

**BASIC STRUCTURE FOR MASTER OF BUSINESS ADMINISTRATION(R22Regulations)**

**Semester I (First year)**

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

Category	Credits
Management Professional Courses	18.5
Basic Science Courses	03
Humanities Courses	03
Computer Application	1.5
<b>Total Credits</b>	<b>26</b>

**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
<b>Lab Courses</b>							
8	PCC	22CE028P	Personality Development Programme – II	0	0	3	1.5
9	HSC	22CC21L	Executive Communication Lab	0	0	3	1.5
<b>Total credits</b>							<b>26</b>

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

## BASIC STRUCTURE FOR MASTER OF BUSINESS ADMINISTRATION (R22 Regulations)

### Semester III (Second year)

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

Category	Credits
Professional Core Courses	10
Professional Elective Courses	16
Seminar	02
<b>Total Credits</b>	<b>28</b>

### 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
<b>Total credits</b>							<b>22</b>

<b>Category</b>	<b>Credits</b>
Professional Core Courses	08
Professional Elective Courses	08
Project	06
<b>Total Credits</b>	<b>22</b>

#### Offered to Other Departments

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



**Unit 5 CONTROLLING AND ORGANISATIONAL DYNAMICS****10**

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

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

Blooms Level of Learning

L2  
L2  
L2  
L2  
L2

**CO-PO Mapping:**

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

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

**Title of the Course** BUSINESS AND LEGAL ENVIRONMENT  
**Category** PCC  
**Course Code** 22CE012T

**Year** I MBA.  
**Semester** I Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

**Course Objectives:**

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

**Unit 1 INTRODUCTION TO BUSINESS ENVIRONMENT 10**

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

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

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

**Unit 2 FISCAL POLICY AND MONETARY POLICY 12**

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

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

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

**Unit 3 LAW OF CONTRACT 14**

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

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

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

**Unit 4 COMPANY LAW 10**

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

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

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

**Unit 5 INTRODUCTION OF CYBER LAWS AND IPR 12**

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

## Patent Act

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

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

### Prescribed Textbooks:

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

### Reference Books:

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

### Course Outcomes:

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

Blooms Level of Learning

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

### CO-PO Mapping:

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





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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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



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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

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

Blooms Level of Learning

- L2  
L2  
L3  
L5  
L2

**CO-PO Mapping:**

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

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

**Year** I MBA  
**Semester** I Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	1	0	4

**Course Objectives:**

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

**Unit 1 INTRODUCTION TO ACCOUNTING 8**

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

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

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

**Unit 2 THE ACCOUNTING PROCESS 15**

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

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

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

**Unit 3 VALUATION OF FIXED ASSETS AND INVENTORY 15**

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

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

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

**Unit 4 FINANCIAL ANALYSIS 13**

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

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

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

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

## Unit 5 RATIO ANALYSIS

8

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

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

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

### Prescribed Textbooks:

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

### Reference Books:

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

### Course Outcomes:

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

Blooms Level of Learning

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

### CO-PO Mapping:

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

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

**Year** I MBA  
**Semester** I Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	1	0	4

**Course Objectives:**

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

**Unit 1 INTRODUCTION TO STATISTICS 9**

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

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

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

**Unit 2 TABULATION OF DATA 12**

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

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

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

**Unit 3 MEASURES OF CENTRAL TENDENCY AND DISPERSION 13**

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

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

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

**Unit 4 CORRELATION AND REGRESSION ANALYSIS 13**

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

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

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

**Unit 5 TIME SERIES ANALYSIS 12**

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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





**Unit 5 BUSINESS WRITING AND REPORTS****10**

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

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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

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

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

**Year** I MBA  
**Semester** I Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	3	1.5

**Course Objectives:**

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

**Activity areas:**

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

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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



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

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

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

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET**  
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**Title of the Course** HUMAN RESOURCE MANAGEMENT  
**Category** PCC  
**Course Code** 22CE021T

**Year** I MBA  
**Semester** II Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

**Course Objectives:**

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

**Unit 1 HUMAN RESOURCE MANAGEMENT 12**

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

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

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

**Unit 2 HUMAN RESOURCE PROCESS 12**

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

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

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

**Unit 3 HR TRAINING PROCESS 10**

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

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

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

**Unit 4 CAREER STAGES 10**

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

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

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

**Unit 5 CONTEMPORARY ISSUES IN HRM 8**

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

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

**CO-PO Mapping:**

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

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

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

**Year** I MBA  
**Semester** II Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	1	0	4

**Course Objectives:**

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

**Unit 1 FINANCIAL MANAGEMENT OVERVIEW 9**

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

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

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

**Unit 2 CAPITAL BUDGETING 15**

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

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

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

**Unit 3 WORKING CAPITAL MANAGEMENT 15**

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

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

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

**Unit 4 CAPITAL STRUCTURE AND COST OF CAPITAL 13**

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

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

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

**Unit 5 DIVIDEND DECISION 8**

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



Gordon and MM Hypothesis (Theory only)

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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



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

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES: RAJAMPET**  
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**Title of the Course** OPERATIONS MANAGEMENT  
**Category** PCC  
**Course Code** 22CE024T

**Year** I MBA  
**Semester** II Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

**Course Objectives:**

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

**Unit 1 INTRODUCTION TO PRODUCTION AND OPERATIONS 10**

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

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

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

**Unit 2 FACILITY LOCATION, LAYOUT & CAPACITY PLANNING 10**

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

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

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

**Unit 3 ASSEMBLY LINE BALANCING, SCHEDULING & FORECASTING 12**

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

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

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

**Unit 4 INVENTORY MANAGEMENT, PLANNING & CONTROL 13**

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

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

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

**Unit 5 QUALITY & PRODUCTIVITY MANAGEMENT****15**

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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



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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET**  
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**Title of the Course** RESEARCH METHODOLOGY  
**Category** PCC  
**Course Code** 22CE026T

**Year** I MBA  
**Semester** II Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

**Course Objectives:**

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

**Unit 1 INTRODUCTION 9**

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

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

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

**Unit 2 RESEARCH DESIGN AND SAMPLING METHODOLOGY 12**

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

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

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

**Unit 3 MEASUREMENT AND SCALING TECHNIQUES 13**

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

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

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

**Unit 4 DATA COLLECTION, PROCESSING AND ANALYSIS 13**

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

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

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

**Unit 5 DATA PRESENTATION AND REPORT WRITING 8**

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

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

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



**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

**CO-PO Mapping:**

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

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET**  
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**Title of the Course** OPERATIONS RESEARCH  
**Category** HSC  
**Course Code** 22CE027T

**Year** I MBA  
**Semester** II Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	1	0	4

**Course Objectives:**

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

**Unit 1 INTRODUCTION TO OPERATIONS RESEARCH 10**

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

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

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

**Unit 2 TRANSPORTATION MODEL 10**

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

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

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

**Unit 3 ASSIGNMENT MODEL 12**

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

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

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

**Unit 4 GAME THEORY 12**

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

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

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

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

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET**  
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**Title of the Course** PERSONALITY DEVELOPMENT PROGRAMME– II  
**Category** PDP  
**Course Code** 22CE028P

