physical placement of resources. (L1)
- 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)
- Identify various project planning and management techniques like Regression Method, Moving Average, Exponential method, among others. (L1)

Unit 4 INVENTORY MANAGEMENT, PLANNING & CONTROL 12

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**12**

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. Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness. | L1 |
| 2. Analyses and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments. | L4 |
| 3. Understand aggregate capacity plans and MPS in operation environments. | L2 |
| 4. Apply suitable materials handling principles and practices in the operations. | L3 |
| 5. Identify suitable quality control measures in Quality Circles to TQM. | L1 |

CO-PO Mapping:

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

Unit 5 INFORMATION SYSTEM SECURITY AND CONTROL**8**

System Vulnerability – Malicious Software – Establishing A Framework for Security and Control – Information System Control – Risk Assessment – Security policy, the role of Auditing Technologies and Tools for Protecting Information Resources: Access control, firewalls, Intrusion Detection Systems Computer Virus – Security Threats.

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

- Know the ways of protecting information security. (L2)
- Outline ways related to different computer viruses and threats. (L1)

Prescribed Textbooks:

1. Management Information System C. Laudon and Jane P Laudon, et al, 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, Robert Schuthesis 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. Understand the basic concepts technology used in the field of MIS.
2. identify to different types of management information systems
3. Understand the process of developing and implementing information system.
4. To understand strategic information system
5. To understand about information security and control for an organization.

L2
L1
L2
L2
L2

CO-PO Mapping:

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

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 understand the basics of research in managerial decision making.
- To understand the design of research along with sampling in research.
- To appreciate the use of measurement scaling and design of questionnaires.
- To Gain knowledge of collection and analysis of data.
- 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)
- Define different types of variables and Hypotheses. (L1)

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:

- Differentiate sampling methods. (L4)
- To understand various methods of research design. (L2)
- Memorize determination of sample size. (L1)

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:

- Use scaling techniques and Constructing, Drafting and Refining the Questionnaires. (L3)

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:

- Discuss data collection methods. (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:

- Identify different types research reports and research report layout. (L1)

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. Understand the formulation of research problem and hypothesis in Social Sciences. | L2 |
| 2. Determine sample size appropriate to the research design | L2 |
| 3. Demonstrate measurement scales and questionnaires. | L3 |
| 4. Memorize the data collection methods in statistical analysis. | L1 |
| 5. Discuss research reports for managerial decision making. | L2 |

CO-PO Mapping:

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

**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:

- Introduce the use of linear programming for decision making
- Introduce transportation algorithm for making allocation related decisions
- Explain methods for solving Assignment related decisions
- To minimize the cost of waiting without increasing the cost of servicing and understand the game strategies.
- Explain project management methods for managing projects

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:

- Understand the Models and applications of Operations Research. (L2)
- Frame a Linear Programming Problem and find graphical and simplex solutions to the LPP. (L3)
- Solve simple and practical problems of decision making under different business environments. (L3)

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:

- Calculate Transportation problems from the verbal description of the real business situations. (L3)
- Use the Transportation methods that are needed to solve optimization of transportation costs. (L3)
- Solve Transportation problems with maximization using appropriate method. (L3)

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:

- Build and Solve Assignment problems using appropriate method (L3)
- Convert Unbalanced Problems into Balanced 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:

- Distinguish a game situation from a pure individual's decision problem. (L4)
- Explain concepts of players, strategies, payoffs, rationality, equilibrium. (L2)

- Describe Queuing system, models and components. (L1)
- Solve single server Queuing model problems. (L3)

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:

Design and draw networks using given information. (L1)

- Understand and analyze Probability of Completing the Project Within the Given Time. (L2)
- To develop the abilities in project evaluation techniques like PERT, CPM etc.,(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. Pannervselvam, 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. Understand the importance of Operations Research
2. Formulate & solve LPP.
3. Apply Transportation, Assignment algorithms to business situations.
4. Apply queuing models to reduce the queue-line.
5. Use project management methods to accomplish projects.

L2
L3
L3
L3
L2

CO-PO Mapping:

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

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:

- The aim of conducting personality development programmes is to explore the inner potentials of the students and make them aware of their 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:

- Understand better communication skills. (L2)
- 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)

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 – Fernandez, Pattanayak, Upinder Dhar & 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 & 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

1. Understanding self-awareness and potential development
2. Demonstrate communication skills
3. Developing problem solving and creative abilities
4. Developing ethical, cultural and responsive personality,
5. Developing employability skills for the industry and also fostering entrepreneurial skills.

Blooms Level of Learning

- L2
L3
L3
L2
L3

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE028P.1	-	-	-	-	3	-	-	3
22CE028P.2	-	3	-	-	-	-	-	2
22CE028P.3	-	2	-	-	-	-	3	-
22CE028P.4	-	-	2	3	-	-	-	-
22CE028P.5	-	-	-	2	-	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, LesikarFlately, 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. Interpret the things by listening and responding relevantly. | L3 |
| 2. Improve their public speaking skills and make presentations confidently. | L3 |
| 3. Illustrate themselves in social and professional contexts fluently. | L4 |
| 4. Understand Business Letters and E-Mails in Business Correspondence | L2 |
| 5. Relate the things efficiently in Group Discussions and Meetings. | L3 |
| 6. Identify themselves in preparing Resume effectively by including all the components. | L1 |
| 7. Relate the things efficiently during the interview process | L5 |

