



# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

Approved by AICTE, New Delhi and Permanently affiliated to JNTUK, Kakinada  
L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230



## MASTER OF BUSINESS ADMINISTRATION (Revised) PG Timetable (R23)

Course/ Section : MBA-III Sem.A/S  
Classroom : 5S01

A.Y : 2025-2026  
W.E.F : 11.08.2025

Classroom				7.5501				
	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	Tally VBA LAB (IT Dept.)			LUNCH	BPSM	P&RM/SMRM/ DMBD	EC&DM	Sports/ Yoga
TUE	MIR/ADBM/DS	BPSM	P&RM/SMRM/ DMBD		SAPM	FMS	EC&DM	
WED	SAPM	MIR/ADBM/ DS	EC&DM		Association			
THUS	Internship (Civil Dept.)				P&RM/SMRM/ DMBD	SAPM	CL	
FRI	MIR/ADBM/DS	FMS	BPSM		SAPM	EC&DM	SEM	
SAT	EC&DM	FMS	BPSM		P&RM/SMRM/ DMBD	MIR/ADBM/DS	SL	

S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
1	23MB12	BP&SM (4)	Business Policy & Strategic Management	Mrs.Y.Nagamani (T922)
2	23MB13	E&DM (4)	E-Commerce & Digital Markets	Ms.T. Meghana (T1006)
3	23MB21	SAPM (4)	Security Analysis and Portfolio Management	Dr.U. Rambabu (T595)
4	23MB22	FMS(4)	Financial Markets and Services	Dr.R. Jeyalakshmi (T471)
5	23MB25	PRM (4)	Performance and Reward Management	MrsP.B. Lavanya (T T1008)
6	23MB26	MIR(4)	Management of Industrial Relations	Dr. K. Deepika (T838)
7	23MB29	SM&RM (4)	Services Marketing & Retail Management	Dr.D. Venkateswarlu (T472)
8	23MB30	AD&BM (4)	Advertising and Brand Management	Mrs P.B Lavanya (T T1008)
9	23MB33	DMBD (4)	Data Mining for Business Decisions	Dr.O. Naresh (T 903)
10	23MB36	DS (4)	Data Science using R	Dr. Venu Gopal (T 850)
11	23MB75	T&VBA LAB (3)	Tally & VBA Lab	Mr.Y.Babu (T966) Dr. U. Rambabu (T595)
12	23MB76	INT (3)	Internship	Dr.O.Naresh (T903) Dr.R. Jeyalakshmi (T471)
13		ASSOC (3)	Association	Dr.O. Naresh (T 903) Dr.K. Bhanu Prakash (Adjunct faculty) Mr.L.Venugopal (T805)
14		SEM (1)	Seminar	Mrs.Y.Nagamani (T922)
15		CL (1)	Counselling	Mr.S. Chakravarthy (T451)
16		SL (1)	Self-learning (NPTEL/Library)	Mr.S. Chakravarthy (T451)

Class Teacher  
(Dr.D.Venkateswarlu)

Timetable In-charge  
(Dr.O. Naresh)

HOD  
(Dr.K.Deepika)

Dean of Academics  
(Dr.M.Srinivasa Rao)

Principal  
(Dr. K. Appa Rao)





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**MASTER OF BUSINESS ADMINISTRATION (Revised)**

**PG Timetable (R23)**

Course/ Section : MBA-III Sem.B/S  
Classroom : 5S02

A.Y : 2025-2026  
W.E.F : 11.08.2025

	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	EC&DM	BPSM	SEM	LUNCH	FMS	P&RM/SMRM/ DMBD	SAPM	Sports/ Yoga
TUE	MIR/ADBM/ DS	FMS	P&RM/SMRM/ DMBD		EC&DM	BPSM	SAPM	
WED	FMS	MIR/ADBM/ DS	EC&DM		Association			
THUS	BPSM	SAPM	CL		P&RM/SMRM/ DMBD	SL	FMS	
FRI	MIR/ADBM/ DS	SAPM	EC&DM		Internship (Civil Dept.)			
SAT	Tally VBA LAB (IT Dept.)				P&RM/SMRM/ DMBD	MIR/ADBM/ DS	BPSM	

S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
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2	23MB13	E&DM (4)	E-Commerce & Digital Markets	Mr.B.Kalyan Kumar (T700)
3	23MB21	SAPM (4)	Security Analysis and Portfolio Management	Dr. U. Rambabu (T595)
4	23MB22	FMS(4)	Financial Markets and Services	Dr.R. Jeyalakshmi (T471)
5	23MB25	PRM (4)	Performance and Reward Management	Mrs.P.B.Lavanya (T T1008)
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*Dr. R. Jeyalakshmi*  
Class Teacher  
(Dr.R.Jeyalakshmi)

*Dr. O. Naresh*  
Timetable In-charge  
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Accredited by NAAC with "A" Grade and NBA (CSE, IT, ECE, EEE & ME) under Tier-I



College Code:

**76**

## **MASTER OF BUSINESS ADMINISTRATION**

### **COURSE HANDOUT**

#### **Part-A**

**PROGRAM** : MBA, III SEM – **Section-A&B**  
**ACADEMIC YEAR** : 2025-2026  
**COURSE NAME & CODE:** Business Policy & Strategic Management –23MB12  
**L-T-P STRUCTURE** : 4-0-0  
**COURSE CREDITS** : 3  
**COURSE INSTRUCTOR** : Y. NAGAMANI  
**COURSE COORDINATOR:** Y. NAGAMANI  
**PRE-REQUISITES:** Business Policy & Strategic Management / Theory/Tools.

#### **COURSE EDUCATIONAL OBJECTIVES (CEOs):**

1. To familiarize the students with the business policies
2. To understand the business policies and decision making and their role in strategic management
3. To understand strategic management as the art and science of formulating, implementing and evaluating the variety of work activities strategically in order to achieve the productivity-based goals.
4. To know the role of strategic management in strategic issues – entrepreneurship, ventures etc.,
5. To know the significance of strategic management in organizational excellence.

#### **COURSE OUTCOMES (COs)**

**At the end of the course students would be able to**

1. To familiarize with the concepts of business policies and facilitate to develop strategic thinking through case analysis.
2. To provide the information about business policies and their role in decisions and strategic management.
3. To provide information relating to concepts in strategic Management, strategy formulation, strategy implementation In different perspectives of decision making for organizational effectiveness
4. To adopt technical and managerial knowledge while dealing any other different situations with required evaluation and control.
5. To know strategic issues in promoting business environment of various business issues.

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

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

**1 = Slight (Low) 2 = Moderate (Medium) 3-Substantial (High)**

**BOS APPROVED TEXT BOOKS:**

- T1** Concepts in Strategic management and Business Policy – Thomas L. Wheelen & J. David Hungerford – 13<sup>th</sup> edition – Pearson publications, New Delhi. 2013.
- T2** Arthur A. Thompson Jr. A.J. Strickland III & John E. Gamble Crafting and Executing Strategy: The Quest for Competitive Advantage- Concepts and Cases.