**Year** I MBA  
**Semester** II Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	3	1.5

**Course Objectives:**

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

**Activity areas**

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

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET**  
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**Title of the Course** EXECUTIVE COMMUNICATION LAB  
**Category** HSC  
**Course Code** 22CC21L

**Year** I MBA  
**Semester** II Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	3	1.5

**Course Objectives:**

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

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

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

**Prescribed Textbooks:**

Lab Manual prepared by Faculty Members of English

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

**Reference Books:**

Suggested Software:

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

**Course Outcomes:**

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

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

**CO-PO Mapping:**

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

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET**  
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**Title of the Course** LOGISTICS AND SUPPLY CHAIN MANAGEMENT  
**Category** PCC  
**Course Code** 22CE031T

**Year** IIMBA  
**Semester** III Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

**Course Objectives:**

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

**Unit 1 INTRODUCTION TO LOGISTICS 10**

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

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

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

**Unit 2 INTRODUCTION TO SUPPLY CHAIN MANAGEMENT 10**

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

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

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

**Unit 3 SUPPLY CHAIN LOGISTICS OPERATIONS 13**

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

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

- Understand supply chain logistics operations. (L2)

**Unit 4 LOGISTICS AND SUPPLY CHAIN DESIGN 10**

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

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

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

**Unit 5 INFORMATION TECHNOLOGY AND CONTROLS IN SCM 10**

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

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

- Remember IT role in SCM. (L1)



**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

**CO-PO Mapping:**

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CE031T.1	2	2	1	1	1	1	-	1
22CE031T.2	2	2	1	-	1	2	-	1
22CE031T.3	3	3	2	1	1	-	-	-
22CE031T.4	3	3	1	1	1	2	-	1
22CE031T.5	3	2	1	-	1	-	1	1



**Unit 5 CRM AND CUSTOMER SERVICE****12**

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

- |   |                          |
|---|--------------------------|
|   | Blooms Level of Learning |
| 1. Explain the basic concepts of Retail Management.   | L2                       |
| 2. Summarize about the Retail market strategies and locations.  | L2                       |
| 3. Describe Pricing and Retail Communication Strategies.  | L2                       |
| 4. Comprehend about gaining competitive advantage through Human resource Management functions and Store management. | L2                       |
| 5. Explain about Customer Relationship Management and Customer Service Standards.                                   | L2                       |

**CO-PO Mapping:**

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



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

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

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

### Unit 5 BUDGETARY CONTROL

10

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

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

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

#### Prescribed Textbooks:

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

#### Reference Books:

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

#### Course Outcomes:

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

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

#### CO-PO Mapping:

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

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET**  
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**Title of the Course** KNOWLEDGE MANAGEMENT  
**Category** PEC  
**Course Code** 22CE034T

**Year** II MBA  
**Semester** III Semester  
**Branch** MBA

<b>Lecture Hours</b>	<b>Tutorial Hours</b>	<b>Practice Hours</b>	<b>Credits</b>
4	0	0	4

**Course Objectives:**

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

**Unit 1 INTRODUCTION TO KNOWLEDGE 11**

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

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

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

**Unit 2 INTRODUCTION TO KNOWLEDGE MANAGEMENT (KM) 12**

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

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

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

**Unit 3 KM FOUNDATIONS AND SOLUTIONS 10**

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

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

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

**Unit 4 KM INFRASTRUCTURE 9**

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

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

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

**Unit 5 ORGANIZATIONAL IMPACT OF KM****12**

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

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

Blooms Level of Learning

L2  
L3  
L4  
L4  
L5

**CO-PO Mapping:**

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





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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

- |   |    |
|---|----|
| 1. Explain the significance of various concepts related to Corporate Finance. | L2 |
| 2. Estimate Working capital requirements in Banks.                            | L5 |
| 3. Analyze the various projects and select the best on Time Value.            | L4 |
| 4. Analyze Option Pricing using Binomial pricing Model.                       | L4 |
| 5. Evaluate Stakeholder returns and Social Responsibility.                    | L5 |

**CO-PO Mapping:**

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

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET  
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**Title of the Course** CONSUMER BEHAVIOUR  
**Category** PEC  
**Course Code** 22CE034CT

**Year** II MBA.  
**Semester** III Semester  
**Branch** MBA

<b>Lecture Hours</b>	<b>Tutorial Hours</b>	<b>Practice Hours</b>	<b>Credits</b>
4	0	0	4

**Course Objectives:**

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

**Unit 1 INTRODUCTION TO CONSUMER BEHAVIOUR 13**

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

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

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

**Unit 2 ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOUR 10**

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

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

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

**Unit 3 CONSUMER AS INDIVIDUAL AND CONSUMER DECISION PROCESS 10**

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

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

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

**Unit 4 MODELS OF CONSUMER BEHAVIOUR 8**

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

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

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

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

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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

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

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

**Year** II MBA.  
**Semester** III Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

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

**Unit 1 e-BUSINESS STRATEGY AND MODELS 10**

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

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

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

**Unit 2 SECURITY AND RELIABILITY FOR E-BUSINESS 12**

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

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

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

**Unit 3 APPROACHES TO MIDDLEWARE 12**

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

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

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

**Unit 4 LEVERAGING LEGACY APPLICATIONS 12**

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

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

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

**Unit 5 ENTERPRISE APPLICATION AND E-BUSINESS INTEGRATION 12**

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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

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

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

**Year** IIMBA.  
**Semester** III Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

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

**Unit 1 PERSONNEL ADMINISTRATION 11**

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

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

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

**Unit 2 PERSONNEL POLICY 12**

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

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

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

**Unit 3 GENERAL COMMUNICATION 14**

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

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

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

**Unit 4 WAGE AND SALARY ADMINISTRATION 12**

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

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

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

**Unit 5 DISCIPLINARY ACTION COMMUNICATION 14**

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

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

Blooms Level of Learning

L2

L2

L4

L6

L2

**CO-PO Mapping:**

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

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

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

**Year** II MBA  
**Semester** III Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

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

**Unit 1 FINANCIAL AND SECURITIES MARKETS AND SERVICES 12**

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

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

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

**Unit 2 CAPITAL MARKETS AND INSTITUTIONS 10**

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

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

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

**Unit 3 ASSET BASED FINANCIAL SERVICES – I 10**

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

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

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

**Unit 4 FEE BASED FINANCIAL SERVICES 10**

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

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

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



**Unit 5                    INFRASTRUCTURE FINANCING**

12

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

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

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

**Prescribed Textbooks:**

1. Financial Institutions and Markets, L.M. Bhole, 4/e Tata McGraw Hill, 2007
2. Financial Services and System, Sasidharan, Mathews, Tata McGraw Hill, 2007.
3. Financial Services, 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. Describe Financial structure and functions of Money Market Instruments. | L2 |
| 2. Comprehend the functions of Capital Markets and Reserve Bank of India.  | L2 |
| 3. Explain different Asset based financial service products.               | L2 |
| 4. Describe the Stock Broking rules and responsibilities.                  | L2 |
| 5. Evaluate Infrastructure financing and Micro finance.                    | L5 |

