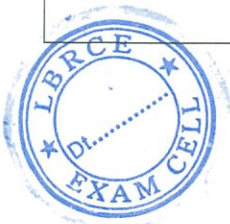



I SEMESTER

S. No	Course code	Course Title	Contact hours/week				Credits	Scheme of Valuation		
			L	T	P	Total		CIE	SEE	Total
1	17MB01	Principles of Management	3	1	-	4	3	40	60	100
2	17MB02	Managerial Economics	3	1	-	4	3	40	60	100
3	17MB03	Accounting for Managers	4	1	-	5	4	40	60	100
4	17MB04	Statistics for Management	4	1	-	5	4	40	60	100
5	17MB05	Business Environment and Laws	3	1	-	4	3	40	60	100
6	17MB06	Business communication	3	1	-	4	3	40	60	100
7	17MB60	Information Technology Lab	-	-	2	2	1	40	60	100
8	17MB61	Business communication Lab-I	-	-	2	2	1	40	60	100
TOTAL			20	6	4	30	22	320	480	800

II SEMESTER

S. No	Course code	Course Title	Contact hours/week				Credits	Scheme of Valuation		
			L	T	P	Total		CIE	SEE	Total
1	17MB07	Organizational Behavior	3	1	-	4	3	40	60	100
2	17MB08	Marketing Management	3	1	-	4	3	40	60	100
3	17MB09	Financial Management	4	1	-	5	4	40	60	100
4	17MB10	Human Resource Management	3	1	-	4	3	40	60	100
5	17MB11	Business Research Methods	3	1	-	4	3	40	60	100
6	17MB12	Operations Management	3	1	-	4	3	40	60	100
7	17MB51	Industrial Data Analysis and Presentation	-	-	4	4	2	100	-	100
8	17MB62	Business Communication Lab-II	-	-	2	2	1	40	60	100
TOTAL			19	6	6	31	22	380	420	800




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III SEMESTER

S. No	Course code	Course Title	Contact hours/week				Credits	Scheme of Valuation		
			L	T	P	Total		CIE	SEE	Total
1	17MB13	Strategic Management	4	1	-	5	4	40	60	100
2	17MB14	Operations Research	3	1	-	4	3	40	60	100
FINANCE										
3	17MB15	Security Analysis and Portfolio Management	4	1	-	5	3	40	60	100
4	17MB16	Financial Institutions and Services	4	1	-	5	3	40	60	100
5	17MB17	Strategic Financial Management	4	1	-	5	3	40	60	100
HRM										
6	17MB18	Performance Management	4	1	-	5	3	40	60	100
7	17MB19	Management of Industrial Relations	4	1	-	5	3	40	60	100
8	17MB20	Leadership and team building	4	1	-	5	3	40	60	100
MARKETING										
9	17MB21	Service Marketing Retail Management	4	1	-	5	3	40	60	100
10	17MB22	Advertising and Brand Management	4	1	-	5	3	40	60	100
11	17MB23	Social Media & Digital Marketing	4	1	-	5	3	40	60	100
SYSTEMS										
12	17MB24	Database Management System	4	1	-	5	3	40	60	100
13	17MB25	E-Commerce	4	1	-	5	3	40	60	100
14	17MB26	Management Information System	4	1	-	5	3	40	60	100
OPERATIONS MANAGEMENT										
15	17MB27	Materials Management	4	1	-	5	3	40	60	100
16	17MB28	Service operations management	4	1	-	5	3	40	60	100
17	17MB29	Project Management	4	1	-	5	3	40	60	100
18	17MB63	Data Analysis Lab	-	-	2	2	1	40	60	100
19	17MB52	Project Work (Phase – I)	-	-	3	3	2	100	-	100
TOTAL			23	06	05	34	22	380	420	800

Note: Specialization papers will be offered in five areas viz., Finance, HRM, Marketing, Systems and Operations Management, out of which students shall choose any two specializations. In each specialization, the student is required to opt any two courses.

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IV SEMESTER

S. No	Course code	Course Title	Contact hours/week				Credits	Scheme of Valuation		
			L	T	P	Total		CIE	SEE	Total
1	17MB30	Entrepreneurship	3	1	--	4	3	40	60	100
2	17MB31	Business Ethics and Corporate Governance	3	1	--	4	3	40	60	100
FINANCE										
3	17MB32	International Financial Management	4	1	-	5	3	40	60	100
4	17MB33	Financial Derivatives	4	1	-	5	3	40	60	100
5	17MB34	Banking and Insurance Management	4	1	-	5	3	40	60	100
HRM										
6	17MB35	Strategic Human Resource Management	4	1	-	5	3	40	60	100
7	17MB36	Management of Change	4	1	-	5	3	40	60	100
8	17MB37	Talent Management	4	1	-	5	3	40	60	100
MARKETING										
9	17MB38	Consumer Behaviour	4	1	-	5	3	40	60	100
10	17MB39	Customer Relationship Management	4	1	-	5	3	40	60	100
11	17MB40	International Marketing	4	1	-	5	3	40	60	100
SYSTEMS										
12	17MB41	Data Warehousing and Data Mining	4	1	-	5	3	40	60	100
13	17MB42	Decision Support Systems & Intelligence System	4	1	-	5	3	40	60	100
14	17MB43	Enterprise Resource Planning	4	1	-	5	3	40	60	100
OPERATIONS MANAGEMENT										
15	17MB44	Product design	4	1	-	5	3	40	60	100
16	17MB45	Process Management	4	1	-	5	3	40	60	100
17	17MB46	Six Sigma	4	1	-	5	3	40	60	100
18	17MB53	Project Work (Phase - II)	--	--	6	6	4	40	60	100
TOTAL			22	06	06	34	22	280	420	700

Note: Specialization papers will be offered in five areas viz., Finance, HRM, Marketing, Systems and Operations Management, out of which students shall choose any two specializations. In each specialization, the student is required to opt any two courses.


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MBA (I Sem.)

17MB01 - PRINCIPLES OF MANAGEMENT

L	T	P	Cr.
3	1	-	3

Course Educational Objectives:

- The main objective of this course is to introduce the important management concepts and theories available in the management literature to the students.
- The course aims at providing students better insights into the basic principles, functions and processes of management.
- To impart the basic function and roles of the management (such as planning, organizing, staffing, directing and controlling) and its applications in business operations

Course Outcomes: At the end of the course, the student will be able to

- CO1 : The student will be able to analytically appraise the journey of management from ester years to the modern days that experienced several adjustments in the course of its expedition.
- CO2: The student will understand how essential various functions of management are forevery business manager.
- CO3: The student will develop knowledge about various managerial processes and become competent when involved in them to achieve success.
- CO4: The student will gain acquaintance with the essence of superior-subordinate relationship which is an important aspect in accomplishing organizational objectives as a team.
- CO5: The student will realize the importance of controlling and giving feedback for ensuring effective and efficient performance of the personnel. At the end of the course, the student should be able to apply these principles to the practical situations concerning the management of people and organizations in real business life.

