

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

MASTER OF BUSINESS ADMINISTRATION

PG Timetable (R23)

Course/ Section : MBA-II Sem.A/S

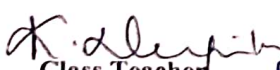
Classroom : 5S03

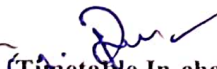
A.Y : 2024-2025


W.E.F : 13.01.2025

DAY TIME	1	2	3		4	5	6	7
	9.00 to 10.00	10.00 to 11.00	11.00 to 12.00	12.00 to 1.00	1.00 to 2.00	2.00 to 3.00	3.00 to 4.00	4.00 to 5.00
MON	SQL & PBI -LAB			L U N C H	SAP			Sports / Yoga / Counselling
TUE	BRM	HRM	FM		MM	BA	POM	
WED	FM	BA	BRM		ASSOC			
THU	MM	SEM	POM		BRM	HRM	SL	
FRI	BA	FM	MM		HRM	POM	BRM	
SAT	HRM	SAP	MM		POM	FM(T)	BA	

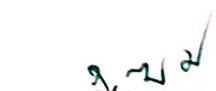
S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
1	23MB07	FM (4)	Financial Management	Mr.K. Ravi Kiran Yasaswi (T699)
2	23MB08	HRM (4)	Human Resources Management	Dr.K. Deepika (T838)
3	23MB09	MM (4)	Marketing Management	Dr.D. Venkateswarlu (T472)
4	23MB10	POM (4)	Production & Operations Management	Dr.R. Jeya Lakshmi (T471)
5	23MB11	BRM (4)	Business Research Methods	Dr.T. Rajasekhar (T 090)
6	23MB61	BA (4)	Business Analytics (Open elective)	Dr.O. Naresh (T 903)
7	23MB73	SQL& PBI -LAB (4)	SQL & Power BI Lab	Dr. Venu Gopal (T 850) Mrs.S.Jyothi (T851) Dr.O. Naresh (T 903)
8	23MB74	SAP (4)	Start-up Analysis & Presentation (SAP)	Mr.K. Ravi Kiran Yasaswi (T699) Mrs.Y.Nagamani (T922)
9		ASSOC (3)	Association	Mr.B. Kalyan Kumar(T700) Mr.Syed.Basha (Adjunct faculty) Dr.K. Bhanu Prakash (Adjunct faculty)
10		SEM (1)	Seminar	Mr.B. Kalyan Kumar(T700)
11		SL(1)	Self-learning (Library/Swayam)	Mr.M.S. Chakravarthy (T451)


Class Teacher
(Dr.K.Deepika)


(Timetable In-charge
(Dr.U. Rambabu)


HOD
(Dr.A.Adishesha Reddy)


Dean of Academics
(Dr.M.Srinivasa Rao)


Principal
(Dr. K. Appa Rao)



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L.B. Reddy Nagar, Mylavaram, NTR District, Andhra Pradesh - 521230



MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

Name of the course instructor: K.Ravi Kiran Yaraswi

COURSE NAME & CODE : FINANCIAL MANAGEMENT & 23MB07

L-T-P Structure : 4-0-0

Credits: 4

Program /Sem/Sec : MBA., II Sem., Section –A

A.Y : 2024-2025

COURSE EDUCATIONAL OBJECTIVES (CEOs):

Course Educational Objectives:-

- To help the students to develop cognizance of the importance of Financial Management in corporate valuation.
- To enable students to describe how people analyze the corporate leverage under different conditions and understand how people evaluate different corporate.
- To provide the students to analyze specific characteristics of investment decision and their future action for capital budgeting and learn significance of time value of money.
- To enable students to synthesize related information and evaluate dividend decision for most logical and optimal solution they would be able to predict and control Debt Equity incurrence and improve results.
- To discuss the role of the Working capital management for the successful operations of the business.

Course Outcomes:-

- Understand the fundamentals of financial management and making them effective managers.
- Demonstrate concept of capital structure for effective financial decisions.
- Apply the capital budgeting techniques to select the project proposals.
- Evaluate various approaches to be followed for wealth maximization of shareholders.
- Illustrate the classification and working capital management.

COURSE ARTICULATION MATRIX (Correlation between COs&POs,PSOs):

Cos	PO1	PO2	PO3	PO4	PO5
CO1	2	2	-	-	1
CO2	2	3	1	2	2
CO3	1	3	1	-	1
CO4	2	3	1	1	--
CO5	1	3	--	--	2

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put '-'. **1-** Slight (Low), **2** – Moderate (Medium), **3** - Substantial (High).

**MASTER OF BUSINESS ADMINISTRATION****Textbooks:**

T1: Khan & Jain P.K, Financial management: Text & Problems, Tata McGraw-Hill, New Delhi.

T2: IM Pandey, Financial management, 9th edition, Vikas Publishing House Pvt Ltd, New Delhi-2005

References

R1. Eugene F Brigham et al Financial management: Theory & Practices, 9th edition, the Dryden Press-1999.

R2. Van Horne, Financial Management & Policy, 12th edition, Prentice Hall New Delhi.

R3. Damodaran, Aswath. John, corporate finance: Theory & Practices, 2nd edition, Wiley & sons,

R4. Prasanna Chandra, Financial management: Theory & Practices, 7th edition, Tata McGraw-Hill, New Delhi-2004

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): Section-A****UNIT-I: Introduction to financial management**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
1.	Introduction to Subject	1	21-01-2025		TLM1	T1/T2	
2.	Course Outcomes	1	22-01-2025		TLM2	T1/T2	
3.	Financial Management: Concept	1	24-01-2025		TLM1	T1/T2	
4.	Nature and scope of FM	1	25-01-2025		TLM1	T1/T2	
5.	Evolution of financial management	1	28-01-2025		TLM3	T1/T2	
6.	The new role in the contemporary scenario	1	29-01-2025		TLM1	T1/T2	
7.	Tutorial -1	1	31-01-2025		TLM3		
8.	Goals and objectives of financial Management	1	01-02-2025		TLM1	T1/T2	
9.	Goals and objectives of financial Management	1	04-02-2025		TLM1	T1/T2	
10.	Firm's mission and objectives –	1	05-02-2025		TLM1	T1/T2	
11.	Profit maximization Vs. Wealth maximization	1	07-02-2025		TLM1	T1/T2	
12.	Maximization Vs Satisfying	1	08-02-2025		TLM1	T1/T2	
13.	Major decisions of financial manager.	1	11-02-2025		TLM1	T1/T2	
14.	Case Study discussion	1	14-02-2025		TLM2	T1/T2	
	No. of classes required to complete UNIT-I	14					



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MASTER OF BUSINESS ADMINISTRATION

UNIT-II: Financing Decision

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
15.	Financing Decision: Sources of finance	1	18-02-2025		TLM1	T1/T2	
16.	Concept and financial effects of leverage	1	19-02-2025		TLM1	T1/T2	
17.	EBIT	1	21-02-2025		TLM1	T1/T2	
18.	Problems on OL & FL & CL	1	22-02-2025		TLM1	T1/T2	
19.	EPS Analysis	1	25-02-2025		TLM2	T1/T2	
20.	Cost of Capital	1	28-02-2025		TLM3		
21.	Problem on Cost of debt	1	01-03-2025		TLM1	T1/T2	
22.	Problem on Cost of Preference	1	04-03-2025		TLM1	T1/T2	
23.	Problem on Cost of Equity	1	05-03-2025		TLM1	T1/T2	
24.	Problems on cost of retained earing s	1	07-03-2025		TLM1	T1/T2	
25.	Weighted Average Cost of Capital	1	08-03-2025		TLM1	T1/T2	
26.	Theories of Capital Structure	1	11-03-2025		TLM3		
27.	Problems on Capital structure	1	12-03-2025		TLM1	T1/T2	
28.	Case study discussion	1	13-03-2025		TLM1	T1/T2	
	No. of classes required to complete UNIT-II	14					



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UNIT-III: Investment Decision:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
I MID EXAMINATIONS 17-03-2025 To 22-03-2025							
29	Concept of Time Value of money	1	15-03-2025		TLM1	T1 or R4	
30.	Techniques of Time Value of Money	1	25-03-2025		TLM1	T1 or R4	
31.	Problems on time value of money	1	26-03-2025		TLM1	T1 or R4	
32.	Nature and Significance of Investment Decision	1	28-03-2025		TLM1	T1 or R4	
33.	Estimation of Cash flows	1	29-03-2025		TLM1	T1 or R4	
34.	Capital Budgeting Process	1	01-04-2025		TLM1	T1 or R4	
35.	Techniques of Investment Appraisal	1	02-04-2025		TLM3		
36.	Payback period, Accounting Rate of Return	1	04-04-2025		TLM1	T1 or R4	
37.	DCF Techniques, Net Present Value	1	08-04-2025		TLM1	T1 or R4	
38.	Profitability Index and Internal Rate of Return.	1	09-04-2025		TLM1	T1 or R4	
39.	Case Study discussion	1	11-04-2025		TLM3	T1 or R4	
	No. of classes required to complete UNIT-III	11					

UNIT-IV: Dividend Decision

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
40.	Meaning and Significance	1	12-04-2025		TLM1	T1 or R4	
41.	Major forms of dividends	1	15-04-2025		TLM1	T1 or R4	
42.	Theories of Dividends	1	16-04-2025		TLM1	T1 or R4	
43.	Problems on dividend theories	1	19-04-2025		TLM3	T1 or R4	
44.	Determinants of Dividend	1	22-04-2025		TLM1	T1 or R4	
45.	Dividends Policy and Dividend valuation	1	23-04-2025		TLM1	T1 or R4	
46.	Bonus Shares & Stock Splits	1	25-04-2025		TLM1	T1 or R4	
47.	Dividend policies of Indian Corporate	1	26-04-2025		TLM1	T1 or R4	
48.	Case Study discussion	1	29-04-2025		TLM1	T1 or R4	
	No. of classes required to complete UNIT-IV	08					



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UNIT-V: Liquidity Decision:

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
49	Meaning - Classification	1	30-04-2025		TLM1	T1 or R4	
50	Significance of Working Capital	1	02-05-2025		TLM1	T1 or R4	
51	Components of Working Capital	1	03-05-2025		TLM1	T1 or R4	
52	Factors determining the Working Capital	1	06-05-2025		TLM1	T1 or R4	
53	Estimating Working Capital requirement	1	07-05-2025		TLM3	T1 or R4	
54	Cash Management Models	1	09-05-2025		TLM1	T1 or R4	
55	Cash Budgeting, Accounts Receivables	1	10-05-2025		TLM1	T1 or R4	
56	Credit Policies, Inventory management	1	13-05-2025		TLM1	T1 or R4	
57	Case Study discussion	1	14-05-2025		TLM2	T1 or R4	
58	Report and Presentations	1	16-05-2025				
59	Report and Presentations	1	17-05-2025				
	No. of classes required to complete UNIT-V	11					

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign
60.	Online trading	1			TLM4	ZERODHA WEB SITE	
	II MID EXAM	02-06-2025 to 07-06-2025					

Teaching Learning Methods

TLM1	Chalk and talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project



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MASTER OF BUSINESS ADMINISTRATION

Part – C

VALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: A+B =80% of Max(A, B)+20% of Min(A,B)	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination: A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.
- PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
- PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop value-based leadership ability.

PO4: Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Mr.K.RAVIKIRAN YASASWI	Mr.K.RAVIKIRAN YASASWI	Dr.A. ADISESHA REDDY	Dr.A. ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD



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MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

Name of the course instructor: B. KALYAN KUMAR

COURSE NAME & CODE : FINANCIAL MANAGEMENT & 23MB07

L-T-P Structure : 4-0-0

Credits: 4

Program /Sem/Sec : MBA., II Sem., Section –B

A.Y : 2024-2025

COURSE EDUCATIONAL OBJECTIVES (CEOs):

Course Educational Objectives:-

- To help the students to develop cognizance of the importance of Financial Management in corporate valuation.
- To enable students to describe how people analyze the corporate leverage under different conditions and understand how people evaluate different corporate.
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- Demonstrate concept of capital structure for effective financial decisions.
- Apply the capital budgeting techniques to select the project proposals.
- Evaluate various approaches to be followed for wealth maximization of shareholders.
- Illustrate the classification and working capital management.

COURSE ARTICULATION MATRIX (Correlation between COs&POs,PSOs):

Cos	PO1	PO2	PO3	PO4	PO5
CO1	2	2	-	-	1
CO2	2	3	1	2	2
CO3	1	3	1	-	1
CO4	2	3	1	1	--
CO5	1	3	--	--	2

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put '-'. **1-** Slight (Low), **2** – Moderate (Medium), **3** - Substantial (High).

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R4. Prasanna Chandra, Financial management: Theory & Practices, 7th edition, Tata McGraw-Hill, New Delhi-2004

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): Section-A****UNIT-I: Introduction to financial management**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
1.	Introduction to Subject	1	21-01-2025		TLM1	T1/T2	
2.	Course Outcomes	1	22-01-2025		TLM2	T1/T2	
3.	Financial Management: Concept	1	24-01-2025		TLM1	T1/T2	
4.	Nature and scope of FM	1	25-01-2025		TLM1	T1/T2	
5.	Evolution of financial management	1	28-01-2025		TLM3	T1/T2	
6.	The new role in the contemporary scenario	1	29-01-2025		TLM1	T1/T2	
7.	Tutorial -1	1	31-01-2025		TLM3		
8.	Goals and objectives of financial Management	1	01-02-2025		TLM1	T1/T2	
9.	Goals and objectives of financial Management	1	04-02-2025		TLM1	T1/T2	
10.	Firm's mission and objectives –	1	05-02-2025		TLM1	T1/T2	
11.	Profit maximization Vs. Wealth maximization	1	07-02-2025		TLM1	T1/T2	
12.	Maximization Vs Satisfying	1	08-02-2025		TLM1	T1/T2	
13.	Major decisions of financial manager.	1	11-02-2025		TLM1	T1/T2	
14.	Case Study discussion	1	14-02-2025		TLM2	T1/T2	
	No. of classes required to complete UNIT-I	14					



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UNIT-II: Financing Decision

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
15.	Financing Decision: Sources of finance	1	18-02-2025		TLM1	T1/T2	
16.	Concept and financial effects of leverage	1	19-02-2025		TLM1	T1/T2	
17.	EBIT	1	21-02-2025		TLM1	T1/T2	
18.	Problems on OL & FL & CL	1	22-02-2025		TLM1	T1/T2	
19.	EPS Analysis	1	25-02-2025		TLM2	T1/T2	
20.	Cost of Capital	1	28-02-2025		TLM3		
21.	Problem on Cost of debt	1	01-03-2025		TLM1	T1/T2	
22.	Problem on Cost of Preference	1	04-03-2025		TLM1	T1/T2	
23.	Problem on Cost of Equity	1	05-03-2025		TLM1	T1/T2	
24.	Problems on cost of retained earning s	1	07-03-2025		TLM1	T1/T2	
25.	Weighted Average Cost of Capital	1	08-03-2025		TLM1	T1/T2	
26.	Theories of Capital Structure	1	11-03-2025		TLM3		
27.	Problems on Capital structure	1	12-03-2025		TLM1	T1/T2	
28.	Case study discussion	1	13-03-2025		TLM1	T1/T2	
	No. of classes required to complete UNIT-II	14					



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MASTER OF BUSINESS ADMINISTRATION

UNIT-III: Investment Decision:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
I MID EXAMINATIONS 17-03-2025 To 22-03-2025							
29	Concept of Time Value of money	1	15-03-2025		TLM1	T1 or R4	
30.	Techniques of Time Value of Money	1	25-03-2025		TLM1	T1 or R4	
31.	Problems on time value of money	1	26-03-2025		TLM1	T1 or R4	
32.	Nature and Significance of Investment Decision	1	28-03-2025		TLM1	T1 or R4	
33.	Estimation of Cash flows	1	29-03-2025		TLM1	T1 or R4	
34.	Capital Budgeting Process	1	01-04-2025		TLM1	T1 or R4	
35.	Techniques of Investment Appraisal	1	02-04-2025		TLM3		
36.	Payback period, Accounting Rate of Return	1	04-04-2025		TLM1	T1 or R4	
37.	DCF Techniques, Net Present Value	1	08-04-2025		TLM1	T1 or R4	
38.	Profitability Index and Internal Rate of Return.	1	09-04-2025		TLM1	T1 or R4	
39.	Case Study discussion	1	11-04-2025		TLM3	T1 or R4	
	No. of classes required to complete UNIT-III	11					