**CO-PO Mapping:**

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

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

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

**Year** IIMBA  
**Semester** III Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

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

**Unit 1 UNDERSTANDING SERVICES MARKETING 10**

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

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

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

**Unit 2 SERVICES MARKET SEGMENTATION 10**

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

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

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

**Unit 3 CREATING VALUE IN A COMPETITIVE MARKET 13**

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

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

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

**Unit 4 SERVICE QUALITY MANAGEMENT 12**

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

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

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

**Unit 5 EXTERNAL MARKETING 10**

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

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

- Compare various business promotional programs.(L2)

- Explain the Consumer Grievance recovery strategies. (L2)

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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

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

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

**Year** II MBA.  
**Semester** III Semester  
**Branch** MBA

<b>Lecture Hours</b>	<b>Tutorial Hours</b>	<b>Practice Hours</b>	<b>Credits</b>
4	0	0	4

**Course Objectives:**

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

**Unit 1 ERP and TECHNOLOGY 10**

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

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

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

**Unit 2 ERP IMPLEMENTATION 10**

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

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

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

**Unit 3 ERP IN ACTION & BUSINESS MODULES 10**

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

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

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

**Unit 4 ERP MARKET 10**

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

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

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

**Unit 5 ENTERPRISE APPLICATION INTEGRATION 8**

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

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

Blooms Level of Learning

L2

L3

L3

L2

L3

**CO-PO Mapping:**

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



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

**Unit 5 ISSUES RELATED TO COMPENSATION**

**12**

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

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

Blooms Level of Learning

- L4  
L2  
L2  
L3  
L5

**CO-PO Mapping:**

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

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

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

**Year** II MBA  
**Semester** III Semester  
**Branch** MBA

<b>Lecture Hours</b>	<b>Tutorial Hours</b>	<b>Practice Hours</b>	<b>Credits</b>
4	0	0	4

**Course Objectives:**

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

**Unit 1 INTRODUCTION TO INVESTMENT AND PORTFOLIO MANAGEMENT 8**

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

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

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

**Unit 2 FUNDAMENTAL ANALYSIS& TECHNICAL ANALYSIS 15**

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

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

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

**Unit 3 EVALUATION OF PORTFOLIO RISK 15**

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

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

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

**Unit 4 MEASUREMENT OF RETURN AND RISK 15**

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

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

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



**Unit 5 PORTFOLIO MANAGEMENT****12**

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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

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

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

**Year** II MBA  
**Semester** III Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

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

**Unit 1 INTRODUCTION TO GREEN MARKETING 11**

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

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

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

**Unit 2 STRATEGIES AND CUSTOMERS 14**

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

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

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

**Unit 3 GREEN MARKETING MIX – I 12**

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

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

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

**Unit 4 GREEN MARKETING MIX – II 12**

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

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

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

**Unit 5 STANDARDS, CERTIFICATIONS AND REPORTS**

11

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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

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

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

**Year** IIMBA.  
**Semester** III Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

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

**Unit 1 CONCEPTUAL FOUNDATIONS OF CRM 10**

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

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

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

**Unit 2 CRM IN CONSUMER MARKETS 10**

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

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

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

**Unit 3 TECHNOLOGICAL TOOLS FOR CRM 10**

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

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

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

**Unit 4 TECHNOLOGICAL AND OPERATIONAL ISSUES IN IMPLEMENTING CRM 12**

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

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

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

**Unit 5 CUSTOMER RELATIONSHIP QUALITY MANAGEMENT 12**

Designing Effective Relationship Management System.

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

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

**Prescribed Textbooks:**

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

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

**Reference Books:**

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

**Course Outcomes:**

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

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

**CO-PO Mapping:**

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

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

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

**Year** II MBA  
**Semester** III Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

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

**Unit 1 PERFORMANCE MANAGEMENT 10**

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

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

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

**Unit 2 MONITORING PERFORMANCE 13**

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

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

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

**Unit 3 COACHING AND COUNSELING 10**

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

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

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

**Unit 4 ANNUAL STOCK TAKING 12**

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

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

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

**Unit 5 REWARD AND COMPENSATION MANAGEMENT 14**

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

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

- Explain the concept of Compensation Management. (L2)

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

**CO-PO Mapping:**

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

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

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

**Year** II MBA  
**Semester** III Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

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

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

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

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

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

**Unit 2                      IGST MODEL                      15**

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

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

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

**Unit 3                      PROCEDURE AND LEVY UNDER GST                      15**

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

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

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



**Unit 4 ASSESSMENT AND RETURNS OF GST 10**

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

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

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

**Unit 5 CUSTOMS LAW 10**

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

Blooms Level of Learning

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

- |  |    |
|--|----|
| 1. Describe the Legal Provisions, regulations and amendments related to GST and Customs Law.                       | L2 |
| 2. Explain GST registration process, filing returns and documents to be maintained.                                | L2 |
| 3. Analyse the impact of GST and Customs Law on Specific industries such as Manufacturing, Service and e-Commerce. | L4 |
| 4. Apply taxability exemptions and input tax credit under GST.   | L3 |
| 5. Describe the implications of GST and Customs law on Cross Boarder transactions and International trade.         | L2 |

**CO-PO Mapping:**

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



**Unit 5 MANAGING BRANDS**

10

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

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

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

**Prescribed Textbooks:**

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

**Reference Books:**

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

**Course Outcomes:**

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

Blooms Level of Learning

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

L2

L2

L4

L2

L2

**CO-PO Mapping:**

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

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET**  
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**Title of the Course** DATA WAREHOUSING AND MINING  
**Category** PEC  
**Course Code** 22CE037DT

**Year** IIMBA.  
**Semester** III Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

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

**Unit 1 MANAGING DATA 12**

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

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

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

**Unit 2 DATA WAREHOUSING INTRODUCTION 12**

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

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

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

**Unit 3 META DATA 12**

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

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

- To better appreciate tools and techniques to be used in Meta Data. (L3)

**Unit 4 ANALYZING THE CONTEXTS OF THE DATA WAREHOUSE 12**

Active Analysis – User Queries – OLAP – Constructing a Data Warehouse System: Stages of the Project, Developing a Project Plan, Data Warehousing Design Approaches

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

- Ability to apply acquired knowledge for understanding data analysis. (L3)
- Apply suitable methods for data analysis. (L3)

**Unit 5 GETTING DATA INTO THE DATA WAREHOUSE 12**

Extraction, Transformation, Cleaning, Loading and Summarization – Data Mining – Creating a Decision Tree – Correlation and Other Statistical Analysis – Neural Networks – Nearest Neighbours Approaches – Putting the Results to Use.