UNIT - I

Management: Definition – Nature – Importance – Goals – Levels – Skills – Roles – Functions; Contributions of F.W. Taylor, Henry Fayol and Elton Mayo; Modern approaches – Recent Developments; Managing people for competitive advantage – Challenges

UNIT - II

Planning: Nature – Importance – Types – Levels – Process; MBO: Process – Advantages – Disadvantages; Decision making: Significance – Types – Decision making process – Modern Approaches – Evaluating Decisions

UNIT - III

Organizing: Nature – Formal and Informal organizations – Organization levels and Span of management – Structure and Process; Departmentation – Modern Structures: Characteristics; Line and Staff – Authority – Centralization – Decentralization; **Staffing:** Definition – Human Resource Planning: Principles – Process – Recruitment – Selection – Performance Appraisal

UNIT - IV

Directing: Meaning – Assumptions of Human Behavior: Theory X - Theory Y; Leadership: Definition – Dimensions – Leader Vs Manager – Leadership behavior and Styles – Recent Approaches – Managerial Grid; Communication: Process – Methods

UNIT - V

Controlling: Nature – Importance – Process – Feedback system Requirements for effective Control – Control techniques

Relevant Case study discussions in all units

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TEXT BOOKS

1. Koontz, Weihrich and Aryasri: "*Principles of Management*", TMH, New Delhi, 2008.
2. Meeenakshi Gupta: "*Principles of Management*", PHI Private Limited, New Delhi, 2009.

REFERENCE

1. Prasad L M: *Principles and Practices of Management*, Sultan Chand & Sons, New Delhi.
2. John F. Wilson: *The Making of Modern Management*, Oxford University Press.
3. Daft: "*The New Era of Management*", Cengage Learning, New Delhi, 2009.
4. Stoner, Free man and Gilbert: "*Management*", Pearson Education, New Delhi, 2002.



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L	T	P	Cr.
3	1	-	3

Course Educational Objectives:

- The objective of this course is to inculcate the basic knowledge to students related to concepts of economics and make them effective business decision makers;
- To make the students to understand fundamentals of Economics such as demand, elasticity of demand, demand forecasting, production laws, and cost and output relationship, also to explain role of Break Even Analysis in various business decisions.
- To give an overview on types of markets and also explain how price and output is determined under different market structures
- To demonstrate different perceptions on profit theories and also explain business firms and their merits, demerits.

Course outcomes: At the end of the course, the student will be able to

- CO1: Capable of analyzing fundamentals of managerial economics such as demand, production, price, supply and investment concepts which helps them in doing effective business administration.
- CO2: Analyze decisions relating to demand, production and cost.
- CO3: Take business decisions using breakeven analysis.
- CO4: Analyze conditions prevail in each market and also evaluate in which type of market the organization achieves abnormal profits.
- CO5: Able to analyze the cost benefits of all alternative solutions of business problems and choose the optimal and economical solutions, so that managers can handle the available resources to meet expected goals.

UNIT - I

Introduction to Managerial Economics: Economics-Definitions-Micro, Macro, Welfare Economics-Managerial Economics- Definition, Nature and Scope, Relationship with other Disciplines- The role of Managerial Economist in business.

UNIT - II

Fundamental Economic concepts: Opportunity cost, Discounting principle, Time perspective, Incremental concept, Marginal Utility and Equi-marginal Utility, Risk and Uncertainty.

Objectives of the Firm: Business firm-Objectives –Economic objectives-Social objectives

Structure of the Firm: Characteristics and types, Merits and Demerits of various business firms in Private and Public sector.

UNIT - III

Demand Analysis: Demand-Demand Function – Determinants- Types -Law of Demand and its Exceptions; Elasticity of demand: Types of Elasticity of Demand, Measurement of Elasticity of Demand, Factors affecting Elasticity of Demand, significance of Elasticity of Demand.

Demand forecasting: Demand forecasting-Types-Methods -Survey Method- Statistical Method

UNIT - IV

Production Analysis: Production function, Cobb-Douglas Production Function, Iso-Quants,Iso-Costs and Least Combination, MRTS, Laws of Production and Economies of scale.

Cost Analysis: Cost- significance-Cost concepts, short run and long run cost-output relationship; Cost control and its Techniques.

Break-Even Analysis: BEP –significance-BEP chart-Limitations



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UNIT - V

Market Structure and Pricing: Classification of Markets, Competitions and its features; Price-Output determination in Perfect competition, Monopoly, Monopolistic competition markets; Pricing methods and Strategies. Theories of profit.

Relevant case study discussions in all units

TEXT BOOKS

1. G S Gupta, "*Managerial Economics*", Tata McGraw Hill.
2. P. L.Mehta "*Managerial Economics– Analysis, Problems & Cases*"-Sulthan Chand & Sons

REFERENCE

1. Dean. Joel: "*Managerial Economics*", PHI.
2. R.L.Varshney and K.L.Maheshwari, "*Managerial Economics*", 17th Edition, SultanChand& Sons
3. Henry and Haynes, "*Managerial Economics*": Analysis and Cases, BusinessPublications
4. Keat, 2007, "*Managerial Economics*", 4th Edition, Thomson
5. H.Craig Petersen, W.C. Lewis, S K Jain, 2006, "*Managerial Economics*", Pearson




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MBA (I Sem.)

17MB03 - ACCOUNTING FOR MANAGERS

L	T	P	Cr.
4	1	-	4

Course Educational Objectives:

- To provide information about fundamental concepts of financial accounting and make them to learn the Generally accepted Accounting Principle and Accounting Standards issued by ICAI.
- To make the students able to do book-keeping work and prepare the financial statement of organization.
- To create an understanding about funds flow and cash flow statements and make them prepare these statements.
- To enable them to do the financial analysis by using the tool Ratio Analysis and drawing meaningful conclusions about company's financial position.

Course outcomes: At the end of the course, the student will be able to

CO1: Students are able to prepare the financial statements of business concerns.

CO2: Students can analyze the financial soundness of organizations by doing analysis on financial statement.

CO3: Students are able to provide useful information to higher officials to make proper decision related to financial aspects.

