LAKIREDDY BALIREDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)

(Approved by AICTE, Affiliated to JNTUK, Accredited by NBA, ISO 9001 : 2008 Certified & Accredited by NAAC with “A” Grade)

MASTER OF BUSINESS ADMINISTRATION
(MBA)

(Applicable for the batches admitted from 2010-11)

L.B.Reddy Nagar :: Mylavaram – 521 230 :: Krishna District
ANDHRA PRADESH STATE
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Dual Specialization

Specialization papers will be offered in six areas viz., Finance, Human Resources, Marketing, Banking & Insurance, Entrepreneurship and Systems, out of which students should choose any two specializations. In each specialization 1st and 2nd subjects will be offered in semester III, 3rd and 4th subjects will be offered in semester IV. A Specialization shall be offered with a minimum of 15 students.

Specializations

1. Finance
   1) 3F01 - Security Analysis and Portfolio Management
   2) 3F02 - Financial Institutions and Services
   3) 4F01 - International Financial Management
   4) 4F02 - Financial Risk Management

2. HRM
   1) 3H01 - Performance Management
   2) 3H02 - Leadership & Team Building
   3) 4H01 - Strategic Human Resource Management
   4) 4H02 - Management of Change
3. Marketing

1) 3M01-Services Marketing & Retail Management.
2) 3M02-Advertising and Sales Promotion Management
3) 4M01-Consumer Behaviour
4) 4M02-Customer Relationship Management.

4. Entrepreneurship

1) 3E01-Venture Creation
2) 3E02-Project Management
3) 4E01-Business opportunity Analysis & Report Preparation.
4) 4E02-Idea Generation & Incubation.

5. Banking & Insurance

1) 3B01-Insurance Management
2) 3B02-Strategic Credit Management
3) 4B01-Principles & Practices of Banking.
4) 4B02-Merchant Banking & Financial Banking

6. Systems

1) 3S01-Database Management Systems
2) 3S02-E-Commerce.
3) 4S01-Data Warehousing and Data Mining
4) 4S02-Decision Support Systems
MB101: PRINCIPLES OF MANAGEMENT

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Objective: To familiarize students with the basic management concepts and theories.

UNIT - I

Management: definition, nature and importance, Goals, Levels of management; Managerial roles and functions; Administration vs. Management; Early management thoughts - Modern approaches to management- Recent Developments: Managing people and organizations in the context of New Era- Managing for competitive advantage - the Challenges of Management - Relevant Cases.

UNIT - II


UNIT - III


UNIT - IV

Directing: Meaning, Assumptions of Human Behaviour, Theory X and Theory Y; Leadership: Definition, Dimensions – Leader Vs Manager – Trait approaches to leadership – leadership behavior and styles – Recent approaches to leadership; Managerial Grid; Communication: Process, Methods – Relevant Cases.

UNIT - V


Relevant case study discussions in all units

[Signature]

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Mylavaram-521230., Krishna Dt
TEXT BOOKS


REFERENCES

MB102: MANAGERIAL ECONOMICS

Lecture: 4 Periods/week  
Internal Marks: 40

Tutorial: 
External Marks: 60

Credits: 4  
External Examination: 3 Hrs

OBJECTIVE

To enable the students to understand economic concepts and theories and their application in management decision-making.

UNIT - I

Introduction to Managerial Economics: Definition, Nature and Scope, Relationship with other areas in Economics, The role of managerial economist

UNIT - II

Objectives of the Firm: Profit Maximization, Sales Maximization and other objectives.
Structure of the Firm: Characteristics and types.

UNIT - III

Demand Analysis: Price and Demand, Demand Function its Determinants: law of Demand and its Exceptions; Elasticity of demand: Types of Elasticity of Demand – Measurement of Price Elasticity of Demand, Factors affecting Elasticity of Demand, significance Elasticity of Demand. 
Demand forecasting: Types of Forecasting and Forecasting methods, Forecasting Demand for New Products

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 concepts, short run and long run cost-output relationship; Cost control and its Techniques.
Break-Even Analysis: Determination of BEP, Assumptions and Significance of BEA and Problems

UNIT - V

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

Relevant case study discussions in all units
TEXT BOOKS

1. Dean. Joel: “Managerial Economics”, PHI.

REFERENCES


HEAD
Dept. 01 Business Administration
Lakireddy Bali Reddy College of Engg.
Mylavaram - 521230., Krishna Dist.
MB103 : FINANCIAL ACCOUNTING

Lecture : 4 Periods/week Internal Marks : 40
Tutorial : 1 Periods/week External Marks : 60
Credits : 4 External Examination : 3 Hrs

OBJECTIVE

To develop an insight of principles and techniques of accounting and utilization of financial and accounting information for planning and decision-making

UNIT - I

Introduction of Accounting – Nature and Scope - Financial Accounting, Cost Accounting, Management Accounting – Role of Accounting in Modern Organization. Importance, Objectives and Principles, Accounting Concepts and 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


UNIT - III

Valuation of fixed assets: Tangible vs. Intangible assets, depreciation of fixed assets and methods of depreciation. Valuation of current assets and inventory.

UNIT - IV


UNIT - V


Relevant case study discussions in all units
TEXT BOOKS:

2. I. M. Pandey : Management Accounting Vikas Publishing House, ND.

REFERENCES

3. N.M.Singhvi, Management Accounting, Text and Cases, Prentice Hall.
UNIT - I

Introduction to Statistics: Origin, Growth and Meaning of Statistics-Collection, Editing and Analytical tools of data; Classification and Tabulation of data-Diagrammatic and Graphic presentation.

UNIT - II

Measures of Central Tendency and Dispersion: Definition, Functions of Average; Arithmetic Mean, Geometric Mean, Harmonic Mean, Quadratic Mean-Median, Mode; Relation between Mean, Median and Mode-Moving, Progressive and Composite Averages-Introduction to Dispersion: Objectives, Characteristics, Measures of Dispersion: Range, Interquartile Range, Mean Deviation, Standard Deviation, Lorenz Curve; Relation Between various measures of Dispersion.

UNIT - III

Introduction to Probability and Distributions and Decision Analysis: Definition, Probability rules; Conditional Probability; Baye’s theorem-Random Variable and Distribution of Random variable-Probability Distributions: Binomial, Poisson and Normal Distributions.-Introduction to Decision Theory: Basics; Different Environments: Certainty, Uncertainty, Risk, Use of Probability in Decision Theory.

UNIT - IV

Correlation, Regression and Time Series: Definition of Correlation, Scatter Diagram, Karl Pearson’s Coefficient of Linear Correlation, Merits and Limitations of Coefficient of Correlation, Spearman’s Rank Correlation-Definition of Regression, Linear and Multiple Regression; Testing the Significance of Multiple Regression- Introduction to Time Series, Variations in Time Series: Trend, Cyclical, Seasonal and Irregular Variations; Time Series Analysis in Forecasting.

UNIT - V

Test of Hypothesis and Analysis of Variance: Concepts, Testing of Procedure; Tests of Hypothesis concerning Mean: Single Sample and Double Sample; Tests of Hypothesis concerning Proportion: Single Sample and Double Sample; z-test; t-test; Chi-square test-ANOVA: Introduction; One Way and Two Way Classifications.

Relevant case study discussions in all units
TEXT BOOKS


REFERENCES

MB105: BUSINESS ENVIRONMENT

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OBJECTIVE

To familiarize students with the domestic and international business environment and understand its implications to business.