UNIT-IV: Dividend Decision

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
40.	Meaning and Significance	1	12-04-2025		TLM1	T1 or R4	
41.	Major forms of dividends	1	15-04-2025		TLM1	T1 or R4	
42.	Theories of Dividends	1	16-04-2025		TLM1	T1 or R4	
43.	Problems on dividend theories	1	19-04-2025		TLM3	T1 or R4	
44.	Determinants of Dividend	1	22-04-2025		TLM1	T1 or R4	
45.	Dividends Policy and Dividend valuation	1	23-04-2025		TLM1	T1 or R4	
46.	Bonus Shares & Stock Splits	1	25-04-2025		TLM1	T1 or R4	
47.	Dividend policies of Indian Corporate	1	26-04-2025		TLM1	T1 or R4	
48.	Case Study discussion	1	29-04-2025		TLM1	T1 or R4	
	No. of classes required to complete UNIT-IV	08					



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MASTER OF BUSINESS ADMINISTRATION

UNIT-V: Liquidity Decision:

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign Weekly
49	Meaning - Classification	1	30-04-2025		TLM1	T1 or R4	
50	Significance of Working Capital	1	02-05-2025		TLM1	T1 or R4	
51	Components of Working Capital	1	03-05-2025		TLM1	T1 or R4	
52	Factors determining the Working Capital	1	06-05-2025		TLM1	T1 or R4	
53	Estimating Working Capital requirement	1	07-05-2025		TLM3	T1 or R4	
54	Cash Management Models	1	09-05-2025		TLM1	T1 or R4	
55	Cash Budgeting, Accounts Receivables	1	10-05-2025		TLM1	T1 or R4	
56	Credit Policies, Inventory management	1	13-05-2025		TLM1	T1 or R4	
57	Case Study discussion	1	14-05-2025		TLM2	T1 or R4	
58	Report and Presentations	1	16-05-2025				
59	Report and Presentations	1	17-05-2025				
	No. of classes required to complete UNIT-V	11					

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Textbook followed	HOD Sign
60.	Online trading	1			TLM4	ZERODHA WEB SITE	
	II MID EXAM	02-06-2025 to 07-06-2025					

Teaching Learning Methods

TLM1	Chalk and talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(An Autonomous Institution since 2010)

Approved by AICTE, New Delhi and Permanently Affiliated to JNTUK, Kakinada

L.B. Reddy Nagar, Mylavaram, NTR District, Andhra Pradesh - 521230



MASTER OF BUSINESS ADMINISTRATION

Part – C

VALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: A+B =80% of Max(A, B)+20% of Min(A,B)	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination: A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.
- PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
- PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop value-based leadership ability.

PO4: Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Mr.B. KALYAN KUMAR	Mr.B. KALYAN KUMAR	Dr.A. ADISESHA REDDY	Dr.A. ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD



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L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

Part-A

Name of the course instructor : Dr. K.Deepika

COURSE NAME & CODE : HUMAN RESOURCE MANAGEMENT & 23MB08

L-T-P Structure : 4-0-0 Credits: 4

Program /Sem/Sec : MBA., II Sem., Section – A

A.Y : 2024-25

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

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

Course Outcomes: At the end of the course,

CO1	Understand HRM practices and apply them effectively in the real-time business to increase productivity.
CO2	Apply job analysis, scientific recruitment and selection processes for higher productivity.
CO3	Determine organizational growth by designing and implementing appropriate training and development programs.
CO4	Demonstrate relevant performance appraisal and compensation systems to meet individual and organizational strategic needs.
CO5	Analyze disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organization.

COURSE ARTICULATION MATRIX (Correlation between COs& POs, PSOs):

CO S	PO1	PO2	PO3	PO4	PO5
CO1	2	-	1	1	1
CO2	1	2	1	-	1
CO3	1	1	2	-	-
CO4	2	-	2	-	1
CO5	3	2	1	-	2

Note: Enter Correlation Levels 1 or 2 or 3. If there is no correlation, put ‘-’

1- Slight(Low), 2 –Moderate(Medium), 3 - Substantial (High).

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): SECTION -A****UNIT-I : INTRODUCTION TO HRM**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject	1	21-01-25		TLM1/2	CO1	T1,R1	
2.	Course Outcomes	1	23-01-25		TLM1/2	CO1	T1,R1	
3.	UNIT-I: Introduction to HRM	1	24-01-25		TLM1/2	CO1	T1,R1	
4.	Functions of HRM	1	25-01-25		TLM1/2	CO1	T1,R1	
5.	Personal polices and principles	1	28-01-25		TLM1/2	CO1	T1,R1	
6.	Human resources planning	1	30-01-25		TLM1/2	CO1	T1,R1	
7.	Definitions – objectives and Process of HRP	1	31-01-25		TLM1/2	CO1	T1,R1	
8.	Assessing current human resources	1	01-02-25		TLM1/2	CO1	T1,R1	
9.	Importance of HRP	1	04-02-25		TLM1/2	CO1	T1,R1	
10.	Current trends in HRM/HRP	1	06-02-25		TLM1/2	CO1	T1,R1	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

UNIT-II : JOB ANALYSIS AND DESIGN

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
11.	Introduction to job analysis	1	07-02-25		TLM1/2	CO2	T1,R1	
12.	Process of job analysis	1	08-02-25		TLM1/2	CO2	T1,R1	
13.	Use and methods of job analysis	1	11-02-25		TLM1/2	CO2	T1,R1	
14.	Job description & job specification	1	13-02-25		TLM1/2	CO2	T1,R1	
15.	Job design : factor affecting for job design and different appraoches	1	14-02-25		TLM1/2	CO2	T1,R1	
16.	Hickman & Oldham’s job characteristics model	1	15-02-25		TLM1/2	CO2	T1,R1	
17.	Recruitment process and sources and advantages and disadvantages and selection	1	18-02-25		TLM1/2	CO2	T1,R1	
18.	e-recruitment , selection	1	20-02-25		TLM1/2	CO2	T1,R1	
19.	Selection process and barriers to effective selection	1	21-02-25		TLM1/2	CO2	T1,R1	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

UNIT-III: Managing Careers

S. No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HO D Sign Weekly
20.	Introduction to career planning	1	22-02-25		TLM1/2	CO3	T1,R1	
21.	Elements of career planning	1	25-02-25		TLM1/2	CO3	T1,R1	
22.	Promotion –transfer –separations	1	27-02-25		TLM1/2	CO3	T1,R1	
23.	Career development –initiatives – employee commitment	1	28-02-25		TLM1/2	CO3	T1,R1	
24.	Training and development	1	01-03-25		TLM1/2	CO3	T1,R1	
25.	Inputs- As a source of competitive advantages	1	04-03-25		TLM1/2	CO3	T1,R1	
26.	Training process	1	06-03-25		TLM1/2	CO3	T1,R1	
27.	Training methods	1	07-03-25		TLM1/2	CO3	T1,R1	
28.	Evaluation, Employment development methods	1	08-03-25		TLM1/2	CO3	T1,R1	
29.	Case Study	1	11-03-25		TLM1/2	CO3	T1,R1	
30.	Case Study	1	13-03-25		TLM1/2	CO3	T1,R1	
31.	Case Study	1	15-03-25		TLM1/2	CO3	T1,R1	
32.	IST MID EXAMS		17-03-25 to 22-03-25		TLM1/2	CO3	T1,R1	
No. of classes required to complete UNIT-III		10			No. of classes taken:			

UNIT-IV : Performance Appraisal

S.N o.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
33.	Introduction to performance appraisal	1	25-03-25		TLM1/2	CO 4	T1,R1	
34.	Definitions , objectives and process	1	27-03-25		TLM1/2	CO 4	T1,R1	
35.	Methods of performance appraisal	1	28-03-25		TLM1/2	CO 4	T1,R1	
36.	Job evaluation and Methods	1	29-03-25		TLM1/2	CO 4	T1,R1	
37.	Compensation management and Components of Remuneration	1	01-04-25		TLM1/2	CO 4	T1,R1	
38.	Importance of an ideal compensation system	1	03-04-25		TLM1/2	CO 4	T1,R1	
39.	Factors influencing employee remuneration	1	04-04-25		TLM1/2	CO 4	T1,R1	
40.	Concept of wages	1	08-04-25		TLM1/2	CO 4	T1,R1	
41.	Incentives –types of incentives plans	1	10-04-25		TLM1/2	CO 4	T1,R1	
42.	Guidelines for effective incentives plans	1	11-04-25		TLM1/2	CO 4	T1,R1	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

UNIT-V Employee Discipline

S.N o.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
43.	Introduction to employee discipline and Causes	1	12-04-25		TLM1/2	CO 5	T1,R1	
44.	Kinds of punishment /penalties – misconduct	1	15-04-25		TLM1/2	CO 5	T1,R1	
45.	Procedure for disciplinary actions	1	17-04-25		TLM1/2	CO 5	T1,R1	
46.	Grievance Handling: Causes of grievance	1	19-04-25		TLM1/2	CO 5	T1,R1	
47.	Procedure and advantages of grievance handling	1	22-04-25		TLM1/2	CO 5	T1,R1	
48.	Labor Laws: Importance and sources and objectives	1	24-04-25		TLM1/2	CO 5	T1,R1	
49.	Ethical issues in HRM	1	25-04-25		TLM1/2	CO 5	T1,R1	
50.	HR Audit and Challenges in HRM	1	26-04-25		TLM1/2	CO 5	T1,R1	
51.	Case study	1	29-04-25		TLM1/2	CO 5	T1,R1	
52.	Case study	2	01-05-25 & 02-05-25		TLM1/2	CO 5	T1,R1	
53.	Report Writing & Presentations	5	09-05-25 to 17-05-25					
No. of classes required to complete UNIT-V		10	No. of classes taken:					

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
54.	HRIS	1	06-05-25		TLM 2	CO 5	T 1	

55.	Case Study	1	08-05-25		TLM 2	CO 4	T 1	
56.	IHRM	1	09-05-25		TLM 2	CO 5	T 1	
57.	MID-II		02-06-25 to 07-06-25					

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B=75\%$ of $\text{Max}(A,B)+25\%$ of $\text{Min}(A,B)$	1,2,3,4,5	$A+B=30$
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : $A+B+C$	1,2,3,4,5	$A+B+C=40$
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: $A+B+C+D$	1,2,3,4,5	100

BOS APPROVED TEXT BOOKS (T1) :

1. K.ASWATHAPPA, "HUMAN RESOURCE AND PERSONALMANAGEMENT", TATA MCGRAW HILL,NEW DELHI,2007.
2. Gary Dessler: " Human Resource Management", PHI, New Delhi,2007.

REFERENCE BOOKS (R1):

1. B.PATNAIK, "HUMAN RESOURCE MANAGEMENT"PHI, NEW DELHI,2001.
2. P.Subba Rao: "Personnel and Human Resource Management-Text and Cases", Himalaya Publishing House, Mumbai,2010.
3. P G Aquinas: "Human Resource Management", Vikas Publishing House, New Delhi,2010.
4. B.B.Mahapatro: "Human Resource Management", New Age International Publishers, New Delhi,2010.

PROGRAM EDUCATION OBJECTIVES(PEO's)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Teamwork and growth of Management profession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAM OUTCOMES

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr.K.Deepika	Dr.K.Deepika		Dr.A.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



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L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

Part-A

Name of the course instructor : Dr. K.Deepika

COURSE NAME & CODE : HUMAN RESOURCE MANAGEMENT & 23MB08

L-T-P Structure : 4-0-0 Credits: 4

Program /Sem/Sec : MBA., II Sem., Section – B

A.Y : 2024-25

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

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

Course Outcomes: At the end of the course,

CO1	Understand HRM practices and apply them effectively in the real-time business to increase productivity.
CO2	Apply job analysis, scientific recruitment and selection processes for higher productivity.
CO3	Determine organizational growth by designing and implementing appropriate training and development programs.
CO4	Demonstrate relevant performance appraisal and compensation systems to meet individual and organizational strategic needs.
CO5	Analyze disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organization.

COURSE ARTICULATION MATRIX (Correlation between COs& POs, PSOs):

CO S	PO1	PO2	PO3	PO4	PO5
CO1	2	-	1	1	1
CO2	1	2	1	-	1
CO3	1	1	2	-	-
CO4	2	-	2	-	1
CO5	3	2	1	-	2

Note: Enter Correlation Levels 1 or 2 or 3. If there is no correlation, put ‘-’

1- Slight(Low), 2 –Moderate(Medium), 3 - Substantial (High).

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): SECTION -A****UNIT-I : INTRODUCTION TO HRM**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject	1	20-01-25		TLM1/2	CO1	T1,R1	
2.	Course Outcomes	1	21-01-25		TLM1/2	CO1	T1,R1	
3.	UNIT-I: Introduction to HRM	1	22-01-25		TLM1/2	CO1	T1,R1	
4.	Functions of HRM	1	25-01-25		TLM1/2	CO1	T1,R1	
5.	Personal polices and principles	1	27-01-25		TLM1/2	CO1	T1,R1	
6.	Human resources planning	1	28-01-25		TLM1/2	CO1	T1,R1	
7.	Definitions – objectives and Process of HRP	1	29-01-25		TLM1/2	CO1	T1,R1	
8.	Assessing current human resources	1	01-02-25		TLM1/2	CO1	T1,R1	
9.	Importance of HRP	1	03-02-25		TLM1/2	CO1	T1,R1	
10.	Current trends in HRM/HRP	1	04-02-25		TLM1/2	CO1	T1,R1	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

UNIT-II : JOB ANALYSIS AND DESIGN

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
11.	Introduction to job analysis	1	15-02-25		TLM1/2	CO2	T1,R1	
12.	Process of job analysis	1	08-02-25		TLM1/2	CO2	T1,R1	
13.	Use and methods of job analysis	1	10-02-25		TLM1/2	CO2	T1,R1	
14.	Job description & job specification	1	11-02-25		TLM1/2	CO2	T1,R1	
15.	Job design : factor affecting for job design and different approaches	1	12-02-25		TLM1/2	CO2	T1,R1	
16.	Hickman & Oldham’s job characteristics model	1	15-02-25		TLM1/2	CO2	T1,R1	
17.	Recruitment process and sources and advantages and disadvantages and selection	1	17-02-25		TLM1/2	CO2	T1,R1	
18.	e-recruitment , selection	1	18-02-25		TLM1/2	CO2	T1,R1	
19.	Selection process and barriers to effective selection	1	19-02-25		TLM1/2	CO2	T1,R1	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

UNIT-III: Managing Careers

S. No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HO D Sign Weekly
20.	Introduction to career planning	1	22-02-25		TLM1/2	CO3	T1,R1	
21.	Elements of career planning	1	24-02-25		TLM1/2	CO3	T1,R1	
22.	Promotion –transfer –separations	1	25-02-25		TLM1/2	CO3	T1,R1	
23.	Career development –initiatives – employee commitment	1	01-03-25		TLM1/2	CO3	T1,R1	
24.	Training and development	1	03-03-25		TLM1/2	CO3	T1,R1	
25.	Inputs- As a source of competitive advantages	1	04-03-25		TLM1/2	CO3	T1,R1	
26.	Training process	1	05-03-25		TLM1/2	CO3	T1,R1	
27.	Training methods	1	08-03-25		TLM1/2	CO3	T1,R1	
28.	Evaluation, Employment development methods	1	10-03-25		TLM1/2	CO3	T1,R1	
29.	Case Study	1	11-03-25		TLM1/2	CO3	T1,R1	
30.	Case Study	1	12-03-25		TLM1/2	CO3	T1,R1	
31.	Case Study	1	15-03-25		TLM1/2	CO3	T1,R1	
32.	IST MID EXAMS		17-03-25 to 22-03-25		TLM1/2	CO3	T1,R1	
No. of classes required to complete UNIT-III		10			No. of classes taken:			