**BOS APPROVED REFERENCE BOOKS:**

- R1** Strategic Management: VSP Rao & V. Hari Krishna - Text and Cases. N. Delhi: Excel Books. 2008.
- R2** Cases in Strategic Management, Amita Mital- Tata McGraw Hill, New Delhi, 2008

**Part-B****COURSE DELIVERY PLAN (LESSON PLAN):B -section****UNIT-I : Introduction to Business policies**

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.	Orientation – BPSM	01	11/8/25		TLM2	CO1	T2,R3	
2.	Orientation – BPSM	01	12/8/25		TLM1	CO1	T2,R3	
3.	Introduction, Overview of Business Policies, Importance of Business Policies,	01	14/8/25		TLM1/TLM 7	CO1	T2,R3	
4.	Definitions of Policy, Procedures, Process and Programmes,	01	18/8/25		TLM2/10	CO1	T2,R3	
5.	Definitions of Policy, Procedures, Process and Programmes,	01	19/8/25		TLM2/7	CO1	T2,R3	
6.	Types of Policies, Business Policy Statements, Corporate Culture	01	21/8/25		TLM1/6	CO1	T2,R3	
7.	Types of Policies, Business Policy Statements, Corporate Culture	01	22//8/25		TLM2/1	CO1	T2,R3	
8.	Types of Policies, Business Policy Statements, Corporate Culture	01	25/8/25		TLM1	CO1	T2,R3	
No. of classes required to complete UNIT-I		08			No. of classes taken:			



## UNIT-II : Business Policy and Decision Making

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
9.	Introduction, Factors Considered Before Framing Business Policies,	01	26/8/25		TLM2	CO2	T2,R3	
10.	Introduction, Factors Considered Before Framing Business Policies,	01	29/8/25		TLM1	CO2	T2,R3	
11.	Steps Involved in Framing Business Policies, Policy Cycle and its Stages,	01	1/9/25		TLM1	CO2	T2,R3	
12.	Steps Involved in Framing Business Policies, Policy Cycle and its Stages,	01	2/9/25		TLM1	CO2	T2,R3	
13.	Steps Involved in Framing Business Policies, Policy Cycle and its Stages,	01	4/9/25		TLM2	CO2	T2,R3	
14.	Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making	01	5/9/25		TLM1	CO2	T2,R3	
15.	Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making	01	8/9/25		TLM2	CO2	T2,R3	
16.	Introduction, Factors Considered Before Framing Business Policies,	01	9/9/25		TLM2	CO2	T2,R3	
No. of classes required to complete UNIT-II		08			No. of classes taken:			

### UNIT-III: Introduction to Strategic Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learn- ing Outco- me COs	Text Book followed	HOD Sign Weekly
17.	Basic Concepts in Strategic Management, Strategic Management as a process	01	11/9/25		TLM2	CO3	T2,R3	
18.	Developing a strategic vision, Mission, Objectives, Policies and benefits of Strategic management	01	12/9/25		TLM1	CO3	T2,R3	
19.	Developing a strategic vision, Mission, Objectives, Policies and benefits of Strategic management	01	15/9/25		TLM2	CO3	T2,R3	
20.	Environmental scanning: Identifying external and internal factors	01	16/9/25		TLM1	CO3	T2,R3	
21.	Environmental scanning: Identifying external and internal factors-	01	18/9/25		TLM2	CO3	T2,R3	
22.	Industry analysis –	01	19/9/25		TLM1/2	CO3	T2,R3	
23	Porter’s approach to industry analysis	01	22/9/25		TLM1/10/7	CO3	T2,R3	
23.	MID-1 EXAMINATIONS 06.10.25 TO 11.10.25							
24.	Basic Concepts in Strategic Management, Strategic Management as a process	01	23/9/25		TLM1/2	CO3	T2,R3	
25.	Developing a strategic vision, Mission, Objectives, Policies and benefits of Strategic management	01	25/9/25		TLM2/6	CO3	T2,R3	
No. of classes required to complete UNIT-III		08			No. of classes taken:			

### UNIT-IV : Strategy Formulation and Implementation

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
26.	Strategy formulation and its Process - significance- practices Business strategy situational analysis- SWOT	01	26/9/25		<b>TLM2</b>	CO4	T2,R3	
27.	Strategy formulation and its Process - significance- practices Business strategy situational analysis- SWOT	01	27/9/25		<b>TLM6</b>	CO4	T2,R3	
28.	Strategy formulation and its Process - significance- practices Business strategy situational analysis- SWOT	01	29/9/25		<b>TLM6/7</b>	CO4	T2,R3	
29.	EFAS – IFAS matrices – BCG matrix	01	3/10/25		<b>TLM1</b>	CO4	T2,R3	
30.	EFAS – IFAS matrices – BCG matrix	02	4/10/25		<b>TLM1</b>	CO4	T2,R3	
31.	Strategy implementation: Process and importance	01	6/10/25		<b>TLM1/2</b>	CO4	T2,R3	
32.	Develop programmes, budgets, procedures	01	7/10/25		<b>TLM6/7</b>	CO4	T2,R3	
33.	International issues in strategic management implementation	01	9/10/25		<b>TLM2/6</b>	CO4	T2,R3	
34.	International issues in strategic management implementation	01	10/10/25		<b>TLM2</b>	CO4	T2,R3	
35.	International issues in strategic management implementation	02	11/10/25		<b>TLM2/10</b>	CO4	T2,R3	
36.	Review	01	13/10/25		<b>TLM1</b>	CO4	T2,R3	
No. of classes required to complete UNIT-IV		11			No. of classes taken:			



### UNIT-V: Strategy Evaluation and 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
37	Strategic evaluation and control	01	14/10/25		TLM2	CO5	T2,R3	
38	Definition of strategy evaluation	02	16/10/25		TLM6	CO5	T2,R3	
39	Meaning of strategy evaluation	01	14/10/25		TLM6/7	CO5	T2,R3	
40	Importance of of strategy evaluation	02	18/10/25		TLM1	CO5	T2,R3	
41	Nature of strategy evaluation	01	20/10/25		TLM1	CO5	T2,R3	
42	process of strategy evaluation	02	24/10/25		TLM1/2	CO5	T2,R3	
43	Significance of strategy evaluation	01	25/10/25		TLM6/7	CO5	T2,R3	
44	Strategy control importance	01	27/10/25		TLM2/6	CO5	T2,R3	
45	Strategy control &types of control	01	28/10/25		TLM2	CO5	T2,R3	
46	Balanced scorecard approach	01	30/10/25		TLM2/10	CO5	T2,R3	
47	problems in measuring performance	02	31/10/25		TLM1	CO5	T2,R3	
48	strategic issues: Entrepreneurial ventures	02	1/11/25		TLM2	CO5	T2,R3	
49	strategic issues: small businesses,	02	4/11/25		TLM6	CO5	T2,R3	
50	Various factors affect the new venture	01	7/11/25		TLM6/7	CO5	T2,R3	
51	Importance of Entrepreneurship.	01	8/11/25		TLM1	CO5	T2,R3	
52	Strategy evaluation and process and significance measuring performance	2	10/11/25		TLM1	CO5	T2,R3	
No. of classes required to complete UNIT-V		22			No. of classes taken:			

53.	Review	01	13/11/25		TLM2	CO5	T2,R3	
54	Report Writing presentations	02	15/11/25		TLM1			
55	Report Writing presentations	01	18/11/25		TLM1			
56	Report Writing presentations	02	25/11/25		TLM1			
57.	Report Writing presentations	01	6/12/25		TLM1	CO5	T2,R3	
No. of classes required to complete UNIT-V					No. of classes taken:			
II MID EXAMS:8/12/2025-13/12/2025								