CO4: Students can do the funds flow and cash flow analysis by preparing Funds Flow Statement and Cash Flow Statements

UNIT - I

Introduction to Accounting –Nature and Scope -Financial Accounting, Cost Accounting, Management Accounting – Role of Accounting in Modern Organization, Importance, Objectives and Principles, Accounting Concepts & conventions and the Generally Accepted Accounting Principles (GAAP), Accounting Standards issued by Institute of Chartered Accountants of India. Concept of Shares and Debentures & Amalgamation

UNIT - II

Financial Accounting System – Journal and Subsidiary books, ledger, Trial Balance, Classification of capital and revenue expenses, Final Accounts with adjustments (Sole trading concern).

UNIT - III

Valuation of Fixed assets: Tangible vs. Intangible assets, Depreciation of fixed assets and methods of depreciation (Straight line method, Written down value method, Annuity method). Valuation of Inventory (FIFO, LIFO, Simple average, weighted average methods).

UNIT - IV

Funds flow and Cash flow statements: Meaning- Advantages and Limitations – Statement of Changes in Working Capital -Analysis and interpretation of financial statement from investor and company point of view – Du Pont Chart.

UNIT - V

Financial Statement Analysis–Ratio Analysis: Classifications–Liquidity, Activity, Profitability, Solvency and Structural ratios – Calculation and interpretation of ratios -Predictive Power of ratios – Advantages and Limitations of ratio analysis.

Relevant case study discussions in all units

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TEXT BOOKS

1. Maheshwari S N, Mahehwari S K: "*Financial Accounting* "; Vikas Publishing House Private Limited, New Delhi, 2009,
2. I. M. Pandey : Management Accounting Vikas Publishing House, ND.

REFERENCE

1. Asish K. Bhattacharyya: "*Essentials of Financial Accounting*", PHI Private Limited, New Delhi, 2009.
2. Khan.M.Y.,Jain.P.K., 2007, Management Accounting – Text, Problems and Cases, 4thEdition, Tata McGraw Hill, New Delhi – 8
3. N.M.Singhvi, Management Accounting, Text and Cases, Prentice Hall.
4. J.C. Varshney: Financial and Management Accounting, Wisdom Publication.
5. Gupta, 2006, Financial Accounting for Management – An Analytical Perspective, Pearson.




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MBA (I Sem.)

17MB04 - STATISTICS FOR MANAGEMENT

L	T	P	Cr.
4	1	-	4

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

- The course aims to encourage thinking statistically.
- The course designed to equip managers with the skills to make effective use of data in the workplace,
- To develop expertise in a standard set of statistical and graphical techniques that will be useful in analyzing data
- Learn to apply these techniques in a number of areas of management.
- It is intended that you will leave the course with an ability to use the statistical software.
- With a good understanding of how to describe and model business relationships using simple and multiple linear regression analysis.

Course outcomes: At the end of the course, the student will be able to

- CO1: Appreciate that the collection and statistical analysis of data improves business decisions and reduces the risk of implementing solutions that waste resources and effort.
- CO2: Select and deploy the correct statistical method for a given data analysis requirement. In particular, develop expertise in describing data, process management, hypothesis testing and model building.
- CO3: Achieve a practical level of competence in building statistical models that suit business applications.
- CO4: Recognize, develop and distinguish between models for cross-sectional analysis at a single point in time and models for time series analysis at multiple points in time.
- CO5: Increase your capability as a manager to “think statistically” using data and use this capability to support your business intuition.
- CO6: Build sufficient skills to provide leadership in statistical methods for the staff in your area of responsibility.

UNIT I : Introduction

Statistics – Definition, Types. Types of variables – Organising data - Descriptive Measures. Basic definitions and rules for probability, conditional probability independence of events, Bayes’ Theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal Distributions.

UNIT II: Sampling Distribution and Estimation

Introduction to sampling distributions, sampling distribution of mean and proportion, application of Central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population Parameters of large sample and small samples, determining the sample size.

UNIT III: Testing of Hypothesis - Parametric tests

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two Sample standard deviations. ANOVA one and two way.

UNIT IV: Non-Parametric Tests

Chi-square test for single sample standard deviation. Chi-square tests for independence of Attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov-Smirnov – Test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test, rank correlation.

UNIT V Correlation, Regression and Time Series Analysis

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Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, Trend analysis, cyclical variations, seasonal variations and irregular variations, forecasting errors.

TEXT BOOKS

1. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, 2011.
2. Aczel A.D. and Sounderpandian J., "Complete Business Statistics", 6th edition, Tata McGraw –Hill Publishing Company Ltd., New Delhi, 2012.

REFERENCE

1. Srivatsava TN and ShailajaRego, Statistics for Management, Tata McGraw Hill, 2008.
2. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012.
3. Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics, 11th edition, Thomson (South – Western) Asia, Singapore, 2012.
4. N. D. Vohra, Business Statistics, Tata McGraw Hill, 2012.




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L	T	P	Cr.
3	1	-	3

Course Educational Objectives :

1. To develop an understanding of how various environmental factors influence the business.
2. To acquaint students with the functioning of various international trade organizations, scales of business and emerging trends in business.
3. To familiarize students with the various important provisions of Indian Contract Act and Sale of Goods Act.
4. To familiarize students with the various important provisions of the Company Law and the Indian Partnership Act.
5. To familiarize students with the various important provisions of Consumer Protection Act, 1986.

Course Outcomes: At the end of the course, the student will be able to

CO1: The student will be thoughtful of the environmental forces influencing the business.

CO2: The student will be able to understand the influence exerted by international organizations on trade in the light of emerging business trends

CO3: The student will be able to conduct business based on his knowledge about Indian Contract Act and Sale of Goods Act.

CO4: The student will understand the important provisions of the Indian Companies Act, as well as the Indian Partnership Act and organize the business accordingly.

CO5: The student will be able to use his/her knowledge of various provisions of Consumer Protection Act for the smooth functioning of the business.

UNIT - I

Business Environment: Introduction and Features – Concepts of Vision & Mission Statements – Types of Environment: i) Internal to the Enterprise: Value System, Management Structure and Nature, Human Resource, Company Image and Brand Value, Research & Development; ii) External to the Enterprise: a) Micro: Suppliers, Customers, Market Intermediaries; b) Macro: Demography, Natural, Legal & Political, Technological, Economy, Competition, Sociocultural; Union Budget.