CO-PO Mapping:

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CC21L .1	-	3	-	-	-	-	-	-
22CC21L .2	-	3	-	-	-	-	-	-
22CC21L .3	-	-	-	-	-	-	-	3
22CC21L .4	-	-	-	-	-	-	-	3
22CC21L .5	-	3	-	-	-	-	-	-
22CC21L .6	-	-	-	-	-	-	-	3
22CC21L .7	-	-	-	-	-	3	-	-

**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 II MBA
Semester III Semester
Branch MBA

Lecture Hours 3	Tutorial Hours 0	Practice Hours 0	Credits 3
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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)
- Remember elements of logistics. (L1)

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 past and present SCM (L3)
- Understand how to 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:

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

- | | Blooms Level of Learning |
|--|--------------------------|
| 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	-	-	-	-	-	1	-	2
22CE031T.2	2	-	-	2	-	1	2	1
22CE031T.3	1	-	-	-	1		-	-
22CE031T.4	2	-	-	-	-	-	2	-
22CE031T.5	-	1	-	-	-	2	2	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:

- To identify the impact of key market/retail trends upon this sector in the local and global contexts. (L1)
- Identify the key stakeholders and the roles/responsibilities of retail towards these stakeholders. (L1)

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 Atmospherics.

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)
- Identify Supply Chain partners. (L1)

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

Blooms Level of Learning

- | | |
|--|----|
| 1. To know the various types of retailers and their characteristics. | L1 |
| 2. Understand the importance retail locations and strategies. | L2 |
| 3. Apply retailing strategies in competitive markets. | L3 |
| 4. Apply retail design and store design. | L4 |
| 5. Understand how to meet service standards. | L2 |

CO-PO Mapping:

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

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET
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Title of the Course **COST AND MANAGEMENT ACCOUNTING**
Category PCC
Course Code 22CE033T

Year II MBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	1	0	4

Course Objectives:

- Identify the major differences and similarities between cost accounting, financial and management accounting.
- Understand the role of management accountant in an organization, and the importance of upholding ethical standards
- Expose students to concepts and techniques that managers and accountants use to produce information for decision making including an Activity-Based Costing (ABC), Standard Costing for planning, Variance Analysis, etc.
- Expose students to methods and techniques needed by managers for performing functions such as costing, cost allocations, preparation of flexible budgets and variance analysis

Unit 1 INTRODUCTION TO MANAGEMENT ACCOUNTING, COST ANALYSIS AND CONTROL 10

Management Accounting Vs. Cost Accounting Vs. Financial Accounting – Role of Accounting Information in Planning and Control – Cost Concepts and Managerial Use of Classification of Costs – Cost Analysis and Control: Direct and Indirect Expenses, Allocation and Apportionment of Overheads, Calculation of Machine Hour Rate – Introduction to Activity Based Costing.

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

- To know the concept of cost and management accounting. (L1)
- To know the relationship between cost accounting-financial accounting and managerial accounting (L1)

Unit 2 COSTING FOR SPECIFIC INDUSTRIES 12

Unit Costing – Job Costing – Cost Sheet and Tender and Process Costing and Their Variants – Treatment of Normal Losses and Abnormal Losses – Inter-Process Profits – Costing for By-Products and Equivalent Production

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

- To understand the various concepts of cost accounting, (L2)

Unit 3 MANAGEMENT ACCOUNTING 12

Management Accounting – Objectives, Nature And Scope Of Financial Accounting, Cost Accounting And Management Accounting – Managerial Decisions – Accounting Plan And Responsibility Centres – Significance Of Responsibility Accounting – Responsibility Centres – Cost Centre, Profit Centre And Investment Centre – Determinants Of Responsibility Centres – Transfer Pricing – Objectives Of Transfer Pricing – Methods Of Transfer Pricing (Simple Problems) – Conflict Between A Division And A Company - Multi-National Transfer Pricing.

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

- Demonstrate the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting. (L2)
- To provide information regarding cost accounting as a tool of managerial decisions. (L2)

Unit 4 MARGINAL COSTING 12

Marginal Costing and Break-Even Analysis – Cost-Volume-Profit (CVP) Analysis – Break-Even Analysis – Assumptions and Practical Applications of Breakeven-Analysis – Decisions Regarding Sales-Mix – Make or Buy 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:

- Understand about profit planning, make or buy decisions, cost reduction and cost control (L2)
- Remember absorption costing, marginal costing, break even analysis. (L1)

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:

- Develop various skills among the students related with budget and budgetary control. (L2)
- Understand the various concepts of standard costing. (L2)

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. Understand the importance and role of cost accounting systems. | L2 |
| 2. Identify costing for specific industries apply these concepts in practice | L1 |
| 3. Compare Activity Based Costing with other costing systems. | L4 |
| 4. Apply cost and revenue allocation methods. | L3 |
| 5. Apply flexible and static budgets on variance analysis | L3 |

CO-PO Mapping:

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

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

Blooms Level of Learning

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. Understanding the KM concepts, types of knowledge and characteristics of knowledge. 2. Basic concepts of knowledge management can be gained. 3. KM infrastructure, solutions and various components related to KM foundation can also be well understood and applied. 4. Understanding the KM Structure, Organization Culture and Role of IT in facilitating the KM implementation. 5. Gain an Insight on KM dimensions, barriers and Performance factors with respect to KM. | <p>L2</p> <p>L1</p> <p>L2</p> <p>L2</p> <p>L3</p> |
|--|---|