UNIT - I


UNIT - II


UNIT - III


UNIT - IV


UNIT - V


Relevant case study discussions in all units
TEXT BOOKS


REFERENCES

MB106: BUSINESS COMMUNICATION

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Objective

This syllabus is designed for the students of MBA who need English for various functional and situational purposes - Business or social. It aims at building effective language and communicative competence, highly desirable trait required in academic and professional pursuits. This is achieved through an amalgamation of traditional lecture-oriented approach to teaching with the task based skill oriented methodology of learning. Further, Communicative competence is sought to be developed in alignment with various life skills such as soft skills.

UNIT - I


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


UNIT - V


Relevant case study discussions in all units
TEXTBOOKS

REFERENCES
MB107: INFORMATION TECHNOLOGIES FOR MANAGEMENT

Lecture : 4 Periods/week  
Internal Marks : 40  
Tutorial :  
External Marks : 60  
Credits : 4  
External Examination : 3 Hrs

OBJECTIVE

To equip students with the basic information technologies available for improving managerial performance.

UNIT - I


UNIT - II


UNIT - III

MS Word-Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels.  

UNIT - IV


UNIT - V

MS Access: Data, information, Tables, table creation, primary key, insertion, updation, deletion of data from tables, Reports.  
Introduction to DBMS.

Relevant case study discussions in all units
TEXT BOOKS


REFERENCES

1. Dhiraj Sharma, Foundation of IT, Excel Books.
2. Turban Rainer and Potter – Introduction to Information Technology- John Wiley & Sons, INC.

HEAD
Dept. of Business Administration
Lakireddy Bal Reddy College of Engg.
Mylavaram - 521230. Krishna Dr
MB151: IT LAB

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<td>3 Hrs</td>
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1. MSWord: creation of letters, tables, pictures, mail merging.


4. MS Power point: preparation of slides and slide show.


Relevant case study discussions in all units

REFERENCES

MB152: ENGLISH COMMUNICATION SKILLS LAB

Lab. : 2 Periods/week  Internal Marks : 20
Tutorial : External Marks : 30
Credits : 2  External Examination : 3 Hrs

The English Language communications skills Lab focuses on practice of sounds of language and familiarizes the students with the use of English in everyday situations and contexts. It aims at improving the communicative competence of students and to enrich their power of expression, articulation and persuasiveness, traits mostly required in the professional and business ecosystem. The overall thrust is on developing competences, both linguistic as well as communicative, in order to improve their employability potential.

OBJECTIVES

1. To expose the students to a variety of self-instructional, learner-friendly modes of English language learning and stimulate intellectual and attitudinal exercise.
2. To enable them to organize their thoughts and ideas and plan and make effective presentations especially in business seminars and symposia.
3. To train them to use language effectively to face interviews, group discussions, public Speaking.
4. To develop necessary attitudes and behaviors so as to improve their employability quotient.

SYLLABUS

The following course content is prescribed for the English Language Communication Skills Laboratory sessions: Dimensions of Phonetics: Sounds, Stress, Intonation, Rhythm, Phonetic Transcription, Varieties of Spoken English: Standard Indian, American and British

* Oral Presentations- Prepared and Extempore.
* Role Play
* Debate.
* Group Discussions
* Resume Preparation
* Facing Interviews

[Signature]
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Mylavaram - 521 230, Krishna Dt
**SUGGESTED SOFTWARE**

* Sky Pronunciation Suite: Young India Films, Chennai, 2009
* Clarity Software: Young India Films, Chennai, 2009
* Mastering English in Vocabulary, Grammar, Spelling, Composition, Dorling Kindersley, USA, 2001
* Dorling Kindersley Series of Grammar, Punctuation, Composition, Dorling Kindersley, USA, 2001
* Language in Use, Foundation Books Pvt Ltd with CD.
* Software - Preparing for being Interviewed, Positive Thinking, Interviewing Skills, Telephone Skills, Team Building. Train2success.com, 2009

**REFERENCES**

MB201: ORGANIZATIONAL BEHAVIOUR

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OBJECTIVE
To explain fundamentals of individual/Group and Organizational behaviour

INTRODUCTION

UNIT - I


Individual - personality proportions:

UNIT - II

Learning: Understanding behavior as input-output systems the traditional and behavioral perspectives, Learning theories. Reinforcement and behavioral steps into organizational behavior mod. 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. Classification of motives. Motivation theories. Motivating performance through job design, goal setting, applications of goal setting to organizational system performance

Groups: Decision Making Process

UNIT - III

UNIT - IV
Power, authority, influence and leadership: Definition and meaning of power, distinguish between power, authority and influence bases of power, the process of power. Definition of leadership. Traits of effective leaders, leadership skills, leadership theories, leadership styles and determinants.
Management communication, the modern perspective importance of communication. Type of communication process, barriers to effective communication.

UNIT - V
Organizational structure and development: Understanding of Organization structure Departmentation, modern organizational designs- Organizational development and its techniques, team interventions, pre-requisites and steps.

Relevant case study discussions in all units

TEXT BOOKS


REFERENCES

M.B.A. (II SEMESTER)

MB202: MARKETING MANAGEMENT

Lecture : 4 Periods/week  
Internal Marks : 40

Tutorial :  
External Marks : 60

Credits : 4  
External Examination : 3 Hrs

OBJECTIVE

To develop an understanding of the concepts, issues and strategies in marketing and its management.

UNIT - I


UNIT - II


UNIT - III


UNIT - IV

Pricing Strategy: Objectives, Methods and processes of pricing, Factors influencing the pricing. Adopting price, initiating the price cuts, imitating price increases, responding to Competitor’s price changes.

UNIT - V

Distribution Management and Promotion: Sales Techniques for Consumer/Industrial clientele-Distribution network, Sales force Management – Promotional mix – communication strategies. Sales promotion: Definition, role, types, consumer sales promotion, dealer display contests, discounts, bonus offers, retail merchandising techniques

Relevant case study discussions in all units

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TEXT BOOKS


REFERENCES

MB203: FINANCIAL MANAGEMENT

Lecture: 4 Periods/week  Internal Marks: 40
Tutorial:  
Credits: 4  External Examination: 3 Hrs

OBJECTIVE

To equip the students with basic principles of Financial Management Techniques.

UNIT - I


UNIT - II

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

UNIT - III

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, term loans, 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


Relevant case study discussions in all units

TEXT BOOKS


REFERENCES

MB204: OPERATIONS RESEARCH

Lecture : 4 Periods/week  
Internal Marks : 40  
Tutorial : 1  
External Marks : 60  
Credits : 4  
External Examination : 3 Hrs

OBJECTIVE

To make the students familiar with principles and techniques of Operations Research and their applications in decision-making.

UNIT - I

Introduction to OR: Origin, Nature, definitions, Managerial applications and limitations of OR.  
Decision Theory: Steps of Decision Making process, Types of Decision Making environments; Decision Trees Analysis.

UNIT - II

Linear Programming: Formulation of LPP, Solution by the Graphical method; Simplex method and Duality in LPP and Sensitivity Analysis.

UNIT - III

Transportation Problem: Mathematical model, IBFS, Test for Optimality and Managerial applications. Assignment Problem: Mathematical model, Solutions of AP, Variations of AP and Traveling Salesman Method.