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

- Able to understand extraction, transformation, cleaning, loading and summarization. (L2)

**Prescribed Textbooks:**

1. Decision Support Systems and Data Warehouse Systems, Efram G. Mallach: TMH, 2009.
2. Customer Relationship Management, ChaturvediMukesh, Excel, 2008.
3. Modern Data Warehousing, Mining and Visualization Core Concepts, Marakas, Pearson, 2008.
4. Data Management, Data Bases and Organizations, Richard T Watson: 5/e, Wiley.

**Reference Books:**

1. Data Warehousing, Data Mining OLAP, Berson Smith, TMH, 2008.
2. Data Mining Techniques and Tasks, THMS Ivanandam, TMH, 2008..

**Course Outcomes:**

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

1. Apply Data Processing Techniques.
2. Design Multidimensional Data model for Data Warehouse.
3. Apply tools and techniques to be used in Meta Data.
4. Analyze the market needs by applying suitable OLAP operations.
5. Explain various types of complex data such as spatial, text and multimedia.

Blooms Level of Learning

L3  
L6  
L3  
L4  
L2

**CO-PO Mapping:**

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

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

**Title of the Course** SEMINAR  
**Category** SEMINAR  
**Course Code** 22CE038P

**Year** IIMBA  
**Semester** III Semester  
**Branch** MBA

<b>Lecture Hours</b>	<b>Tutorial Hours</b>	<b>Practice Hours</b>	<b>Credits</b>
0	0	4	2

**Course Objectives:**

- To inspire students to become Job providers rather than Job Seekers.
- To understand budgeting and financial management skills for Long term sustainability of Business.
- To provide ethical business practices and social responsibility in entrepreneurship.
- To understand the strategies of successful entrepreneurs.
- To learn various sources of funding for start-ups.

**SUCCESS STORIES OF ENTREPRENEURS**

**Reference Books:**

1. Raj Shankar, Entrepreneurship Theory and Practice, TMH First edition, 2012.
2. A G Krishnamurthy, Dhirubhaism, TMH, 2011

**Journals:**

1. The Journal of Entrepreneurship, Entrepreneurship Development Institute of India, Ahmedabad.
2. Journal of Human Values: IIM Calcutta.

**Course Outcomes:**

At the end of the course, the student will be able to	Blooms Level of Learning
1. Analyse the companies that got success in the present Business World.	L4
2. Explain the product mix concepts and estimate demand for the product	L2
3. Describe the problems of procurement of raw materials.	L2
4. Analyse the marketing, HR and finance problems of the entrepreneurs.	L4
5. Analyse alternatives available to the entrepreneurs.	L4

**CO-PO Mapping:**

CO	P01	P02	P03	P04	P05	P06	P07	P08
22CE038P.1	3	3	2	3	2	2	1	1
22CE038P.2	2	2	1	2	2	2	2	1
22CE038P.3	2	2	1	2	2	2	2	2
22CE038P.4	3	3	2	3	3	2	1	2
22CE038P.5	3	3	2	3	3	3	1	2



## Control

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

- Understand strategy and leadership, corporate culture, values, ethics and social responsibility in an organization. (L2)

## Prescribed Textbooks:

1. Business Policy and Strategic Management, Kazmi, 2/e, TMH.
2. Crafting and Executing Strategy: Concepts and Cases, Thomson, Gamble, Jain, 14/e, TMH.
3. Concepts in Strategic Management and Business Policy, Wheelmen and Hunger, Pearson Education.

## Reference Books:

1. Strategic Management Concepts and Cases, Fred R. David, 12/e, PHI.
2. Strategic Management, Subba Rao. P, Himalaya.
3. Strategic Management, Ireland, Hoskinson, Hitt, Cengage.
4. Strategic Management – Theory and Application, Habergerg and Rieple, Oxford.
5. Strategic Management – Text and Cases, VSP Rao, Excel.
6. Business Policy and Strategic Management, SukulLomash and PK Mishra, Vikas.

## Course Outcomes:

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

Blooms Level of Learning

- |   |    |
|---|----|
| 1. Explain the process of Strategic management and the development of Strategic Vision and Mission.   | L2 |
| 2. Describe the tools related to environmental scanning and formulate the strategies.   | L2 |
| 3. Summarise the tools available in identifying the strategic choices and Strategic decisions.  | L2 |
| 4. Evaluate the various strategic alternatives that are available for the Managers and formulate different strategies at different levels . | L5 |
| 5. Explain the different factors affecting strategy.  | L2 |

## CO-PO Mapping:

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



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

**Title of the Course** BUSINESS ANALYTICS  
**Category** PCC  
**Course Code** 22CE042T

**Year** II MBA  
**Semester** IV Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

- To describe the basic concepts of Business Analytics (BA).
- To explain the concepts of Descriptive analytics.
- To analyse Data Visualisation techniques, Data dash boards, data Mining and Prescriptive analytics.
- To comprehend Financial, HR, Customer and Supply chain analytics.
- To describe the Business role and Business analytics capability in organisations.

**Unit 1 INTRODUCTION 8**

Definition and Importance of Business Analytics (BA) – Evolution of BA – Scope of BA – Data for BA – Models in BA.

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

- Describe the basic concept of Business Analytics. (L2)
- Comprehend the data and models involved in Business Analytics. (L2)

**Unit 2 BA CATEGORIZATION – I 14**

Descriptive Analytics; Overview of Descriptive Statistics – Predictive Analytics; trend lines and Regression Analysis, Forecasting Techniques, Simulation and Risk Analysis (Theoretical Overviews Only)

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

- Describe the Descriptive analytics and Descriptive statistics. (L2)
- Explain the forecasting techniques, simulations and risk analysis. (L2)

**Unit 3 BA CATEGORIZATION – II 16**

Data Visualization; Tables, Charts, Advanced Data Visualization and Data Dashboards – Data Mining; Scope of Data Mining, Data Exploration and Reduction, Classification, Classification Techniques – Prescriptive Analytics (Theoretical Overviews Only); Linear Optimization, Integer Linear Optimization, nonlinear Optimization and Decision Analysis

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

- Comprehend the knowledge about data visualization and data dashboards (L2)
- Describe the concepts of data mining, data exploration and reduction, classification and prescriptive Analytics. (L2)

**Unit 4 BA IN PRACTICE 10**

Financial Analytics – Human Resource Analytics – Customer Analytics – Supply Chain Analytics – Business Process Analytics – Business Intelligence for Analytics, Framework and Brief History.