<b>Teaching Learning Methods</b>			
<b>TLM1</b>	Chalk and talk/debate	<b>TLM1</b>	Demonstration (Lab/Field Visit)
<b>TLM2</b>	PPT/role play /GD/case study	<b>TLM2</b>	ICT (NPTEL/Swayam Prabha/MOOCs)
<b>TLM3</b>	Tutorial	<b>TLM6</b>	Group Discussion/Project

### Part – C

#### EVALUATION PROCESS:

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

#### **Programme Outcomes (PO's)**

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

Course Instructor	Course Coordinator	Module Coordinator	HOD



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## **COURSE HANDOUT**

## **Section-B**

### **Part-A**

**PROGRAM** : MBA., III-Sem.  
**ACADEMIC YEAR** : 2025-26  
**COURSE NAME & CODE** : E COMMERCE AND DIGITAL MARKETS-23MB13  
**L-T-P STRUCTURE** : 4-0  
**COURSE CREDITS** : 4  
**COURSE INSTRUCTOR** : Mr.B.Kalyan Kumar  
**COURSE CORDINATOR** : Dr.D.Venkateshwarlu

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

1	To understand the concepts of e-business and the business models used in e-commerce
2	To learn about the e-commerce enablers and infrastructure
3	To develop an insight into supply chain management
4	To analyze the socio, political, and ethical issues in e-commerce.
5	To develop an understanding of e-markets and e-commerce payment systems

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

1	Introduce the concept of e-business and the business models used in E-commerce.
2	Elucidate the e-commerce enablers and infrastructure.
3	Enable the students to learn about supply chain management used by E-commerce players.
4	Analyze the socio, political, and ethical issues in e-commerce.
5	Develop an insight into e-markets and e-commerce systems.

### **CO-PO Articulation Matrix:**

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

**1 = Slight (Low)**

**2 = Moderate (Medium)**

**3 = Substantial (High)**



**COURSE DELIVERY PLAN (LESSON PLAN): SECTION -A****UNIT-I :E Commerce business models**

UNIT- I E-commerce business models								
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.	Unit 1 E-commerce business models	1	11-08-2025		TLM1	CO1	T1,R1	
2.	The revolution continues	1	13-08-2025		TLM1	CO1	T1,R1	
3.	E-commerce business models	1	18-08-2025		TLM1	CO1	T1,R1	
4.	B2B Models	1	20-08-2025		TLM1	CO1	T1,R1	
5.	B2G G2C models for emerging Ecommerce area	1	22-08-2025		TLM1	CO1	T1,R1	
6.	Customer to customer business model	1	23-08-2025		TLM1	CO1	T1,R1	
7.	P2P business model	1	25-08-2025		TLM2	CO1	T1,R1	
8.	M Commerce models IT in business	1	29-08-2025		TLM1	CO1	T1,R1	
9.	Functional business system	1	30-08-2025		TLM1	CO1	T1,R1	
10.	Cross functional enterprise systems and applications	1	01-09-2025		TLM3	CO1	T1,R1	
11.	E business models	1	03-09-2025		TLM2	CO1	T1,R1	
12.	Enterprise e-business systems	1	05-09-2025		TLM2	CO1	T1,R1	
13.	Review	1	06-09-2025		TLM1	CO1	T1,R1	
No.of classes required to complete UNIT-I		13			No. of classes taken:			

## UNIT-II : E commerce enablers

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
14.	E commerce enablers	1	08-09-2025		TLM1	CO2	T1,R1	
15.	Internet and its impact on business strategy	1	10-09-2025		TLM1	CO2	T1,R1	
16.	Pre and post covid 19 pandemic	1	12-09-2025		TLM1	CO2	T1,R1	
17.	Industry structure Industry value chain	1	13-09-2025		TLM1	CO2	T1,R1	
18.	Firm value chain	1	15-09-2025		TLM1	CO2	T1,R1	
19.	E Commerce infrastructure	1	17-09-2025		TLM2	CO2	T1,R1	
20.	Internet Web and mobile plat forms	1	19-09-2025		TLM2	CO2	T1,R1	
21.	Internet Web and mobile plat forms	1	20-09-2025		TLM1	CO2	T1,R1	
22.	Review	1	22-09-2025		TLM1	CO2	T1,R1	
23.	Review	1	24-09-2025		TLM3	CO2	T1,R1	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

### UNIT-III: Supply chain management in E Commerce

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 Weekl y
24	B2B E commerce	1	26-09-2025		TLM2	CO3	T2,R2	
25	Supply chain management and collaborative commerce	1	27-09-2025		TLM1	CO3	T2,R2	
26	Introduction to CRM	1	29-09-2025		TLM1	CO3	T2,R2	
27	Building E Commerce presence	1	01-10-2025		TLM1	CO3	T2,R2	
28	Websites Mobile sites and Apps	1	03-10-2025		TLM2	CO3	T2,R2	
29	Websites Mobile sites and Apps	1	04-10-2025		TLM2	CO3	T2,R2	
	<b>I Mid exams</b>		<b>06/10/25-11/10/25</b>				T2,R2	
30	Websites Mobile sites and Apps	1	13-10-2025		TLM2	CO3	T2,R2	
31	E commerce marketing communication	1	15-10-2025		TLM2	CO3	T2,R2	
32	Pre and post covid pandemic	1	17-10-2025		TLM1	CO3	T2,R2	
33	Review & Tutorial	1	18-10-2025		TLM1	CO3	T2,R2	
34	Review & Tutorial	1	20-10-2025		TLM3	CO3	T2,R2	
35	Case studies	1	22-10-2025		TLM1	CO3	T2,R2	
No. of classes required to complete UNIT-III		12			No. of classes taken:			



### UNIT-IV: Social, political and ethical issues

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
36	Social, political and ethical issues	1	24-10-2025		TLM1	CO 4	T2,R3	
37	In E commerce	1	25-10-2025		TLM2	CO 4	T2,R3	
38	Online retailing and services	1	27-10-2025		TLM1	CO 4	T2,R3	
39	Online content and media	1	29-10-2025		TLM2	CO 4	T2,R3	
40	Social networks and Auctions	1	31-10-2025		TLM1	CO 4	T2,R3	
41	Portals	1	01-11-2025		TLM1	CO 4	T2,R3	
42	Review	1	03-11-2025		TLM1	CO 4	T2,R3	
No. of classes required to complete UNIT-IV		7			No. of classes taken:			

### UNIT-V E markets

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
43	Functions E markets vs traditional markets	1	05-11-2025		TLM1	CO 5	T2,R3	
44	E market success factors	1	07-11-2025		TLM1	CO 5	T2,R3	
45	E market technology solutions	1	10-11-2025		TLM2	CO 5	T2,R3	
46	E procurement Purchasing process	1	12-11-2025		TLM2	CO 5	T2,R3	
47	Developments in IT purchasing	1	14-11-2025		TLM2	CO 5	T2,R3	
48	E procurement models Solutions systems	1	15-11-2025		TLM1	CO 5	T2,R3	
49	Essential e commerce process	1	17-11-2025		TLM2	CO 5	T2,R3	
50	Essential e commerce process	1	19-11-2025		TLM2	CO 5	T2,R3	
51	Electronic payment process	1	21-11-2025		TLM2	CO 5	T2,R3	
52	E commerce application trends	1	22-11-2025		TLM2	CO 5	T2,R3	
No. of classes required to complete UNIT-V		10			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
53	Reports & presentations	1	24-11-2025					
54	Reports & presentations	1	26-11-2025					
55	Reports & presentations	1	28-11-2025					