UNIT - IV

Theory of Games: Two Person Zero sum Games, Pure Strategies: Games with Saddle point  
Mixed Strategies: Games without Saddle point Dominance Principle and Solution methods.  
Queuing Theory: Elements of Q.T. Poisson and Exponential Distributions, Queuing with Arrivals and Departures, Queuing Decision models.  
Simulation: Types of Simulation; Applications: Inventory and Queuing.

UNIT - V

Relevant case study discussions in all units

* LBRCE  
EXAMINATION SECTION

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Mylavaram-521230. - Krishna Dt

MASTER OF BUSINESS ADMINISTRATION, A.Y.2010-2011  
Page 49
TEXT BOOKS


REFERENCES

MB205: OPERATIONS MANAGEMENT

Lecture : 4 Periods/week  
Internal Marks : 40

Tutorial :  
External Marks : 60

Credits : 4  
External Examination : 3 Hrs

OBJECTIVE

To acquaint the students with decision making process and various aspects of Production Management.

UNIT - I


UNIT - II

Facilities Management: Location of Facilities, Layout of Facilities, Classification of Layout, and Flexible Manufacturing. 

UNIT - III

Scheduling: Scheduling In Job, Shop Type Production, Assignment and Sequencing, Scheduling in Mass, Continuous and Project Type Production, Line balancing Job. Productivity: Basic Concepts, Productivity Cycle, Productivity Engineering and Management, types of Productivity

UNIT - IV

Material Management -Objectives, Cost Associated with Inventory, types of inventory, Methods of inventory control, Materials Requirement Planning. 
Work Study: Method Study, Steps in Method Study; Work measurement, procedure for Work measurement.

UNIT - V

Relevant case study discussions in all units

HEAD
Dept. of Business Administration
Lakireddy Bal Reddy College of Engg.
Mylavaram- 521230. Krishna Dt
TEXT BOOKS

2. Panner Selvem, Production and Operation Management, Prentice Hall of India

REFERENCES

MB206: HUMAN RESOURCE MANAGEMENT

Lecture : 4 Periods/week
Internal Marks : 40

Tutorial :
External Marks : 60

Credits : 4
External Examination : 3 Hrs

Objective

To equip the students with basic concepts of Human Resource Management and the various functions of HRM including Industrial Relations in the liberalized environment.

UNIT - I


UNIT - II


UNIT - III


UNIT - IV

UNIT - V


Relevant case study discussions in all units

TEXT BOOKS

2. Essentials of HRM and IR by P.Subba Rao / Himalaya Publishing House

REFERENCES

MB207: MANAGEMENT RESEARCH METHODS

Lecture : 4 Periods/week  
Internal Marks : 40  

Tutorial :  
External Marks : 60  

Credits : 4  
External Examination : 3 Hrs

OBJECTIVE

To acquaint students with the basic research skills.

UNIT - I

Research: Meaning, Nature, Scope and Significance; Role of business research; Aims of social research; Research process; Ethics in business research; Types of Research: Pure research vs. Applied research, Qualitative research vs. Quantitative research, Exploratory research, Descriptive research and Experimental research, Case Study Method of research; Relevant Cases.

UNIT - II

Research Design: Meaning, Functions and Goals of Research Design, Characteristics, Phases, Different types of research designs, Pilot study; Primary and Secondary data, Methods, tools and techniques of collecting data; Questionnaire Design, Sampling design and sampling procedures. Random vs. Non-random sampling techniques, determination of sample size; Relevant Cases.

UNIT - III

Measurement and Scaling: Concepts; Attitude measurement, Psychometric, Psychological and Social instruments used in management research; Levels of measurement and types of scales; Criteria for good measurement; Relevant Cases.

UNIT - IV

Data Analysis: Editing, Coding, Classification and Tabulation; Graphical and Diagrammatic representation of data; Advanced Tests: Discriminate analysis, Factor analysis, Cluster analysis, Conjoint analysis and Content analysis; Hypothesis: characteristics, formulation, Stating hypothesis, Hypothesis testing procedure; Relevant Cases.

UNIT - V

Research Report Writing: Importance, General Format, Principles, Precautions, Presentation Considerations, do's and don'ts, Relevant Cases. Relevant case study discussions in all units.
TEXT BOOKS


REFERENCES

MB252-DATA TOOLS LAB

Lecture : 2 Periods/week Internal Marks : 40
Tutorial : 1 External Marks : 60
Credits : 2 External Examination : 3 Hrs

UNIT - I

Introduction to SPSS: the SPSS Environment, tool bar, menus, dialogue boxes for statistical procedures, check boxes, radio buttons & drop down lists.

UNIT - II

Preparation of Data Files: Variables: entering the data, editing the data and creating fields.

UNIT - III

Descriptive Statistics: frequency distribution, measure of central tendency and variability and deviating descriptive command.

UNIT - IV


UNIT V

Factor Analysis: Cluster Analysis: Conjoint Analysis & Discriminate Analysis.

TEXT BOOKS


REFERENCES

MB301: STRATEGIC MANAGEMENT

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OBJECTIVE

to familiarize the students with the principles of Strategic Management. They would also be exposed to the techniques of Strategic analysis and facilitated to develop strategic thinking through case analysis and seminars

UNIT - I

Introduction Concepts in Strategic Management, Strategic Management as a process – Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company’s strategy – Crafting a start.

UNIT - II

Strategy Formulation - Process: Importance, logical elements of the process, practices. Strategic intent - Concept-practice-role of leadership in forming strategic intent-stakeholders and their ability to influence strategic intent-impact of context on strategic intent

UNIT - III

Strategic Assessment and Analysis - General principles, purpose, environmental analysis, industry analysis, different analytical techniques; analysis of resources, capabilities and competence; different analytical techniques. Strategic Choice- Importance, structure, general tests of strategic option

UNIT - IV


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UNIT – V

Strategy Implementation Process: Realizing strategic intent, leading strategic change, managing the change process. Strategy Evaluation and Control: Nature and importance of strategy evaluation; process; criteria of evaluation; characteristics of an effective evaluation and control system

Relevant case study discussions in all units

TEXT BOOK


REFERENCES

MB302 : COST AND MANAGEMENT ACCOUNTANCY

Lecture : 4 Periods/week  
Internal Marks : 40  
External Marks : 60  

Credits : 4  
External Examination : 3 Hrs

OBJECTIVE

To enable the students the components of product cost their calculation methods and their control.

UNIT - I

Introduction to management accounting: Management accounting vs Cost accounting vs. financial accounting, role of accounting information in planning and control, cost concepts and managerial use of classification of costs.

UNIT - II

Cost analysis and control: Direct and Indirect expenses, allocation and apportionment of overheads, calculation of machine hour rate and labor hour rate.  
Costing for specific industries: Cost sheet, Unit costing, job costing, tender and process costing and their variants, treatment of normal losses and abnormal losses, inter-process profits, costing for by-products and equivalent production.

UNIT - III


UNIT - IV

Budgetary Control: Budget, budgetary control, steps in budgetary control, Fixed vs Flexible budgets, different types of budgets: sales budget, cash budget, production budget, master budget, budget reports for management control. Zero based budgeting.