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

- Analyse the functional applications of Business Analytics in Organizations. (L4)
- Describe the technological framework of business intelligence and its history. (L2)

**Unit 5 BUILDING BA CAPABILITY IN ORGANISATIONS 14**

Business Roles – Analytics Ecosystem – Placing Analytics Capabilities in the Organisation – Analytics Team Skills and Capacity – Link Between Strategy and BA Deployment – Strategy and BA Scenarios

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

- Explain the role of analytics in the organizational structure.(L2)
- Describe the relationship between strategy and Business Analytics.(L)

**Prescribed Textbooks:**

1. James R. Evans – Business Analytics; Methods, Models and Decisions – 2nd global edition – Pearson Education,2017.
2. Dinabandhu Bag – Business Analytics – Routledge, 2017
3. Jeffrey D. Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, David R. Anderson, Dennis J. Sweeney, Thomas A. Williams – Business Analytics – 3rd edition – Cengage, 2018

**Reference Books:**

1. Rahul Saxena, AnandSrinivasan - Business Analytics; A Practitioner’s Guide - Springer, 2013.
2. BhimasankaramPochiraju, Sridhar Seshadri – Essentials of Business Analytics; An Introduction to the Methodology and its Applications – Springer, 2019.
3. Gert H.N. Laursen, JesperThorlund – Business Analytics for Managers; Taking Business Intelligence beyond Reporting – John Wiley & Sons, Inc., 2010.
4. David RoiHardoon and GalitShmueli – Getting Started with Business Analytics; Insightful Decision-Making - CRC Press, 2013.
5. HBR Guide to Data Analytics Basics for Managers – Harvard Business Review Press, 2018.

**Course Outcomes:**

At the end of the course, the student will be able to	Blooms Level of Learning
1. Explain the basic concepts of Business Analytics.	L2
2. Comprehend the different types of Business analytics in Business operations.	L2
3. Evaluate Data Visualization techniques and Data Mining in Business organizations.	L5
4. Describe HR, Finanace, Customers and Supply Chain analytics in Business Organizations.	L2
5. Analyze the Processes needed to develop, report and analyze the Business Data.	L4

**CO-PO Mapping:**

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

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

**Title of the Course**    INTERNATIONAL HUMAN RESOURCE MANAGEMENT  
**Category**                PEC  
**Course Code**            22CE043AT

**Year**                    II MBA  
**Semester**            IV Semester  
**Branch**                MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

- To explain the basic concepts of International Human Resource Management and Cross Cultural differences.
- To describe the International Staffing policies, Training expatriation and Repatriation.
- To comprehend International Compensation Practices.
- To explain the importance of Cross cultural training, Performance Management.
- To describe various Contemporary issues in International HRM and Industrial Relations.

**Unit 1                    HUMAN AND CULTURAL VARIABLES IN GLOBAL ORGANIZATIONS                    12**  
Cross Cultural Differences – Cross-Cultural Research Methodologies – Hofstede's Hermes Study – Managerial Implications.

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

- Explain the concept of International HR Management, challenges, issues and barriers (L2)
- Describe the cross-cultural differences, methodologies and Hofstede's study.(L2)

**Unit 2                    INTERNATIONAL STAFFING                    12**  
Nature, Sources, Policies – Human Resource Planning – Recruitment and Selection for International Assignment – Training Expatriation – Repatriation.

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

- Describe the concept of HR Planning, Recruitment and selection. (L2)
- Explain the concepts of training, Expatriation and Repatriation. (L2)

**Unit 3                    COMPENSATION PRACTICES                    10**  
Designing Compensation Programme – Approaches to International Compensation – Differentiating PCN's and TCN's.

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

- Describe the compensation practices in International context (L2)
- Comprehend various approaches to International compensation (L2)
- Explain the differences between parent country Nationals and third country Nationals. (L2)

**Unit 4                    TRAINING AND DEVELOPMENT                    13**  
Need – Cross-Cultural Training, Learning – Performance Management and HR Process – Competency Appraisal – Cultural Issues.

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

- Describe the importance of cross cultural training and learning. (L2)
- Summarize performance Management and competency appraisal.(L2)

**Unit 5                    INTERNATIONAL INDUSTRIAL RELATIONS                    10**  
Trade Unions – Collective Negotiations – Disputes/Conflicts – Quality Circles and Participative Management.

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

- Comprehend the International industrial relations.(L2)
- Describe the concepts of trade unions, collective negotiations and disputes.(L2)

- Explain the importance of quality circles and participative management in an Organization.(L2)

**Prescribed Textbooks:**

1. International Human Resource Management, Aswathappa, TMH, 2009.
2. International Human Resource Management, Subba Rao P, Himalaya, 2008
3. International Dimensions of Organizational behaviour, Adler N.J., Kent
4. International Dimension of Human Resource Management, Dowling P.J, Thomson/Cengage, 2009.

**Reference Books:**

1. International Human Resource Management, Tony Edwards & Chris Rees, Pearson, 2008
2. International Human Resource Management, Rao P.L, Excel. 2008

**Course Outcomes:**

At the end of the course, the student will be able to	Blooms Level of Learning
1. Explain the cross-cultural differences between countries.	L2
2. Comprehend recruitment, selection, training in international perspective.	L2
3. Analyze compensation strategies for international employees in an organisation.	L4
4. Describe the performance management processes.	L2
5. Summarize human resource contemporary issues in an organisation.	L2

**CO-PO Mapping:**

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



**Prescribed Textbooks:**

1. International Financial Management, S. EunChoel and Risnick Bruce: TMH, 2009.
2. International Financial Management, MachiRaju, HPH, 2008.
3. International Financial Management, Jeff Madura, Cengage, 1st Edition, 2009.
4. International Financial Management, V.A. Avadhani, Himalaya, 2008.,

**Reference Books:**

1. International Financial Management, Sharan, 5th Edition, PHI, 2009.
2. International Financial Management, MadhuVij, Excel, 2009.
3. International Financial Management, T. Siddaiah, Pearson, 2009.
4. International Financial Management, Srivastava R.M: Excel, 2009..

## Blooms Level of Learning

**Course Outcomes:**

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

- |  |    |
|--|----|
| 1. Describe the basics of International Monetary System.   | L3 |
| 2. Summarise and forecast the exchange rate.   | L2 |
| 3. Evaluate foreign exchange exposure and risk.  | L4 |
| 4. Conceptualize analytical framework of International financial institution and working capital management. | L2 |
| 5. Evaluate cross border investment decisions  | L3 |

**CO-PO Mapping:**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE043BT.1	2	2	1	2	2	-	1	1
22CE043BT.2	2	2	2	2	2	1	-	-
22CE043BT.3	2	3	2	3	2	-	1	-
22CE043BT.4	3	1	2	2	3	1	-	-
22CE043BT.5	2	2	1	2	3	1	-	1

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

**Title of the Course** DIGITAL MARKETING  
**Category** PEC  
**Course Code** 22CE043CT

**Year** II MBA  
**Semester** IV Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

- To understand the role of digital marketing in the overall marketing strategy.
- To formulate effective digital marketing strategies through SEO, PPC and display advertising.
- To understand and devise email and mobile marketing strategies for marketing success.
- To illustrate the role of social media and its platforms in marketing function.
- To understand the KPIs and metrics used to evaluate and measure digital marketing effectiveness.

**Unit 1 INTRODUCTION TO DIGITAL MARKETING 10**

Introduction to Internet; History and its Working – Digital Marketing and Digital Marketing Strategy; Definitions and History – Internet in the Traditional Marketing Mix – Crafting a Digital Marketing Strategy – Steps in Building Effective Website.