UNIT - II

International Organisations: WTO, IMF, World Bank; **Scales of Business:** Micro, Small and Medium Enterprises – Large Scale Enterprises and Public Enterprises – MNCs; **Emerging Trends in Business:** Concepts, Advantages and Limitations of: Network Marketing – Franchising – Business Process Outsourcing (BPO) – E-Commerce – M-Commerce

UNIT - III

Introduction to Law: Meaning of Law and its Significance; **Indian Contract Act, 1872:** Contract - Meaning; Essentials of a Valid Contract; Nature and Performance of Contract; Termination and Discharge of Contract; **Sale of Goods Act, 1930:** Essentials of a Contract of Sale, Hire-Purchase; Conditions and Warranties; Transfer of Title by Non-Owners; Doctrine of Caveat Emptor; Performance of the Contract of Sale; Rights of Unpaid Seller

UNIT-IV

Indian Partnership Act, 1932: Partnership Deed; Rights and Liabilities of Partners; Authority of Partners and its Scope; Registration of Firms; Dissolution of Firms and of the Partnership
Indian Companies Act, 2013: Promotion and Incorporation of a Company; Concept of Board of Directors, Shareholders and Company Meetings; Company Secretary; E-Governance.

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UNIT-V

Consumer Protection Act, 1986: Introduction, Objects of the Act, Meaning of Consumer, Meaning of Service, Unfair Trade Practice, Consumer Protection Councils: Central, State and District level consumer disputes redressal forums - Objects and their Functions; Rights of the Consumers, Reliefs available to Consumers

TEXT BOOK

1. K. Aswathappa – Essentials of Business Environment, Himalaya Publishing House, 2008.
2. S.N. Maheswari & S.K. Maheswari – A Manual of Business Laws, Himalaya Publishing House, 2013.

REFERENCES

1. Business Environment; Francis Cherunilam- Himalaya Publications
2. Institute of Company Secretaries (ICSI) Study Material – Foundation Programme on Business Environment and Entrepreneurship, New Delhi, 2014.
3. N.D. Kapoor – Mercantile Law; Sultan Chand & Co., New Delhi.
4. Justin Paul, Business environment, Tata McGraw Hill, New Delhi, 2006.
5. Ian Wirthington & The Business Environment; Pearson Education Ltd., England.
Chris Britton
6. Poonam Gandhi Business Studies; Dhanpat Rai & Company Private Limited, Delhi.
7. D. Chandra Bose Business Laws; PHI Learning Pvt. Ltd.



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MBA (I Sem.)

17MB06 - BUSINESS COMMUNICATION

L	T	P	Cr.
3	1	-	3

Pre requisite: Basic knowledge of grammar, vocabulary and ability to speak, write and understand simple sentences in English.

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

- Realize the role of communication in business and its objectives
- The concept of listening, dynamics of listening, effective communication and its barriers.
- The concept of interpersonal relations, team work, empathy, conflict resolution etc.
- Write business letters, reports and other types of written documentation thoroughly through samples from the industry.
- Gather ideas and information, to organize ideas relevantly and coherently and participate in group discussions, Face interviews.
- Make oral presentations and to take part in social and professional communication.

Course Outcomes : At the end of the course, the student will be able to

- CO1: Make good communication in business exhibiting effective interpersonal skills, negotiation skills and body language
- CO2: Profess in all the four language skills such as listening, speaking, reading and writing.
- CO3: Make oral and written presentations effectively.
- CO4: Skillfully participate in debates, group discussions and interviews.

UNIT – I

Role of Communication in Business –Introduction- Objectives & Process of communication – Media & channels - Types-Written.vs.Oral communication - Visual, Audio- visual Communication - Silence.

UNIT – II

Dynamics of Listening Skills – Process, types & traits , Verbal Vs Non-verbal communication – Body language-postures-Gestures-kinesics etc., Cross Cultural Communication – problems and challenges-Barriers to effective communication

UNIT – III

Interpersonal vs. Intrapersonal communication, managing motivation to influence Interpersonal Communication- Role of Emotion in Inter Personal Communication –Empathy- conflict resolution-Team work-Networking skills- Communication Styles

UNIT – IV

Business Writing Skills- Significance & Features of Business Correspondence-Types of letters - Pleasant & unpleasant writing- Telephone Communication – effective use of Technology in Business Communication. Report Writing – objectives & Significance; Types of Reports - Structure of Reports - Formal Reports -Informal Report – Proposals, Industry Samples

UNIT – V

Presentation skills – Strategies & techniques of presentation – types of presentation – video Conferencing–Seminars-Technical paper presentations - Group Discussions-Brainstorming Sessions; interview – formal and informal – interview techniques - etiquettes. Relevant case study discussions in all units



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TEXTBOOKS

1. Herta A Murphy & Herber W Hildebrandt, “.Effective Business Communication”, Tata McGraw Hill, New Delhi, 2008.
2. Krizan, “Essentials of Business Communication”, Cengage Learning, New Delhi, 2008

REFERENCE

1. Paul Turner, “Organizational Communication”, JAICO Publishing House, New Delhi, 2007
2. Ramesh & Ramesh, “Ace of Soft skills”, Pearson Education, New Delhi, 2009.
3. Meenakshi Raman, “Business Communication”, Oxford University Press, New Delhi, 2008
4. Leo Jones & Richard Alexander, “New International Business English”, Cambridge University Press, New Delhi, 2009.



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MBA (I Sem.)

17MB60 - INFORMATION TECHNOLOGY LAB

L	T	P	Cr.
-	-	2	1

Course Educational Objective:

- To equip students with the basic information technologies available for improving managerial performance.
- Identify and operate basic components of the computer and Microsoft Word.
- Identify major components of the PowerPoint window and create a presentation.
- Identify major components of the Excel window.
- Create, add, modify, and delete records from a database.

Course Outcomes: At the end of the course, the student will be able to

CO1: Development of technical and managerial skills in information technology.

CO2: Start Microsoft Office applications and work with the Microsoft Office interface.

CO3: Create documents in Microsoft Word.

CO4: Create workbooks in Microsoft Excel.

CO5: Create presentations in Microsoft PowerPoint.

CO6: Share data between Microsoft Office applications.

UNIT-I**MSWord:** creation of letters, tables, pictures, mail merging.**UNIT-II****Introductory concepts of MS-EXCEL spreadsheet:** Creating, Naming Saving, Editing and Printing of Worksheets. Data Entry - Manual and Automatic. Formatting cells and Cell referencing. Creating and using formulas and Functions Use of Copy, Move and Paste Options. Decision making using MS EXCELL.V-Lookup-Look up.**UNIT-III****Data and Graphical Options:** Filling a Series, Sorting data, querying of data. Working with graphs and charts.**UNIT-IV****MS Power point:** preparation of slides and slide show.**UNIT-V****Introduction to MS-ACCESS:** Creating a database and tables by different methods-Entering and Editing data- Sorting, Filtering and displaying data. Creating & querying using forms. Creating & printing reports and labels.**Relevant case study discussions in all units****TEXT BOOKS**

1. Fundamentals of Computers by E. Balagurusamy **Publisher:** McGraw Hill Education
2. Learning Microsoft® Office 2013 Deluxe Edition Pearson.