UNIT - V

Standard Costing: Standard Cost and Standard Costing, standard costing vs. budgetary control, standard costing vs. estimated cost, standard costing and marginal costing, analysis of variance, material variance, labour variance and sales variance. -Inter-firm comparison.
Relevant case study discussions in all units

**TEXT BOOK**
S.P.Jain K.L.Narang: Cost and Management Accounting, Kalyani Publications, New Delhi, 2009

**REFERENCES**

3. Bhabatosh Banerjee: Cost Accounting, PHI Leaming, New Delhi, 2009
4. Khan and Jain: Management Accounting, Tata Mcgrahill, New Delhi

DEPT. OF BUSINESS ADMINISTRATION
Lakireddy Bali Reddy College of Engg.
Mylavaram - 521230, Krishna Dist.
**MB303 : ENTREPRENEURSHIP**

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**OBJECTIVE**

To understand the nature of entrepreneurship as a career option. It also aims at developing the relevant behavioral and entrepreneurial skills and competencies.

**UNIT - I**

Entrepreneurship- Introduction, nature concept, entrepreneurship and economic development, characteristics of /entrepreneurs, evolution of entrepreneurship, Theories of entrepreneurship, approaches, process, environment for entrepreneurship.

**UNIT - II**

Forms / Types of Entrepreneurship: Small Business, Importance in Indian economy, Types of Ownership: Sole trading, Partnership, Jointstock company; Features of Various types of businesses; Corporate Entrepreneurship; State enterprises in India.

**UNIT - III**

Establishing entrepreneurship Aspects of Promotion: Establishment entrepreneurship Opportunity Analysis, SWOT Analysis; Technological Competitiveness; Entrepreneurs legal and regulatory systems; Patents and trademarks, IPR’s. Financial Aspects of Entrepreneurship; Source of capital, Debt-Equity; Assessment of Benefits and Costs; Informal Agencies in Financing Entrepreneurs; Government grants and Subsidies.

**UNIT - IV**


**UNIT - V**

Entrepreneurship Development: Role of Government in entrepreneurship, Need for EDP’s, Objectives, Course contents and curriculum of EDP’s, Phases of EDP’s, Evaluation of EDP’s

Relevant case study discussions in all units
TEXT BOOK

P.Narayana Reddy: Entrepreneurship. Cengage learning, New Delhi, 2010

REFERENCES

1. Hisrich : Entrepreneurship, TMH, New Delhi, 2009
2. Vasantha Desai Entrepreneurship, TMH, New Delhi, 2009
3. Rajeev Roy: Entrepreneurship, Oxford University Press, New Delhi, 2010
MB304 : BUSINESS LAWS AND CORPORATE GOVERNANCE.

Lecture : 4 Periods/week  
Internal Marks : 40  
External Marks : 60

Credits : 4  
External Examination : 3 Hrs

OBJECTIVE

To enable students understand the legal frame work of business.

UNIT - I


UNIT - II


UNIT - III


UNIT - IV

Agents and Institutions in Corporate Governance: Rights and Privileges of-Shareholders- Investors’ Problems – Other stakeholders-Board of Directors- Role of Auditors- Duties and responsibilities of Auditors.
UNIT - V


Relevant case study discussions in all units

TEXT BOOKS


REFERENCES

3. Subash Chandra Das: Corporate Governance in India, PHI Learning, New Delhi 2009.
4. S.K Mandal: Ethics in Business and Corporate Governance, TMH, New Delhi, 2010. (5th unit syllabus is covered in this book)
MB401: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Lecture: 4 Periods/week
Internal Marks: 40
External Marks: 60
Credits: 4
External Examination: 3 Hrs

OBJECTIVE

The objective of the course is to discuss the various components of SCM and its implications in business. The course also helps the students to understand the importance of logistics and its role in business with the help of various case studies.

UNIT - I

Introduction to Supply Chain Management: Concept, objectives and Functions of Supply Chain; Process view of a Supply Chain; Impact of Supply Chain Flows.
Supply Chain Drivers: Facilities, Inventory, Transportation, Information, Sourcing, Pricing; Obstacles to Achieve Strategic fit; Role of Aggregate Planning in Supply Chain, Methods and Managing Supply and Demand.
Supply Chain Performance: Competitive Advantage and Supply Chain Strategies, Achieving Strategic fit.

UNIT - II

Logistics Management: Introduction, Difference between Logistics and Supply Chain; Inbound, Inter and Outbound Logistics; Integrated Logistics Management; Maximizing productivity and cash flow, 3PL, 4PL, Intermodal and Reverse Logistics.

UNIT - III

Supply Chain Relationship: Bench marking - Objectives, Bench marking Cycle, Process and types, Setting Bench marking Priorities.
Sourcing in Supply Chain: Role of Sourcing in Supply Chain Management, Supplier Scoring and Assessment; Supplier Selection and Controlling; The Procurement process, Sourcing Planning and Analysis; Global Sourcing.
Pricing and Revenue in Supply Chain: The role of Revenue Management in Supply Chain.

UNIT - IV

Network design in Supply Chain: The role of distribution in the Supply Chain Management, factors influencing distribution network design; Transportation Fundamentals: The role of Transportation in Supply Chain, factors influencing Transportation Decisions, Modes of Transportation, Transportation documentation.
Coordination in Supply Chain: Introduction, Lack of Supply Chain Coordination and the Bullwhip effect, Impact of Lack of Coordination, Obstacles to Coordination in Supply Chain, Managerial levers to Achieve Coordination.
UNIT - V

IT in Supply Chain: The role of IT in the Supply Chain, The Supply Chain IT framework; CRM, Internal SCM, SRM; The Future of IT in Supply Chain, Supply Chain IT in Practice.

Global Logistics and Global Supply Chain: Logistics in Global Economy, Change in Global Logistics, Global Supply Chain business process; Global Strategy; Global Purchasing, Global SCM.

Relevant case study discussions in all units

TEXT BOOK


REFERENCES

MBA (IV SEMESTER)
MB402: TOTAL QUALITY MANAGEMENT

Lecture : 4 Periods/week
Internal Marks : 40
External Marks : 60
Credits : 4
External Examination : 3 Hrs

OBJECTIVE

To know how to manage quality in today’s competitive environment. It will focus on the principles, strategies, methods and tools that might be used to build an effective quality system.

UNIT - I

Introduction to Quality: Origin, growth, Quality Philosophies and Frameworks, Dimensions of Quality, Quality Planning, Quality costs

UNIT - II

TQM Concepts and Principles: Introduction to TQM, Implementing TQM Systems, Approaches, Barriers, Changes in organization culture, Role and responsibilities of management, Continuous improvement, Quality circles, Quality Function Deployment.

UNIT - III


UNIT - IV


UNIT - V

Quality System: ISO series as a system, implementing change, Quality assurance systems and quality audits, Indian Quality System-Quality Awards and Marks ISI etc.

Relevant case study discussions in all units
TEXT BOOK


REFERENCES

FINANCE
MB-3F01: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

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OBJECTIVE
To provide students an understanding of working capital markets and management of portfolios of stocks.

UNIT - I


Portfolio Theory: Concept of Risk, measuring risk and returns, Portfolio risk – measurement and analysis, mean – variance approach, business risk and financial risk and treatment in portfolio management.

UNIT - II


UNIT - III


UNIT - IV

Portfolio Analysis: Diversification, Portfolio Risk and Return Single Index Model The Sharpe Index Model Portfolio Beta Generating the Efficient Frontier.

Portfolio Selection: Markowitz Risk return Optimization, Sharpe optimization model other portfolio selection models Geometric Mean Model, Safety First Model and Stochastic Dominance Model.