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

- summarise internet and digital marketing (L2)
- Understand the link between internet and marketing strategy (L2)
- Design effective websites (L3)

**Unit 2 SEO, PPC AND DISPLAY 14**

SEO; Introduction, Search Engine Result Page Positioning, Search Behaviour, On-Page Optimisation and Off-Page Optimisation.

PPC; Introduction, History, How PPC Works, Types of Adverts, Targeting Adverts, Behavioural and Demographic Targeting, Pros and Cons.

Display Advertising; History, Types and Formats, Types of Display Campaigns, Planning and Targeting Display Campaigns, Campaign measurement.

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

- Understand on-page and off page search engine optimization techniques. (L2)
- Understand PPC for effective marketing plan deployment. (L2)
- Understand display advertising for effective marketing plan deployment. (L2)

**Unit 3 EMAIL AND MOBILE MARKETING 12**

Email Marketing; History, Email List Capture, Email Content, Email Marketing Performance Metrics, Avoiding Spam Filters, Do's and Don'ts of Email Marketing.

Mobile Marketing; Mobile Web Design, Mobile Ad Formats, Mobile Advertising Key Tips, Proximity Marketing, SMS Marketing.

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

- Understand email as a marketing tool for effective customer relationships (L2)
- Comprehend mobile as a marketing tool for effective customer acquisition and long-term relationships (L2)

**Unit 4 SOCIAL MEDIA MARKETING 14**

Introduction – History – Traditional Media vs social media – Social Media Plan – Facebook Advertising – Twitter Advertising – YouTube Advertising – LinkedIn Advertising

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

- Summarise the role of social media in contrast to traditional media (L2)
- Understand the different social media platforms used for marketing. (L2)

## Unit 5 ANALYTICS AND REPORTING

10

What are Analytics – Tools and Technology of Analytics – Attribution Modelling – Presentation

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

- Express the use of analytics for marketing effectiveness and the related tools and techniques. (L2)
- Explain the role of attribution modelling and reporting for evaluating digital marketing plans. (L2)

### Prescribed Textbooks:

1. Damian Ryan, Understanding Digital Marketing; Marketing Strategies for Engaging the Digital Generation, 3rd Edition, Kogan Page
2. Dave Chaffey and PR Smith, eMarketingXcellence; Planning and Optimising Your Digital Marketing, 3rd Edition, Butterworth-Heinemann, Elsevier
3. Ian Dodson, The Art of Digital Marketing; The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns, John Wiley and Sons

### Reference Books:

1. Larson and Draper, Internet Marketing Essentials; A Comprehensive Digital Marketing Textbook, Stukent Inc.
2. Rob Stokes, eMarketing; The Essential Guide to Digital Marketing, 4th Edition, Saylor Foundation
3. Simon Kingsnorth, Digital Marketing Strategy; An Integrated Approach to Online Marketing, Kogan Page.
4. Will Rowan Digital Marketing; Using New Technologies to Get Closer to Your Customers, Kogan Page.

### Course Outcomes:

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

- |  | Blooms Level of Learning |
|--|--------------------------|
| 1. Explain about the basic concepts of digital marketing.  | L2                       |
| 2. Describe the effective digital marketing strategies through SEO, PPC and display advertising.                     | L2                       |
| 3. Comprehend email and mobile marketing strategies for successful marketing   | L2                       |
| 4. Summarize the role of social media and its platforms in marketing function.                                       | L2                       |
| 5. Evaluate the key performance indicators and metrics used to evaluate and measure digital marketing effectiveness. | L5                       |

### CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE043CT.1	2	2	1	2	2	3	-	2
22CE043CT.2	2	2	1	2	1	1	-	-
22CE043CT.3	2	2	1	2	1	2	1	1
22CE043CT.4	2	2	1	2	2	-	1	1
22CE043CT.5	2	2	2	1	2	1	-	1





- Get an awareness and understand how to maintain a good relationship with different outsourcing agencies(L2)

**Prescribed Textbooks:**

1. Lynda M. Applegate, Robert D. Austin and F. Warren McFarlan, Corporate Information Strategy and Management, TMH.
2. C.S.G. Krishnamacharyulu and Lalitha R., Management of Technology, Himalaya
3. V.K. Narayan, Managing Technology and Innovation for Competitive Advantage, Pearson, 2009.
4. C.K. Prahlad, The New Age of Innovation, TMH, 2009

**Reference Books:**

1. Sanjiva Shankar Dubey, IT strategy and Management, PHI, 2009.
2. ParagKulkarni IT Strategy for Business, Oxford, 2009.

**Course Outcomes:**

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

Blooms Level of Learning

- |  |    |
|--|----|
| 1. Apply IT planning and strategy tools.   | L2 |
| 2. Summarise the business networks and models.                                   | L2 |
| 3. Solve different networking and infrastructure services.                       | L4 |
| 4. Conceptualise analytical framework facilities, manpower control and security. | L2 |
| 5. Evaluate outsourcing methods and opportunities.                               | L3 |

**CO-PO Mapping:**

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

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES RAJAMPET**  
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**Title of the Course** ORGANIZATION DEVELOPMENT  
**Category** PEC  
**Course Code** 22CE044AT

**Year** II MBA.  
**Semester** IV Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

- To learn the basic concepts of organisation development.
- To analyse transformational aspects in an organisation.
- To diagnose different organisational issues.
- To understand different types of interventions used in for organisation development.
- To examine the betterment of organization through effective training.

**Unit 1 ORGANISATION DEVELOPMENT 12**

Definition – Contributory Stems, Values, Assumptions.

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

- Learns the basic concepts related to Organization Development. (L2)
- Gets clarity regarding values to be inculcated in the employees for OrganisationalDevelopment. (L2)

**Unit 2 CHARACTERISTICS AND FOUNDATIONS OF OD 10**

Systems Outlook – Third Wave Management and Organization Transformation.

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

- Applies the knowledge related to organisational transformation. (L3)
- Understand the basic system and subsystems in the organization. (L2)

**Unit 3 DIAGNOSTIC PROCESS AND AREAS OF DIAGNOSIS. 10**

Action Research – As a Process and Approach – Organization Development.

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

- Understand the way of finding solutions to organisational problems. (L2)
- Explain the different ways of organisational development. (L2)

**Unit 4 INTERVENTIONS CLASSIFICATION 12**

Team Interventions – Intergroup Interventions – Third party Peace-making Intervention.

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

- Know the modes of interactions in teams. (L2)
- Comprehend intergroup relationships. (L2)
- Focus on the role of Third party in developing the organisation and also in resolving organizational conflicts. (L3)

**Unit 5 STRUCTURAL INTERVENTIONS 12**

Comprehensive Interventions and Training Experience – Other Interventions – T-Groups – Behaviour Modelling – Life and Career Planning.