REFERENCE

1. P.K.Vishwanathan, 2003, Business Statistics, An applied orientation” Pearson.
2. Levine M. David, Stephan David, Krebbiel C Timothy and Berenson L Merk, 2006, “Statistics for Managers using Microsoft Excel, 4th Edition, Pearson Prentice Hall of India.

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MBA (I Sem.)

17MB61 - BUSINESS COMMUNICATION LAB -I

L	T	P	Cr.
-	-	2	1

Course Educational Objectives:

In this course, the students learn to

- Speak spontaneously on the given topic.
- Negotiate successfully using appropriate language.
- Gather information and organize ideas relevantly and coherently.
- Make oral presentations, power point presentations and participate in group discussions.

Course Outcomes: At the end of the course, the student will be able to

CO1: Negotiate skillfully in day-to-day activities.

CO2: Organize data logically and meaningfully on the slides /posters.

CO3: Skillfully manage through group discussions.

CO4: Make power point presentations and oral presentations.

Syllabus: Presentation Skills Lab (PSL) has two parts:

- **Computer Assisted Language Learning (CALL) Lab** for 60 students with 60 systems, LAN facility and English language software for self- study by learners.
- **Interactive Communication Skills (ICS) Lab.** with movable chairs and audio-visual aids with a P.A System, a T. V., a digital stereo –audio & video system and camcorder etc.

Exercise - I**CALL Lab:**

Understand: Features of JAM

ICS Lab:

Practice: Ice-Breaking Activity and JAM Session – Introducing Oneself – Extempore – Vocabulary – Synonyms- Antonyms – One-word substitutes.

Exercise - II**CALL Lab:**

Understand: Features of Good Conversation – Strategies for Effective Communication – Reading – News Paper –.

ICS Lab:

Presentation: Group Discussion – Issues related to Industry & Business – Discussion on News article.

Exercise - III**CALL Lab:**

Understand: Data collection – Organizing data - Making Poster – Making slides.

ICS Lab:

Practice: Poster Presentation – Power Point Presentations – Issues related to Industry & Business.

Exercise - IV**CALL Lab:**

Understand: Types of Résumé – Letter Writing.

ICS Lab:

Practice: Writing Résumé & Letters – Activities on Event Management – Topic Expansions.



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Minimum Requirement:

System Requirement (Hardware component):

Computer network with LAN with minimum 60 multimedia systems with the following specifications:

- I. Intel (R) Core (TM) i3-41`50 (CPU) Processor
 - a. Speed – 3.50 GHZ
 - b. RAM – 4 GB Minimum
 - c. Hard Disk – 400 GB
- II. Headphones of High quality

SUGGESTED SOFTWARE:

1. Globarena's software
2. Young India's Clarity software

LAB MANUAL:

1. Board of Editors, "ELCS Lab Manual – A Workbook of CCALL and ICS Lab Activities", Orient Black Swan Pvt. Ltd., Hyderabad, 2016.

REFERENCES:

1. Stephen Bailey, "Academic Writing- A Practical guide for students", Rontledge Falmer, London & New York, 2004.
2. A Ramakrishna Rao, Dr G Natanam & Prof SA Sankaranarayanan, "English Language Communication : A Reader cum Lab Manual, Anuradha Publications, Chennai
3. DELTA's key to the Next Generation TOEFL Test: Advanced Skill Practice, New Age International (P) Ltd., Publishers, New Delhi.
4. Books on TOEFL/GRE/GMAT/CAT by Barron's/cup
5. IELTS series with CDs by Cambridge University Press.



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II SEMESTER


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MBA (II Sem.)

17MB07 - ORGANIZATIONAL BEHAVIOR

L	T	P	Cr.
3	1	-	3

Course Educational Objectives:

- To understand the organizational behavior in its broadest multi – disciplinary context of Individual, group and organization.
- To familiarize yourself, people and organizations with theoretical, and practical aspects of the organizational behavior.
- To appreciate the role of leadership in organizational based activities related to Behavioural perspectives.
- Discuss the relevance of the interplay between pioneer, authority, and influence, effective communication, structure and development of organization, and quality of work life.

Course Outcomes: At the end of the course, the student will be able to

- CO1: To know how himself and people behave under a variety of conditions. Achieving these goals allows managers to communicate about human behaviour at work place.
- CO2: To understand the managerial strategies in achieving the goals of organizations.
- CO3: To protect the cause and effect relationship of people in a work place.
- CO4: To improve the results – performance outcome through human behavior and organizational behavior can aid them in their pursuit of the goals.

UNIT – I

Introduction of organizational behavior: Definitions, nature and scope of organizational behavior and its significance. Contributions of other disciplines. Approaches to organizational behaviour. Role of Organizational behaviour in management science

UNIT – II**Individual - personality proportions:**

Learning: Definition, Concept of Learning, Learning role in organizations. Learning theories- Ivan Pavlov, B.F. Skinner and E.L. Thorndike. **Perceptual management and personality:** Meaning and significance of perception and influencing factors. The Gestalt perceptual organization and social perception. Meaning of personality. Personality trait and Determinants. Socialization and its process.

Attitudes and Motivation: Concepts of attitudes, Sources, types and Functions. Attitudes and consistency- cognitive dissonance theory-Definition of needs, drives and Motives and incentives. Motivation theories-Maslow's theory and ERG Theory.

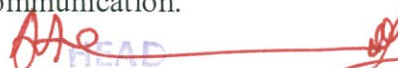
UNIT – III**Groups: Decision Making Process**

Groups: Nature of Groups. Dynamics of Group formation, Types of groups. Implications of group dynamics on organizational Behavior and management. Informal groups and its significance and decision making process.

UNIT – IV

Leadership: Definition of leadership. Traits of effective leaders, leadership skills, leadership styles and determinants. **Management communication,** The modern perspective importance of communication. Type of communication process, barriers to effective communication.




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UNIT – V

Stress Management: Definition of stress, Types of Stress, occupational stress. The causative factors of organizational stress. Strategies to cope with stress, **Meaning of conflict**, classification of conflict, process.

Organizational structure and development: Understanding of Organization structure Departmentation, modern organizational designs- Organizational development and its Techniques.

Relevant case study discussions in all units

TEXT BOOKS

1. Robbins.P. Stephen (2006), Organizational Behaviour, Pearson education, New Delhi.
2. Luthans Fred (1998), Organizational Behaviour, Tata Mc Graw Hill International Edition, New Delhi.