CO-PO Mapping:

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

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:

- Understand SEBI Guidelines. (L2)
- Identify shareholders returns. (L1)

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 importance of various concepts related to corporate finance... | L2 |
| 2. Analyzing various financial statements. | L4 |
| 3. Judge various projects and select the best based on time value. | L4 |
| 4. To analyze types of restructuring can be performed | L4 |
| 5. Identify shareholders returns. | L1 |

CO-PO Mapping:

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

**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 provide students with an understanding of the wide range of social, cultural and economic factors which influence consumer behaviour.
- To familiarize the decision-making process of the consumer.
- To familiarize models of consumer behaviour.
- To understand the basic concepts in 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:

- To know the major stages which consumers usually go through when making a consumption-related decision. (L1)
- To 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:

- Be able to identify the dynamics of human behaviour and the basic factors that influence the consumers decision process. (L1)
- 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)
- Discuss 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:

- To understand the advantages and limitations of the consumer movement and rights of the consumers. (L2)
- To identify the business malpractices and legislative regulations to protect the consumers (L1)

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. Familiarity with the basics in consumer behaviour and its importance. | L1 |
| 2. Explain how the cultural, social, personal and psychological factors that influences the consumer behaviour. | L2 |
| 3. To know Consumer Behaviour and Consumer decision process. | L1 |
| 4. Remember decision-making process and models of the consumer behaviour. | L1 |
| 5. Apply consumerism and consumer protection acts. | L3 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE034CT.1	2	-	-	2	-	-	-	-
22CE034CT.2	-	3	-	3	-	-	-	-
22CE034CT.3	2	2	-	-	-	-	2	-
22CE034CT.4	-	2	-	-	-	-	1	-
22CE034CT.5	2	-	-	-	-	-	-	2

**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:

- Investigate the business inhibitors that stops e-business. (L1)
- Examines the basic elements of e-business. (L1)

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:

- Find the quality requirements of e-business (L1)
- Find out the essential requirements of e-business(L1)

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

1. Appreciate e-business model as an important business strategy.
2. Manage security and reliability concerns in e-business.
3. Understand middleware technologies involved in e-business architectures.
4. Apply strategies and techniques related to modern legal systems.
5. Manage challenges related to e-business integration.

Blooms Level of Learning

- L1
L1
L2
L3
L3

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE034DT.1	3	-	-	3	-	-	3	-
22CE034DT.2	-	-	-	-	-	-	-	3
22CE034DT.3	-	-	-	-	-	-	3	-
22CE034DT.4	-	-	-	3	-	-	2	-
22CE034DT.5	2	-	-	-	-	-	-	3

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 enable the students to understand the personnel administration system specific to industries or organisation.
- To develop relevant skills necessary for crafting of application in HR related issues.

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:

- To become familiar with the concept of Personnel Management and Human Resource Management. (L1)
- To view 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:

- To better appreciate and understand human resource policies. (L4)
- To 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)
- Acquire the skill in drafting of Appointment Orders, Interview Letters, Promotion and Transfer etc., (L1)

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:

- To understand the objectives and principles of Wage and Salary. (L2)
- To acquire in-depth knowledge about Statutory Returns – TDS, Professional Tax, Form 16 (A) PF and ESI Returns. (L1)

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:

- To become familiar with disciplinary procedure and action. (L1)
- Able to draft Suspension Orders – Show Cause Notices – Memo – Charge sheet – Warning – Letter of Termination and Dismissal. (L1)

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 Managers Parul Gupta

Course Outcomes:

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

1. Understanding of the personnel administration system in the organisation.
2. Identify necessary skillset for application of various HR issues
3. To analyze the strategic issues and the strategies requires to select, develop, appraisal and termination of employees
4. Able to draft appointment orders, interview letters, promotional and transfer letters, etc.
5. Ability to calculate terminal benefits such as superannuation, gratuity, bonus, etc.

Blooms Level of Learning

L2
L1
L4
L1
L3

CO-PO Mapping:

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

- The objective of the course is to provide to students an understanding of Financial Markets, the major institutions involved and the services offered within this framework.
- To enrich student's understanding of the fundamental concepts and working of financial service institutions
- To equip students with the knowledge and skills necessary to become employable in the financial service industry.

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:

- Understand the Australian banking system and 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:

- Understand the fundamentals of financial markets and financial instruments. (L2)
- Identify functions of SEBI And Regulation of Primary and Secondary Markets and Reserve Bank of India. (L1)

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:

- To remember financial services (L1)
- 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:

- Understand the stock brokering roles and responsibilities. (L2)

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)

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, Gorden&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. Understand Structure and Functions of Call Money Market and Government Securities Market | L2 |
| 2. Demonstrate an awareness of the current structure and regulation of the Indian financial services sector. | L3 |
| 3. Identify how to promote financial products and services. | L1 |
| 4. Understanding different regulations towards financial institutions. | L2 |
| 5. Use best investment opportunity which is offered by banking and non-banking organizations | L3 |

CO-PO Mapping:

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

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 to services sector in economy and the differences between services and physical goods.
- To understand what market segmentation means in service and how to maintain valued relations in services.
- To know the value addition of the service product and new service development.
- To understand the conduct of service quality audit, gap model of service quality and pricing strategies linked to value perceptions.
- To find out the role of marketing communication in services

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:

- Define services Segmentation. (L1)
- Identify valued relations in the markets.(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:

- Remember new services development. (L1)
- 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)

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 Promotional programs to growing business.(L3)

- Understand the importance of recovery strategies of customer problems. (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

1. Understand importance to services, growth of services and service sector role in Indian economy.
2. Remember service quality measurements to build customer loyalty, evaluate the effectiveness and efficiency of customer service offerings and maintain valued relations with customers.
3. Explain positioning a service in the market and planning and branding service products.
4. Apply new approaches for managing customer satisfaction and loyalty (service quality audit, gap model of service quality and pricing strategies linked to value perceptions).
5. Discuss suitable communication programs in external marketing.