56	Reports & presentations	1	29-11-2025					
57	Reports & presentations	1	01-12-2025					
58	Reports & presentations	1	03-12-2025					
59	Reports & presentations	1	04-12-2025					
60	Reports & presentations	1	06-12-2025					

#### Teaching Learning Methods

<b>TLM1</b>	Chalk and Talk	<b>TLM4</b>	Demonstration (Lab/Field Visit)
<b>TLM2</b>	PPT	<b>TLM5</b>	ICT (NPTEL/Swayam Prabha/MOOCs)
<b>TLM3</b>	Tutorial	<b>TLM6</b>	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: <b>A+B=75%</b> 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
<b>Cumulative Internal Examination : A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

#### BOS APPROVED TEXT BOOKS

(T1) :Laudon Kenneth C ; E commerce : Business Technology and society PHI 2019, 15th edition

(T2) :Bhanver J & Bhanver K 2017 – click the amazing story of India's E commerce Boom and where it's headed; Hachette

#### BOS APPROVED REFERENCE BOOKS

(R1) Bhaskar B (2009)- Electronic Commerce ; Frame work technologies and applications TMH  
New delhi

(R2) Erisman P (2017) Six billion shoppers ; The companies winning the global ecommerce book

### **PROGRAMME EDUCATIONAL OBJECTIVES :**

1. 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.
2. 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.
3. 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.

### **PROGRAMME 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.

<b>Mr.B.Kalyan Kumar</b> <b>Course Instructor</b>	<b>Dr.D.Venkateswarlu</b> <b>Course Coordinator</b>	<b>Dr.D.Venkateswarlu</b> <b>Module Coordinator</b>	<b>Dr.K.Deepika</b> <b>HOD</b>



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EEE, IT & ME  
Under Tier-I



CGPA: 3.20/4

## MASTER OF BUSINESS ADMINISTRATION

### COURSE HANDOUT

#### PART-A

Name of Course Instructor	: Dr.U.RAMBABU	
Course Name & Code	: Security Analysis and Portfolio Management & 23MB21	
L-T-P Structure	: 3-0-0	Credits : 3
Program/Sem/Sec	: MBA., III-Sem., Sections- B	A.Y : 2025-26

#### **COURSE EDUCATIONAL OBJECTIVES (CEO'S):**

1. To acquaint the students with working knowledge of investment
2. To provide students with a conceptual and analytical framework for evaluating a financial security
3. To familiarize students with fundamental analysis and technical analysis
4. To construct the optimum portfolio by diversifying risk and maximizing return
5. To familiarize students with portfolio evaluation and management techniques and strategies.

#### **COURSE OUTCOMES (CO'S):**

At the end of the course students would be able to

CO1 :Apply practical knowledge of investment principles to real-world scenarios.

CO2 :Evaluate financial securities using a conceptual and analytical framework.

CO3 :Analyze financial instruments through both fundamental and technical approaches.

CO4 :Synthesize risk diversification techniques to construct an optimal portfolio.

CO5 :Utilize portfolio evaluation and management techniques for effective decision-making

#### **CO-PO Articulation Matrix:**

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

1 = Slight (Low)

2 = Moderate (Medium)

3-Substantial (High)

#### **Textbooks**

1. Donald E. Fisher, Ronald J. Jordan, "Security Analysis and Portfolio Management", Prentice Hall of India (P) Ltd., New Delhi, 7th Edition 2018.
2. Jack Clark Frances, "Investment Analysis and Management", McGraw Hill Book Company New York.

#### **Reference Books**

1. Ranganatham & Madhumathi Security Analysis Portfolio Management, Pearson Education, 2011.
2. Sudhindra Bhat Security Analysis and Portfolio Management, 2017, excel.



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## **PART-B**

### **COURSE DELIVERY PLAN (LESSON PLAN):**

UNIT -1 INVESTMENT						
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 about the SAPM Subject and discuss CEO and CO	1	11/08/2025		TLM1	
2	Investment -Meaning-Types	1	12/08/2025		TLM1	
3	Objectives, Process	1	14/08/2025		TLM2	
4	Investment Vs Speculation Vs Gambling	1	18/08/2025		TLM2	
5	Primary and Secondary Markets	1	19/08/2025		TLM2	
6	Indices , Types of orders	1	21/08/2025		TLM2	
7	Margin trading, Trading Mechanism	1	22/08/2025		TLM2	
8	Online mock, and Virtual trading	1	25/08/2025		TLM2	
9	Portfolio theory: Concept of Risk	1	26/08/2025		TLM2	
10	Measuring risk and returns	1	28/08/2025		TLM2	
11	Risk classification- Systematic risk – unsystematic risk	1	29/08/2025		TLM2	
12	Standard deviation – variance, Correlation coefficient- Beta	1	01/09/2025		TLM2	
13	Calculating expected return and risk	1	02/09/2025		TLM2	
14	Financial calculations in Excel using the data from NSE and BSE (Smart beta)	1	04/09/2025		TLM2	
No. of classes required to complete UNIT-I:14				No.of classes taken		
UNIT-II Securities valuation						
S.no	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
15	Approaches of valuation- fixed income valuation	1	05/09/2025		TLM1	
16	Bond valuation- Types of Bonds ,Interest Rates, Term Structure of Interest Rates	1	08/09/2025		TLM1	
17	Measuring Bond Yields, Yield to Maturity, Yield to Call, Holding Period Return,	1	09/09/2025		TLM2	
18	Bond Pricing Theorems	1	11/09/2025		TLM2	
19	Bond Duration, Modified Duration	1	12/09/2025		TLM2	
20	Active and Passive	1	15/09/2025		TLM2	
21	Bond Management Strategies	1	16/09/2025		TLM2	
22	Bond immunization, Bond Volatility, Bond Convexity	1	18/09/2025		TLM2	
23	Equity stock ,Valuation -Discounted Cash Flow Techniques,	1	19/09/2025		TLM2	
24	Dividend Discount Models, Growth Rate cases for DDM	1	22/09/2025		TLM2	
25	Free Cash Flow Valuation Approaches ,Relative Valuation Techniques, Earnings Multiplier Approach	1	23/09/2025		TLM2	
26	Price/ Earnings, Price/ Book Value, Price/ Sales Ratio, EVA.	1	25/09/2025		TLM2	
No. of classes required to complete UNIT-II:12				No.of classes taken		





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### UNIT-III: Fundamental analysis and technical analysis

S.no	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
27	Fundamental Analysis Vs Technical Analysis	1	26/09/2025		TLM2	
28	Fundamental Analysis-- Economy	1	13/10/2025		TLM2	
29	Industry and Company analysis	1	14/10/2025		TLM2	
30	Technical Analysis-Dow Theory	1	16/10/2025		TLM2	
31	Line chart, Bar chart, Candle stick chart, Point figure chart	1	17/10/2025		TLM2	
32	Support level, Resistance Level	1	20/10/2025		TLM2	
33	Head and Shoulders.	1	21/10/2025		TLM2	
34	Using Excel for charts. Specific five indicators.	1	23/10/2025		TLM2	
No. of classes required to complete UNIT-III:8				No. of classes taken:		