Portfolio Revision: Portfolio Rebalancing, Portfolio Upgrading, Investment Timing, Formula Plans; Constant Dollar Value Plan, Constant Ratio Plan, Variable Ratio Plan, Selection and Revision of Equity Portfolios.
UNIT - V

Mutual Funds: Objectives of Mutual Funds, Organization and Management of Mutual Funds, Types of Mutual Funds, Pros and Cons of Mutual Funds. Performance evaluation of mutual funds, conventional theory, performance measurement with changing portfolio composition.

Relevant case study discussions in all units

TEXT BOOK

Security Analysis and Portfolio Management. 6th e Fischer, Donald E / Jordan, Ronald J. PrenticeHall, India

REFERENCES


HEAD
Dept. of Business Administration
Lakireddy Bali Reddy College of Engg.
Mylavaram - 521230., Krishna Dt
MB-3F02: FINANCIAL INSTITUTIONS AND SERVICES

Lecture : 4 Periods/week  
Internal Marks : 40  
External Marks : 60  

Credits : 4  
External Examination : 3 Hrs

OBJECTIVE

To provide to students an understanding of Financial Markets, the major institutions involved the framework for these institutions.

UNIT - I

Introduction to Indian Financial System - Financial Markets and Types - Financial Institutions in India - The financial system and its technology; The factors affecting the stability of the financial system; Development finance vs. universal banking; Financial intermediaries and Financial Innovation.

UNIT - II

The banking Institutions: RBI-Central Banking- Commercial banks - the public and the private sectors - structure and comparative performance. The problems of competition; interest rates, spreads, and NPAs. Bank capital - adequacy norms and capital market support.

UNIT - III


UNIT - IV

Financial services: Asset/fund based Financial services - lease finance, consumer credit and hire purchase finance, factoring definition, functions, advantages, evaluation and forfeiting, bills discounting, housing finance, venture capital financing. Fee-based / Advisory services: Stock broking, credit rating.

UNIT - V

Merchant Banking Services: Role and Functions of Merchant Banking Issue. Market and Other Services Corporate Advisory Services Market Making Process SEBI guidelines on Merchant Banking Functions of MBs - underwriter, banker, broker, registrar, debenture trustee and portfolio manager. MBs’ activities and SEBI guidelines related to issue management. 

Relevant case study discussions in all units
TEXT BOOK


REFERENCES

2. Pathak : Indian Financial Systems Pearson Education

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Lakireddy Bali Reddy College of Engg.
Mylavaram - 521230, Krishna D
MB-4F01: INTERNATIONAL FINANCIAL MANAGEMENT

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OBJECTIVE

To provide students with a broad view of International Monetary Systems and its understanding to enable a global manager to do business in a global setting.

UNIT - I


UNIT - II

Foreign Exchange Market: Function and Structure of the Forex markets, major participants, types of transactions and settlements dates, Foreign exchange quotations, process of arbitrage, speculation in the forward market. Currency Futures and Options Markets Overview of the other markets - Euro currency market, Euro credit market, Euro bond market, International Stock market.

UNIT - III


UNIT - IV


UNIT - V

Short-term Asset-Liability Management: International Cash management, accounts receivable management, inventory management. Payment methods of international trade, trade finance methods, Export - Import bank of India, recent amendments in EXIM policy, regulations and guidelines.

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Relevant case study discussions in all units

TEXT BOOK


REFERENCES

MB-4F02: FANACIAL RISK MANAGEMENT

Lecture : 4 Periods/week
Internal Marks : 40
External Marks : 60
Credits : 4
External Examination : 3 Hrs

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OBJECTIVE

The objective of financial risk management is to reduce the impact of fluctuations and other factors of uncertainty in financial markets.

UNIT - I

Introduction to Risk Management: Elements of uncertainty, Sources of risk, Types of risk, Implications of various risks for firm and limitations of risk management.

Corporate Risk Management: Total risk and Expected cash flows, Evolution of risk management. Approaches to risk management, Risk Management process, Tools Hedging, forwards, and futures, options and swaps and Hybrids; Risk management guidelines, and Risk management in practice.

UNIT - II

Introduction to Derivatives: Historical perspective, Exchanges the Mechanics of derivative markets, the role of clearinghouses, market players and trading techniques.

UNIT - III

Futures: The fundamentals of futures contract; Overview, Types of futures, Mechanics of future trading, Major characteristics, Exchange organization, Trading process, Price quotations, Hedging and Speculation with Commodity futures, Interest rate futures, Currency futures and Stock Index futures. Optimal hedge ratio, Pricing of Index Futures Contracts, Stock Index Arbitrage, Applications of Index Futures and Beta Management.

UNIT - IV

Options: Overview, Generic options, factors affecting option prices, Types of options; Interest rate options, Currency options and Trading strategies, Option pricing models, Options on futures contracts and Exotic options; Elementary Inventory strategies, Complex Investment Strategies, Covered Call Writing, Protective Put, Straddles and Strangles, Spreads, Evaluation of Option Based Investment Strategies, Risk Associated with Options, Options Sensitivities.
UNIT - V

Swaps: Evolution of swap market, Swap terminology and structures of standard coupon and currency swaps, Motivations underlying swaps; Types of swaps, Mechanics of swap transactions, Valuation and Application of swaps.

Relevant case study discussions in all units

TEXT BOOK

Introduction to Futures & Options Hull, John C. Prentice Hall

REFERENCES

1. Options and Futures Dubufsky, David A. McGrawHill
2. Futures and Options Edwards, Franklin R / M, Cindy W. McGrawHill
3. Financial Derivatives Redhed, Keith. Prentice Hall India
HUMAN RESOURCE MANAGEMENT

MB-3H01: PERFORMANCE MANAGEMENT

Lecture: 4 Periods/week  Internal Marks: 40
External Marks: 60
Credits: 4  External Examination: 3 Hrs

OBJECTIVE

The course is aimed at enabling students understand management of performance and its various processes.

UNIT - I


UNIT - II


UNIT - III


UNIT - IV

Performance Managing: Meaning, Definition, Objectives & Importance – Process; Methods of Performance Appraisal; Performance Monitoring: Meaning, Definition & Importance – Process – Mentoring.

UNIT - V

Relevant case study discussions in all units

TEXT BOOK


REFERENCES

MB-3H02: LEADERSHIP AND TEAM BUILDING

Lecture : 4 Periods/week  
Internal Marks : 40  
External Marks : 60  
Credits : 4  
External Examination : 3 Hrs

OBJECTIVE

To enable students understand the qualities of a leader and the requirements of building and leading teams.

UNIT - I

Leadership: Understanding Leaders and Leadership – Need for Leadership – Leader and Manager – Prerequisites of Organizational Leaders: Self-management dimensions – Leading People – Task management; Myths and Realities of Leadership – Current Issues in Leadership- Inner Structure of Effective Leaders.

UNIT - II


UNIT - III


UNIT - IV


UNIT - V

Relevant case study discussions in all units

TEXT BOOK

Uday Kumar Haldar, Leadership and Team Building, Oxford University Press, New Delhi, 2010.

REFERENCES

MB-4H01: STRATEGIC HUMAN RESOURCE MANAGEMENT

Lecture : 4 Periods/week  
Internal Marks : 40  
External Marks : 60  
Credits : 4  
External Examination : 3 Hrs

OBJECTIVE

To enable students understand the relationship of HR strategy with overall corporate strategy and the strategic role of specific HR systems and processes.