Blooms Level of Learning

L2

L1

L2

L3

L2

CO-PO Mapping:

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

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:

- Learn the concepts of reengineering and how they relate to ERP system implementation.
- Be able to map business processes using process mapping techniques.
- Understand the steps and activities in the ERP life cycle
- Be able to identify and describe typical functionality in an ERP system

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:

- Find the different reengineering techniques. (L1)
- Solve warehousing and mining problems. (L3)

Unit 2 ERP IMPLEMENTATION 8

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)
- Identify ERP strategic life cycle and its applicability for the success of Business. (L1)

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)
- Acquire new strategies related to sales and distribution for the success of Business (L1)

Unit 4 ERP MARKET 8

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. Understand the relationship between ERP and Technology.
2. Find the ways of implementing ERP
3. Apply different ERP and Business modules in various Departments of the company
4. Get awareness of various ERP markets.
5. Identify various types of Enterprise applications in strengthening the organization

Blooms Level of Learning

L2

L1

L3

L2

L1

CO-PO Mapping:

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

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

Title of the Course WAGE AND COMPENSATION MANAGEMENT
Category PEC
Course Code 22CE036AT

Year II MBA.
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- To understand the nature of industrial employee's wage and compensation package.
- To know the various ways of development of wage system.
- To understand the policies and regulations of wage system.
- To know the different components of compensation system.
- To get clarity regarding various issues related to compensation.

Unit 1 INTRODUCTION 10

Concept of Wage – Principles and Techniques of Wage Fixation – Basic, Dearness and Other Allowances – Job Evaluation – Methods of Wage Payment – Wage Management – Nominal and Real Wages – Factors Affecting Them – Wages, Incentives, D.A. And Other Allowances – Consumer Prices Index – Wage Differentials.

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

- Understand the relationships among job requirements, employee KSAs, and employer-provided compensation. (L2)
- Recognize what other competitors are paying for comparable employees in relevant labor markets. (L1)

Unit 2 THEORIES OF WAGE 12

Economic Theories; Subsistence Theory, Surplus Value Theory, Wages-Fund Theory, Marginal Productivity Theory, Bargaining Theory, Demand and Supply Theory, Purchasing Power Theory – Behavioral Theories of Motivation; Equity Theory, Expectancy Theory – Wage & Salary Administration – Wage Boards and Pay Commission – Wage Incentive.

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

- Understand various theories of wage. (L2)
- Develop incentive and indirect compensation programs to recognize achievement of individual, group and organizational objectives, improving the organization's ability to attract and retain quality employees. (L3)

Unit 3 WAGE POLICY AND REGULATIONS 10

Statutory wage fixation – Minimum Wages Act, 1948 (All provision) – Payment of Wages Act, 1936 (All Provisions) – The Payment of Bonus Act, 1965 (All provisions) – Equal Remuneration Act, 1976 (All provisions).

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

- Understand various statutory provisions and labour laws regarding of wage. (L2)
- Recognize the significance of the basic issues of compensating human resources by creating Equitable Pay Systems in organizations. (L1)

Unit 4 COMPENSATION MANAGEMENT 11

Conceptual and Theoretical Understanding of Economic Theory Related to Compensation Management – Employees Satisfaction and Motivation Issues in Compensation Design – Determination of Inter and Intra Industry Compensation Differentials – Individual and Group Incentives.

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

- Determine the differences between inter and intra industrial compensation. (L2)
- Demonstrate by constructing a compensation system encompassing; internal consistency, external 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:

- To increase student knowledge and comprehension about the compensation function. (L2)
- Recognize how pay decisions help the organization achieve a 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

Blooms Level of Learning

- | | |
|--|----|
| 1. Student will be able to analyses different pay structures. | L4 |
| 2. Understanding different wage theories. | L2 |
| 3. Able to get clear knowledge about different policies and regulations. | L1 |
| 4. Apply package employee to satisfy and motivation of employees. | L3 |
| 5. Identify most effective compensation system | L1 |

CO-PO Mapping:

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

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 analysis stock price behaviour in market which is affected by various factors by calculating various technical indicators.
- Encourage students 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.
- Introduce students to common stock, the stock market, stock options, and approaches to investing in the stock market and building stock portfolios.
- 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:

- Recognize and apply appropriate theories, principles, and concepts relevant to securities analysis and portfolio management. (L1)

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)

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 10

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:

- Identify what are the components of risks. (L1)
- Understand how to calculate Systematic Risk and Unsystematic Risk. (L2)