### UNIT-IV: Portfolio Analysis:

S.no	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
35	Risk and Return Analysis	1	24/10/2025		TLM2	
36	Markowitz Portfolio Theory	1	27/10/2025		TLM1	
37	Problems	1	28/10/2025		TLM1	
38	Mean-Variance Approach	1	30/10/2025		TLM2	
39	Portfolio Selection,	1	31/10/2025		TLM2	
40	Efficient Portfolios	1	03/11/2025		TLM2	
41	Single Index Model,	1	04/11/2025		TLM2	
42	Problems	1	06/11/2025		TLM1	
43	Capital Asset Pricing Model	1	07/11/2025		TLM2	
44	Problems	1	10/11/2025		TLM1	
45	Arbitrage Pricing Theory	1	11/11/2025		TLM2	
46	Problems	1	13/11/2025		TLM1	
No. of classes required to complete UNIT-IV :12				No. of classes taken		

### UNIT-V: Performance Evaluation of Mutual Fund

S.no	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
47	Mutual Funds, Types of Mutual Funds Schemes	1	14/11/2025		TLM2	
48	Structure,	1	17/11/2025		TLM2	
49	Trends in Indian Mutual Funds,	1	18/11/2025		TLM2	
50	Net Asset Value	1	20/11/2025		TLM2	
51	Risk and Return,	1	21/11/2025		TLM2	
52	Performance Evaluation Models: Sharpe Model, Treynor Model,	1	24/11/2025		TLM2	
53	problems on sharpe index	1	25/11/2025		TLM1	
54	problems on treynor ratio	1	27/11/2025		TLM2	
55	Jensen Model, Fama's Decomposition	1	28/11/2025		TLM1	
56	problems on jensen model	1	01/12/2025		TLM1	
57	Fama's decomposition	1	02/12/2025		TLM1	
58	Financial calculations in excel Exchange-traded funds momentum strategies.	1	04/12/2025		TLM1	
59	Content beyond syllabus	1	05/12/2025		TLM2	
No. of classes required to complete UNIT-V :13				No. of classes taken		



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

### Part – C

#### EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) <b>A</b>	1,2,3	A=30
II-Mid Examination (Descriptive) <b>B</b>	3,4,5	B=30
Evaluation of Mid Marks: <b>A+B</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 = <b>C</b>	1,2,3,4,5	C=10
<b>Cumulative Internal Examination: A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

#### 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, 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.

Signature				
	Name of the faculty	Name of the course Co-ordinator	Name of the Module Co-ordinator	HOD
	Dr.U. RAMBABU	Dr.R. JEYA LAKSHMI	Dr.R. JEYA LAKSHMI	Dr.K.DEEPIKA



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## **COURSE HANDOUT**

### **Part-A**

**PROGRAM** : MBA III SEM- SEC B

**ACADEMIC YEAR** : 2025-26

**COURSE NAME & CODE** : **Financial Markets and Services – 23MB22**

**L-T-P STRUCTURE** : 4-1-0

**COURSE CREDITS** : 3

**COURSE INSTRUCTOR** : **Dr. R. JEYALAKSHMI**

**COURSE COORDINATOR** : **Dr. R. JEYALAKSHMI**

**PRE-REQUISITES:** Basic knowledge about financial institutions, functions, and statutory bodies.

### **COURSE EDUCATIONAL OBJECTIVES (CEOs):**

- ❖ To provide an insight of Indian financial system for better financial decision making.
- ❖ To make the students understand the fundamental concepts in financial markets..
- ❖ To increase awareness of banking Non-banking financial institutions in India.
- ❖ To highlight various services offered by Financial Institutions.
- ❖ To understand the functions and activities of merchant bankers and follow the SEBI guidelines.

### **COURSE OUTCOMES (COs)**

After completion of the course, the student will be able to

CO1 Understand the structure and various functions of financial institutions in India.

CO2 Describe the operating mechanism of Indian financial markets.

CO3 Extend the structure of banking and Non-banking financial institutions in India.

CO4 Develop an awareness of current structure and regulation of the Indian financial service sector.

CO5 Recite knowledge about roles & functions of merchant banking system in India.

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

CO's / PO's					
	1	2	3	4	5
CO1	3	-	-	3	2
CO2	2	-	-	2	1
CO3	2	1	-	2	2
CO4	2	-	1	2	3
CO5	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).

BOS APPROVED TEXT BOOKS:

**T1** M.Y.Khan, Financial Services, Tata McGraw-Hill, New Delhi,2004

**T2** Clifford Gomez-PHI-July-2017, 2015 Financial Markets, Institutions and Financial services.

BOS APPROVED REFERENCE BOOKS:

**R1** Sames L. Hackett, managing in the service Economy, Harvard Business School Press, boston -2001

**R2** Pathak- Indian Financial System Pearson Education-2014.

**Part-B****COURSE DELIVERY PLAN (LESSON PLAN): Section-A****Unit-I: Introduction to Indian Financial System**

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.	Syllabus discussion	1	11-08-2025		-	-	-	
2.	Introduction to Indian Financial System	1	12-08-2025		<b>TLM1,2</b>	CO1	<b>T1,2</b>	
3.	Financial Markets and Types	1	13-08-2025		<b>TLM1</b>	CO1	<b>T1,2</b>	
4.	Financial Institutions in India	1	14-08-2025		<b>TLM1,6</b>	CO1	<b>T1,2</b>	
5.	The financial system	1	18-08-2025		<b>TLM2</b>	CO1	<b>T1,2</b>	
6.	The financial system and its technology	1	19-08-2025		<b>TLM1,2</b>	CO1	<b>T1,2</b>	
7.	The factors affecting the stability of the financial system	1	20-08-2025		<b>TLM1</b>	CO1	<b>T1,2</b>	
8.	The factors affecting the stability of the financial system	1	21-08-2025		<b>TLM1,2</b>	CO1	<b>T1,2</b>	
9.	Development financial system in India	1	25-08-2025		<b>TLM1,6</b>	CO1	<b>T1,2</b>	
10.	Financial Innovation	1	26-08-2025		<b>TLM1,2</b>	CO1	<b>T1,2</b>	
11.	Financial Innovation	1	28-08-2025		<b>TLM1</b>	CO1	<b>T1,2</b>	
No. of classes required to complete UNIT-I		11			No. of classes taken:			

**Unit-II: Financial Markets:**

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.	Meaning-fundamentals of financial markets	1	29-08-2025		<b>TLM1,2</b>	CO2	<b>T1,2</b>	
13.	Importance of financial markets	1	01-09-2025		<b>TLM1</b>	CO2	<b>T1,2</b>	
14.	Types of financial markets	1	02-09-2025		<b>TLM1</b>	CO2	<b>T1,2</b>	
15.	Types of financial markets	1	03-09-2025		<b>TLM1,2</b>	CO2	<b>T1,2</b>	
16.	financial markets-Money markets	1	04-09-2025		<b>TLM1</b>	CO2	<b>T1,2</b>	
17.	financial markets-Money markets	1	08-09-2025		<b>TLM1,2</b>	CO2	<b>T1,2</b>	
18.	The bond markets	1	09-09-2025		<b>TLM1</b>	CO2	<b>T1,2</b>	
19.	The bond markets	1	10-09-2025		<b>TLM1,2</b>	CO2	<b>T1,2</b>	
20.	Stock market	1	11-09-2025		<b>TLM1,2</b>	CO2	<b>T1,2</b>	
21.	Stock market	1	15-09-2025		<b>TLM1,2</b>	CO2	<b>T1,2</b>	
22.	Foreign exchange markets	1	16-09-2025		<b>TLM1</b>	CO2	<b>T1,2</b>	
23.	Foreign exchange	1	17-09-2025		<b>TLM1,6</b>	CO2	<b>T1,2</b>	

	markets							
No. of classes required to complete UNIT-II		12			No. of classes taken:			
MID-1 06-10-2025 TO 11-10-2025								