UNIT-IV : Performance Appraisal

S.N o.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
33.	Introduction to performance appraisal	1	17-03-25		TLM1/2	CO 4	T1,R1	
34.	Definitions , objectives and process	1	18-03-25		TLM1/2	CO 4	T1,R1	
35.	Methods of performance appraisal	1	19-03-25		TLM1/2	CO 4	T1,R1	
36.	Job evaluation and Methods	1	22-03-25		TLM1/2	CO 4	T1,R1	
37.	Compensation management and Components of Remuneration	1	24-03-25		TLM1/2	CO 4	T1,R1	
38.	Importance of an ideal compensation system	1	25-03-25		TLM1/2	CO 4	T1,R1	
39.	Factors influencing employee remuneration	1	26-03-25		TLM1/2	CO 4	T1,R1	
40.	Concept of wages	1	29-03-25		TLM1/2	CO 4	T1,R1	
41.	Incentives –types of incentives plans	1	01-04-25		TLM1/2	CO 4	T1,R1	
42.	Guidelines for effective incentives plans	1	02-04-25		TLM1/2	CO 4	T1,R1	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

UNIT-V Employee Discipline

S.N o.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
43.	Introduction to employee discipline and Causes	1	07-04-25		TLM1/2	CO 5	T1,R1	
44.	Kinds of punishment /penalties – misconduct	1	08-04-25		TLM1/2	CO 5	T1,R1	
45.	Procedure for disciplinary actions	1	09-04-25		TLM1/2	CO 5	T1,R1	
46.	Grievance Handling: Causes of grievance	1	12-04-25		TLM1/2	CO 5	T1,R1	
47.	Procedure and advantages of grievance handling	1	15-04-25		TLM1/2	CO 5	T1,R1	
48.	Labor Laws: Importance and sources and objectives	1	16-04-25		TLM1/2	CO 5	T1,R1	
49.	Ethical issues in HRM	1	19-04-25		TLM1/2	CO 5	T1,R1	
50.	HR Audit and Challenges in HRM	1	21-04-25		TLM1/2	CO 5	T1,R1	
51.	Case study	1	22-04-25		TLM1/2	CO 5	T1,R1	
52.	Case study	2	01-05-25 & 02-05-25		TLM1/2	CO 5	T1,R1	
53.	Report Writing & Presentations	5	09-05-25 to 17-05-25					
No. of classes required to complete UNIT-V		10	No. of classes taken:					

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
54.	HRIS	1		23-04-25	TLM 2	CO 5	T 1	

55.	Case Study	2		26-04-25 & 28-04-25	TLM 2	CO 4	T 1	
56.	IHRM	2		29-04-25 & 30-04-25	TLM 2	CO 5	T 1	
57.	MID-II		02-06-25 to 07-06-25					

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B=75\%$ of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

BOS APPROVED TEXT BOOKS (T1) :

1. K.ASWATHAPPA, "HUMAN RESOURCE AND PERSONALMANAGEMENT", TATA MCGRAW HILL,NEW DELHI,2007.
2. Gary Dessler: " Human Resource Management", PHI, New Delhi,2007.

REFERENCE BOOKS (R1):

1. B.PATNAIK, "HUMAN RESOURCE MANAGEMENT"PHI, NEW DELHI,2001.
2. P.Subba Rao: "Personnel and Human Resource Management-Text and Cases", Himalaya Publishing House, Mumbai,2010.
3. P G Aquinas: "Human Resource Management", Vikas Publishing House, New Delhi,2010.
4. B.B.Mahapatro: "Human Resource Management", New Age International Publishers, New Delhi,2010.

PROGRAM EDUCATION OBJECTIVES(PEO's)

- To train the students of the management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Teamwork and growth of Management profession.
- To encourage and train the students as away that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

PROGRAM OUTCOMES

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr.K.Deepika	Dr.K.Deepika		Dr.A.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

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Accredited by NAAC with "A" Grade and NBA (CSE, IT, ECE, EEE & ME) under Tier - I



College Code:

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MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

Part-A

PROGRAM : MBA, II SEM – **Section-B**
ACADEMIC YEAR : 2024-25
COURSE NAME & CODE : **23MB09 – Marketing Management**
L-T-P STRUCTURE : 4-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR : Dr.V.V.Narsi Reddy
COURSE COORDINATOR: Dr.V.V.Narsi Reddy

Prerequisite: Fundamentals of Principles & Operational functions of Management

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

1.	To develop greater insight on concepts of marketing and strategies.
2.	To understand basis for market segmentation, targeting & positioning.
3.	To make the students understand product strategies and pricing strategies.
4.	To explain marketing communication concepts.
5.	To provide necessary distribution and marketing control concepts.

Course Outcomes: At the end of the course,

CO1	Apply their knowledge to develop appropriate marketing strategies.
CO2	Determine marketing strategies based on segmentation, target marketing and positioning by examining consumer behavior.
CO3	Describe the competencies to enhance the product offerings and pricing decisions.
CO4	Demonstrate knowledge to create integrated marketing communication strategies.
CO5	Examine marketing control and distribution strategies.

Course Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	1	2	3	1
CO2	1	2	-	-	3
CO3	1	-	3	2	-
CO4	2	3	-	-	1
CO5	1	-	1	2	2

1= Slight (low) 2=Moderate (Medium) 3=Substantial (High)

Text Books:

1. Philip 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 Books:

1. Phillip Kotler: “**Marketing Management**”, Pearson Publishers, New Delhi, 2013.
2. Rajan Saxena: “**Marketing Management**”, Tata McGraw Hill, New Delhi, 2012.
3. Tapan K Panda: “**Marketing Management**”, Excel Books, New Delhi, 2012
4. Paul Baines, Chris Fill, Kelly Page Adapted by Sinha K: “**Marketing**”, Oxford University Press, Chennai, 2013
5. Vijay Prakash Anand – **Marketing management** _ Biztantra & Vailey publishers
6. RSN Pillai and Bhagawati – **Modern marketing principles and practices** – S Chand publications
5. K Karunakaran – **Marketing management** - Himalaya publishers - 2013.

Part-B**COURSE DELIVERY PLAN (LESSON PLAN): A -SECTION****UNIT-I: Introduction to Marketing:**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completi on	Actual Date of Completi on	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction	1	20-1-25		TLM1	CO1	T2,R3	
2.	Definition- importance	1	23-1-25		TLM1	CO1	T2,R3	
3.	Elements of marketing	1	24-1-25		TLM2	CO1	T2,R3	
4.	Functions of marketing	1	25-1-25		TLM1&2	CO1	T2,R3	
5.	Selling vs marketing	1	27-1-25		TLM1&2	CO1	T2,R3	
6.	Marketing and Marketing Mix	1	30-1-25		TLM1	CO1	T2,R3	
7.	Marketing and Marketing Mix	1	31-1-25		TLM1	CO1	T2,R3	
8.	Concepts of Marketing	1	01-2-25		TLM1	CO1	T2,R3	
9.	Concepts of Marketing	1	03-2-25		TLM1	CO1	T2,R3	
10.	Concepts of Marketing	1	06-2-25		TLM1	CO1	T2,R3	
11.	Indian Marketing Environment	1	07-2-25		TLM1	CO1	T2,R3	
No. of classes required to complete UNIT-I		11			No. of classes taken:			

UNIT-II: Market Segmentation, Targeting and Positioning

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
12.	Identification of Market Segments	1	10-2-25		TLM1	CO1	T2,R3	
13.	Segmenting Consumer Markets and business markets	1	13-2-25		TLM2	CO2	T2,R3	
14.	Segmentation Basis	1	14-2-25		TLM1	CO2	T2,R3	
15.	Evaluation and Selection of Target Markets	1	15-2-25		TLM1	CO2	T2,R3	
16.	Positioning significance	1	17-2-25		TLM1	CO2	T2,R3	
17.	Positioning significance	1	20-2-25		TLM2	CO2	T2,R3	
18.	Developing & Communicating a Positioning Strategy	1	21-2-25		TLM1	CO2	T2,R3	
19.	Understanding Consumer behavior	1	22-2-25		TLM2	CO2	T2,R3	
20.	Understanding Consumer behavior	1	24-2-25		TLM2	CO2	T2,R3	
21.	Understanding Consumer behavior	1	27-2-25		TLM1	CO2	T2,R3	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

UNIT-III: Product and Pricing Aspects

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
22	Types of Products	1	28-2-25		TLM2	CO3	T2,R3	
23	Product Levels	1	01-3-25		TLM1	CO3	T2,R3	
24	Product Line, Product Mix	1	03-3-25		TLM2	CO3	T2,R3	
25	New product development	1	06-3-25		TLM1	CO3	T2,R3	
26	Product Life cycle	1	07-3-25		TLM1	CO3	T2,R3	
27	Brand Related decisions	1	10-3-25		TLM1	CO3	T2,R3	
28	Pricing-Objectives of Pricing	1	13-3-25		TLM1	CO3	T2,R3	
29	Pricing-Objectives of Pricing	1	14-3-25		TLM1	CO3	T2,R3	
30	Pricing-Objectives of Pricing	1	15-4-25		TLM1	CO3	T2,R3	

31	MID-1	1	17-3-25					
32	MID-1	1	20-3-25					
33	MID-1	1	21-3-25					
34	MID-1	1	22-3-25					
35	Methods of Pricing	1	24-3-25		TLM1	CO3	T2,R3	
36	Pricing strategies	1	27-3-25		TLM1	CO3	T2,R3	
37	Factors influencing pricing decisions.	1	28-3-25		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		16			No. of classes taken:			

UNIT-IV: Marketing Communication

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
38.	Communication Process	1	29-3-25		TLM1	CO4	T2,R3	
39.	Communication Mix	1	03-4-25		TLM1	CO4	T2,R3	
40.	Integrated Marketing Communication	1	04-4-25		TLM2	CO4	T2,R3	
41.	Integrated Marketing Communication	1	05-4-25		TLM1	CO4	T2,R3	
42.	Managing Advertising	1	07-4-25		TLM1	CO4	T2,R3	
43.	Sales Promotion	1	10-4-25		TLM1	CO4	T2,R3	
44.	Public relations	1	11-4-25		TLM1	CO4	T2,R3	
45.	Direct Marketing	1	14-4-25		TLM1	CO4	T2,R3	
46.	Sales force	1	17-4-25		TLM1	CO4	T2,R3	
47.	Determining the Sales Force Size	1	19-4-25		TLM1	CO4	T2,R3	
48.	Sales force Compensation.	1	21-4-25		TLM1	CO4	T2,R3	
49.	Sales force Compensation	1	24-4-25		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		12			No. of classes taken:			

UNIT-V: Distribution, Marketing Control:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
50.	Channels of Distribution	1	25-4-25		TLM1&2	CO5	T2,R3	
51.	Types of middlemen	1	26-4-25		TLM1	CO5	T2,R3	
52.	Intensive, Selective and Exclusive Distribution	1	28-4-25		TLM1	CO5	T2,R3	
53.	Marketing control	1	01-5-25		TLM1&2	CO5	T2,R3	
54.	Control of Marketing Performance	1	02-5-25		TLM1&2	CO5	T2,R3	
55.	Annual Plan, profitability, Efficiency and Strategic Control	1	03-5-25		TLM1	CO5	T2,R3	
56.	Digital marketing	1	05-5-25		TLM1	CO5	T2,R3	
57.	CRM	1	08-5-25		TLM1	CO5	T2,R3	
58.	Rural Marketing	1	09-5-25		TLM1	CO5	T2,R3	
59.	Services marketing	1	12-5-25		TLM1	CO5	T2,R3	
60.	Global marketing	1	15-5-25		TLM1	CO5	T2,R3	
61.	Report & Presentation		16-5-25					
62.	Report & Presentation		17-5-25					
No. of classes required to complete UNIT-V		13			No. of classes taken:			

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
63.	MID-2	1	02-6-25				-	
64.	MID-2	1	05-6-25				-	
65.	MID-2	1	07-6-25				-	

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part – C

EVALUATION PROCESS:

Evaluation Task	Cos	Marks
I-Mid Examination (Descriptive+ Objective) =A	1,2	A=30
II-Mid Examination (Descriptive+ Objective) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B = 80\%$ of Max(A,B)+20% of Min(A,B)	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

Programme Outcomes (PO's)

PO-1	Apply knowledge of management theories and practices to solve business problems.
PO-2	Foster Analytical and critical thinking abilities for data-based decision making.
PO-3	Ability to develop Value based Leadership ability.
PO-4	Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.
PO-5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr.V.V.Narsi Reddy	Dr.V.V.Narsi Reddy	Dr.V.V.Narsi Reddy	Dr.A.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



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Accredited by NAAC with "A" Grade and NBA (CSE, IT, ECE, EEE & ME) under Tier - I



College Code:

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MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

Part-A

PROGRAM : MBA, II SEM – **Section-A**
ACADEMIC YEAR : 2024-25
COURSE NAME & CODE : **23MB09 – Marketing Management**
L-T-P STRUCTURE : 4-1-0
COURSE CREDITS : 3
COURSE INSTRUCTOR: Dr.D.Venkateswarlu
COURSE COORDINATOR: Dr.D.Venkateswarlu

Prerequisite: Fundamentals of Principles & Operational functions of Management

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

1.	To develop greater insight on concepts of marketing and strategies.
2.	To understand basis for market segmentation, targeting & positioning.
3.	To make the students understand product strategies and pricing strategies.
4.	To explain marketing communication concepts.
5.	To provide necessary distribution and marketing control concepts.

Course Outcomes: At the end of the course,

CO1	Apply their knowledge to develop appropriate marketing strategies.
CO2	Determine marketing strategies based on segmentation, target marketing and positioning by examining consumer behavior.
CO3	Describe the competencies to enhance the product offerings and pricing decisions.
CO4	Demonstrate knowledge to create integrated marketing communication strategies.
CO5	Examine marketing control and distribution strategies.

Course Articulation Matrix:

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	1	2	3	1
CO2	1	2	-	-	3
CO3	1	-	3	2	-
CO4	2	3	-	-	1
CO5	1	-	1	2	2

1= Slight (low) 2=Moderate (Medium) 3=Substantial (High)

Text Books:

1. Philip 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 Books:

1. Phillip Kotler: “**Marketing Management**”, Pearson Publishers, New Delhi, 2013.
2. Rajan Saxena: “**Marketing Management**”, Tata McGraw Hill, New Delhi, 2012.
3. Tapan K Panda: “**Marketing Management**”, Excel Books, New Delhi, 2012
4. Paul Baines, Chris Fill, Kelly Page Adapted by Sinha K: “**Marketing**”, Oxford University Press, Chennai, 2013
5. Vijay prakash anand – **Marketing management** _ Biztantra & vailey publishers
6. RSN Pillai and Bhagawati – **Modern marketing principles and practices** – S Chand publications
5. K Karunakaran – **Marketing management** - Himalaya publishers - 2013.