Unit 5 PORTFOLIO MANAGEMENT**10**

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. Understand the various alternatives available for investment. | L2 |
| 2. Find the relationship between risk and return. | L1 |
| 3. Gain knowledge of the various strategies followed by investment practitioners; execute better investment decisions by analyzing Economic, Industry and Company factors. | L1 |
| 4. Determine the effective price of market security by calculating the value of share or bond using appropriate models | L2 |
| 5. Identify the common practices in portfolio management. | L1 |

CO-PO Mapping:

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

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 understand the importance of green marketing in the overall marketing function.
- To know green marketing strategies and green consumers to build successful green marketing plans.
- To understand the elements of 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 what is green marketing, and its evolution and benefits (L1)
- 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:

- Devise effective green marketing strategies (L4)
- Explain the concept of green consumer and identify market segments of green consumers for successful green marketing plans(L3)
- 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:

- Recognize the marketing mix elements of green marketing in terms of product, packaging, labeling and pricing. (L1)
- Determine decisions involved in green product development process, product lines and pricing. (L3)

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:

- Recognize the marketing mix elements of green marketing in terms of distribution and promotion. (L1)
- Understand 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:

- Understand the standards and certifications involved in green business. (L2)
- Recognize the role of sustainability reporting and its different guiding facets. (L3)

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. Appreciate green marketing concept as an important sustainable development issue under the larger marketing function. | L2 |
| 2. Ability to successfully devise green marketing strategies suitable to right segments. | L2 |
| 3. Develop effective green marketing programs for building brand equity. | L3 |
| 4. Understand & appreciate sustainability standards and certifications and develop sustainability reports for green marketing programs. | L2 |
| 5. Understand the standards and certifications involved in green business. | L2 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE036CT.1	3	-	-	-	-	-	-	-
22CE036CT.2	-	3	-	-	-	-	1	-
22CE036CT.3	-	3	-	-	-	-	1	-
22CE036CT.4	3	-	-	-	-	-	-	-
22CE036CT.5	3	-	-	-	-	-	-	-

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 for better customer service.
- To create awareness regarding the technological tools of 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:

- Understand 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:

- Identify tools and techniques to be used in the performance of the managerial job. (L1)
- Understand 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:

- To better appreciate tools and techniques to be used in CRM. (L3)
- Remember the various product offering in CRM Market space. (L1)

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:

- To figure out barriers to Customer Relationship Management. (L1)
- To acquire knowledge about Theories of Leadership and Stages of Group Development. (L1)

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:

- To become familiar with the concept of controlling and its process. (L1)
- Understand 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. Students can have clear insight in the area of customer relationship management.
2. Can understand the conceptual framework of CRM.
3. Can acquire the critical skills that are necessary for building and managing partnering relationship with customers
4. Able to overcome the problems in building better relationship with customers.
5. Conceptual foundations of relationship marketing and develop better quality services for the customers.

L1

L2

L4

L3

L1

CO-PO Mapping:

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

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:

- The objective of this course is to managing employee performance effectively and efficiently which leads to achieve both operational and strategic goals of the organization.

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:

- The concept of performance management and different advantages of implementing well-designed performance management systems. (L2)
- Understand and develop key skills involved in effective performance management. (L1)
- Know the benefits of performance management to employees, managers and organization (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:

- Apply Performance monitoring activity in an organization (L3)
- Conduct performance review meetings and able to know the problems involved in meetings (L3)

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:

- Set clear expectations that improve performance and productivity(L2)
- Provide effective coaching and regular feedback on performance (L3)
- Manage underperformance and improve through counseling process (L1)

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:

- Learn to maintain stock taking performance(L2)
- Design performance appraisal system (L3)
- Selects and implement best suitable method of performance appraisal (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:

- Recognize the pay decisions impact on organizations success. (L2)
- Analyze, integrate and apply the knowledge to solve compensation related problems. (L3)
- Design rational and contemporary compensation systems in modern organizations. (L3)

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

1. Understand the basic concepts of performance management.
2. Monitor the employees' performance and conduct performance review meetings.
3. Develop coaching and counseling skills to improve employee performance.
4. Select best suitable method of performance appraisal to measure the employee performance in an organization.
5. Understand and apply the compensation and reward strategies to motivate employees

Blooms Level of Learning

L1
L2
L3
L2
L3

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE037AT.1	2	-	-	-	-	-	2	-
22CE037AT.2	3	-	-	2	-	-	-	1
22CE037AT.3	-	-	2	2	1	-	1	-
22CE037AT.4	3	2	-	-	2	-	-	-
22CE037AT.5	2	3	-	2	2	-	-	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 provide students with working knowledge of principles and provisions of GST and customs law.
- To provide insight and computation of GST.
- To make conversant with the computation of procedure.
- To provide knowledge to the students about GST, IGST to minimize tax.
- To provide a broad understanding of the customs law.