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

- Focus on reaching life goals as well as career plans. (L3)
- Helps in the betterment of organisation through effective training. (L3)

**Prescribed Textbooks:**

1. Organisation Development and Transformation, French, Bell &Zawacki, 6/e TMH, 2008.
2. Organization Change and Development, Kavita Singh: Excel, 2008.
3. Organisation Development, Daniel Robey& Steven Actman, Macmillan.
4. Organisation Development Interventions &Strategies, S. Ramnarayan, T.V. Rao &Kuldeep Singh, Response. 2009.

**Reference Books:**

1. B. V. Ramana, Higher Engineering Mathematics, McGraw Hill Education.
2. George B. Thomas, Maurice D. Weir and Joel Hass, Thomas Calculus, 13/e, Pearson Publishers, 2013.
3. R.L. GargNishu Gupta, Engineering Mathematics Volumes-I &II, Pearson Education
4. H. K. Das, Er. RajnishVerma, Higher Engineering Mathematics, S. Chand.

**Course Outcomes:**

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

- |  | Blooms Level of Learning |
|--|--------------------------|
| 1. Explain the historical development of organization development.               | L2                       |
| 2. Evaluate the system and its transformational issues.                          | L5                       |
| 3. Analyze the key concepts that help in organisation growth and sustainability. | L2                       |
| 4. Summarize the different interventions that work in a company.                 | L2                       |
| 5. Analyze the ways for determining life and career choices.                     | L4                       |

**CO-PO Mapping:**

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

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

**Title of the Course** FINANCIAL DERIVATIVES  
**Category** PEC  
**Course Code** 22CE044BT

**Year** II MBA  
**Semester** IV Semester  
**Branch** MBA

<b>Lecture Hours</b>	<b>Tutorial Hours</b>	<b>Practice Hours</b>	<b>Credits</b>
4	0	0	4

**Course Objectives:**

- To understand the basic concepts of Derivatives and their role in Financial Markets.
- To understand the interaction between Spot Markets and Derivatives Markets.
- To comprehend the mechanics of Forward and Futures contracts.
- To explore various types of options contracts and option pricing models.
- To explore the mechanics of Swap transactions and their impact on Risk Management.

**Unit 1 INTRODUCTION TO DERIVATIVES 10**

Development and Growth of Derivative Markets – Types of Derivatives – Uses of Derivatives

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

- Able to understand Nature of derivatives and various types and classifications of derivatives. (L2)
- Understand derivatives and structure of derivatives markets in India, growth and development derivatives. (L2)

**Unit 2 FINANCIAL AND DERIVATIVES MARKETS 10**

Fundamental linkages between Spot & Derivative Markets – Role of Derivatives Market – Uses & Misuses of Derivatives.

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

- Understand hedge underlying positions using derivatives. (L2)
- Analyze the structure and functioning of financial markets, including money market. (L4)

**Unit 3 FUTURE AND FORWARD MARKETS 10**

Structure of Forward and Future Markets – Mechanics of Future Markets – Hedging Strategies – Using Futures.

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

- Understand the pay-off forward contract and the pricing of forward contract. (L3)
- Analyse risk through forwards, evolution of futures trading and role of clearing house and margin requirements. (L4)
- Understanding the concept of hedging. (L2)

**Unit 4 OPTIONS 15**

Distinguish between Options and Futures - Structure of Options Market – Principles of Option Pricing – Option Pricing Models: The Binomial Model, The Black-Scholes Merton Model.

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

- Apply advanced option Greeks (Delta, Gamma, Beta, Vega, Rho). (L4)
- Understand the role of the market players in option trading. (L2)
- Analyze the role of volatility in options trading. (L4)

**Unit 5 SWAPS 15**

Concept and Nature – Evolution of Swap Market – Features of Swaps – Types of Swaps; Interest Rate Swaps, Currency Swaps, Commodity Swaps, Equity Index Swaps – Credit Risk in Swaps - Using Swaps to Manage Risk – Pricing and Valuing Swaps

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

- Analyze the impact of interest rate movements on swap valuations. (L4)
- Understand structured swaps and their applications in customized risk management. (L2)

**Prescribed Textbooks:**

1. Risk Management & Derivatives, Stulz, Cengage, 2009
2. Derivatives and Risk Management, Jayanth Rama Varma: TMH, 2008.
3. Financial Derivatives, Gupta, 1st Edition, PHI, 2008
4. Fundamentals of Futures and Options Market, John C Hull: Pearson Education, 2008

**Reference Books**

1. Financial Derivatives, Mishra: Excel, 2009.
2. Options, Futures and Other Derivatives, John C Hull: 7th Edition, Pearson Education, 2009
3. Derivatives Valuation and Risk Management, David A. Dufresne, Thomas W Muller, TR: Oxford, 2008
4. Risk Management Insurance and Derivatives, G. Koteswar: Himalaya, 2008.

**Course Outcomes:**

Blooms Level of Learning

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

- |  |    |
|--|----|
| 1. Explain the concepts of derivatives, types of derivatives and their use in risk management. | L2 |
| 2. Summarize the inter relationship between spot & derivative market.                          | L2 |
| 3. Analyze the risk in forward and future contracts and its impact on margin requirements.     | L4 |
| 4. Describe the different types of risk and return management.                                 | L3 |
| 5. Apply various techniques to manage risks in derivatives market.                             | L3 |

**CO-PO Mapping:**

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

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

**Title of the Course** INTEGRATED MARKETING COMMUNICATIONS  
**Category** PEC  
**Course Code** 22CE044CT

**Year** II MBA  
**Semester** IV Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

- To understand the importance of integrated marketing communications (IMC) and the role of advertising agencies.
- To learn to set IMC campaign objectives and budgets.
- To understand various issues in designing message, creative and media strategies of IMC programs.
- To understand the Marketing communication mix in IMC programs.
- To learn the measures of IMC campaign effectiveness methods.

**Unit 1 INTRODUCTION TO IMC 10**

Definition, Evolution and Importance of IMC – Tools for IMC – Role of Advertising in a Developing Economy – Participants in IMC Process – Advertising Agency; In-House Versus External Advertising Agencies, Types of Ad Agencies, Choosing an Agency.

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

- Explain the evolution, tools and process in Marketing Communication activities. (L2)
- Analyse different External advertising agencies versus In-house Advertising agencies. (L3)

**Unit 2 IMC OBJECTIVES AND BUDGETING 8**

Marketing vs Communications Objectives – Sales vs Communications Objectives – DAGMAR Approach to Setting Objectives – Establishing the Promotional Budget – Budgeting Approaches.

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

- Describe the communications available to Marketers. (L2)
- Explain the Budgeting in Marketing. (L2)

**Unit 3 MESSAGE, CREATIVE AND MEDIA STRATEGIES 10**

Message Strategies – Creative Brief – Unique Selling Proposition – Types of Advertising Appeals – Guidelines for Evaluating Creative Output – Advertising Terminology – Developing and Implementing Media Strategies.