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A -SECTION

UNIT-I: Introduction to Marketing:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction	1	21-1-25		TLM1	CO1	T2,R3	
2.	Definition-importance	1	23-1-25		TLM1	CO1	T2,R3	
3.	Elements of marketing	1	24-1-25		TLM2	CO1	T2,R3	
4.	Functions of marketing	1	25-1-25		TLM1&2	CO1	T2,R3	
5.	Selling vs marketing	1	28-1-25		TLM1&2	CO1	T2,R3	
6.	Marketing and Marketing Mix	1	30-1-25		TLM1	CO1	T2,R3	
7.	Marketing and Marketing Mix	1	31-1-25		TLM1	CO1	T2,R3	
8.	Concepts of Marketing	1	04-2-25		TLM1	CO1	T2,R3	
9.	Concepts of Marketing	1	06-2-25		TLM1	CO1	T2,R3	
10.	Concepts of Marketing	1	07-2-25		TLM1	CO1	T2,R3	
11.	Indian Marketing Environment	1	08-2-25		TLM1	CO1	T2,R3	
No. of classes required to complete UNIT-I		11			No. of classes taken:			

UNIT-II: Market Segmentation, Targeting and Positioning

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
12.	Identification of Market Segments	1	10-2-25		TLM1	CO1	T2,R3	
13.	Segmenting Consumer Markets and business markets	1	13-2-25		TLM2	CO2	T2,R3	
14.	Segmentation Basis	1	14-2-25		TLM1	CO2	T2,R3	
15.	Evaluation and Selection of Target Markets	1	15-2-25		TLM1	CO2	T2,R3	
16.	Positioning significance	1	17-2-25		TLM1	CO2	T2,R3	
17.	Positioning significance	1	20-2-25		TLM2	CO2	T2,R3	
18.	Developing & Communicating a Positioning Strategy	1	21-2-25		TLM1	CO2	T2,R3	
19.	Understanding Consumer behavior	1	22-2-25		TLM2	CO2	T2,R3	
20.	Understanding Consumer behavior	1	24-2-25		TLM2	CO2	T2,R3	
21.	Understanding Consumer behavior	1	27-2-25		TLM1	CO2	T2,R3	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

UNIT-III: Product and Pricing Aspects

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
22	Types of Products	1	28-2-25		TLM2	CO3	T2,R3	
23	Product Levels	1	01-3-25		TLM1	CO3	T2,R3	
24	Product Line, Product Mix	1	03-3-25		TLM2	CO3	T2,R3	
25	New product development	1	06-3-25		TLM1	CO3	T2,R3	
26	Product Life cycle	1	07-3-25		TLM1	CO3	T2,R3	
27	Brand Related decisions	1	10-3-25		TLM1	CO3	T2,R3	
28	Pricing-Objectives of Pricing	1	13-3-25		TLM1	CO3	T2,R3	
29	Pricing-Objectives of Pricing	1	14-3-25		TLM1	CO3	T2,R3	
30	Pricing-Objectives of Pricing	1	15-4-25		TLM1	CO3	T2,R3	

31	MID-1	1	17-3-25					
32	MID-1	1	20-3-25					
33	MID-1	1	21-3-25					
34	MID-1	1	22-3-25					
35	Methods of Pricing	1	24-3-25		TLM1	CO3	T2,R3	
36	Pricing strategies	1	27-3-25		TLM1	CO3	T2,R3	
37	Factors influencing pricing decisions.	1	28-3-25		TLM2	CO3	T2,R3	
No. of classes required to complete UNIT-III		16			No. of classes taken:			

UNIT-IV: Marketing Communication

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
38.	Communication Process	1	29-3-25		TLM1	CO4	T2,R3	
39.	Communication Mix	1	03-4-25		TLM1	CO4	T2,R3	
40.	Integrated Marketing Communication	1	04-4-25		TLM2	CO4	T2,R3	
41.	Integrated Marketing Communication	1	05-4-25		TLM1	CO4	T2,R3	
42.	Managing Advertising	1	07-4-25		TLM1	CO4	T2,R3	
43.	Sales Promotion	1	10-4-25		TLM1	CO4	T2,R3	
44.	Public relations	1	11-4-25		TLM1	CO4	T2,R3	
45.	Direct Marketing	1	14-4-25		TLM1	CO4	T2,R3	
46.	Sales force	1	17-4-25		TLM1	CO4	T2,R3	
47.	Determining the Sales Force Size	1	19-4-25		TLM1	CO4	T2,R3	
48.	Sales force Compensation.	1	21-4-25		TLM1	CO4	T2,R3	
49.	Sales force Compensation	1	24-4-25		TLM1	CO4	T2,R3	
No. of classes required to complete UNIT-IV		12			No. of classes taken:			

UNIT-V: Distribution, Marketing Control:

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
50.	Channels of Distribution	1	25-4-25		TLM1&2	CO5	T2,R3	
51.	Types of middlemen	1	26-4-25		TLM1	CO5	T2,R3	
52.	Intensive, Selective and Exclusive Distribution	1	28-4-25		TLM1	CO5	T2,R3	
53.	Marketing control	1	01-5-25		TLM1&2	CO5	T2,R3	
54.	Control of Marketing Performance	1	02-5-25		TLM1&2	CO5	T2,R3	
55.	Annual Plan, profitability, Efficiency and Strategic Control	1	03-5-25		TLM1	CO5	T2,R3	
56.	Digital marketing	1	05-5-25		TLM1	CO5	T2,R3	
57.	CRM	1	08-5-25		TLM1	CO5	T2,R3	
58.	Rural Marketing	1	09-5-25		TLM1	CO5	T2,R3	
59.	Services marketing	1	12-5-25		TLM1	CO5	T2,R3	
60.	Global marketing	1	15-5-25		TLM1	CO5	T2,R3	
61.	Report & Presentation		16-5-25					
62.	Report & Presentation		17-5-25					
No. of classes required to complete UNIT-V		13			No. of classes taken:			

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
63.	MID-2	1	02-6-25				-	
64.	MID-2	1	05-6-25				-	
65.	MID-2	1	07-6-25				-	

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part – C

EVALUATION PROCESS:

Evaluation Task	Cos	Marks
I-Mid Examination (Descriptive+ Objective) =A	1,2	A=30
II-Mid Examination (Descriptive+ Objective) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B = 80\%$ of $\text{Max}(A,B) + 20\%$ of $\text{Min}(A,B)$	1,2,3,4,5	$A+B=30$
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

Programme Outcomes (PO's)

PO-1	Apply knowledge of management theories and practices to solve business problems.
PO-2	Foster Analytical and critical thinking abilities for data-based decision making.
PO-3	Ability to develop Value based Leadership ability.
PO-4	Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.
PO-5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr.D.Venkateswarlu	Dr.D.Venkateswarlu	Dr.V.V.Narsi Reddy	Dr.A.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD

**Master of Business Administration****COURSE HANDOUT****PART-A**

Name of Course Instructor : **Dr.R.JEYALAKSHMI**
 Course Name & Code : **Production & Operations Management –23MB10**
 L-T-P Structure : 4-0-0
 Program/Sem/Sec : **MBA II Sem Section- A**

Credits : 4
A.Y : 2024-25

PRE-REQUISITE: Basic knowledge on Management, Statistics

Course Educational Objectives (CEOs): In this course, the students will learn

1	To make the student to learn the concepts of operations management.
2	To enable the student to know the product design and process design technologies.
3	To enlighten the students with the concept of Production Planning and Control.
4	To create awareness about productivity and work study concepts.
5	To create an opportunity to learn concepts of quality management.

Course Outcomes (COs): At the end of the course students would be able to, students will be able to:

CO1	Understand the concepts relating to Production and operations in management.
CO2	Design product and process, make decisions related to plant location and layout.
CO3	Interpret production scheduling process effectively by using appropriate materials Management techniques.
CO4	Evaluate various methods of materials management techniques.
CO5	Analyze quality of products through quality management.

COURSE ARTICULATION MATRIX (Correlation between COs&POs):

Course outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	-	1	3	-
CO2	1	2	2	-	3
CO3	3	2	-	2	-
CO4	2	1	2	-	1
CO5	1	1	-	1	2

1-Slight(Low), 2 –Moderate(Medium), 3 - Substantial (High).

Text Books:

1. K Aswathappa& K Sridhar Bhat, “Production and Operations Management” Himalaya Publishing House, Mumbai, 2023
2. William J Stevenson: “Operations Management”, Tata McGraw Hill, New Delhi, 2022
3. Nair NG. “Production and Operations management” Tata McGraw Hill, New Delhi, 2009.

Reference Books:

1. S A Chunawalla, D R Patel:” Production &Operations Management”, HPH, Mumbai, 2016.
2. James R Evans and David A. Collier: Operations Management”, Cengage Learning India private limited, New Delhi, 2009.
3. Joseph, S Martinich, POM, john Wiley & sons Canada 2003.
4. P. Rama murthy, POM, New Age International publishers, 2012.

Part-B**COURSE DELIVERY PLAN (LESSON PLAN):****UNIT-I: Introduction to Production & Operation Management**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to course & Course Out Comes	1	21-01-2025		TLM2	
2.	Introduction	1	23-01-2025		TLM2	
3.	Historic Evolution of Production Management	1	24-01-2025		TLM2	
4.	Nature and scope of Production management	1	25-01-2025		TLM2	
5.	Difference between manufacturing & Operations	1	28-01-2025		TLM2	
6.	OM Scenario today	1	30-01-2025		TLM2	
7.	Recent trends in Operations Management,	1	31-01-2025		TLM2	
8.	Types of Production System	1	01-02-2025		TLM2	
9.	Types of Production System	1	04-02-2025		TLM2	
10.	Challenges and opportunities in Operations management	1	06-02-2025		TLM2	
11.	Just in Time (JIT) & lean system	1	07-02-2025		TLM2	
12.	Case Study	1	08-02-2025		TLM2	
No. of classes required to complete UNIT-I		12			No. of classes taken:	

UNIT-II: Product Design & Process Selection

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction	1	11-02-2025		TLM2	
2.	Stages in Product Design process	1	13-02-2025		TLM2	
3.	Value Analysis, Facility location	1	14-02-2025		TLM2	
4.	Factors affecting plant location	1	15-02-2025		TLM2	
5.	Plant Layout: Types of layouts,	1	18-02-2025		TLM2	
6.	Plant Layout: Types of layouts, Characteristics	1	20-02-2025		TLM2	
7.	Characteristics and advantages & disadvantages of Plant location	1	21-02-2025		TLM2	

8.	Characteristics and advantages and disadvantages of Plant location	1	22-02-2025		TLM2	
9.	Problems on plant location	1	25-02-2025		TLM2	
10.	Problems on plant location	1	27-02-2025		TLM2	
11.	Case Study	1	28-02-2025		TLM2	
No. of classes required to complete UNIT-II		11			No. of classes taken:	

UNIT-III: Production planning and Control

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction	1	01-03-2025		TLM2	
2.	Stages in PPC	1	04-03-2025		TLM2	
3.	Scheduling in Job,Shop type production	1	06-03-2025		TLM2	
4.	Assignment and Sequencing	1	07-03-2025		TLM2	
5.	Scheduling in Mass production	1	08-03-2025		TLM2	
6.	Continuous and Project type production	1	11-03-2025		TLM2	
7.	Line balancing Gantt charts	1	13-03-2025		TLM2	
8.	Productivity basic concepts	1	15-03-2025		TLM2	
9.	I Mid Exams	17-03-2025 To 22-03-2025				
10.	Productivity Engineering and management, Types of productivity	1	18-03-2025		TLM2	
11.	Problems on sequencing	1	20-03-2025		TLM2	
12.	Problems on sequencing	1	21-03-2025		TLM2	
13.	Problems on sequencing	1	22-03-2025		TLM2	
14.	Work Study-Method study	1	25-03-2025		TLM2	
15.	Steps in method study; Procedure in work measurement	1	27-03-2025		TLM2	
16.	Case study	1	28-03-2025		TLM2	
No. of classes required to complete UNIT-III		15			No. of classes taken:	

UNIT-IV: Materials Management

UNIT IV: Materials Management						
S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Materials management-Introduction	1	29-03-2025		TLM2	
2.	Objectives & Components of materials management	1	01-04-2025		TLM2	
3.	Purchase management, Stores management	1	03-04-2025		TLM2	
4.	Inventory Management	1	08-04-2025		TLM2	
5.	Methods of Inventory control	1	10-04-2025		TLM2	
6.	Methods of Inventory control	1	11-04-2025		TLM2	
7.	Methods of Inventory control	1	15-04-2025		TLM2	
8.	Methods of Inventory control	1	17-04-2025		TLM2	
9.	Problems on Inventory and stock levels	1	19-04-2025		TLM2	
10.	Problems on Inventory and stock levels	1	22-04-2025		TLM2	
11.	Problems on Inventory and stock levels	1	24-04-2025		TLM2	
12.	Case study	1	25-04-2025		TLM2	
No. of classes required to complete UNIT-IV		12			No. of classes taken:	

UNIT-V: Quality Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction	1	26-04-2025		TLM2	
2.	Quality Management	1	29-04-2025		TLM2	
3.	Quality- Definition, Dimension	1	01-05-2025		TLM2	
4.	Cost of Quality, Quality Circles	1	02-05-2025		TLM2	
5.	Continuous improvement (Kaizen), ISO (9000&14000 Series)	1	03-05-2025		TLM2	
6.	Statistical Quality Control	1	06-05-2025		TLM2	
7.	Variable & Attribute, Process Control, Control Charts	1	08-05-2025		TLM2	
8.	Acceptance Sampling Operating Characteristic Curve (AQL , LTPD, Alpha & Beta risk)	1	09-05-2025		TLM2	
9.	Total Quality Management (TQM)	1	10-05-2025		TLM2	
10.	Problems on SQC	1	13-05-2025		TLM2	
11.	Problems on SQC	1	15-05-2025		TLM2	
12.	Report writing & Presentation	1	16-05-2025		TLM6	

13.	Report writing & Presentation	1	17-05-2025		TLM6	
14.	II Mid exams	02-06-2025 To 07-06-2025				
No. of classes required to complete UNIT-V		14			No. of classes taken:	

Content Beyond Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Pringles / lays case study	1	28-02-2025		TLM5	
2	Motorola Case study	1	02-05-2025		TLM5	

Teaching Learning Methods

TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/SwayamPrabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: A+B=80% of Max(A,B)+20% of Min(A,B)	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

Program Educational Objectives (PEOs):

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop value-based leadership ability.

PO4: Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Signature				
	Name of the faculty	Name of the course Coordinator	Name of the Module Coordinator	HOD
			Dr.V.V.Narsi Reddy	Dr. A. ADISESHA REDDY

**Master of Business Administration****COURSE HANDOUT****PART-A**

Name of Course Instructor : **Dr.R.JEYALAKSHMI**
 Course Name & Code : **Production & Operations Management –23MB10**
 L-T-P Structure : 4-0-0
 Program/Sem/Sec : **MBA II Sem Section- B**

Credits : 4
A.Y : 2024-25

PRE-REQUISITE: Basic knowledge on Management, Statistics

Course Educational Objectives (CEOs): In this course, the students will learn

1	To make the student to learn the concepts of operations management.
2	To enable the student to know the product design and process design technologies.
3	To enlighten the students with the concept of Production Planning and Control.
4	To create awareness about productivity and work study concepts.
5	To create an opportunity to learn concepts of quality management.

Course Outcomes (COs): At the end of the course students would be able to, students will be able to:

CO1	Understand the concepts relating to Production and operations in management.
CO2	Design product and process, make decisions related to plant location and layout.
CO3	Interpret production scheduling process effectively by using appropriate materials Management techniques.
CO4	Evaluate various methods of materials management techniques.
CO5	Analyze quality of products through quality management.

COURSE ARTICULATION MATRIX (Correlation between COs&POs):

Course outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	-	1	3	-
CO2	1	2	2	-	3
CO3	3	2	-	2	-
CO4	2	1	2	-	1
CO5	1	1	-	1	2

1-Slight(Low), 2 –Moderate(Medium), 3 - Substantial (High).

Text Books:

1. K Aswathappa& K Sridhar Bhat, “Production and Operations Management” Himalaya Publishing House, Mumbai, 2023
2. William J Stevenson: “Operations Management”, Tata McGraw Hill, New Delhi, 2022
3. Nair NG. “Production and Operations management” Tata McGraw Hill, New Delhi, 2009.

Reference Books:

1. S A Chunawalla, D R Patel:” Production &Operations Management”, HPH, Mumbai, 2016.
2. James R Evans and David A. Collier: Operations Management”, Cengage Learning India private limited, New Delhi, 2009.
3. Joseph, S Martinich, POM, john Wiley & sons Canada 2003.
4. P. Rama murthy, POM, New Age International publishers, 2012.