Unit 1 GOODS AND SERVICE TAX – (GST) AND GST ACTS 8

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 – Capitalgoods – 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:

- Understand composition scheme under GST, Exemptions under GST, concept of supply of goods, nature of supply. (L2)
- Apply taxability, exemptions and input tax credit under GST. (L3)

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:

- To know about Basic Concepts and Charge of Duty. (L1)
- 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:

Blooms Level of Learning

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

- | | |
|---|----|
| 1. To understand the basic concepts related to GST | L2 |
| 2. Understand the impact of new regulation on distribution practices and kind of changes needed to be done. | L2 |
| 3. To update the procedural part of GST. | L2 |
| 4. Getting familiar with technology and the flow of return filing and assessment under GST. | L2 |
| 5. Describe the customs law and provisions. | L1 |

CO-PO Mapping:

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

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 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 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:

- To understand what marketing means to business executives and academics. (L2)
- To understand the ways that retailers use marketing tools and techniques to interact with their customers. (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:

- Apply the key issues in managing a brand portfolio and making strategic brand decisions. (L3)
- To know brand development decisions. (L1)

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:

- Analyze contemporary brand related problems and develop appropriate strategies and initiatives. (L4)

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 branding strategy and identify options available to marketing executives. (L2)
- Identify traditional branding theories. (L1)

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. Understand brand manager roles and responsibility concepts & theories and their applicability.
2. Ability to understand brand strategies.
3. Understand the brand communications and their impact.
4. Apply effective marketing programs for building brand equity.
5. To know brand architecture and global branding initiation.

L2

L2

L2

L3

L1

CO-PO Mapping:

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

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

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

Year II MBA.
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

Course Objectives:

- Learn the types of the data to be mined 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 10

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:

- Get knowledge of: - Data preprocessing and data quality. (L1)

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)
- Select suitable methods for data analysis. (L1)

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. Understand and apply data processing techniques. | L2 |
| 2. Familiarized with data warehouses and techniques for mining frequent patterns, associations and correlations. | L1 |
| 3. Solve different classification patterns and estimate the accuracy of classifications. | L3 |
| 4. Understand and analyze different clustering techniques | L2 |
| 5. Identify various types of complex data such as spatial, text and multimedia. | L1 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE037DT.1	1	-	-	-	-	-	-	-
22CE037DT.2	-	2	2	-	-	-	-	-
22CE037DT.3	-	3	-	-	1	-	-	-
22CE037DT.4	-	-	-	2	-	-	-	-
22CE037DT.5	-	-	1	-	-	2	-	2

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

Title of the Course SEMINAR
Category SEMINAR
Course Code 22CE038P

Year II MBA
Semester III Semester
Branch MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	4	2

Course Objectives:

- Aim of this seminar is to understand how entrepreneurs are becoming successful.
- This is to inspire students to become job providers rather than job seekers.

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

- | | |
|---|--------------------------------|
| 1. Identify the companies which are succeed. | Blooms Level of Learning
L1 |
| 2. Understand product mix concepts and estimate demand for the product | L2 |
| 3. Discuss the problems of procurement of raw materials. | L2 |
| 4. Identify the marketing, HR and finance problems of the entrepreneur. | L1 |
| 5. Analyse alternatives available to the entrepreneur. | L4 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE038P.1	-		2	-	-	-	-	
22CE038P.2	-	2	-	-	-	-	-	2
22CE038P.3	-	-	-	-	-	-	-	2
22CE038P.4	2	-	-	-	-	-	-	-
22CE038P.5	-	-	-	2	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 know the tools of analysis involved in strategic choice.
- To understand various strategic alternatives available for the manager in formulating strategic at different levels.
- To understand the important factors in consideration for strategic implementation 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:

- Define strategy and Competitive Advantage. (L1)
- 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:

- Remember strategy implementation. (L1)
- 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. Understanding the process of strategic management and development of strategic vision and mission. L2
2. Identify tools for scanning the environment for trends in formulating strategies. L2
3. Use tools available in identifying strategic choices and strategic decisions. L3
4. Understand various strategic alternatives available for the manager in formulating strategies at different levels. L2
5. Memorize important factors affecting strategy, implement and control the strategic process. L1

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE041T.1	-	2	-	2	2	-	3	-
22CE041T.2	-	-	-	2	-	-	3	2
22CE041T.3	-	-	-	-	-	3	2	-
22CE041T.4	1	-	-	-	-	-	2	-
22CE041T.5	-	-	-	2	-	1	-	2

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 provide a basic understanding of Business Analytics (BA).
- Learn analytics categorization of methods and models.
- Gain knowledge of applicable areas of BA in organizational context
- To learn to apply managerial understanding of building BA capability in the organization.

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 concept of BA and its evolution (L1)
- Comprehend the data and models involved in BA (L3)

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:

- Understand and perform descriptive analytics through the use of concerned technologies. (L4)
- Understand and perform predictive analytics of regression analysis, forecasting and simulations through the use of concerned technologies. (L4)

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:

- Demonstrate understanding of data visualization and data dashboards (L2)
- Explain the concept of data mining and its components (L2)
- Understand and perform prescriptive analytics of optimization through the use of concerned technologies (L4)

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:

- Identify and understand the functional application of BA in organizations. (L2)
- Describe the technological framework of business intelligence and its history. (L3)

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:

- Identify the role of analytics in the organizational structure and its placement. (L4)
- Explain the relationship between strategy and BA (L3)

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. Reflect upon the basics of BA. | L2 |
| 2. Identify various analytics in business operations. | L1 |
| 3. Gain knowledge of applicable areas of BA in organisational functions. | L2 |
| 4. Apply managerial knowledge in building BA capability in the organisation. | L3 |
| 5. To become familiar with the processes needed to develop, report, and analyze business data. | L4 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE042T.1	-	3	-	-	-	-	1	-
22CE042T.2	-	3	-	-	-	-	-	-
22CE042T.3	3	-	-	-	-	-	-	-
22CE042T.4	3	-	-	-	-	-	-	-
22CE042T.5	-	-	2	-	-	-	-	-

**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:

- The main objective of this course is to develop a diagnostic and conceptual understanding of HR management in a broader, comparative and international perspective to deal with the complex issues in international assignments.