REFERENCE

1. Pareek Udai (2007), Understanding Organizational Behaviour, Oxford University Press, New Delhi.
2. Aswathappa. K. (2005), Organizational Behaviour, Text and Cases games, Himalaya Publishing Company, New Delhi.
3. Jerald Greenberg and Robert.A. Baron, (2009), Organizational Behaviour, PHI learning Private Ltd., New Delhi.
4. Jit.S. Chandhan (2006), Organizational Behaviour, Vikas Publishing House, New Delhi.



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L	T	P	Cr.
3	1	-	3

Course Educational Objectives:

1. To develop greater insight on concepts, issues and strategies in the marketing and its management.
2. To give an exposure to the students on marketing environment.
3. To make them to understand the marketing dynamics and challenging strategies.
4. To foster the students to analyze various marketing case studies.

Course Outcomes: At the end of the course, the student will be able to

- CO1: By gaining marketing knowledge, they would be capable of dealing with variety of marketing issues.
- CO2: By aware of critical aspects, analyzation, other marketing complexities and contemporary issues.
- CO3: Students would realize that marketing department's role in organization and how it emerges for success of an organization.

UNIT – I

Introduction to Marketing: Definition, Importance, scope, Process of marketing- Elements of marketing, Functions of marketing -Core marketing concepts- Indian Marketing Environment - Market Research: Definition, commissioning MR, MR process, MR on-line- MIS.

UNIT – II

Market Segmentation: Segmentation Definition, Importance, levels of market segmentation, Basis for segmenting consumer markets, Basis for segmenting business markets, Requirement for effective segmentation – Market targeting, Positioning– Marketing strategies – Marketing mix- Understanding consumer behavior.

UNIT – III

Product Management and Pricing Strategy: Product Definition, Types of products, Product levels, Product mix and Product line, New Product Development, Product Life Cycle. Branding and Brand related decisions.

Pricing Objectives, Importance and Processes of Pricing, Factors influencing the Pricing, Pricing Methods and Strategies, Responding to Competitor's price changes.

UNIT – IV**Distribution Management and Promotion:**

Role and Importance of Marketing channels, channel intermediaries and functions, channel management decisions, channels for consumer products, and industry products, channel conflicts – Promotional mix –Role of advertising, Personal selling, Publicity, Public relations and Sales promotion, factors affecting promotional mix .

UNIT – V

Marketing control: Types of Marketing control, Relationship marketing – Digital marketing – Rural marketing- Services marketing – Market sustainability and Ethics – Global marketing.

Relevant case study discussions in all units

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TEXT BOOKS


1. Phillip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha - "Marketing Management", Pearson 14th edition New Delhi -2013
2. VS Ramaswamy, S.Namakumari, "Marketing Management", 3/e, Macmillan, New Delhi, 4th edition 2013.

REFERENCE

Armstrong, Gary and Philip kotler – *Principles of marketing* – Prentice Hall 13th edition-2012

1. Rajan Saxena (2010), "Marketing Management" McGraw Hill Publisher.
2. Vijayaprakash Anand – *Marketing management in Indian perspective* – Biztantra & Vailey publishers
3. RSN Pillai and Bhagavathi – *Modern marketing, principles and practices* – S chand publications, 2013
4. K.Karunakaran – *Marketing management* – Himalaya publishers – 2013
6. Tapan K Panda: "Marketing Management Text and Cases", Excel Books, New Delhi.
7. Boone and Kurtz: "Principles of Marketing", Cengage Learning, New Delhi.




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MBA (II Sem.)

17MB09 - FINANCIAL MANAGEMENT

L	T	P	Cr.
4	1	-	4

Course Educational Objectives:-

- To make the management students familiar with fundamental concepts of Financial Management
- To provide adequate and appropriate theoretical knowledge to initiate financial Decisions that leads success of business.
- To discuss the short term and long term financial needs generating sources of investment of capital in an organization
- To discuss the role of the Working capital management for the successful operations of business.
- To explore various methodologies to be followed in dividend management in view of maximization of equity shareholders wealth as well as firm value.

Course Outcomes: At the end of the course, the student will be able to

- CO1: Students are able to learn basic fundamentals of Financial Management and make themselves as efficient and effective managers in dealing financial decisions.
- CO2: Student is able to understand the process of investment of capital, generation of funds and other financial operations of a business.
- CO3: Student is able to digest various tools & techniques applied in the effective working capital management of a business.
- CO4: Able to understand cost & benefits of each financial decision in short run & long run.
- CO5: Student can understand various approaches and methodologies to be followed in dividends management for the wealth maximization of a shareholders.

UNIT - I

Introduction to financial management: Nature –Scope of FM -Evolution-Objectives – functions & Branches of FM– interface of financial management with other functional areas. Environment of corporate finance.

UNIT - II

Time value of money: Introduction, types of cash flows- future value of a single cash flow, multiple cash flows & annuity – present value of a single cash flow, multiple cash flows & annuity, perpetuity & growing perpetuity.

Capital expenditure decisions: The process of capital budgeting – basic principles in estimating cost & benefits of investments – appraisal criterion – Discounted & non-discounted methods (PBP-ARR-NPV-IRR-Benefit cost ratio).

Cost of Capital: Concept and measurement of cost of capital. Debt vs Equity cost of debt, preference shares, equity shares & retained earnings, weighted average cost of capital and marginal cost of capital. Importance of cost of capital in capital budgeting decisions.

UNIT - III

Capital structure theories: Net income approach (NI) -Net operating income approach (NOI)- traditional approach-Miller Modigliani (MM), criticism of MM approach. Business & financial risk – a total risk perspective – a market perspective – determinants of capital structure decisions – approach to estimate the target capital structure – variation in capital structure, EBIT/EPS Analysis & ROI/ROE Analysis.



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Leverage: Measuring & analyzing the implications of leverage – Operating leverage, Financial leverage & Total leverage.

Sources of long term finance: Equity capital – Debenture capital, Term loans & Deferred credit, Venture capital, IPO, Public issue by listing companies, Rights issues, Preferential allotment, Private placement and Institutional finance.

UNIT - IV

Working Capital: Components of working capital, Gross Vs Net working capital, Determinants of working capital needs, the operating cycle approach, planning of working capital, financing of working capital through bank finance & trade credit.

UNIT - V

Dividend policy: Dividends –Types of dividends –Dividend policy–Factors effecting dividend policies–Different approaches of dividend policies–Traditional approach- Walter model – Gordon model –Modigliani Miller model – Rational expectations model.