### Unit-III The Banking and Non-Banking Financial Institutions:

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
24.	RBI introduction function	1	18-09-2025		<b>TLM1</b>	CO3	<b>T1,2</b>	
25.	Commercial banks-private and public	1	22-09-2025		<b>TLM1,2</b>	CO3	<b>T1,2</b>	
26.	Comparative performance of private and public sector banks	1	23-09-2025		<b>TLM1,2</b>	CO3	<b>T1,2</b>	
27.	The problems of competition	1	24-09-2025		<b>TLM1,2</b>	CO3	<b>T1,2</b>	
28.	Interest rates, spreads and NPA	1	25-09-2025		<b>TLM1</b>	CO3	<b>T1,2</b>	
29.	A perspective on future role	1	13-10-2025		<b>TLM1,2</b>	CO3	<b>T1,2</b>	
30.	Mutual Funds – introduction	1	14-10-2025		<b>TLM1,2</b>	CO3	<b>T1,2</b>	
31.	Mutual Funds – introduction	1	15-10-2025		<b>TLM1,2</b>	CO3	<b>T1,2</b>	
32.	Unit Trust of India	1	16-10-2025		<b>TLM1</b>	CO3	<b>T1,2</b>	
33.	Unit Trust of India	1	20-10-2025		<b>TLM1</b>	CO3	<b>T1,2</b>	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

### Unit – IV Financial Services:

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
34.	Financial services: introduction	1	22-10-2025		<b>TLM1</b>	CO4	<b>T1,2</b>	
35.	Asset/fund based Financial services	1	23-10-2025		<b>TLM1,2</b>	CO4	<b>T1,2</b>	
36.	lease finance	1	27-10-2025		<b>TLM2</b>	CO4	<b>T1,2</b>	
37.	consumer credit hire purchase finance	1	28-10-2025		<b>TLM1</b>	CO4	<b>T1,2</b>	
38.	factoring definition,	1	29-10-2025		<b>TLM1,6</b>	CO4	<b>T1,2</b>	
39.	Functions, advantages of factoring	1	30-10-2025		<b>TLM1</b>	CO4	<b>T1,2</b>	
40.	bills discounting, housing finance,	1	03-11-2025		<b>TLM1</b>	CO4	<b>T1,2</b>	



41.	Venture capital financing.	1	04-11-2025		<b>TLM1,2</b>	CO4	<b>T1,2</b>	
42.	Fee-based services: Stock broking,	1	05-11-2025		<b>TLM1,6</b>	CO4	<b>T1,2</b>	
43.	credit rating	1	06-11-2025		<b>TLM1</b>	CO4	<b>T1,2</b>	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

**Unit –V Merchant Banking Services:**

Unit - V: Merchant Banking Services								
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
44.	M B Services: introduction	1	10-11-2025		<b>TLM1</b>	CO5	<b>T1,2</b>	
45.	Role & Functions of M B Issue	1	11-11-2025		<b>TLM1,2</b>	CO5	<b>T1,2</b>	
46.	Market and Other Services Corporate Advisory Services	1	12-11-2025		<b>TLM1,2</b>	CO5	<b>T1,2</b>	
47.	Market and Other Services Corporate Advisory Services	1	13-11-2025		<b>TLM1</b>	CO5	<b>T1,2</b>	
48.	SEBI guidelines on M B	1	14-11-2025		<b>TLM2</b>	CO5	<b>T1,2</b>	
49.	SEBI guidelines on M B	1	17-11-2025		<b>TLM1,2</b>	CO5	<b>T1,2</b>	
50.	Functions of MBs underwriter	1	18-11-2025		<b>TLM1</b>	CO5	<b>T1,2</b>	
51.	Functions of MBs underwriter	1	19-11-2025		<b>TLM1,2</b>	CO5	<b>T1,2</b>	
52.	Banker, registrar	1	20-11-2025		<b>TLM1,2</b>	CO5	<b>T1,2</b>	
53.	Banker, registrar	1	24-11-2025		<b>TLM1,2</b>	CO5	<b>T1,2</b>	
54.	debenture trustee, portfolio manager	1	25-11-2025		<b>TLM1,2</b>	CO5	<b>T1,2</b>	
55.	debenture trustee, portfolio manager	1	26-11-2025		<b>TLM1,2</b>	CO5	<b>T1,2</b>	
56.	R &P	1	27-11-2025					
57.	R &P	1	01-12-2025					
58.	R &P	1	02-12-2025					
59.	R &P	1	03-12-2025					
60.	R &P		04-12-2025					
No. of classes required to complete UNIT-V		16			No. of classes taken:			
MID-2 08-12-2025 TO 13-12-2025								

**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
61.	Stock market activity	1	27-09-2025		LIVE	CO2	-	
62.	International FM	1	30-10-2025		TLM1	CO5	E-journal	

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

### Part - C

#### EVALUATION PROCESS:

<b>Evaluation Task</b>	<b>COs</b>	<b>Marks</b>
I-Mid Examination (Descriptive + Objective) = <b>A</b>	1,2	A=35
II-Mid Examination (Descriptive+ Objective ) = <b>B</b>	3,4,5	B=35
Evaluation of Mid Marks: <b>A+B</b> =75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation = <b>C</b>	1,2,3,4,5	C=5
<b>Cumulative Internal Examination : A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

#### 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 (PO's)

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.R.Jeyalakshmi	Dr.R.Jeyalakshmi	DrA.Adishesha Reddy	Dr.K.Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



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ASE, CE, CSE, ECE,  
EEE, IT & ME  
Under Tier-I



CGPA: 3.20/4

## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **COURSE HANDOUT**

#### **PART-A**

Name of Course Instructor : Mrs. Lavanya P B

Course Name & Code : Performance and Reward Management (**23MB25**)

L-T-P Structure : 3-0-0

Course Credits : 03

Program/Sem/Sec : MBA., III-Semester

A.Y: 2025-26

**PRE-REQUISITE:** Knowledge of HRM

#### **Course Educational Objectives:**

- 1 To introduce the concept of performance management relating to the continuous assessment of individuals' job performances.
- 2 To enable students understand the performance management as a holistic process.
- 3 To enable students recognize the importance of high performance teams and associated responsibilities of HR managers.
- 4 To familiarize students with the basic concepts of reward management and the related aspects of base pay.
- 5 To familiarize students with the various techniques and methods of recognizing and rewarding individual performance.

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

<b>CO 1</b>	Describe performance management system and various issues and aspects relating to it.
<b>CO 2</b>	Understand the performance management process.
<b>CO 3</b>	Apply the features of high performance teams and appreciate the role of HR professionals in ethical performance management.
<b>CO 4</b>	Restate the position-based and person-based basic pay structures by understanding the value of personal capabilities
<b>CO 5</b>	Apply various techniques and methods of recognizing and rewarding individual performance.

**COURSE ARTICULATION MATRIX (Correlation between COs & POs):**

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

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

**Text Books:**

1. A.S. Kohli & T. Deb: Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.
2. John Shields, Jim Rooney, Michelle Brown, Sarah Kaine: Managing Employee Performance and Reward (3rd Edition) - Systems, Practices and Prospects, Cambridge University Press, 2020

**Reference Books:**

1. A.M. Sharma: Performance Management Systems, Himalaya Publishing House, 2010.
2. Michael Armstrong & Angela Baron: Performance Management (A Strategic and Integrated Approach to Achieve Success), Jaico Publishing House, 1<sup>st</sup> Impression, Mumbai, 2006.
3. Srinivas R. Kandula: Performance Management (Strategies, Interventions, Drivers), Prentice-Hall of India, New Delhi, 2007.
4. Michael Armstrong, Duncan Brown: Armstrong's Handbook of Reward Management Practice: Improving Performance through Reward, Kogan Page, New Delhi, 2019.