Part-B**COURSE DELIVERY PLAN (LESSON PLAN):****UNIT-I: Introduction to Production & Operation Management**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to course & Course Out Comes	1	20-01-2025		TLM2	
2.	Introduction	1	22-01-2025		TLM2	
3.	Historic Evolution of Production Management	1	24-01-2025		TLM2	
4.	Nature and scope of Production management	1	25-01-2025		TLM2	
5.	Difference between manufacturing & Operations	1	27-01-2025		TLM2	
6.	OM Scenario today	1	29-01-2025		TLM2	
7.	Recent trends in Operations Management,	1	31-01-2025		TLM2	
8.	Types of Production System	1	01-02-2025		TLM2	
9.	Types of Production System	1	03-02-2025		TLM2	
10.	Challenges and opportunities in Operations management	1	05-02-2025		TLM2	
11.	Just in Time (JIT) & lean system	1	07-02-2025		TLM2	
12.	Case Study	1	08-02-2025		TLM2	
No. of classes required to complete UNIT-I		12				No. of classes taken:

UNIT-II: Product Design & Process Selection

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction	1	10-02-2025		TLM2	
2.	Stages in Product Design process	1	12-02-2025		TLM2	
3.	Value Analysis, Facility location	1	14-02-2025		TLM2	
4.	Factors affecting plant location	1	15-02-2025		TLM2	
5.	Plant Layout: Types of layouts,	1	17-02-2025		TLM2	
6.	Plant Layout: Types of layouts, Characteristics	1	19-02-2025		TLM2	
7.	Characteristics and advantages & disadvantages of Plant location	1	21-02-2025		TLM2	

8.	Characteristics and advantages and disadvantages of Plant location	1	22-02-2025		TLM2	
9.	Problems on plant location	1	24-02-2025		TLM2	
10.	Problems on plant location	1	27-02-2025		TLM2	
11.	Case Study	1	28-02-2025		TLM2	
No. of classes required to complete UNIT-II		11				No. of classes taken:

UNIT-III: Production planning and Control

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction	1	01-03-2025		TLM2	
2.	Stages in PPC	1	03-03-2025		TLM2	
3.	Scheduling in Job,Shop type production	1	05-03-2025		TLM2	
4.	Assignment and Sequencing	1	07-03-2025		TLM2	
5.	Scheduling in Mass production	1	08-03-2025		TLM2	
6.	Continuous and Project type production	1	10-03-2025		TLM2	
7.	Line balancing Gantt charts	1	12-03-2025		TLM2	
8.	Productivity basic concepts	1	15-03-2025		TLM2	
9.	I Mid Exams	17-03-2025 To 22-03-2025				
10.	Productivity Engineering and management, Types of productivity	1	17-03-2025		TLM2	
11.	Problems on sequencing	1	19-03-2025		TLM2	
12.	Problems on sequencing	1	21-03-2025		TLM2	
13.	Problems on sequencing	1	22-03-2025		TLM2	
14.	Work Study-Method study	1	24-03-2025		TLM2	
15.	Steps in method study; Procedure in work measurement	1	26-03-2025		TLM2	
16.	Case study	1	28-03-2025		TLM2	
No. of classes required to complete UNIT-III		15			No. of classes taken:	

UNIT-IV: Materials Management

UNIT IV: Materials Management						
S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Materials management-Introduction	1	29-03-2025		TLM2	
2.	Objectives & Components of materials management	1	02-04-2025		TLM2	
3.	Purchase management, Stores management	1	04-04-2025		TLM2	
4.	Inventory Management	1	07-04-2025		TLM2	
5.	Methods of Inventory control	1	09-04-2025		TLM2	
6.	Methods of Inventory control	1	11-04-2025		TLM2	
7.	Methods of Inventory control	1	16-04-2025		TLM2	
8.	Problems on Inventory and stock levels	1	19-04-2025		TLM2	
9.	Problems on Inventory and stock levels	1	21-04-2025		TLM2	
10.	Problems on Inventory and stock levels	1	23-04-2025		TLM2	
11.	Case study	1	25-04-2025		TLM2	
No. of classes required to complete UNIT-IV		11			No. of classes taken:	

UNIT-V: Quality Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction	1	26-04-2025		TLM2	
2.	Quality Management	1	28-04-2025		TLM2	
3.	Quality- Definition, Dimension	1	30-04-2025		TLM2	
4.	Cost of Quality, Quality Circles	1	02-05-2025		TLM2	
5.	Continuous improvement (Kaizen), ISO (9000&14000 Series)	1	03-05-2025		TLM2	
6.	Statistical Quality Control	1	05-05-2025		TLM2	
7.	Variable & Attribute, Process Control, Control Charts	1	07-05-2025		TLM2	
8.	Acceptance Sampling Operating Characteristic Curve (AQL , LTPD, Alpha & Beta risk)	1	09-05-2025		TLM2	
9.	Total Quality Management (TQM)	1	10-05-2025		TLM2	
10.	Problems on SQC	1	12-05-2025		TLM2	
11.	Problems on SQC	1	14-05-2025		TLM2	
12.	Report writing & Presentation	1	16-05-2025		TLM6	
13.	Report writing & Presentation	1	17-05-2025		TLM6	

14.	II Mid exams	02-06-2025 To 07-06-2025	
No. of classes required to complete UNIT-V		14	No. of classes taken:

Content Beyond Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1	Pringles / lays case study	1	28-02-2025		TLM5	
2	Motorola Case study	1	02-05-2025		TLM5	

Teaching Learning Methods

TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/SwayamPrabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B=80\%$ of $\text{Max}(A,B)+20\%$ of $\text{Min}(A,B)$	1,2,3,4,5	$A+B=30$
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : $A+B+C$	1,2,3,4,5	$A+B+C=40$
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: $A+B+C+D$	1,2,3,4,5	100

Program Educational Objectives (PEOs):

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop value-based leadership ability.

PO4: Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Signature				
	Name of the faculty	Name of the course Coordinator	Name of the Module Coordinator	HOD
			Dr.V.V.Narsi Reddy	Dr. A. ADISESHA REDDY



Master of Business Administration

Name of Course Instructor : Dr.T.Rajasekhar

Course Name & Code : Business research Methods (23MB11)

L-T-P Structure : 4-0-0 Credits : 4

Program/Sem/Sec : MBA II-Sem A Section A.Y: 2024-25

PRE-REQUISITE: Successful completion of QABD course in I semester

COURSE EDUCATIONAL OBJECTIVES (CEOs):

- 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 on how a research is systematically designed and/ or planned.
- An important objective of the course is to acquaint students with various instruments used in conducting a social survey.
- The course intends to familiarize students with the data analysis and report writing techniques.

COURSE OUTCOMES (COs): At the end of the course, students are able to

CO 1	Demonstrate a thorough understanding of how research is conducted in business management domain.
CO 2	Familiarized with the data collection methods and procedures and make their research studies scientific.
CO 3	Understand the concepts of scaling and measurement in management research, particularly relating to qualitative data.
CO 4	Apply a number of statistical techniques for analyzing the data gathered by them.
CO 5	Apply a logical and descriptive writing approach in their presentation of research findings.

Course Articulation Matrix: (Correlation between Cos&Pos):

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	1	2
CO2	3	2	1	1	1
CO3	3	2	1	1	1
CO4	3	3	2	2	2
CO5	1	1	1	3	1

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put ‘-’

1= Slight (low) 2=Moderate (Medium) 3=Substantial (High)

Text Books

T1: Cooper R.Donald and Schindler S. Pamela: “*Business Research Methods*”, 9/e, Tata McGraw Hill, New Delhi,2006.

T2: Kothari: CR,Garg, Gaurou “*Research Methodology*, New Age International Publishers, New Delhi, 2014.

References

R1: KrishnaSwamy .OR and obulReddy . D. Research Methodology and Statistical tools 1st editions Himalaya Publishing House, New Delhi. 2012.

R2: Narayana Reddy P, Acharyulu GVRK, “*Research Methodolgoy and Statistical Tools*”, 2nd Ed., Excel Books, New Delhi, 2016

R3: Panneerselvam R: “*Research Methodology*”, PHI Learning Private Limited, New Delhi, 2009.

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):Section B

UNIT-I :Research

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
1.	Introduction to Co-Po Syllabus - Orientation	1	21.01.25		TLM2	CO1	T1 / T2	
2.	Meaning of research, Objectives and significance of Research	1	22.01.25		TLM2	CO1	T1 / T2	
3.	Role of business - Research and its applications	1	23.01.25		TLM2	CO1	T1 / T2	
4.	Research process and Ethics in business research	1	24.01.25		TLM2	CO1	T1 / T2	
5.	Types of Research (Pure and Applied Research, Qualitative and Quantitative Research)	1	28.01.25		TLM2	CO1	T1 / T2	
6.	Types of Research (Pure and Applied Research, Qualitative and Quantitative Research)	1	29.01.25		TLM2	CO1	T1 / T2	
7.	Exploratory ,Descriptive and Experimental research	1	30.01.25		TLM2	CO1	T1 / T2	
8.	Case study method of research	1	31.01.25		TLM2	CO1	T1 / T2	
9.	Ethics and Business Research	1	04.02.25		TLM2	CO1	T1 / T2	
10.	Technology used in business research, the research process.	1	05.02.25		TLM2	CO1	T1 / T2	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

UNIT-II: Research Design

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
11	Meaning of Research design its importance	1	06.02.25		TLM2	CO2	T1 / T2	
12	Goals of Research Design	1	07.02.25		TLM2	CO2	T1 / T2	
13	Characteristics, Phases of Research design	1	11.02.25		TLM2	CO2	T1 / T2	
14	Primary and Secondary data	1	12.02.25		TLM2	CO2	T1 / T2	
15	Data Collection Methods	1	13.02.25		TLM2	CO2	T1 / T2	
16.	Questionnaire Design	1	14.02.25		TLM2	CO2	T1 / T2	
17.	Sampling design & Procedures	1	18.02.25		TLM2	CO2	T1 / T2	
18.	Sampling techniques	1	19.02.25		TLM2	CO2	T1 / T2	
19.	Determination of sample size	1	20.02.25		TLM2	CO2	T1 / T2	
20.	Pilot study	1	21.02.25		TLM2	CO2	T1 / T2	
21	Pilot study	1	25.02.25		TLM2	CO2	T1 / T2	
		11			No. of classes taken:			

UNIT-III: Measurement and Scaling

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
22	Concept of measurement and Scaling	1	27.02.25		TLM2	CO3	T1 / T2	
23	Attitude measurement	1	28.02.25		TLM2	CO3	T1 / T2	
24	psychological and social instruments used in management science	1	04.03.25		TLM2	CO3	T1 / T2	
25	psychological and social instruments used in management science	1	05.03.25		TLM2	CO3	T1 / T2	
26	Levels of measurement and types of scales	1	06.03.25		TLM2	CO3	T1 / T2	
27	Types of scales	1	07.03.25		TLM2	CO3	T1 / T2	
28	Criteria for good measurement	1	11.03.25		TLM2	CO3	T1 / T2	

29	Criteria for good measurement	1	12.03.25		TLM2	CO3	T1 / T2	
30	Reliability and validity	1	13.03.25		TLM2	CO3	T1 / T2	
31	MID – I EXAMS		17.03.25 TO 22.03.25					
32	Concepts of Data Analysis	1	25.03.25		TLM2	CO3	T1 / T2	
33	Processing of Raw Data	1	26.03.25		TLM2	CO3	TI, /T2	
34	Processing of Raw Data	1	27.03.25		TLM2	CO3	TI, /T2	
No. of classes required to complete UNIT-III		12			No. of classes taken:			

UNIT-IV: Data Analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
35	Editing, Coding, Classification and Tabulation	1	28.03.25		TLM2	CO4	T1 / T2	
36	Graphical and Diagrammatic representation of data	1	01.04.25		TLM2	CO4	T1 / T2	
37	Graphical and Diagrammatic representation of data	1	02.04.25		TLM2	CO4	T1 / T2	
38	Statistical Tests: Parametric tests	1	03.04.25		TLM2	CO4	T1 / T2	
39	Correlation test, t-test,	1	04.04.25		TLM2	CO4	T1 / T2	
40	z-test and chi-square test and non-parametric tests	1	08.04.25		TLM2	CO4	T1 / T2	
41	z-test and chi-square test and non-parametric tests	1	09.04.25		TLM2	CO4	T1 / T2	
42	Mann Whitney U test	1	10.04.25		TLM2	CO4	T1 / T2	
43	Wilcoxon test their significance	1	11.04.25		TLM2	CO4	T1 / T2	
44	Hypothesis: characteristics, formulation,	1	15.04.25		TLM2	CO4	T1 / T2	
45	Hypothesis testing procedure.	1	16.04.25		TLM2	CO4	T1 / T2	
46	Report writing and significance	1	17.04.25		TLM2	CO4	T1 / T2	
No. of classes required to complete UNIT-IV		12			No. of classes taken:			

UNIT-V: Report Writing

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
47	Techniques of Interpretation	1	22.04.25		TLM2	C05	T1 / T2	
48	Types of reports	1	23.04.25		TLM2	C05	T1 / T2	
49	Types of reports	1	24.04.25		TLM2	C05	T1 / T2	
50	Oral Presentation	1	25.04.25		TLM2	C05	T1 / T2	
51	Mechanics of writing a Research project	1	29.04.25		TLM2	C05	T1 / T2	
52	Different steps in report writing	1	30.04.25		TLM2	C05	T1 / T2	
53	Different steps in report writing	1	01.05.25		TLM2	C05	T1 / T2	
54	Layout of the research report	1	02.05.25		TLM2	C05	T1 / T2	
55	Layout of the research report	1	06.05.25		TLM2	C05	T1 / T2	
56	Precautions of Research project abstract.	1	07.05.25		TLM2	C05	T1 / T2	
57	Preparation of project abstract with reference to management research.	1	08.05.25		TLM2	C05	T1 / T2	
58	Preparation of project abstract with reference to management research.	1	09.05.25		TLM2	C05	T1 / T2	
59	Report and Presentation	1	13.05.25		TLM2	C05	T1 / T2	
60	Report and Presentation	1	14.05.25		TLM2	C05	T1 / T2	
	II Mid Examination	02.06.25 TO 07.06.25						
No. of classes required to complete UNIT-V		14			No. of classes taken:			

Content Beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
61	Research analytics and How to check Plagiarism	1	15.05.25		TLM2/TLM5		T2/R3	
62	Awareness on Researcher jobs	1	16.05.25		TLM2/TLM5			

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project
TLM 7	Assignment /Quiz		

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: A+B=80% of Max(A,B)+20% of Min(A,B)	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

Program Educational Objectives (PEOs):

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr.T.Rajasekhar	Dr.t.Rajasekhar	Dr.T.Rajasekhar	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD



Master of Business Administration

Name of Course Instructor : Dr.T.Rajasekhar

Course Name & Code : Business research Methods (23MB11)

L-T-P Structure : 4-0-0 Credits : 4

Program/Sem/Sec : MBA II-Sem, B-Section A.Y: 2024-25

PRE-REQUISITE: Successful completion of QABD course in I semester

COURSE EDUCATIONAL OBJECTIVES (CEOs):

- 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 on how a research is systematically designed and/ or planned.
- An important objective of the course is to acquaint students with various instruments used in conducting a social survey.
- The course intends to familiarize students with the data analysis and report writing techniques.

COURSE OUTCOMES (COs): At the end of the course, students are able to

CO 1	Demonstrate a thorough understanding of how research is conducted in business management domain.
CO 2	Familiarized with the data collection methods and procedures and make their research studies scientific.
CO 3	Understand the concepts of scaling and measurement in management research, particularly relating to qualitative data.
CO 4	Apply a number of statistical techniques for analyzing the data gathered by them.
CO 5	Apply a logical and descriptive writing approach in their presentation of research findings.

Course Articulation Matrix: (Correlation between Cos&Pos):

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	1	2
CO2	3	2	1	1	1
CO3	3	2	1	1	1
CO4	3	3	2	2	2
CO5	1	1	1	3	1

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put ‘-’

1= Slight (low) 2=Moderate (Medium) 3=Substantial (High)

Text Books

T1: Cooper R.Donald and Schindler S. Pamela: “*Business Research Methods*”, 9/e, Tata McGraw Hill, New Delhi,2006.

T2: Kothari: CR,Garg, Gaurou “*Research Methodology*, New Age International Publishers, New Delhi, 2014.

References

R1: KrishnaSwamy .OR and obulReddy . D. Research Methodology and Statistical tools 1st editions Himalaya Publishing House, New Delhi. 2012.

R2: Narayana Reddy P, Acharyulu GVRK, “*Research Methodolgoy and Statistical Tools*”, 2nd Ed., Excel Books, New Delhi, 2016

R3: Panneerselvam R: “*Research Methodology*”, PHI Learning Private Limited, New Delhi, 2009.