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:

- Understand the concept of International HR Management, challenges, issues and barriers (L2)
- know the significance of cross-cultural differences, workforce diversity and management (L1)
- Learn Hofstede Herms cultural dimensions and country classifications (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:

- Understand the concept of HR Planning and implement in organization. (L2)
- Identify Manpower requirements, recruit and select suitable candidates. (L1)
- Apply the knowledge in training expatriates and able to manage repatriates (L3)

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 program in international context (L2)
- Understand various approaches to international compensation (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:

- Recognize the need for providing cross cultural training to expatriate employees (L3)
- Use appropriate performance appraisal methods and able to prepare performance criteria (L3)

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:

- Deal with trade unions effectively and can have successful collective negotiations (L2)
- Utilize the best talents to improve quality in all aspects (L3)
- Encourage employees to participate in decision making and problem-solving activities to achieve organizational objectives. (L3)

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. Understand the cross-cultural differences between countries.
2. Understand HR planning, recruitment, selection, training for expatriate etc., functions effectively.
3. Analyse compensation for international employees.
4. Understand the performance management processes.
5. Apply the knowledge towards resolving conflicts between employees and encourage employees to improve and maintain quality.

Blooms Level of Learning

L2

L2

L4

L2

L3

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE043AT .1	-	1	-	-	-	-	3	2
22CE043AT .2	2	-	-	-	2	-	1	-
22CE043AT .3	-	3	-	3	-	-	1	-
22CE043AT .4	-	-	-	2	-	-	-	-
22CE043AT .5	-	-	1	-	2	-	-	3

**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 of 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:

- Understand international capital and foreign exchange market(L2)
- Identify and appraise investment opportunities in the international environment. (L1)

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:

- Analyse practical international financial affairs. (L4)
- Understanding of the conceptions of risks; able to get profit in a proper way to avoid or lower the risks. (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:

- Measuring exchange rate exposures, evaluate if and when a corporation or investment manager needs to hedge exchange rate exposures and describe different ways of implementing exchange rate hedging programs (L3)
- Understand international equity and debt issues. (L2)
- Identify various sources of risk and return in both direct and indirect (financial) foreign investment.(L1)

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:

- Calculate cost of capital for and estimate values of international investment projects and international corporate acquisitions. (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:

- Understand of the fundamental principles and ways of Multinational Companies(MNCs). (L2)
- Compare and contrast various exchange rate theories and predict exchange rates using alternative methods. (L3)

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. Acquaint the knowledge of international monetary. | L3 |
| 2. Determine and forecast the exchange rates | L3 |
| 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	-
22CE043BT.2	-	2	-	3	-	-	-	-
22CE043BT.3	-	-	-	-	-	-	-	-
22CE043BT.4	3	2	-	3	-	-	-	-
22CE043BT.5	3	-	-	-	-	-	2	-

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:

- Describe internet and digital marketing (L1)
- Understand the link between internet and marketing strategy (L3)
- 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 and perform on-page and off page search engine optimization techniques. (L2)
- Understand and use PPC for effective marketing plan deployment. (L2)
- Understand and use display advertising for effective marketing plan deployment. (L4)

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 and demonstrate email as a marketing tool for effective customer relationships (L2)
- Demonstrate 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:

- Identify the role of social media in contrast to traditional media (L1)
- 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, eMarketingeXcellence; 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. Understand the role of digital marketing in the overall marketing strategy. | L2 |
| 2. Formulate effective digital marketing strategies through SEO, PPC and display advertising. | L4 |
| 3. Understand and devise email and mobile marketing strategies for marketing success. | L3 |
| 4. Illustrate the role of social media and its platforms in marketing function. | L3 |
| 5. Understand the KPIs and metrics used to evaluate and measure digital marketing effectiveness. | L2 |

CO-PO Mapping:

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CE043CT.1	3	-	-	-	-	-	-	-
22CE043CT.2	3	-	-	-	-	-	1	-
22CE043CT.3	3	-	-	-	-	-	-	-
22CE043CT.4	3	-	-	-	-	-	-	-
22CE043CT.5	3	-	-	-	-	-	-	-

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. (L1)
- 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:

- 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:

- Find the leverage infrastructure and also business implications in business organisations by using IT (L1)
- 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. Prahalad, 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

1. Understand and apply IT planning and strategy tools.
2. Understand business networks and models.
3. Solve different networking and infrastructure service.
4. Understand facilities manpower control and security.
5. Preparing various outsourcing methods and opportunities.

Blooms Level of Learning

L2
L2
L4
L2
L3

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE043DT.1	-	3	-	-	-	-	3	-
22CE043DT.2	-	-	-	2	-	3	3	-
22CE043DT.3	3	-	-	-	-	-	-	3
22CE043DT.4	-	-	-	-	3	-	-	3
22CE043DT.5	-	-	-	-	-	3	-	3

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:

- Learn the basic concepts of organisation development.
- Able to analyse transformational aspects in an organisation.
- Capable of diagnosing organisational issues.
- Use different innovations for organisation development.