**PART-B****COURSE DELIVERY PLAN****UNIT-I: Performance 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.	Orientation on Syllabus, CEOs & COs	1	11/08/25		TLM1/6	
2.	Performance Management	1	12/08/25		TLM1/6	
3.	Prerequisites, Objectives	1	14/12/25		TLM2/6	
4.	Principles, Elements of	1	18/08/25		TLM2/6	

	effective performance management				
5.	Prerequisites, Performance Management System: Functions	1	19/08/25		TLM1/2
6.	Competency based PMS	1	21/08/25		TLM1/2
7.	Electronic Performance Management	1	23/08/25		TLM1/2
8.	Challenges to Performance Management	1	25/08/25		TLM1/2
9.	Performance Counseling: Principles - Skills.	1	26/08/25		TLM1/2
10.	Case Study 1	2	30/08/25		TLM1/2
No. of classes required to complete UNIT-I: 10				No. of classes taken:	

## UNIT-II: Performance Management Process

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.	Performance Planning: Objectives - Importance	1	01/09/25		TLM1/2	
2.	Performance Planning: Process, Barriers	1	02/09/25		TLM1/2	
3.	Goalsetting theory	1	04/09/25		TLM1/2	
4.	Performance Managing: Objectives - Importance - Process	1	06/09/25		TLM1/2	
5.	Performance Appraisals: Traditional Methods	1	08/09/25		TLM1/2	
6.	Performance Appraisals: Modern Methods	1	09/09/25		TLM1/2	
7	Common Pitfalls of Performance Appraisal -	1	11/09/25			
8	Elements of Good Performance Appraisal System - Appraising Employees Objectively	1	13/09/25		TLM1/2	
9	Monitoring: Meaning - Importance - Process.	1	15/09/25		TLM1/2	

10.	Case Study 2	1	16/09/25		TLM2/6
No. of classes required to complete UNIT-II: 10				No. of classes taken:	
FIRST MID EXAMS:					

### UNIT-III: High Performance Teams

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.	High Performance Teams: Characteristics	1	18/09/25		TLM1/2	
2.	Determinants of High Performance Teams	1	20/09/25		TLM1/2	
3.	Role of HR Professionals in Improving Organizational Performance	1	22/09/25		TLM1/2	
4.	Seven Rules of Excellence for HR Professionals	1	23/09/25		TLM1/2	
5.	Value Creation for Organizational Excellence	1	27/09/25		TLM1/2	
6.	MID-1	1	06/10/25			
7.	MID-1	1	07/10/25			
8.	MID-1	1	08/10/25			
9.	MID-1	1	09/10/25			
10.	MID-1	1	10/10/25			
11	MID-1	1	11/10/25			
12.	Ethics in Performance Management: Principles - Objectives - Significance; Future Implications of Ethics in Performance Management	2	13/10/25 14/10/25		TLM1/2	
13.	Case Study 3	2	16/10/25 18/10/25		TLM2/6	
No. of classes required to complete UNIT-III:16				No. of classes taken:		

**UNIT-IV: Reward Management Basics**

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.	‘Reward’ & ‘total reward’, Remuneration, Aims of reward management, Base pay	1	21/10/25		TLM1/2	
2.	Pay for the position versus pay for personal capabilities	1	23/10/25		TLM1/2	
3.	Position-based pay structures	1	25/10/25		TLM1/2	
4.	Person-based pay structures	1	27/10/25		TLM1/2	
5.	Valuing personal capabilities	1	28/10/25		TLM1/2	
6.	Pros and cons of position- based base pay	1	30/10/25		TLM1/2	
7.	Pros and cons of person- based pay	1	03/11/25		TLM1/2	
8.	Strategic alignment with base pay	1	04/11/25		TLM1/2	
9.	Quiz from 3 & 4 Units	1	06/11/25		TLM2/6	
10.	Case Study 4	1	08/11/25		TLM2/6	
No. of classes required to complete UNIT-IV: 10				No. of classes taken:		

**UNIT-V: Recognising and rewarding individual Performance**

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.	Merit increments - merits and demerits of merit increments	1	10/11/25		TLM1/2	
2.	Merit bonuses, Effectiveness of merit pay	1	11/11/25		TLM1/2	
3.	Results-based individual incentives, Goal-based individual bonuses	1	13/11/25		TLM1/2	
4.	Strategic alignment and individual reward and recognition	1	15/11/25		TLM1/2	



5.	Collective short-term incentive plans: Profit-sharing, Gain- sharing, Goal-sharing	1	17/11/25		TLM1/2
6.	Team incentives	1	18/11/25		TLM1/2
7.	Strategic alignment and collective incentives	1	20/11/25		TLM1/2
8.	Employee share ownership: Types of employee shares	1	22/11/25		TLM1/2
9.	Employee share ownership and supportive HR policies	1	24/11/25		TLM1/2
10.	Strategic alignment considerations with employee share plans/long-term incentives	1	25/11/25		TLM1/2
11	Case Study	1	27/11/25		TLM 2/6
12	Report Writing & Presentation	1	29/11/25		TLM 2/6
13.	Report Writing & Presentation	1	01/12/25		TLM 2/6
14.	Report Writing & Presentation	1	02/12/25		TLM 2/6
15.	Report Writing & Presentation	1	04/12/25		TLM 2/6
12	Report Writing & Presentation	1	06/12/25		TLM 2/6
No. of classes required to complete UNIT-V: 16				No. of classes taken:	
II MID EXAMS: 08-12-25 to 13-12-25					
Preparation and Practical: 15-12-25 to 20-12-25					
Semester End Exams: 22-12-25 to 03-01-26					

Teaching Learning Methods			
<b>TLM1</b>	Chalk and Talk	<b>TLM4</b>	Demonstration (Lab/Field Visit)
<b>TLM2</b>	PPT	<b>TLM5</b>	ICT (NPTEL/Swayam)

			Prabha/MOOCs)
<b>TLM3</b>	Tutorial/ Assignment	<b>TLM6</b>	Group Discussion/Project

### **PART-C**

#### **EVALUATION PROCESS:**

<b>Evaluation Task</b>	<b>COs</b>	<b>Marks</b>
I-Mid Examination (Descriptive) = <b>A</b>	1,2,3	A=30
II-Mid Examination (Descriptive) = <b>B</b>	3,4,5	B=30
Evaluation of Mid Marks: <b>A+B</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 = <b>C</b>	1,2,3,4,5	C=10
<b>Cumulative Internal Examination : A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

### **PART-D 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.

#### **PROGRAMME OUTCOMES (POs):**

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

<b>Course Instructor</b>	<b>Course Coordinator</b>	<b>Module Coordinator</b>	<b>HOD</b>



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College Code:

**76**

## MASTER OF BUSINESS ADMINISTRATION

### COURSE HANDOUT

#### Part-A

**PROGRAM** : MBA, III SEM – Section-A&B  
**ACADEMIC YEAR** : 2025-26  
**COURSE NAME & CODE** : **23MB26 – Management of industrial Relations**  
**L-T-P STRUCTURE** : 3-0-0-3  
**COURSE CREDITS** : 3  
**COURSE INSTRUCTOR** : Dr.K.Deepika  
**COURSE COORDINATOR**: Dr.K.Deepika

**Prerequisite: Fundamentals of Human Resources Management**

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

1.	To design fundamentals and back ground in industrial relations of the students.
2.	To create awareness on various components in trade union Act and quality of work-life and collective bargaining in Indian context for the better understanding of the students.
3.	To aware of wages and salaries and their related acts in Indian context for the better understanding of the students.
4.	To highlight the social-security measures and related acts and importance in Indian context for the better learning of students.
5.	To design the various dimensions of employee grievances and different mechanisms and industrial disputes in Indian context for the better understanding of the students.