Relevant case study discussions in all units

TEXT BOOKS

1. Khan & Jain P.K, Financial management: Text & Problems, Tata McGrawhill, New Delhi.
2. I M Pandey, Financial management, 9th edition, Vikas Publishing House Pvt Ltd, New Delhi-2005

REFERENCE

1. Eugene F Brigham Financial management: Theory & Practices, 9th edition, the Dryden Press-1999.
2. Van Horne, Financial Management & Policy, 12th edition, Prentice Hall New Delhi.
3. Damodaran, Aswath.john, Corporate finance: Theory & Practices, 2nd edition, wiley& sons,
4. Prasanna Chandra, Financial management: Theory & Practices, 7th edition, Tata McGrahill, New Delhi-2004



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MBA (II Sem.)

17MB10 - HUMAN RESOURCE MANAGEMENT

L	T	P	Cr.
3	1	-	3

Course Educational Objectives:

- To enable students understand the significant role played by HRM departments and familiarize them with the process of manpower planning
- To explain students about the scientific recruitment and selection processes and their merits and demerits
- To ensure students knowledge about different techniques of managing employee careers
- To make students recognize the importance of evaluating job performances and offering competitive pay packages to employees
- To familiarize students with the usual disciplinary and grievance handling procedures

Course Outcomes: At the end of the course, the student will be able to

- CO1: Deal with HRM/HRP effectively in the real business life to ensure efficient human resources
- CO2: Conduct job analysis and scientific recruitment and selection processes for higher productivity
- CO3: Contribute towards organizational growth by designing and implementing appropriate training and development programmes
- CO4: Develop relevant and objective performance appraisal and compensation systems to meet individual and organizational strategic needs
- CO5: Effectively handle disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organisation

UNIT - I

Introduction to HRM: Definition – Functions – Personnel policies and principles; **Human Resource Planning:** Definition – Objectives – Process – Assessing Current Human Resources – Importance of HRP – Current Trends in HRM/HRP

UNIT - II

Job Analysis and Design: Job Analysis – Process – Uses – Methods; Job Description – Job Specification; Job Design – Factors affecting job design – Different Approaches; Hackman & Oldham's Job Characteristics Model; **Recruitment and Selection:** Recruitment – Process – Sources, advantages and disadvantages – e-Recruitment; Selection – Process – Barriers to effective selection.

UNIT - III

Managing Careers: Career Planning – Its Elements; Promotions – Transfers – Separations; Career Development – Initiatives – Employee commitment; **Training and Development:** Nature – Inputs – As a source of competitive advantage; Training process – Training Methods – Evaluation; Employee development – Methods

UNIT - IV

Performance Appraisal: Definition – Objectives – Process – Methods – Purposes; Job Evaluation – Methods; **Compensation Management:** Components of remuneration – Importance of an ideal compensation system – factors influencing employee remuneration; Concepts of Wages – Incentives – Types of incentive plans – Guidelines for Effective Incentive Plans; Employee Benefits – Need – Types.



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UNIT - V

Employee Discipline: Definition – Causes of indiscipline – Kinds of punishments/penalties; Misconduct – Forms of misconduct – Procedure for Disciplinary Action– Principles of Maintaining Discipline; **Grievance Handling:** Causes of Grievance – Grievance procedure – Advantages; **Labour Laws:** Importance – sources – objectives; Ethical issues in HRM – HR Audit – Challenges of HRM

Relevant case study discussions in all units

TEXT BOOKS

- K. Aswathappa: “*Human Resource and Personnel Management*”, Tata McGraw Hill, New Delhi, 2007.
- Gary Dessler: “*Human Resources Management*”, PHI, New Delhi, 2007.

REFERENCE

- BiswajeetPattanayak: “*Human Resource Management*”, PHI, New Delhi, 2001.
- P. Subba Rao: “*Personnel and Human Resource Management – Text and Cases*”, Himalaya Publishing House, Mumbai, 2010.
- P G Aquinas: “*Human Resources Management*”, Vikas Publishing House, New Delhi, 2010.
- B.B. Mahapatro: “*Human Resource Management*”, New Age International Publishers, New Delhi, 2010.



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MBA (II Sem.)

17MB11 - BUSINESS RESEARCH METHODS

L	T	P	Cr.
3	1	-	3

Course Educational Objectives:

- This course provides students with the opportunity to learn a number of research techniques, methods and tools.
- The main aim of the course is to equip the student with the knowledge of doing research projects both at academic and higher levels.
- The student will be given instructions in an orderly manner on how a research is systematically designed, what are the various instruments used in doing a social survey, how the data gathered are processed and analyzed and finally about the presentation of results to the concerned in a written form.

Course Outcomes: At the end of the course, the student will be able to

CO1: The students will demonstrate a thorough understanding of the research process particularly in social sciences area.

CO2: The students will be able to adopt a number of statistical techniques for carrying out various tasks of research leading to an advanced analysis of the data gathered by them.

CO3: The students will demonstrate the ability to present the written report of the research carried out by them in a logical form as they deal with the various aspects relating to the preparation of a report.

UNIT – I

Research: Meaning, objectives and Significance; Role of business research and applications Research process; Ethics in business research; Types of Research: Pure vs. Applied research, Qualitative vs. Quantitative research, Exploratory research, Descriptive research and Experimental research, Case Study Method of research, Ethics and business research, Technology used in business research, the research process.

UNIT - II

Research Design: Meaning and Goals of Research Design, Characteristics, Phases; Primary and Secondary data: Data Collection Methods; Questionnaire Design; Sampling design and sampling procedures. Sampling techniques, determination of sample size; Pilot study.

UNIT - III

Measurement and Scaling: Concepts; Attitude measurement; psychological and social instruments used in management science, Levels of measurement and types of scales; Criteria for good measurement, reliability and validity.

UNIT - IV

Data Analysis: Processing of Raw Data: Editing, Coding, Classification and Tabulation; Graphical and Diagrammatic representation of data; Statistical Tests: Parametric tests, correlation test, t-test, z-test and chi-square test and non-parametric tests; Manhitny - U- test and Wilcoxon test their significance. Hypothesis: characteristics, formulation, Hypothesis testing procedure.

UNIT - V

Report Writing: Report writing and significance, Different steps in report writing, Layout of the research report, Precautions. Preparation of project abstract. The steps in project work writing in management science.

Relevant case study discussions in all units



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TEXT BOOKS

1. Cooper R.Donald and Schindler S. Pamela: "*Business Research Methods*", 9/e, Tata McGraw Hill, New Delhi,2006.
2. Kothari: CR,Garg, Gaurou "*Research Methodology*, New Age International Publishers, New Delhi, 2014.