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

- Understand Marketing Communications Theories and Concepts. (L2)
- Analyse different Media Strategies. (L4)

**Unit 4 SALES PROMOTIONS AND OTHER MEDIA 8**

Sales Promotions; Consumer and Trade Promotions, Coordination with IMC – Publicity and Public Relations; Advantages and Disadvantages – The Role of Direct Marketing in the IMC Program – IMC Using Social and Other Media-Web 2.0.

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

- Apply marketing communication mix to achieve the communications, objectives of the IMC campaign plan. (L3)

**Unit 5 IMC EFFECTIVENESS MEASUREMENT 8**

IMC Campaign Testing Process; Concept Testing, Rough Art, Copy, and Commercial Testing, Pretesting of Finished Ads and Post-testing of Ads – Essentials of Effective Testing.

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

- Apply the key terms, definitions, and concepts used in Integrated marketing communication. (L3)

**Prescribed Textbooks:**

1. Integrated Advertising, Promotion and Marketing Communications, Clow, Baack, 3/e, Pearson, 2008.
2. Integrated Advertising, Promotion and Marketing Communications, Kruti Shah, Alon D'Souza, TMH, 2009
3. Advertising and Promotion – An Integrated Marketing Communication Approach, Shimp, Cengage, 2007.
4. Advertising, Sales and Promotion Management, S.A. Chunawalla, Himalaya, 2009

**Reference Books:**

1. Advertising & Sales Promotion, SHH Kazmi, SatishBatra, 3/e, Excel2009.
2. Advertising Management with Integrated Brand Promotion, O'Guinn. Allen, Semenik, Cengage,2009.
3. Advertising Management, Jethwaney, Jain, Oxford, 2009.
4. Contemporary Advertising, Arens, 10/e, TMH, 2009.

**Course Outcomes:**

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

Blooms Level of Learning

- |  |    |
|--|----|
| 1. Explain the various concepts of intergrated marketing communication in the marketing function.                                  | L2 |
| 2. Evaluate the objectives of intergrated marketing communication objectives and allocate promotional budgets.                     | L5 |
| 3. Design message, creative and media strategies for an Integrated Marketing Communication campaign .                              | L6 |
| 4. Analyse Integrated Marketing Communication Programs using ther promotional mix elements.  | L4 |
| 5. Apply the key terms, definitions, and concepts used in integrated marketing communications in successful marketing of Products. | L4 |

**CO-PO Mapping:**

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



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

**Title of the Course** DATA COMMUNICATION AND NETWORK ANALYSIS  
**Category** PEC  
**Course Code** 22CE044DT

**Year** II MBA  
**Semester** IV Semester  
**Branch** MBA

Lecture Hours	Tutorial Hours	Practice Hours	Credits
4	0	0	4

**Course Objectives:**

- Build an understanding of the fundamental concepts of computer networking.
- Summarize the basic concepts related to data link layer.
- Familiarize the student with the basic taxonomy and terminology of the computer networking layer.
- Describe transportation layer and session layer.
- Comprehend the various issues related to presentation layer.

**Unit 1 INTRODUCTION 12**

General Structure of Networks – ISO, OSI Reference Model – Hierarchical Network – Connectivity Analysis – Delay Analysis – Local Access Network Design, Transmission and Multiplexing – Digital Transmission – Circuit Switching and Packet Switching – Terminal Handling – Error Correction and Error Correcting Codes.

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

- Understand basic knowledge of network design, transmission. (L2)
- Get an awareness of error correction and error correcting codes. (L2)

**Unit 2 DATA LINK LAYER 12**

Data Link Layer Design Issues – Framing – Error Control and Flow Control – Error Detection and Correction – Elementary Data Link Protocols – Sliding Window Protocols

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

- Familiarity with the basic protocols of computer networks, and how they can be used to assist in network design and implementation. (L2)

**Unit 3 NETWORK LAYER 12**

Network Layer Design Issues, - Routing Algorithms; Optimality Principle, Shortest Path Routing, Flooding, Distance Vector Routing, Link State Routing, Hierarchical Routing, Broadcasting Routing and Congestion Control Algorithms.

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

- To understand the services, functions and inter-relationship of different layers in network models. (L2)
- Analyze different routing procedures for free flow of information. (L4)

**Unit 4 TRANSPORTATION LAYER AND SESSION LAYER 11**

Transport Service – Addressing and Connection Establishment – Flow Control and Buffering – Synchronization – Crash Recovery Gateway – Internet Work Fragmentation – Session Layer

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

- Understand how data sent from one host arrive to the target host. (L2)
- Able to manage the systems from crash the following recovery strategies. (L3)

**Unit 5 PRESENTATION LAYER 11**

Network Security and Privacy – Data Encryption – Key Distribution Authentication and Digital Signatures – Virtual Terminal Protocols – File Transfer Protocols.

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

- Understand the privacy and network security system. (L2)
- Build an understanding of the distribution authentication and value of digital signature. (L2)

**Prescribed Textbooks:**

1. Data Communication and Computer Networks, Duck & Read, 2/e, Pearson, 2009.
2. Understanding Data Communications and Networks, William A. Shay, Vikas.
3. Data Communication and Net Working, BehrouzA. Forouzan, TMH, 2009

**Reference Books:**

1. Data Networks, Bertsekas&Gallages, PHI.
2. Computer Communications and Networking Technologies, Michael A. Gallo, Cengage, 2009.

**Course Outcomes:**

At the end of the course, the student will be able to	Blooms Level of Learning
1. Explain the basic concepts of Network design, digital transmission, error correction & correction codes	L2
2. Describe Data link layer design issues, error and flow control, error detection and correction, protocols of error networks.	L2
3. Analyze the network layer design issues and routing procedures for free flow of information.	L4
4. Comprehend the transport service, flow control and crash recovery gateways.	L2
5. Describe the network security and privacy system, distribution authentication and value of digital signature.	L2

**CO-PO Mapping:**

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

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

**Title of the Course**    COMPREHENSIVE PROJECT WORK  
**Category**                PROJECT  
**Course Code**            22CE045P

**Year**                    II MBA  
**Semester**            IV Semester  
**Branch**                MBA

<b>Lecture Hours</b>	<b>Tutorial Hours</b>	<b>Practice Hours</b>	<b>Credits</b>
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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
22CE045P	3	2	2	2	3	3	2	2

**PROGRAM OUTCOMES:**

1. **Management Knowledge:** Apply knowledge of Management Theories and Practices to solve Business Problems.
2. **Critical Thinking:** Foster Analytical and Critical thinking abilities for Data – based decision making.
3. **Value Based Leadership:** Ability to develop value-based Leadership.
4. **Communication and Ethics:** Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.
5. **Multidisciplinary Environment:** Ability to lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment.
6. **Entrepreneurship:** Ability to evaluate best entrepreneurial opportunities and manage start-ups in the present Business world.
7. **Social Responsiveness:** Apply ethical principles and understand the impact of the Professional management solutions in societal and environmental contexts.

8. **Life Long Learning:** Ability to engage in independent and life long learning in the context of managing unpredictable Societal and Global issues.