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 Organisational Development. (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)
- Understands the basic system and subsystems importance in the organization. (L1)

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:

- Understands the way of finding solutions to organisational problems. (L1)
- Identify the different ways of organisational development. (L1)

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:

- Knows the modes of interactions in teams. (L2)
- Evaluates intergroup relationships. (L5)
- 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. Garg Nishu Gupta, Engineering Mathematics Volumes-I & II, Pearson Education
4. H. K. Das, Er. Rajnish Verma, Higher Engineering Mathematics, S. Chand.

Course Outcomes:

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

1. Remember the historical aspects of organisational development.
2. Estimate the system and its transformational issues
3. Determine the key concepts that help in organisation growth and sustainability.
4. Act on the interventions that work for company.
5. Find ways for in determining life and career choices.

Blooms Level of Learning

L1
L2
L3
L3
L1

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE044AT .1	1	-	2	-	-	-	-	-
22CE044AT .2	-	-	2	-	-	-	-	3
22CE044AT .3	-	2	-	-	-	3	-	-
22CE044AT .4	-	-	2	-	-	3	-	-
22CE044AT .5	-	-	-	-	-	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:

- This course aims at providing an in-depth understanding of financial derivatives in terms of concepts, structure, instruments and trading strategies for profit and risk management.
- To understand the pricing of derivative instruments, risk management and market strategies towards trading.
- Define financial derivative and explain the economic functions that financial derivatives fulfil.
- Define and describe the four major types of derivatives: forwards, futures, options, and swaps.
- Explain the economic functions of hedging and speculating.

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:

- Identify strategies to get profit from mispriced derivative assets. (L1)
- Understand hedge underlying positions using derivatives. (L2)

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 13

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:

- Know about the various terminology used in option trading for example, exercise price, expiration date, option premium. (L1)
- Understand the role of the market players in option trading. (L2)

Unit 5 SWAPS 10

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:

- Identify valuation and pricing methods of swap. (L1)
- Understand swap market. (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. Koteswar: Himalaya, 2008.

Course Outcomes:

Blooms Level of Learning

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

- | | |
|---|----|
| 1. Understanding of financial engineering and risk management approaches and techniques used by modern organizations. | L2 |
| 2. Apply knowledge of derivatives in solving problems involving financial risks including foreign exchange risk, interest rate risk, credit risk and portfolio risks. | L3 |
| 3. Make informed judgments on the use of derivative instruments. | L4 |
| 4. Identify and assess the impact of seminal developments in the literature on derivatives. | L1 |
| 5. Apply the ethical implications of financial risk management policies and practices to an intended audience. | L3 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE044BT.1	3	2	-	-	-	-	-	-
22CE044BT.2	3	2	-	-	-	-	-	-
22CE044BT.3	3	-	-	-	-	-	-	-
22CE044BT.4	3	2	-	-	-	-	-	-
22CE044BT.5	3	-	-	-	-	-	2	-

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 role of sales promotions and other marketing tools in IMC programs.
- To learn to measure IMC campaign effectiveness using number of testing 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:

- Understand a company and its marketing communications activities. (L2)
- Present a brief verbal presentation (tutorial discussion). (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 a range of media and methods available to marketers. (L2)
- To develop a clearly thought-out Communications Audit. (L4)

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:

- Demonstrate a comprehensive understanding of Marketing Communications theories and concepts. (L3)

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 a marketing communication mix to achieve the communications and behavioral 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 communications. (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

1. To understand the role of IMC in the marketing function.
2. To establish objectives for IMC campaigns and allocate promotional budgets.
3. To Design creative and media strategies for an IMC campaign.
4. To develop IMC programs using other promotional mix elements.
5. Apply the key terms, definitions, and concepts used in integrated marketing communications.

Blooms Level of Learning

L2
L1
L3
L3
L2

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE044CT.1	2	-	-	2	-	-	-	-
22CE044CT.2	-	-	2	-	-	-	2	-
22CE044CT.3	2	-	-	3	-	-	-	-
22CE044CT.4	-	2	-	-	3	-	2	-
22CE044CT.5	2	-	-	-	-	3	2	-

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.
- Familiarize the student with the basic taxonomy and terminology of the computer networking area.
- Introduce the student to advanced networking concepts, preparing the student for entry Advanced courses in computer networking.

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. (L)2

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. Independently understand basic computer network technology | L2 |
| 2. Understand and explain Data Communications System and its components. | L2 |
| 3. Identify the different types of network topologies and protocols. | L1 |
| 4. Able to manage the systems from crash the following recovery strategies | L3 |
| 5. Understanding of the distribution authentication and value of digital signature. | L2 |

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE044DT.1	-	-	-	-	3	3	-	-
22CE044DT.2	-	-	3	-	-	2	-	-
22CE044DT.3	-	-	-	3	-	-	-	-
22CE044DT.4	3	-	-	-	-	-	-	-
22CE044DT.5	-	2	-	-	-	-	-	-

**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	Blooms Level of Learning
Will be able to apply the various concepts in real time scenarios	L3

CO-PO Mapping:

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CE045P	-	-	2	-	-	2	-	-

PROGRAM OUTCOMES:

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and Critical thinking abilities for data – based decision making.
3. Ability developsvalue-based Leadership ability.
4. Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment.
6. Ability to acquire skills in evaluating Business Opportunity and identifying sources of potential funding and develop as successful entrepreneurs.
7. Possess skills that are required to integrate concepts from various disciplines to identify and develop business strategies.
8. Ability to manage and coordinate people, business process and business resources.