UNIT - I


UNIT - II


UNIT - III

Theoretical Perspectives of SHRM – SHRM in Indian context – Indian versus Western Approaches – Alternative HR Strategies - Compensation system in the globalised environment.

UNIT - IV


UNIT - V


Relevant case study discussions in all units

TEXT BOOK

REFERENCES

4. Jeffrey A. Mello, Strategic HRM, Thomas Learning, New Delhi, 2002.

HEAD

DEPT. OF BUSINESS ADMINISTRATION
Lakireddy Bali Reddy College of Engg.
Mylavaram-521230., Krishna Dr
MB-4H02: MANAGEMENT OF CHANGE

Lecture : 4 Periods/week
Internal Marks : 40
External Marks : 60
Credits : 4
External Examination : 3 Hrs

OBJECTIVE

The course aims at acquainting students about the dynamics involved in the management of change and various organizational change processes.

UNIT - I


UNIT - II


UNIT - III


UNIT - IV

UNIT - V


Relevant case study discussions in all units

TEXT BOOK


REFERENCES

MARKETING

MB-3M01: SERVICES MARKETING AND RETAIL MANAGEMENT

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OBJECTIVE

To provide deeper insight into marketing management of companies offering services as product and to enable students to have deeper insight into working of Retail sectors.

UNIT - I

Services marketing conceptual issues: Understanding services - Role of services - service characteristics - Role of buyers - Types of services - service quality.

UNIT - II

Services and marketing strategies: Travel and tourism services - transportation & logistics - financial services - IT & communication - media services - Health care services - professional services - Education and extension services - Public services - Services and tangibility, services and price, promotion strategies, distribution strategies of services & extended services.

UNIT - III

Retailing Management: Introduction - types of retailers - organized vs unorganized retailing - multi-channel retailing - issues - shopping experience - evolution - capabilities needed for multi-channel retailing - Retail channels for interacting with customers.

UNIT - IV

Retail market strategies: Definition - Building sustainable competitive advantage - Growth strategies - market penetration - Retail format development - Retail location - Strategic Retail planning process.

UNIT - V


Relevant case study discussions in all units.

HEAD
Dept. of Business Administration
Lakireddy Bal Reddy College of Engg.
Mylavaram - 521230., Krishna Dtr
TEXT BOOKS

1. Ram mohan rao-Marketing of services-Pearson
2. Gilbert : Retail marketing management , Pearson Education

REFERENCES

1. Adrian payne, the essence of services marketing, Prentice-hall of India P Ltd- Latest edition
4. Michael levy, Barton A weitz , Ajay pandit- Retailing management –TMH, new delhi
# MB-3M02: ADVERTISING AND BRAND MANAGEMENT

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## OBJECTIVE

The objective of this course is to provide an understanding of the basic principles of advertising management and to develop an understanding of the brand concept and the operational aspects of managing a brand.

## UNIT - I

Role of Integrated Marketing Communication in the Marketing Programme; Process of Marketing Communication; Definition and Scope of Advertising Management; Determination of Target Audience, Advertising and Consumer Behavior; Setting Advertising Objectives, DAGMAR; Determining Advertising Budgets; Advertising Planning and Strategy, Creative Strategy Development and Implementation.

## UNIT - II

Copy writing, role of a copy writer, making a print ad and a moving ad, different advertising agencies in India, role of advertising agency in brand building, idea making, public relations, art work.

## UNIT - III

Media Planning: Setting Media Objectives; Developing Media Strategies, Evaluation of Different Media and Media Selection; Media Buying; Measuring Advertising Effectiveness; The Organization for Advertising; Social, Ethical and Legal Aspect of Advertising.

## UNIT - IV

Brand-concept: Nature and Importance of Brand; Brand vs. Generics, Brand Life Cycle, Brand Name and Brand Management; Brand Identity: Conceiving, Planning and Executing (Aaker Model), Brand Loyalty, Measures of Loyalty; Brand Equity: Concepts and Measures of Brand Equity-Cost, Price and Consumer Based Methods; Sustaining Brand Equity; Brand Personality: Definition of Brand Personality, Measures of Personality, Formulation of Brand Personality; Brand Image Vs Brand Personality.

## UNIT - V

Brand Positioning: Concepts and Definitions, Repositioning, Celebrity Endorsement, Brand Extension; Differential Advantage: Strategies for Competitive Advantage, Brand Pyramid; Branding in different sectors; Role of Information in Brand Management; Role of e-communities in Brand Management.

**Relevant case study discussions in all units**
TEXT BOOKS


REFERENCES

MB-4H01: CONSUMER BEHAVIOUR

Lecture : 4 Periods/week\hspace{1cm} Internal Marks : 40

External Marks : 60

Credits : 4\hspace{1cm} External Examination : 3 Hrs

OBJECTIVE

The Objective of the course is enable students to understand the perspectives of consumers and their buying behavior.

UNIT - I

Introduction: An overview - Introduction, need for understanding consumer behavior, consumer insights: live examples, diversity in Indian markets, changing pattern of Indian consumer behavior, factors influencing consumer behavior, microfactors influencing consumer behavior, understanding the buying decision process, industrial consumer behaviour.

UNIT - II

Factors influencing consumer behaviour: Effect of personal factors, influence of reference groups, culture and western influence on consumer behavior.

UNIT - III

Consumer as an Individual: consumer motivation, perception, beliefs and attitudes, learning experience, personality and self image.

UNIT - IV


UNIT - V

Contemporary issues in consumer behavior: Demographic picture of the Indian market, Drivers of change, consumer trends, significance of rural markets, rural consumer behavior, new consumption patterns, products-category wise: new behavioural patterns.

Relevant case study discussions in all units

TEXT BOOK

Consumer Behavior: Insights from Indian market. Ramanuj Majumdar PHI.

REFERENCES
3. Roger D Black well et al, Consumer Behavior, 9/e, Thomson, New Delhi
4. Henry Assael, consumer Behavior, 6/e, Thomson
MB-4M02: CUSTOMER RELATIONSHIP MANAGEMENT

Lecture : 4 Periods/week  
Internal Marks : 40  
External Marks : 60  
Credits : 4  
External Examination : 3 Hrs

OBJECTIVE

To familiarize the students with the emerging trends in customer relations in the Indian business and to manage these relations in an effective manner to increase customer loyalty.

UNIT - I

Introduction to CRM : CRM as a business strategy - Elements of CRM - CRM Processes and systems - Entrance, applications and success of CRM –

UNIT - II

Strategy and Organisation of CRM - Description of customer-supplier relationships - The dynamic in relationships - Communities - CRM as an integral business strategy - The nature & context of CRM strategy - The results of a successful CRM strategy

UNIT - III

The relationship-oriented organization : Mission-Culture -Structure -People -Communication and information -Systems- 6 Communications and multi channels - Customers and the use of the channels - Influence of the channels on pricing and the formation of relationships

UNIT - IV

The individualized customer proposition - Customization - Individualisation of the product offering - Individualized pricing policy -The relationship policy -Loyalty programs - Improvement of the size and quality of the customer database

UNIT - V

Retention and cross-sell analyses - Retention - Cross-selling -The effects of marketing activities -Evaluating the effect of marketing activities on the customer value -Experiments - The learning organization

Relevant case study discussions in all units

TEXT BOOK

CRM -Jagdish sheth -Customer Relationship Management : A Strategic Perspective-Macmillan India Ltd: 2006
REFERENCES


4. Federico Rajola – Customer Relationship Management: Organizational; and Technological Perspectives – Springer 2003

HEAD
Dept. of Business Administration
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Mylavaram 521230. Krishna Dt
ENTREPRENEURSHIP
MB-3E01: VENTURE CREATION

Lecture : 4 Periods/week Internal Marks : 40
Tutorial : External Marks : 60
Credits : 4 External Examination : 3 Hrs

OBJECTIVE

The course aims at exploring the various dimensions of venture creation. The students experience the process and are encouraged to embrace on concertizing entrepreneurial aspirations into reality through support.