REFERENCES

1. KrishnaSwamy .OR and obul Reddy . D. *Research Methodology and Statistical tools* 1st editions Himalaya Publishing House, New Delhi. 2012.
2. Narayana Reddy P, Acharyulu GVRK, "*Research Methodolgy and Statistical Tools*", 2nd Ed., Excel Books, New Delhi, 2016
3. Panneerselvam R: "*Research Methodology*", PHI Learning Private Limited, New Delhi, 2009.




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L	T	P	Cr.
3	1	-	3

Course Educational Objectives:

- To make the student to learn the basic concepts of operations management which are useful for facilitating decisions at work place.
- To enable the student to know the product design patterns and design technologies such as CAD and CAM.
- To enlighten the students with the concepts like plant location and layout, scheduling the production and work study.
- To create awareness about quality management.

Course Outcomes : At the end of the course, the student will be able to

- CO1: Students are able to make decision relating to the problems in operations and production activates.
- CO2: Student can schedule the production process and execute the customer orders timely.
- CO3: They can manage the materials effectively by using appropriate material control techniques and by using the material requirement plans.
- CO4: They can improve the productivity by proper utilization of input factors and by designing the better working methods.

UNIT – I

Introduction to Production and Operation Management- Historical Evolution, Differences between Manufacturing and Operations, types of production systems.OM scenario today. Challenges of OM, CAD/CAM, Value Analysis, World class manufacturing.

UNIT – II

Facilities Management: Plant location, Factors influencing plant location, Plant Layout, Classification of Layouts, Flexible Manufacturing. Product design and analysis, process selection decisions.

Aggregate Planning: Introduction, Process of AP-Master Production Schedule, capacity planning. (Problems on plant location)

UNIT – III

Scheduling: Scheduling in Job, Shop Type Production, Assignment and Sequencing, Scheduling in Mass, Continuous and Project Type Production, Line balancing, Gantt charts

Productivity: Basic Concepts, Productivity Cycle, Productivity Engineering and Management, types of Productivity. (Problems on Sequencing).

UNIT – IV

Material Management –Objectives, components, purchase management, stores management, inventory management Types of inventory, Methods of inventory control, (ABC, VED, FSN, SDE).

Work Study: Method Study, Steps in Method Study; Work measurement, (problems on work measurement, and inventory stock levels)

UNIT – V

Management of Quality: Concept of Quality, objectives, inspection, SQC, Control charts for variables and attributes, acceptance sampling, Quality assurance, six sigma, Quality circles, Deming 14 principles, quality standards. (Problems on SQC).

Relevant case study discussions in all units

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TEXT BOOKS

1. William J Stevenson: "*Operations Management*", Tata McGraw Hill, New Delhi, 2009
2. K. Aswathappa & K Sridhara Bhat, Production and Operations Management HPH, Mumbai, 2014.

REFERENCES

1. James R. Evans and David A. Collier: "*Operations Management*", Cengage Learning India Private Limited, New Delhi, 2009
2. Nair NG: "*Production and Operations Management*", Tata McGraw Hill, New Delhi, 2009.
3. Joseph. S. Martinich, POM, John Wiley & Sons Canada 2003
4. P. Rama Murthy, POM, New Age International Publishers, 2012.
5. S A Chunawalla, D R Patel: "*Production and Operations Management*", HPH, Mumbai, 2016.




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MBA (II Sem.)

17MB62 - BUSINESS COMMUNICATION LAB- II

L	T	P	Cr.
-	-	2	1

Course Educational Objectives:

In this course, the students learn to

- Make critical analysis of the text read or heard with thorough understanding.
- Give speeches in public successfully using appropriate language and style.
- Interpret data and present ideas relevantly and coherently in group discussions/Reviews.
- Get exposed to Interview Skills.

Course Outcomes: At the end of the course, the student will be able to

After the completion of this course, the students have the ability to

CO1: Analyze the text thoroughly.

CO2: Present data logically and meaningfully in Public Speeches.

CO3: Skillfully manage through group discussions/Reviews.

CO4: Answer the questions in Interviews with confidence.

Syllabus: Presentation Skills Lab (PSL) has two parts:

- **Computer Assisted Language Learning (CALL) Lab** for 60 students with 60 systems, LAN facility and English language software for self- study by learners.
- **Interactive Communication Skills (ICS) Lab.** with movable chairs and audio-visual aids with a P.A System, a T. V., a digital stereo –audio & video system and camcorder etc.

Exercise - I**CALL Lab:**

Understand: Reading comprehension – Listening Comprehension – scanning, skimming, reading between lines and critical reading.

ICS Lab:

Practice: Reading comprehension - Listening Comprehension – scanning, skimming, reading between lines and critical reading – Analysis of the Advertisements.

Exercise - II**CALL Lab:**

Understand: The features of Public Speech – watch T.V programmes

ICS Lab:

Practice: Public Speeches – T.V. Programme Analysis – Drafting Memo – Vocabulary – Phrasal Verbs – Idioms.

Exercise - III**CALL Lab:**

Understand: Making slides – Gathering information – Rubrics of presentation

ICS Lab:

Practice: Book Review – Blog designing – writing paper for publication/presentation – Presentations on Field Observation.

Exercise - IV**CALL Lab:**

Understand: Interview Skills

ICS Lab:

Practice: Mock Interviews



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Minimum Requirement:

System Requirement (Hardware component):

Computer network with LAN with minimum 60 multimedia systems with the following specifications:

- III. Intel (R) Core (TM) i3-41`50 (CPU) Processor
 - a. Speed – 3.50 GHZ
 - b. RAM – 4 GB Minimum
 - c. Hard Disk – 400 GB
- IV. Headphones of High quality

Suggested Software:

- 1) Globarena's software
- 2) Young India's Clarity software

Lab Manual:

Board of Editors, "ELCS Lab Manual – A Workbook of CCALL and ICS Lab Activities", Orient Black Swan Pvt. Ltd., Hyderabad, 2016.

Books Recommended:

- 1. Stephen Bailey, "Academic Writing- A Practical guide for students", Rontledge Falmer, London & New York, 2004.
- 2. A Ramakrishna Rao, Dr G Natanam & Prof SA Sankaranarayanan, "English Language Communication : A Reader cum Lab Manual, Anuradha Publications, Chennai
- 3. DELTA's key to the Next Generation TOEFL Test: Advanced Skill Practice, New Age International (P) Ltd., Publishers, New Delhi.
- 4. Books on TOEFL/GRE/GMAT/CAT by Barron's/cup
- 5. IELTS series with CDs by Cambridge University Press.



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