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):Section B

UNIT-I :Research

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	Text Book followed	HOD Sign Weekly
1.	Introduction to Co-Po Syllabus - Orientation	1	20.01.25		TLM2	CO1	T1 / T2	
2.	Meaning of research, Objectives and significance of Research	1	21.01.25		TLM2	CO1	T1 / T2	
3.	Role of business - Research and its applications	1	22.01.25		TLM2	CO1	T1 / T2	
4.	Research process and Ethics in business research	1	25.01.25		TLM2	CO1	T1 / T2	
5.	Types of Research (Pure and Applied Research, Qualitative and Quantitative Research)	1	27.01.25		TLM2	CO1	T1 / T2	
6.	Types of Research (Pure and Applied Research, Qualitative and Quantitative Research)	1	28.01.25		TLM2	CO1	T1 / T2	
7.	Exploratory ,Descriptive and Experimental research	1	29.01.25		TLM2	CO1	T1 / T2	
8.	Case study method of research	1	01.02.25		TLM2	CO1	T1 / T2	
9.	Ethics and Business Research	1	03.02.25		TLM2	CO1	T1 / T2	
10.	Technology used in business research, the research process.	1	04.02.25		TLM2	CO1	T1 / T2	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

UNIT-II: Research Design

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
11	Meaning of Research design its importance	1	05.02.25		TLM2	CO2	T1 / T2	
12	Goals of Research Design	1	06.02.25		TLM2	CO2	T1 / T2	
13	Characteristics, Phases of Research design	1	08.02.25		TLM2	CO2	T1 / T2	
14	Primary and Secondary data	1	10.02.25		TLM2	CO2	T1 / T2	
15	Data Collection Methods	1	11.02.25		TLM2	CO2	T1 / T2	
16.	Questionnaire Design	1	12.02.25		TLM2	CO2	T1 / T2	
17.	Sampling design & Procedures	1	15.02.25		TLM2	CO2	T1 / T2	
18.	Sampling techniques	1	17.02.25		TLM2	CO2	T1 / T2	
19.	Determination of sample size	1	18.02.25		TLM2	CO2	T1 / T2	
20.	Pilot study	1	19.02.25		TLM2	CO2	T1 / T2	
21	Pilot study	1	22.02.25		TLM2	CO2	T1 / T2	
		11			No. of classes taken:			

UNIT-III: Measurement and Scaling

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
22	Concept of measurement and Scaling	1	24.02.25		TLM2	CO3	T1 / T2	
23	Attitude measurement	1	25.02.25		TLM2	CO3	T1 / T2	
24	psychological and social instruments used in management science	1	01.03.25		TLM2	CO3	T1 / T2	
25	psychological and social instruments used in management science	1	03.03.25		TLM2	CO3	T1 / T2	
26	Levels of measurement and types of scales	1	04.03.25		TLM2	CO3	T1 / T2	
27	Types of scales	1	05.03.25		TLM2	CO3	T1 / T2	
28	Criteria for good measurement	1	08.03.25		TLM2	CO3	T1 / T2	

29	Criteria for good measurement	1	10.03.25		TLM2	CO3	T1 / T2	
30	Reliability and validity	1	11.03.25		TLM2	CO3	T1 / T2	
31	MID – I EXAMS		17.03.25 TO 22.03.25					
32	Concepts of Data Analysis	1	12.03.25		TLM2	CO3	T1 / T2	
33	Processing of Raw Data	1	15.03.25		TLM2	CO3	TI, /T2	
34	Processing of Raw Data	1	24.03.25		TLM2	CO3	TI, /T2	
No. of classes required to complete UNIT-III		12			No. of classes taken:			

UNIT-IV: Data Analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
35	Editing, Coding, Classification and Tabulation	1	25.03.25		TLM2	CO4	T1 / T2	
36	Graphical and Diagrammatic representation of data	1	26.03.25		TLM2	CO4	T1 / T2	
37	Graphical and Diagrammatic representation of data	1	29.03.25		TLM2	CO4	T1 / T2	
38	Statistical Tests: Parametric tests	1	01.04.25		TLM2	CO4	T1 / T2	
39	Correlation test, t-test,	1	02.04.25		TLM2	CO4	T1 / T2	
40	z-test and chi-square test and non-parametric tests	1	07.04.25		TLM2	CO4	T1 / T2	
41	z-test and chi-square test and non-parametric tests	1	08.04.25		TLM2	CO4	T1 / T2	
42	Mann Whitney U test	1	09.04.25		TLM2	CO4	T1 / T2	
43	Wilcoxon test their significance	1	12.04.25		TLM2	CO4	T1 / T2	
44	Hypothesis: characteristics, formulation,	1	15.04.25		TLM2	CO4	T1 / T2	
45	Hypothesis testing procedure.	1	16.04.25		TLM2	CO4	T1 / T2	
46	Report writing and significance	1	19.04.25		TLM2	CO4	T1 / T2	
No. of classes required to complete UNIT-IV		12			No. of classes taken:			

UNIT-V: Report Writing

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
47	Techniques of Interpretation	1	21.04.25		TLM2	C05	T1 / T2	
48	Types of reports	1	22.04.25		TLM2	C05	T1 / T2	
49	Types of reports	1	23.04.25		TLM2	C05	T1 / T2	
50	Oral Presentation	1	26.04.25		TLM2	C05	T1 / T2	
51	Mechanics of writing a Research project	1	28.04.25		TLM2	C05	T1 / T2	
52	Different steps in report writing	1	29.04.25		TLM2	C05	T1 / T2	
53	Different steps in report writing	1	30.04.25		TLM2	C05	T1 / T2	
54	Layout of the research report	1	03.05.25		TLM2	C05	T1 / T2	
55	Layout of the research report	1	05.05.25		TLM2	C05	T1 / T2	
56	Precautions of Research project abstract.	1	06.05.25		TLM2	C05	T1 / T2	
57	Preparation of project abstract with reference to management research.	1	07.05.25		TLM2	C05	T1 / T2	
58	Preparation of project abstract with reference to management research.	1	10.05.25		TLM2	C05	T1 / T2	
59	Report and Presentation	1	12.05.25		TLM2	C05	T1 / T2	
60	Report and Presentation	1	13.05.25		TLM2	C05	T1 / T2	
	II Mid Examination	02.06.25 TO 07.06.25						
No. of classes required to complete UNIT-V		14			No. of classes taken:			

Content Beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
61	Research analytics and How to check Plagiarism	1	14.05.25		TLM2/TLM5		T2/R3	
62	Awareness on Researcher jobs	1	17.05.25		TLM2/TLM5			

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project
TLM 7	Assignment /Quiz		

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: A+B=80% of Max(A,B)+20% of Min(A,B)	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

Program Educational Objectives (PEOs):

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Program Outcomes (POs):

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr.T.Rajasekhar	Dr.t.Rajasekhar	Dr.T.Rajsekhar	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

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Accredited by NAAC & NBA (CSE, IT, ECE, EEE & ME)

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

Master of Business Administration

COURSE HANDOUT

Part-A

Name of the course instructor : Dr. O Naresh
COURSE NAME & CODE : BUSINESS ANALYTICS & 20MB61
L-T-P Structure : 4-1-0 Credits: 4
Program /Sem/Sec : MBA., II Sem., Section – A
A.Y : 2024-25

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

1. To provide an understanding of basic concepts of Business Analytics.
2. To understand analytics like Descriptive, Predictive and Prescriptive Analytics and an overview of Programming using R.
3. To understand the concept of Data Mining
4. To know about perspective analytics and business perspective
5. To get awareness on R software

Course Outcomes: At the end of the course,

CO1 Understand the fundamental concepts of Business Analytics
CO2 Demonstrate systematic and deep understanding of Descriptive analytics that include Descriptive statics and Data Visualization
CO3 Illustrate Regression Analysis and Data Mining
CO4 Interpret the concept and issues of Perspective analytics and linkage with data analytics
CO5 Describe R software & environment in big data analytics

COURSE ARTICULATION MATRIX (Correlation between COs& POs):

CO S	PO1	PO2	PO3	PO4	PO5
CO1	1		2	-	1
CO2	1	2	-	1	-
CO3	-	1	1	2	2
CO4	2	2	-	1	-
CO5	-	1	2	2	1

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put ‘-’

1- Slight(Low), **2** –Moderate(Medium), **3** - Substantial (High).

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SECTION -A

UNIT-I : INTRODUCTION TO Business Analytics

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject	1	21-01-2025		TLM1/2	CO1	T1,R1	
2.	Introduction to Subject	1	22-01-2025					
3.	Course Outcomes	1	24-01-2025		TLM1/2	CO1	T1,R1	
4.	UNIT-I: Introduction to BA	1	25-01-2025		TLM1/2	CO1	T1,R1	
5.	Importance of BA	1	28-01-2025		TLM1/2	CO1	T1,R1	
6.	Categories of Business Analytics	1	29-01-2025		TLM1/2	CO1	T1,R1	
7.	Models of BA	1	31-01-2025		TLM1/2	CO1	T1,R1	
8.	Business Analytics in Practice	1	01-02-2025		TLM1/2	CO1	T1,R1	
9.	Big data overview	1	04-02-2025		TLM1/2	CO1	T1,R1	
10.	Types of data	1	05-02-2025		TLM1/2	CO1	T1,R1	
11.	Characteristics of Big Data	1	07-02-2025					
No. of classes required to complete UNIT-I		11			No. of classes taken:			

UNIT-II: DESCRIPTIVE ANALYTICS

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
12.	Overview of Description Statistics	1	08-02-2025		TLM1/2	CO2	T1,R1	
13.	(Central Tendency, Variability)	1	11-02-2025		TLM1/2	CO2	T1,R1	
14.	Data Visualization Definition, Concept	1	12-02-2025		TLM1/2	CO2	T1,R1	

15.	Visualization Techniques types	1	14-02-2025		TLM1/2	CO2	T1,R1	
16.	Tables, Cross Tabulations, Charts,	1	15-02-2025		TLM1/2	CO2	T1,R1	
17.	Data Dashboards Using MS-Excel	1	18-02-2025		TLM1/2	CO2	T1,R1	
18.	Data Dashboards Using SPSS	1	19-02-2025		TLM1/2	CO2	T1,R1	
19.	Data Dashboards Using SPSS	1	21-02-2025					
No. of classes required to complete UNIT-II		8			No. of classes taken:			

UNIT-III: PREDICTIVE ANALYTICS:

S. No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
20.	Trend Lines	1	22-02-2025		TLM1/2	CO3	T1,R1	
21.	Regression Analysis	1	25-02-2025		TLM1/2	CO3	T1,R1	
22.	Linear and Multiple Analysis	1	28-02-2025		TLM1/2	CO3	T1,R1	
23.	Multiple Regression Analysis	1	01-03-2025					
24.	Linear and Multiple Analysis	1	04-03-2025		TLM1/2	CO3	T1,R1	
25.	Forecasting Techniques	1	05-03-2025		TLM1/2	CO3	T1,R1	
26.	Forecasting Techniques	1	07-03-2025					
27.	Data Mining – Definition	1	11-03-2025		TLM1/2	CO3	T1,R1	
28.	Approaches in Data Mining	1	12-03-2025		TLM1/2	CO3	T1,R1	
29.	Data Exploration and Reduction	1	15-03-2025		TLM1/2	CO3	T1,R1	
30.	I Mid Exams		18-03-2025 To 22-03-2025					
31.	Classification, Association	1	25-03-2025		TLM1/2	CO3	T1,R1	
32.	Cause and Effect Modelling	1	26-03-2025		TLM1/2	CO3	T1,R1	
No. of classes required to complete UNIT-III		12			No. of classes taken:			

UNIT-IV : PRESCRIPTIVE ANALYTICS

S.No.	Topics to be covered	No. of Classes	Tentative Date of Completion	Actual Date of	Teaching	Learning	Text Book	HOD Sign
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		Required		Completion	Learning Methods	Outcome COs	followed	Weekly
33.	Overview of Linear Optimization	1	28-03-2025		TLM1/2	CO 4	T1,R1	
34.	Non-linear Programming Integer Optimization	1	29-03-2025		TLM1/2	CO 4	T1,R1	
35.	Non-linear Programming Integer Optimization	1	01-04-2025		TLM1/2	CO 4	T1,R1	
36.	Non-linear Programming Integer Optimization	1	02-04-2025		TLM1/2	CO 4	T1,R1	
37.	Cutting Plane Algorithm and Other Methods PROBLEMS	1	04-04-2025		TLM1/2	CO 4	T1,R1	
38.	Cutting Plane Algorithm and Other Methods PROBLEMS	1	08-04-2025		TLM1/2	CO 4	T1,R1	
39.	Cutting Plane Algorithm and Other Methods PROBLEMS	1	09-04-2025		TLM1/2	CO 4	T1,R1	
40.	Cutting Plane Algorithm and Other Methods CASE STUDY	1	11-04-2025		TLM1/2	CO 4	T1,R1	
41.	Cutting Plane Algorithm and Other Methods	1	12-04-2025		TLM1/2	CO 4	T1,R1	
42.	Decision Analysis – Risk and Uncertainty Methods	2	15-04-2025		TLM1/2	CO 4	T1,R1	
43.	Decision Analysis – Risk and Uncertainty Methods	1	16-04-2025		TLM1/2	CO 4	T1,R1	
No. of classes required to complete UNIT-IV		12			No. of classes taken:			

UNIT-V Programming Using R

S.N o.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
44.	R Environment, R Packages	1	19-04-2025		TLM1/2	CO 5	T1,R1	
45.	Reading and Writing Data in R	1	22-04-2025		TLM1/2	CO 5	T1,R1	
46.	R Functions, Control Statements	1	23-04-2025		TLM1/2	CO 5	T1,R1	
47.	Frames and Subsets	1	25-04-2025		TLM1/2	CO 5	T1,R1	
48.	Managing and Manipulating Data in R.	1	26-04-2025		TLM1/2	CO 5	T1,R1	
49.	Managing and Manipulating Data in R.	1	29-04-2025		TLM1/2	CO 5	T1,R1	
50.	Case study	1	30-04-2025		TLM1/2	CO 5	T1,R1	
51.	Case study	1	01-05-2025		TLM1/2	CO 5	T1,R1	
52.	Report Writing and Presentation	7	04-05-2025 To 15-05-2025		TLM1/2	CO 1 to 5	T1,R1	

No. of classes required to complete UNIT-V	15	No. of classes taken:
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Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
53.	SPSS TOOL usage	2	11-05-2025		TLM 2	CO 5	T 1	
54.	Case Study	1	12-05-2025		TLM 2	CO 4	T 1	
55.	Regression using MS-Excel	1	15-05-2025		TLM 2	CO 5	T 1	
MID EXAMINATIONS - I				18-03-2025 To 22-03-2025				
MID EXAMINATIONS - II				17-05-2025 to 22-05-2025				

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) =A	1,2,3	A=30
II-Mid Examination (Descriptive+ Objective) =B	3,4,5	B=30
Evaluation of Mid Marks: $A+B=80\%$ of $\text{Max}(A,B)+20\%$ of $\text{Min}(A,B)$	1,2,3,4,5	$A+B=30$
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : $A+B+C$	1,2,3,4,5	$A+B+C=40$
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: $A+B+C+D$	1,2,3,4,5	100

BOS APPROVED TEXT BOOKS

1. Fundamentals of Business Analytics, 2nd Edition, WILEY Publications, 2018.
2. Business Analytics 2nd Edition, James Evans, Pearson Publication, 2012.

PROGRAM EDUCATION OBJECTIVES(PEO's)

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.

PEO3: To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

PROGRAM OUTCOMES

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr. O. Naresh	Dr. O. Naresh	Dr. O. Naresh	Dr. A. Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC & NBA (CSE, IT, ECE, EEE & ME)

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

Master of Business Administration

COURSE HANDOUT

Part-A

Name of the course instructor : Dr. O Naresh
COURSE NAME & CODE : BUSINESS ANALYTICS & 20MB61
L-T-P Structure : 4-1-0 Credits: 4
Program /Sem/Sec : MBA., II Sem., Section – B
A.Y : 2024-25

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

1. To provide an understanding of basic concepts of Business Analytics.
2. To understand analytics like Descriptive, Predictive and Prescriptive Analytics and an overview of Programming using R.
3. To understand the concept of Data Mining
4. To know about perspective analytics and business perspective
5. To get awareness on R software

Course Outcomes: At the end of the course,

CO1 Understand the fundamental concepts of Business Analytics
CO2 Demonstrate systematic and deep understanding of Descriptive analytics that include Descriptive statics and Data Visualization
CO3 Illustrate Regression Analysis and Data Mining
CO4 Interpret the concept and issues of Perspective analytics and linkage with data analytics
CO5 Describe R software & environment in big data analytics

COURSE ARTICULATION MATRIX (Correlation between COs& POs):

CO S	PO1	PO2	PO3	PO4	PO5
CO1	1		2	-	1
CO2	1	2	-	1	-
CO3	-	1	1	2	2
CO4	2	2	-	1	-
CO5	-	1	2	2	1

Note: Enter Correlation Levels 1 or 2 or 3. If there is no correlation, put ‘-’

1- Slight(Low), 2 –Moderate(Medium), 3 - Substantial (High).