UNIT - I

Entrepreneurship, Five core elements of entrepreneurship. Corporate applications of entrepreneurship. Venture creation and Society Venture creation and personality traits.

UNIT - II

The business Idea, Sources and generating Ideas, Project Identification Dynamics, need of society- Business opportunities and venture creation.

UNIT - III

The entrepreneurial manager- The New Venture team, Creates an innovative Culture, Personal Ethics and the entrepreneur.

UNIT - IV

Establish enterprises: Procedures and formalities: New ventures, Government Restrictions

UNIT - V

Entrepreneurial finances, types of sources to new ventures: Venture capital.

Relevant case study discussions in all units

TEXT BOOK


REFERENCES

4. Gupta CB and Narayanan NP (1999), Entrepreneurship development in India, Sultan Chand & sons, New Delhi, India.
MB-3E02: PROJECT MANAGEMENT

Lecture : 4 Periods/week   Internal Marks : 40
Tutorial :     External Marks : 60
Credits : 4     External Examination : 3 Hrs

OBJECTIVE

The course aims at exploring the various dimensions of Project Management. The students experience the process and are encouraged to embrace on concertizing entrepreneurial aspirations into reality through support.

UNIT - I


UNIT - II


UNIT - III


UNIT - IV


UNIT - V

Project Scheduling, Importance of scheduling, tis techniques, Need for monitoring and Control. The planning – scheduling – monitoring Cycle, project control and types of control systems. Managerial perspective in control-project quality management and project auditing. Managing e-business projects

Relevant case study discussions in all units

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TEXT BOOK


REFERENCES


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Mylavaram-521230. Krishna Df
MB-4E01: BUSINESS OPPORTUNITY ANALYSIS & REPORT PRESENTATION

<table>
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OBJECTIVE

The course aims at exploring the various dimensions of business opportunity analysis and report preparation the students experience the process and are encouraged to embrace on concertizing entrepreneurial aspirations into reality through support.

UNIT - I

Introduction to entrepreneurship, and Business opportunities in traditional society, Pre-Establishment and Post-Establishment.

UNIT - II


UNIT - III

Managing innovation, innovation process, Business opportunity and entrepreneurship. Business opportunity analysis- various steps/ Strategies.

UNIT - IV

Sources of Business Idea, Sources and generating Ideas, sources. Business Opportunities.

UNIT - V


Relevant case study discussions in all units

TEXT BOOK

Kuratko. DF and Hodgetts.RM (2005), entrepreneurship theory, process and practices. Thompson-South western, Chennai, India.
REFERENCES

4. Gupta CB and Narayanan NP (1999), Entrepreneurship development in India, Sultan chand & sons, New Delhi, India.
MB-4E02: IDEA GENERATION AND INCUBATION

Lecture : 4 Periods/week
Internal Marks : 40
External Marks : 60
Credits : 4
External Examination : 3 Hrs

OBJECTIVE

The course aims at exploring the various dimensions of idea generation and incubation of venture creation and growth. The students experience the process and are encouraged to embrace on concertizing entrepreneurial aspirations into reality through support.

UNIT - I


UNIT - II


UNIT - III

The process of entrepreneurship- develop a business- model- gather resources- various Business models- Ideas generation of ventures.

UNIT - IV


UNIT - V

Incubation centers in India: people & context, global and Indian experience, managing investors, incubation of Ideas and Products.

Relevant case study discussions in all units

TEXT BOOK

Kuratko. DF and Hodgetts.RM (2005), entrepreneurship theory, process and practices. Thompson South western, Chennai, India

REFERENCES

1. Smith KK and Smith RL (2004), entrepreneurial finance, John wiley and sons, California
4. Zolton J , Acs and Divid, Audenttxsch, Springers Inc, Newyork

BANKING AND INSURANCE

HEAD

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Mylavaram-521230, Krishna
OBJECTIVE

To introduce the students with the insurance industry and to create a clear understanding on insurance acts and policies.

UNIT - I


UNIT – II


UNIT - III


UNIT - IV


UNIT - V


Relevant case study discussions in all units
TEXT BOOK


REFERENCES

1. Principals of Insurance-Holioke 2 Principals of Insurance- Mishra
   New Delhi.
MB-3B02: STRATEGIC CREDIT MANAGEMENT

Lecture : 4 Periods/week  
Internal Marks : 40

Tutorial :  
External Marks : 60

Credits : 4  
External Examination : 3 Hrs

OBJECTIVE

The course familiarizes the students with the concepts and approaches of managing corporate finance from a Strategic perspective.

UNIT - I

Introduction: Credit management in banks-Principles of good lending- Borrower study and bankers opinion-Credit policy by banks-Government regulation of credit -Prudential norms.

UNIT - II

Over view of credit policy and loan characteristics-The credit process – Characteristics of different types of loans-Evaluating commercial loan requests –Management of the firm and other factors –Feasibility study – Fundamental credit issues - Credit analysis-Different types of borrowers –Forms of advances secured and unsecured advances-Short term and long term advances.

UNIT - III

Loan and advances against pledge- Hypothecation- Mortgage – Lien-Advances against goods- Document to title to goods – Life insurance policies -Fixed deposit receipts -Book debts- Supply bills.  

UNIT - IV

Financing to small scale industries and large scale industries- Term lending-Syndicated loan system- Role of development banks in industrial finance—Industrial sickness and BIFR. Import and export credit- ECGC- EXIM Bank – documentation for charge creation, extension - Law of limitation

UNIT - V

NPA management – Introduction- Identification of NPA’s- CC-OD-Term loans-Bills purchased-Other accounts-Asset classification- Prudential norms- Capital adequacy – International Banking Regulation-Basel II.

Relevant case study discussions in all units

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TEXT BOOK


REFERENCES

**MB-4B01: PRINCIPLES AND PRACTICES OF BANKING**

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**OBJECTIVE**

To provide basic knowledge of banking and to familiarize the students with the changing scenario of Indian banking

**UNIT - I**

Introduction-Origin and Evolution of banks-Meaning and definition of banking-Nationalization and its objectives-Classification of banks-Functions of commercial banks-Credit creation

**UNIT - II**

Retail banking-Products and services-Its business and composition-Housing loans-Vehicle loans-personal loan-Education loan-Farm loan-Computation of interest-Fixed rate-Floating rate-EMI-Value added service.

**UNIT - III**

Innovations and reforms in banking-Social banking-Lead bank scheme-Offshore banking-Hi-Tech banking-Debit and credit card-EFT-RTGS-Tele banking-Internet banking-Banking ombudsman-Banking sector reforms-Capital adequacy norms-NPA-Its management-Consortium banking-Cheque Truncation system-E-Purse

**UNIT - IV**

Banker and customer-Meaning and definition-Relationship-General and special features-Rights and obligation-Opening of accounts-Different types of accounts-Closing of accounts-Cheque crossing and endorsement

**UNIT - V**

Rural banking-Rural credit-Objective-Deposit mobilisation-Microfinance-priority sector advances-Agriculture debt relief (Inclusive of enactment). Relevant case study discussions in all units

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**HEAD**

DEPT. OF BUSINESS ADMINISTRATION
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TEXT BOOK

Money and banking, Theory with Indian banking, T.N. Hajeela, Anes Publications.