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): SECTION -A

UNIT-I : INTRODUCTION TO Business Analytics

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to Subject	1	21-01-2025		TLM1/2	CO1	T1,R1	
2.	Course Outcomes	1	23-01-2025		TLM1/2	CO1	T1,R1	
3.	UNIT-I: Introduction to BA	1	24-01-2025		TLM1/2	CO1	T1,R1	
4.	Importance of BA	1	25-01-2025		TLM1/2	CO1	T1,R1	
5.	Categories of Business Analytics	1	28-01-2025		TLM1/2	CO1	T1,R1	
6.	Models of BA	1	30-01-2025		TLM1/2	CO1	T1,R1	
7.	Business Analytics in Practice	1	31-01-2025		TLM1/2	CO1	T1,R1	
8.	Big data overview	1	01-02-2025		TLM1/2	CO1	T1,R1	
9.	Types of data	1	04-02-2025		TLM1/2	CO1	T1,R1	
10.	Types of data	1	06-02-2025		TLM1/2	CO1		
No. of classes required to complete UNIT-I		11			No. of classes taken:			

UNIT-II : DESCRIPTIVE ANALYTICS

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
11.	Overview of Description Statistics	1	07-02-2025		TLM1/2	CO2	T1,R1	
12.	(Central Tendency, Variability)	1	08-02-2025		TLM1/2	CO2	T1,R1	
13.	(Central Tendency, Variability)	1	11-02-2025					

14.	(Central Tendency, Variability)	1	13-02-2025					
15.	Data Visualization Definition, Concept	1	14-02-2025		TLM1/2	CO2	T1,R1	
16.	Visualization Techniques types	1	15-02-2025		TLM1/2	CO2	T1,R1	
17.	Tables, Cross Tabulations, Charts,	1	18-02-2025		TLM1/2	CO2	T1,R1	
18.	Data Dashboards Using MS-Excel	1	20-02-2025		TLM1/2	CO2	T1,R1	
19.	Data Dashboards Using SPSS	1	21-02-2025		TLM1/2	CO2	T1,R1	
No. of classes required to complete UNIT-II		9			No. of classes taken:			

UNIT-III: PREDICTIVE ANALYTICS:

S.No	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HO D Sign Weekly
20.	Trend Lines	1	22-02-2025		TLM1/2	CO3	T1,R1	
21.	Regression Analysis	1	25-02-2025		TLM1/2	CO3	T1,R1	
22.	Linear and Multiple Analysis	1	27-02-2025		TLM1/2	CO3	T1,R1	
23.	Linear and Multiple Analysis	1	28-02-2025		TLM1/2	CO3	T1,R1	
24.	Forecasting Techniques	1	01-03-2025		TLM1/2	CO3	T1,R1	
25.	Data Mining – Definition	1	04-03-2025		TLM1/2	CO3	T1,R1	
26.	Approaches in Data Mining	1	06-03-2025		TLM1/2	CO3	T1,R1	
27.	Data Exploration and Reduction	1	07-03-2025		TLM1/2	CO3	T1,R1	
28.	Classification,	1	11-03-2025		TLM1/2	CO3	T1,R1	
29.	Association	1	13-03-2025		TLM1/2	CO3	T1,R1	
30.	Cause and Effect Modelling	1	15-03-2025		TLM1/2	CO3	T1,R1	
31.	I Mid Exams		17-03-2025 To 22-03-2025		TLM1/2	CO3	T1,R1	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

UNIT-IV : PRESCRIPTIVE ANALYTICS

S.N o.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
32.	Overview of Linear Optimization	1	25-03-2025		TLM1/2	CO 4	T1,R1	
33.	Non-linear Programming Integer Optimization	1	27-03-2025		TLM1/2	CO 4	T1,R1	
34.	Non-linear Programming Integer Optimization	1	28-03-2025		TLM1/2	CO 4	T1,R1	
35.	Non-linear Programming Integer Optimization	1	29-03-2025		TLM1/2	CO 4	T1,R1	
36.	Non-linear Programming Integer Optimization	1	01-04-2025		TLM1/2	CO 4	T1,R1	
37.	Cutting Plane Algorithm and Other Methods PROBLEMS	1	03-04-2025		TLM1/2	CO 4	T1,R1	
38.	Cutting Plane Algorithm and Other Methods PROBLEMS	1	04-04-2025		TLM1/2	CO 4	T1,R1	
39.	Cutting Plane Algorithm and Other Methods CASE STUDY	1	08-04-2025		TLM1/2	CO 4	T1,R1	
40.	Cutting Plane Algorithm and Other Methods	1	10-04-2025		TLM1/2	CO 4	T1,R1	
41.	Decision Analysis – Risk and Uncertainty Methods	1	11-04-2025		TLM1/2	CO 4	T1,R1	
42.	Decision Analysis – Risk and Uncertainty Methods	1	15-04-2025		TLM1/2	CO 4	T1,R1	
No. of classes required to complete UNIT-IV		11	No. of classes taken:					

UNIT-V Programming Using R

S.N o.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
43.	R Environment, R Packages	1	17-04-2025		TLM1/2	CO 5	T1,R1	
44.	Reading and Writing Data in R	1	19-04-2025		TLM1/2	CO 5	T1,R1	
45.	R Functions, Control Statements	1	22-04-2025		TLM1/2	CO 5	T1,R1	
46.	Frames and Subsets	1	24-04-2025		TLM1/2	CO 5	T1,R1	
47.	Managing and Manipulating Data in R.	1	25-04-2025		TLM1/2	CO 5	T1,R1	
48.	Managing and Manipulating Data in R.	1	26-04-2025		TLM1/2	CO 5	T1,R1	
49.	Case study	1	29-04-2025		TLM1/2	CO 5	T1,R1	
50.	Case study	1	01-05-2025		TLM1/2	CO 5	T1,R1	

51.	Report Writing and Presentation	6	02-05-2025 To 13-05-2025		TLM1/2	CO 1 to 5	T1,R1	
No. of classes required to complete UNIT-V		14			No. of classes taken:			

Contents beyond the Syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign
52.	SPSS TOOL usage	2	15-05-2025		TLM 2	CO 5	T 1	
53.	Case Study	1	16-05-2025		TLM 2	CO 4	T 1	
54.	Regression using MS-Excel	1	17-02-2025		TLM 2	CO 5	T 1	
MID EXAMINATIONS - I				17-03-2025 TO 22-03-25				
MID EXAMINATIONS - II				02-06-2025 TO 07-06-25				

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) =A	1,2,3	A=30
II-Mid Examination (Descriptive+ Objective) =B	3,4,5	B=30
Evaluation of Mid Marks: A+B=80% of Max(A,B)+20% of Min(A,B)	1,2,3,4,5	A+B=30
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=10
Cumulative Internal Examination : A+B+C	1,2,3,4,5	A+B+C=40
Semester End Examinations =D	1,2,3,4,5	D=60
Total Marks: A+B+C+D	1,2,3,4,5	100

BOS APPROVED TEXT BOOKS

1. Fundamentals of Business Analytics, 2nd Edition, WILEY Publications, 2018.
2. Business Analytics 2nd Edition, James Evans, Pearson Publication, 2012.

PROGRAM EDUCATION OBJECTIVES(PEO's)

PEO1: To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context.

PEO2: To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.

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PROGRAM OUTCOMES

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop value-based leadership ability

PO4: Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr. O. Naresh	Dr. O. Naresh	Dr. O. Naresh	Dr. A. Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD

**Master of Business Administration****COURSE HANDOUT****PART-A**

Name of Course Instructor : Dr. K. Venu Gopal
Course Name & Code : SQL & POWER BI LAB (20MB73)
L-T-P Structure : 1-0-2
Program/Sem/Sec : MBA., II-Sem., Section- A&B
PRE-REQUISITE: NIL

Credits: 2**A. Y: 2024-25****COURSE EDUCATIONAL OBJECTIVES (CEOs):**

CEO 1	To develop proficiency in SQL, Excel, and Power BI for data management, analysis, and visualization.
CEO 2	To apply SQL techniques for data analysis, including integrity constraints, DDL, DML, and aggregate functions.
CEO 3	To create informative data visualizations in Power BI to support decision-making.
CEO 4	To cleanse and transform data in Power BI to ensure accuracy and build robust data models.
CEO 5	To design real-world dashboards that demonstrates analytical thinking and insight into complex datasets.

COURSE OUTCOMES (COs): At the end of the course, students are able to

CO 1	Understand and utilize SQL, Excel, and Power BI for data management, analysis, and visualization.
CO 2	Apply SQL techniques including integrity constraints, DDL, DML and aggregate functions to analyze data.
CO 3	Create compelling data visualizations using Power BI for informed decision-making.
CO 4	Cleanse and transform data in Power BI for accuracy and build supportive data models.
CO 5	Design real-world dashboards, demonstrating analytical thinking and insight into complex datasets.

COURSE ARTICULATION MATRIX (Correlation between COs, POs & PSOs):

COs	PO1	PO2	PO3	PO4	PO5
CO1	1	3	-	-	2
CO2	3	2	1	2	1
CO3	-	2	2	-	1
CO4	2	3	1	2	2
CO5	-	3	2	2	2

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put '-'**1-** Slight (Low), **2** – Moderate (Medium), **3** - Substantial (High).**TEXT BOOKS:****T1** Marco Russo. Alberto Ferrari. Introducing Microsoft Power BI**T2** Marco Russo. Alberto Ferrari, Chris Webb Microsoft SQL Server 2012 Analysis Services: The BISM Tabular Model, MICROSOFT PRESS (SEP 2011)

- T3** Marco Russo. Alberto Ferrari, Chris Webb Tabular Modelling in SQL Server Analysis Services (2nd Edition), MICROSOFT PRESS (APR 2017)
- T4** Allen G. Taylor SQL for Dummies (For Dummies (Computer/Tech)) 9th Edition
- T5** SQL pour les Nuls, 3e (Fresh Edition) Kindle Edition, French Edition, Allen G Taylor

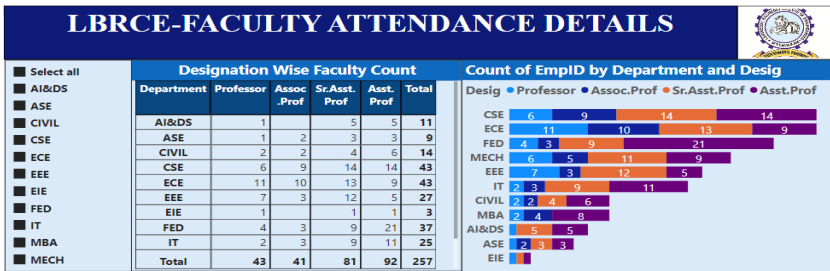
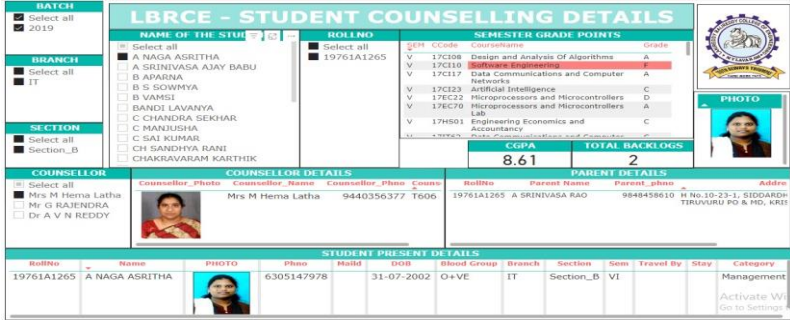
20-1-2025 to 15-03-2025 Mid-1 17-22march 2nd phase 24-march 17th May

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):

S.No	Date (Tentative)	Actual Date Sec-A	Actual Date Sec-B	Topics to be covered
1	20-01-25 to 28-01-25 (TwoWeeks)			<p>Introduction to Excel and Create the Excel workbook with the following</p> <p>Ex-1 Financial data for two competing companies in the same industry (TCS.and Infosys) for the years 2024-2025: Create a worksheet named "Balance Sheet" with the following requirements:</p> <ol style="list-style-type: none"> a) Input quarterly balance sheet data including: <ul style="list-style-type: none"> • Create a formula to work out the Current Assets (Cash, Accounts Receivable, Inventory) • Use Excel functions to work out the total Non-Current Assets (Property, Plant & Equipment, Intangible Assets) • Current Liabilities (Accounts Payable, Short-term Debt) • Non-Current Liabilities (Long-term Debt) • Shareholders' Equity b) Rename the worksheet "sheet1" as "Balance Sheet_TCS". c) Rename the worksheet "sheet2" as "Balance Sheet_Infosys". d) Save the Excel file as " Evaluation".xlsx e) Make the following formatting changes: <ul style="list-style-type: none"> • Insert a few extra blank rows at the top and then type in the new title "TCS Balance Sheet 2024-25" center the Title. • Change Format the font, size and colour of the title and add underlining f) Now apply the following formatting to the column titles row: <ul style="list-style-type: none"> • Change the font and color of the titles where ever it has to be applied • Increase the row height of title row and make it vertically and horizontally center aligned • Click in the middle of the worksheet and press CTRL + A to select it all, then add borderlines everywhere (apart from on the title at the top) <p>Exercise 2: Profitability Analysis Create a worksheet named "Income Statement" with the following tasks:</p> <ol style="list-style-type: none"> 1. Input quarterly data for both companies including: <ul style="list-style-type: none"> • Revenue • Cost of Goods Sold • Operating Expenses

				<ul style="list-style-type: none"> • Interest Expense • Tax Expense <p>2. Calculate and analyse:</p> <ul style="list-style-type: none"> • $\text{Gross Profit Margin} = (\text{Revenue} - \text{COGS}) / \text{Revenue}$ • $\text{Operating Margin} = \text{Operating Income} / \text{Revenue}$ • $\text{Net Profit Margin} = \text{Net Income} / \text{Revenue}$ • Create visualizations (charts) comparing both companies' margins over time <p>Exercise 3: Cash Flow Analysis Create a worksheet named "Cash_Flow" to analyse:</p> <p>1. Input quarterly cash flow data:</p> <ul style="list-style-type: none"> • Operating Activities • Investing Activities • Financing Activities <p>2. Create formulas to calculate:</p> <ul style="list-style-type: none"> • $\text{Free Cash Flow} = \text{Operating Cash Flow} - \text{Capital Expenditures}$ • $\text{Cash Conversion Cycle} = \text{Days Inventory Outstanding} + \text{Days Sales Outstanding} - \text{Days Payables Outstanding}$ • $\text{Operating Cash Flow Ratio} = \text{Operating Cash Flow} / \text{Current Liabilities}$
2	04-02-25			Introduction to SQL, Working with DDL and DML Commands: CREATE, DROP, ALTER, TRUNCATE, and RENAME, INSERT, UPDATE, DELETE
3	11-02-25			Working with Queries in SQL
4	18-02-25			Working with TCL Commands, Aggregate Function.
5	04-003-25			Create & save a new Microsoft power Bi Desktop document named Sales Order. import the tables Salesman, Customer, Order created in SQL and set the relationships between these three tables using model view. And view the data of these tables in data view. Create a report in report view to display the data of these tables using table visualization. Format the Report Page by using format visual by changing fonts, titles, colors, borders etc .
6	25-03-25			Insert & save as a new page in Sales_Order.pbix. filter the orders based on salesman_id, customer_id using slicer visual. Display the orders supplied by a particular salesman and orders placed by a particular customer including order details and corresponding salesman and customer details using matrix visual. Format the Report Page by using format visual by changing fonts, titles, colors, borders etc

7	11-03-25			Insert a new page in Sales_Order.pbix. Draw a pie chart showing the % of orders supplied by each supplier. Use the Barnhart to display count of orders placed on each date. And also display total purchase amount using “card visual”. Format the Report Page by using format visual by changing fonts, titles, colors, borders etc and Save the file.
8	01-04-25			<p>Prepare Finance Report Dashboard for Excel Workbook. Your manager wants to see a report on your latest sales figures. They've requested an executive summary of:</p> <ul style="list-style-type: none"> Which month and year had the most profit? Where is the company seeing the most success (by country/region)? <p>Which product and segment should the company continue to invest in?</p>
9	15-04-25			<p>Create the following Faculty Details DashBoard from “Faculty Details” Excel Sheet.</p> 
10	22-04-25			<p>Case Study on Student –Counseling. Create a Dash Board look like the following to know the detailed information of the student. By considering the necessary data.</p> 
11	29-04-25			Case Study on Road Accidents.
12	06-05-25			Case Study on COVID SURVEY ANALYSIS
13	13-05-25			Internal Exam

TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

PART-C

EVALUATION PROCESS:

Each laboratory course is evaluated for a maximum of 100 marks with distribution of 40 marks for CIE and 60 marks for SEE.