REFERENCES

MB-4B02: MERCHANT BANKING AND FINANCIAL BANKING

Lecture : 4 Periods/week
Internal Marks : 40
External Marks : 60
Credits : 4
External Examination : 3 Hrs

OBJECTIVE

The course attempts to provide an insight to and equips the students with knowledge of various facets of Merchant Banking Activities and Financial Services.

UNIT - I

Overview of Indian Financial System- Development Since 1991- Role of Financial Intermediaries- Various Financial Intermediaries

UNIT - II


UNIT - III

Secondary Markets - Stock Exchanges in India - National Stock Exchange (NSE) - Over The Counter Exchange of India (OTCEI) - Stock Holding Corporation of India (SHCIL) - Scripless Trading - E-Trading - Index/Futures Trading - Share Lending Scheme - Stock Market operations on International Level - Book Building.

UNIT – IV

Money Market - Nature and role of money market in India - Instruments in money market viz. CPs, CDs, Bills of Exchanges, ICDs, Treasury Bills - Role of DFHI/STCI in money market.

UNIT - V

Financial Services - Credit Rating - Factoring and Forfeiting - Leasing and Hire Purchasing - RBI guidelines for NBFCs - Credit Cards - Securitization of debts - Housing Finance.
Relevant case study discussions in all units

TEXT BOOK

Merchant Banking & Securities Management M.A.Kohak

REFERENCES

4. Indian Financial Services- M.Y. Khan

SYSTEMS
MB-3S01: DATABASE MANAGEMENT SYSTEMS

Lecture : 4 Periods/week
Internal Marks : 40
External Marks : 60
Credits : 4
External Examination : 3 Hrs

OBJECTIVE

To understand the functions, designing and interrelations of Database management systems.

UNIT - I


UNIT - II

Modeling Data in the Organization: Modeling the Rules of the organization ER Model Entity Relationship Model Constructs Relationships, Logical Database Design and the Relational Model: Relational Data Model Integrity Constraints Transforming EER Diagrams into Relations Introduction to Normalization Basic Normal Forms Merging Relations Final Step for defining Relational Keys.

UNIT - III

SQL: History of SQL Role of SQL in a Database Architecture SQL Environment database in SQL Inserting Updating and Deleting Data Internal Schema in RDBMS Processing Single Tables. Advanced SQL: Processing Multiple Tables Ensuring traction Integrity Data dictionary Facilities SQL99 Enhancement and Extensions to SQL, Triggers and Routines Embedded SQL and Dynamic SQL.

UNIT - IV

Physical Database Design and Performance: Physical Database Design Process Designing Fields Designing Physical Records and emoralization Designing Physical Files Using and Selecting Index
UNIT – V

Transaction Processing Concepts:

Concurrence Control Techniques: Locking Techniques for Concurrence Control Concurrence Control based on Timestamp Ordering Multisession Concurrence Control Techniques Validation Concurrence Control Techniques Granularity of Data items and Multiple Granularity locking Using Locks for Concurrence Control Indexes.

Relevant case study discussions in all units

TEXT BOOK


REFERENCES

1. Hansen & Hansen Database Management and Design, Prentice Hall of India
2. Panneer Selvam, Data Management System, Prentice Hall of India
3. Leon & Leon Database Management Systems, Prentice Hall of India
4. Date C.J. An Introduction to Database Systems, Addison Willey.
MB-3S02: E-COMMERCE

Lecture : 4 Periods/week
Credits : 4

Internal Marks : 40
External Marks : 60

External Examination : 3 Hrs

OBJECTIVE

To understand the functions and interrelations of the components of e-commerce technologies and use the vocabulary of e-commerce

UNIT - I

E - Commerce Technology - Overview of technologies relevant to electronic commerce
Understanding basic internet technology through its protocol

UNIT - II

E - Commerce web application design and development - User interface design, Contextual design, Understand object oriented programming, Demonstrate java programs and applets. Introduction to java servlets, JSP and JDBC. Understand core technologies such as request/response protocols like (HTML, HTTP)

UNIT - III

E-Commerce Systems design Overview of object oriented design with UML, Multi-Tier architectures, Management concepts like software specifications and design, planning, management.

UNIT - IV

E-Payments and computer security - Introduction to E-Payments, Different E-Payment technologies, Principles of digital cryptography and public key, cryptosystems, Cryptographic standards, Digital signature certifications, Secure communications.

UNIT - V

Mobile E-Commerce - Introduction to M Commerce, Context and trends: the forces behind M commerce, Overview of basic model communication principles, Introduction to WAP 2.0 protocol.

Relevant case study discussions in all units
TEXT BOOK


REFERENCES

MB-4S01: DATA WAREHOUSING AND DATA MINING

Lecture: 4 Periods/week  
Internal Marks: 40  
External Marks: 60  
Credits: 4  
External Examination: 3 Hrs

OBJECTIVE

To learn how to use Data warehousing and Data Mining techniques to meet your business objectives.

UNIT - I

Data warehousing Introduction: What is a Data warehouse, Who uses Data warehouse, Need for Data warehouse, Applications of Data warehouse Concepts.

The Data warehouse Data Base: Context of Data warehouse Data Base, Data Base Structures – Organizing Relational Data warehouse – Multi-Dimensional Data Structures – Choosing a Structure, Getting Data into the Data warehouse – Extraction, Transformation, Cleaning, Loading and Summarization.

UNIT - II

Analyzing the Contexts of the Data warehouse: Active Analysis, User Queries – OLAP, OLAP Software Architecture – Web Based OLAP, General OLAP Product Characteristics, Automated Analysis – Data Mining, Creating a Decision Tree, Correlation and Other Statistical Analysis, Neural Networks, Nearest Neighbour Approaches, Putting the Results to Use.

UNIT - III


UNIT - IV

UNIT - V


Relevant case study discussions in all units

TEXT BOOK

George M Markas: Modern Data WareHousing, Mining and Visualization, Pearson Education, New Delhi, 2009

REFERENCES

3. Reema Thareja: Data Ware Housing, Oxford University Press, New Delhi, 2009.
MB-4S02: DECISION SUPPORT SYSTEMS

Lecture : 4 Periods/week  
Internal Marks : 40  
External Marks : 60  
Credits : 4  
External Examination : 3 Hrs

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OBJECTIVE

To explain the process of Decision making in various management functions using Information Systems

UNIT - I


UNIT - II

Deterministic Models: Models Required to Cope With Uncertainty, Probabilistic Models and Fuzzy Sets, Fuzzy DSS and Fuzzy Expert DSS
Non-Optimizing Models of DSS: Simulation Techniques and Monte- Carlo Methods

UNIT - III


UNIT - IV

Introduction to Artificial Intelligence (AI): An Overview of AI— AI Technologies in Business, Domains in AI, Neural networks

UNIT - V

Fuzzy logic systems in Business: Virtual Reality, Intelligent agents, expert system and its components, Applications of expert system, developing expert systems, value of expert systems

Relevant case study discussions in all units

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TEXT BOOK


REFERENCES