Continuous Internal Evaluation (CIE) :

The Continuous Internal Evaluation (CIE) is based on the following parameters:

Parameter	Marks
Day to day	20
Internal Test	10
Viva voce	10
Total Marks :	40

Semester End Examinations (SEE) :

The Semester End examinations (SEE) for laboratory courses shall be jointly conducted by internal and external examiners for duration of 3 hours and evaluated for a maximum 60 marks.

The performance of the students shall be evaluated as per the parameters indicated below:

Parameter	Marks
Procedure / Algorithm	10
Experimentation / Program execution	15
Observations / Calculations / Testing	15
Result	10
Viva voce	10
Total Marks :	60

PART-D

PROGRAMME OUTCOMES (POs):

PO 1	Apply knowledge of management theories and practices to solve business problems.
PO 2	Foster Analytical and critical thinking abilities for data-based decision making.
PO 3	Ability to develop value-based leadership ability.
PO 4	Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
PO 5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PROGRAM EDUCATIONAL OBJECTIVES (PEOS):

PEO1:	To train the students of the management program in logical and practical approaches to problem solving and enabling them to function effectively as skilled managers who can respond to changing environment in social and global context
PEO2:	To groom the students to work in multicultural and multidisciplinary teams and understand the principles of group dynamics by creating entrepreneurial ecosystem using innovative technology.
PEO3	To encourage and train the students so that they can pursue higher studies and start independent ventures thereby contributing to the fields of education and business world.

Course Instructor	Course Coordinator	Module Coordinator	HOD
Dr.K. VenuGopal	Dr.K.VenuGopal	Mrs M Hema Latha	Dr B.SrinivasaRao



MASTER OF BUSINESS ADMINISTRATION **COURSE HANDOUT**

Part-A

PROGRAM	: MBA, II-Sem. Section-A
ACADEMIC YEAR	: 2024-25
COURSE NAME & CODE	: Start-Up Analysis and Presentation (23MB74)
L-T-P STRUCTURE	: 2-0-2-3
COURSE CREDITS	: 02
COURSE INSTRUCTOR	: K.RAVIKIRAN YASASWI
MODULE CO-ORDINATOR	: Dr. K.Deepika
PRE-REQUISITES:	Fundamental Knowledge on economy, business environment

Chapter-1	Select Start-up companies
Chapter-2	Background of the information
Chapter-3	SWOT Analysis
Chapter-4	Business Plan Model Evaluation
Chapter-5	Findings, Conclusion and recommendations

COURSE EDUCATIONAL OBJECTIVES (CEOs):

This course aims to make the students to:

- CEO1. To select a diverse range of startup companies considering various backgrounds, sizes, and developmental stages.
- CEO2. To proficiently collect data from multiple sources, including startup websites, news, financial reports, and industry analyses.
- CEO3. To effectively conduct SWOT analyses to identify startup strengths, weaknesses, opportunities, and threats.
- CEO4. To expertly evaluate startup business models, including revenue streams, cost structures, and value propositions.
- CEO5. To formulate well-informed and actionable recommendations for startups based on comprehensive analyses, addressing weaknesses and leveraging strengths.

COURSE OUTCOMES (COs):

At the end of the course

- CO1 Understand the importance of diversity in selecting a range of startup companies operating in different backgrounds, sizes, and stages of development.
- CO2 Analyze and synthesize information from multiple sources to develop a comprehensive understanding of each startup's background, market position, and competitive landscape.
- CO3 Apply the SWOT (Strengths, Weaknesses, Opportunities, Threats) framework to systematically assess each startup's internal strengths and weaknesses as well as external opportunities and threats.
- CO4 Analyze the startup's business model by examining its revenue streams, cost structure, and promoting value proposition to customers.
- CO5 Evaluate the findings of the analysis to formulate well-reasoned and actionable recommendations for each startup.

CO-PO Articulation matrix:

COs	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	2
CO2	-	3	-	3	1
CO3	3	2	2	2	1
CO4	-	3	1	3	2
CO5	-	3	-	-	1

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put **-**

1- Slight (Low), 2 – Moderate (Medium), 3 - Substantial (High).

COURSE DELIVERY PLAN (LESSON PLAN): PART-B

Sl No	Topics to be covered (Activity)	No. of classes required	Tentative date of completion	Teaching learning methods	Learning outcomes (COs)	Text book followed	HOD sign.
1	Allotment of project supervisors	3	20-01-2025	TLM-4	-	Web	
2	Start ups Allotment	3	27-01-2025	TLM-6	-	Web	
3	Startup Introduction and history	3	03-02-2025	TLM-4	CO-1	Web	
4	Startup Introduction and history , Background information of the startup	3	10-02-2025	TLM-6	CO-1	Web	
5	Origin, milestones and particulars of startups	3	17-02-2025	TLM-4	CO-2	Web	
6	MID I EXAMINATIONS 17-03-2025 to 22-03-2025						
7	Review-1	3	24-02-2025	TLM-2			
8	SWOT analysis	3	03-03-2025	TLM-6	CO4-5	Web	
9	Business Plan Model Evaluation	3	10-03-2025	TLM-6	CO4-5	Web	
10	Business Plan Model Evaluation	3	24-03-2025	TLM-6	CO4-5	Web	
11	Findings, conclusions and suggestions	3	07-03-2025	TLM-2			
12	Findings, conclusions and suggestions	3	21-03-2025	TLM-2			
13	Report submission/ seminar presentation	3	28-03-2025				
14	Review-II	3	05-03-2025				
15	Review-II	3	12-03-2025				
16	MID II EXAMINATIONS 02-06-2025 To 07-06-2025						

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
REVIEW 1	1,2,3,4,5	A=100
REVIEW 2		
REPORT SUBMISSION		
Total Marks: Avg of Review I & II		100

K.RAVIKIRAN YASASWI	K.RAVIKIRAN YASASWI	Dr K.Deepika	Dr.A.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



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MASTER OF BUSINESS ADMINISTRATION **COURSE HANDOUT**

Part-A

PROGRAM	: MBA, II-Sem. Section-B
ACADEMIC YEAR	: 2024-25
COURSE NAME & CODE	: Start-Up Analysis and Presentation (23MB74)
L-T-P STRUCTURE	: 2-0-2-3
COURSE CREDITS	: 02
COURSE INSTRUCTOR	: Dr.O.Naresh
MODULE CO-ORDINATOR	: Dr. K.Deepika
PRE-REQUISITES:	Fundamental Knowledge on economy, business environment

Chapter-1	Select Start-up companies
Chapter-2	Background of the information
Chapter-3	SWOT Analysis
Chapter-4	Business Plan Model Evaluation
Chapter-5	Findings, Conclusion and recommendations

COURSE EDUCATIONAL OBJECTIVES (CEOs):

This course aims to make the students to:

- CEO1. To select a diverse range of startup companies considering various backgrounds, sizes, and developmental stages.
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- CEO4. To expertly evaluate startup business models, including revenue streams, cost structures, and value propositions.
- CEO5. To formulate well-informed and actionable recommendations for startups based on comprehensive analyses, addressing weaknesses and leveraging strengths.

COURSE OUTCOMES (COs):

At the end of the course

- CO1 Understand the importance of diversity in selecting a range of startup companies operating in different backgrounds, sizes, and stages of development.
- CO2 Analyze and synthesize information from multiple sources to develop a comprehensive understanding of each startup's background, market position, and competitive landscape.
- CO3 Apply the SWOT (Strengths, Weaknesses, Opportunities, Threats) framework to systematically assess each startup's internal strengths and weaknesses as well as external opportunities and threats.
- CO4 Analyze the startup's business model by examining its revenue streams, cost structure, and promoting value proposition to customers.
- CO5 Evaluate the findings of the analysis to formulate well-reasoned and actionable recommendations for each startup.

CO-PO Articulation matrix:

COs	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	2
CO2	-	3	-	3	1
CO3	3	2	2	2	1
CO4	-	3	1	3	2
CO5	-	3	-	-	1

Note: Enter Correlation Levels **1** or **2** or **3**. If there is no correlation, put **‘-’**

1- Slight (Low), 2 – Moderate (Medium), 3 - Substantial (High).

COURSE DELIVERY PLAN (LESSON PLAN): PART-B

Sl No	Topics to be covered (Activity)	No. of classes required	Tentative date of completion	Teachin g learning methods	Learning outcomes (COs)	Text book followed	HOD sign.
1	Allotment of project supervisors	3	23-01-2025	TLM-4	-	Web	
2	Start ups Allotment	3	30-01-2025	TLM-6	-	Web	
3	Startup Introduction and history	3	06-02-2025	TLM-4	CO-1	Web	
4	Startup Introduction and history.	3	13-02-2025	TLM-6	CO-1	Web	
5	Background information of the startup	3	20-02-2025	TLM-4	CO-2	Web	
7	Origin, milestones and particulars of startups.	3	27-02-2025	TLM-2	CO-2	Web	
8	SWOT analysis .	3	06-03-2025	TLM-6	CO4-5	Web	
9	Business Plan Model Evaluation	3	13-03-2025	TLM-6	CO4-5	Web	
	MID I EXAMINATIONS 17-03-2025 to 22-03-2025						
10	Business Plan Model Evaluation	3	27-03-2025	TLM-6	CO4-5	Web	
11	Findings, conclusions and suggestions	3	03-04-2025	TLM-2			
12	Findings, conclusions and suggestions	3	10-04-2025	TLM-2			
13	Report submission/ seminar presentation	3	17-04-2025				
14	Preparation of Report of SAP	3	24-04-2025				
15	Preparation of Report of SAP	3	01-05-2025				
16	Mock Review	3	08-05-2025				
17	Review-II	3	15-05-2025				
18	Review-II	3	22-05-2025				
18	MID II EXAMINATIONS 02-06-2025 To 07-06-2025						

Teaching Learning Methods			
TLM1	Chalk and Talk	TLM4	Demonstration (Lab/Field Visit)
TLM2	PPT	TLM5	ICT (NPTEL/Swayam Prabha/MOOCs)
TLM3	Tutorial	TLM6	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	COs	Marks
REVIEW 1=100M	1,2,3,4,5	A=100
REVIEW 2=100M		
REPORT SUBMISSION		
Total Marks: Avg of Review I & II		100

Dr.O.Naresh	Dr.O.Naresh	Dr K.Deepika	Dr.A.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



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ASSOCIATION HANDOUT

Class: II SEM- M.B.A, Sec-B

A.Y: 2024-2025

Sub: Association

Faculty: Mrs. Y NAGAMANI

S. No	Date	No. of hrs.	Topic	Remarks
1	21/01/2025	3	B. quiz, young manager, B Plan	6 teams
2	28/01/2025	3	B. quiz, Case study, Market makers	6 teams
3	04/02/2025	3	B. quiz, Poster, Stock market	6 teams
4	11/02/2025	3	B. quiz, paper Presentation, B Plan	6 teams
5	18/02/2025	3	B. quiz, Product launch, Case study	6 teams
6	04/03/2025	3	B. quiz, Micro Teaching, Group Discussion	6 teams
7	11/03/2025	3	B. quiz, Debate, Story Narration	6 teams
8	18/03/2025	3	B. quiz, Case study, Treasure Hunt	6 teams
9	25/03/2025	3	B. quiz, Champion, Young manager	6 teams
10	8/04/2025	3	B. quiz, Paper Presentation, Group discussion	6 teams
11	15/04/2025	3	B. quiz, Investigation, B. Plan	6 teams
12	22/04/2025	3	B. quiz, young manager, Market makers	6 teams
13	29/04/2025	3	B. quiz, case study, Rapid fire	6 teams
14	6/05/2023	3	Convincing, Confusing, corrupting	6 teams
15	13/05/2025	3	B. quiz, Case study, Market makers	6 teams
16	20/05/2025	3	B. quiz, Poster, Stock market	6 teams
17	27/05/2025	3	B. quiz, paper Presentation, B Plan	6 teams
18	03/06/2025	3	B. quiz, Product launch, Case study	6 teams
19	10/06/2025	3	B. quiz, Micro Teaching, Group Discussion	6 teams

Faculty

HOD



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College Code:

76

MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, II SEM –Section-A

ACADEMIC YEAR : 2024-25

COURSE NAME : SEMINAR

COURSE INSTRUCTOR : Mr. B. KALYAN KUMAR



Seminar-II-B-L.P.pdf

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A –SECTION

NO	DATE	TOPICS COVERED	REMARKS
01	20-01-2025	Seminar	
02	27-01-2025	Seminar	
03	03-02-2025	Seminar	
04	10-02-2025	Seminar	
05	17-2-2025	Seminar	
06	24-02-2025	Seminar	
07	03-03-2025	Seminar	
08	10-03-2025	Seminar	
09	17-03-2025	MID-I	
10	24-03-2025	Seminar	
11	07-04-2025	Seminar	
12	14-04-2025	Seminar	
13	21-04-2025	Seminar	
14	28-04-2025	Seminar	
15	05-05-2025	Seminar	
16	12-05-2025	Seminar	
17	02-06-2025	MID-II	

Dr.V.V.Narsi Reddy			Dr.A.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



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College Code:

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MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

Part-A

PROGRAM : MBA, II SEM –Section-B

ACADEMIC YEAR : 2024-25

COURSE NAME : SEMINAR

COURSE INSTRUCTOR : Dr.V.V.NARSI REDDY

Part-B

COURSE DELIVERY PLAN (LESSON PLAN): A –SECTION

NO	DATE	TOPICS COVERED	REMARKS
01	20-01-2025	Seminar	
02	27-01-2025	Seminar	
03	03-02-2025	Seminar	
04	10-02-2025	Seminar	
05	17-2-2025	Seminar	
06	24-02-2025	Seminar	
07	03-03-2025	Seminar	
08	10-03-2025	Seminar	
09	17-03-2025	MID-I	
10	24-03-2025	Seminar	
11	07-04-2025	Seminar	
12	14-04-2025	Seminar	
13	21-04-2025	Seminar	
14	28-04-2025	Seminar	
15	05-05-2025	Seminar	
16	12-05-2025	Seminar	
17	02-06-2025	MID-II	

Dr.V.V.Narsi Reddy			Dr.A.Adishesha Reddy
Course Instructor	Course Coordinator	Module Coordinator	HOD



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SWAYAM PRABHA ACTION PLAN SECTION-A MBA IV SEMESTER (A.Y: 2024-25)

FACULTY- M.S.CHAKRAVARTHY

S.NO	DATE OF THE CLASS	Actual date of class	Teaching learning methods	TITLE OF THE VIDEO	HoD signature
1	23/01/25		TLM5	Green economy	
2	30/01/25		TLM5	Global energy crisisStock Market	
3	06/02/25		TLM5	Analysis of stock market	
4	13/02/25		TLM5	Effect of Climate Change on Indian Economy	
5	20/02/25		TLM5	India's Tourism Industry Post-Covid	
6	27/02/25		TLM5	Stock Market	
7	06/03/25		TLM5	India as a developed country by 2047	
8	13/07/25		TLM5	Impact of 5G in india	
9	27/03/25		TLM5	India – Sri Lanka relations	
10	03/04/25		TLM5	Challenges for the FinTech industry	
11	10/04/25		TLM5	China's economic slowdown	
12	17/04/25		TLM5	ECONOMIC REFORMS in india	
13	24/04/25		TLM5	Reserve bank of india functions	
14	01/05/24		TLM5	Neethi aayog	
15	08/05/25		TLM5	NABARD	
16	15/05/25		TLM5	Finance commission in india	

SIGNATURE OF FACULTY

HOD



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SWAYAM PRABHA ACTION PLAN SECTION-A MBA IV SEMESTER (A.Y: 2024-25)

FACULTY- M.S.CHAKRAVARTHY

S.NO	DATE OF THE CLASS	Actual date of class	Teaching learning methods	TITLE OF THE VIDEO	HoD signature
1	24/01/25		TLM5	Green economy	
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9	28/03/25		TLM5	India – Sri Lanka relations	
10	04/04/25		TLM5	Challenges for the FinTech industry	
11	11/04/25		TLM5	China's economic slowdown	
12	18/04/25		TLM5	ECONOMIC REFORMS in india	
13	25/04/25		TLM5	Reserve bank of india functions	
14	02/05/25		TLM5	Neethi aayog	
15	09/05/25		TLM5	NABARD	
16	16/05/25		TLM5	Finance commission in india	

SIGNATURE OF FACULTY

HOD