**Course Outcomes:** At the end of the course,

CO1	Demonstrate the need of harmonious industrial relations maintaining for the succeeding of any organization.
CO2	Interpret the role of trade unions in Indian context and the Importance of workers' participation with management.
CO3	Describe various Acts relating to wages and salaries acts for effective administration.
CO4	Determine knowledge on social security Acts and ensure the wellbeing and safety of the personnel.
CO5	Identify the causes and consequences of employee grievances and industrial disputes and understand how they should be resolved.

### **Course Articulation Matrix:**

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

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

### **Text Books**

1. Mamoria: Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2010
2. Sinha: Industrial Relations, Trade Unions and Labour Legislation, Pearson Education, New Delhi, 2009

### **References**

1. B.D. Singh: Industrial Relations, Excel Books, New Delhi, 2009
2. C.S. Venkata ratnam: Industrial Relations, Oxford University Press, New Delhi, 2009.
3. Arun Monappa: Industrial Relations, TMH, New Delhi, 2009
4. Ratna Sen: Industrial Relations, Mc Millan Publishers, New Delhi, 2010.

### **Part-B**

### **COURSE DELIVERY PLAN (LESSON PLAN): A -SECTION**

#### **UNIT-I: Management of industrial Relations**

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	12-08-25		TLM1	CO1	T2,R3	
2.	MIR-concept, scope	1	13-08-25		TLM1	CO1	T2,R3	
3.	objectives	1	19-08-25		TLM2	CO1	T2,R3	
4.	significance	1	20-08-25		TLM1&2	CO1	T2,R3	
5.	Factors effecting industrial relations	1	22-08-25		TLM1&2	CO1	T2,R3	
6.	Factors effecting industrial relations	1	23-08-25		TLM1	CO1	T2,R3	
7.	Approaches to industrial relations	1	26-08-25		TLM1	CO1	T2,R3	

8.	Approaches to industrial relations	1	29-08-25		<b>TLM1</b>	CO1	T2,R3	
9.	Strategies for effective management of Industrial relations in India	1	30-08-25		<b>TLM1</b>	CO1	T2,R3	
10.	Strategies for effective management of Industrial relations in India	1	02-09-25		<b>TLM1</b>	CO1	T2,R3	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

### **UNIT-II: Trade unions, Quality of work life, Collective bargaining**

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.	Trade unions-definition, objectives	1	03-09-25		TLM2	CO2	T2,R3	
12.	Growth of trade unions in India	1	05-09-25		TLM1	CO2	T2,R3	
13.	Trade unions Act-1926	1	06-09-25		TLM1	CO2	T2,R3	
14.	Employers-association, recognitions, problems	1	09-09-25		TLM1	CO2	T2,R3	
15.	QWL-Participation in management	1	10-09-25		TLM2	CO2	T2,R3	
16.	Participation in India, shop floor, plant level, board level	1	12-09-25		TLM1	CO2	T2,R3	
17.	Workers welfare in Indian scenario	1	13-09-25		TLM2	CO2	T2,R3	
18.	Collective bargaining	1	16-09-25		TLM2	CO2	T2,R3	
19.	Concepts, characteristics	1	17-09-25		TLM1	CO2	T2,R3	
20.	Promoting Industrial peace	1	19-09-25		TLM1	CO2	T2,R3	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

### **UNIT-III: Wage and salary administration**

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
21.	Nature and significance of wage	1	20-09-25		<b>TLM2</b>	CO3	T2,R3	
22.	Salary administration essentials	1	23-09-25		<b>TLM1</b>	CO3	T2,R3	
23.	Min wage, fair wage, real wage	1	24-09-25		<b>TLM2</b>	CO3	T2,R3	
24.	Incentives & Fringe benefits	1	26-09-25		<b>TLM1</b>	CO3	T2,R3	
25.	Issues, constraints in wage determination in	1	27-09-25		<b>TLM1</b>	CO3	T2,R3	

	India							
26.	Minimum wages act-1948	1	03-09-25		<b>TLM1</b>	CO3	T2,R3	
27.	Minimum wages act-1948	1	01-10-25		<b>TLM1</b>	CO3	T2,R3	
28.	Payment of wages act-1936	1	03-10-25		<b>TLM1</b>	CO3	T2,R3	
29.	MID-1	1	04-10-25					
30.	MID-1	1	14-10-25					
31.	MID-1	1	15-10-25					
32.	MID-1	1	17-10-25					
33.	Payment of bonus act-1965	1	18-10-25		<b>TLM2</b>	CO3	T2,R3	
34.	Payment of bonus act-1965	1	22-10-25		<b>TLM2</b>	CO3	T2,R3	
No. of classes required to complete UNIT-III		14			No. of classes taken:			

#### UNIT-IV: Social security, Workers education

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.	Social security-introduction	1	24-10-25		<b>TLM1</b>	CO4	T2,R3	
36.	Types of social security in India	1	25-10-25		<b>TLM1</b>	CO4	T2,R3	
37.	Health and occupational safety programs	1	28-10-25		<b>TLM2</b>	CO4	T2,R3	
38.	Workmen compensation act-1923	1	29-10-25		<b>TLM1</b>	CO4	T2,R3	
39.	Employee state insurance act-1948	1	31-10-25		<b>TLM1</b>	CO4	T2,R3	
40.	Employee provident fund act-1952	1	01-11-25		<b>TLM1</b>	CO4	T2,R3	
41.	Employee provident fund act-1952	1	04-11-25		<b>TLM1</b>	CO4	T2,R3	
42.	Gratuity act	1	05-11-25		<b>TLM1</b>	CO4	T2,R3	
43.	Gratuity act	1	07-11-25		<b>TLM1</b>	CO4	T2,R3	
44.	Workers education – concept, objectives	1	08-11-25		<b>TLM1</b>	CO4	T2,R3	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

#### UNIT-V: Employee grievances, Industrial Disputes Act

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
45.	Grievances causes, effects	1	11-11-25		<b>TLM1&amp;2</b>	CO5	T2,R3	
46.	Grievance handling procedure	1	12-11-25		<b>TLM1</b>	CO5	T2,R3	
47.	Conciliation, arbitration and Adjudication	1	14-11-25		<b>TLM1</b>	CO5	T2,R3	

48.	Standing orders discipline	1	15-11-25		<b>TLM1&amp;2</b>	CO5	T2,R3	
49.	Forms of indiscipline	1	18-11-25		<b>TLM1&amp;2</b>	CO5	T2,R3	
50.	Industrial disputes act-1947-meaning,nature and scope	1	19-11-25		<b>TLM1</b>	CO5	T2,R3	
51.	Causes and consequences	1	21-11-25		<b>TLM1</b>	CO5	T2,R3	
52.	Causes and consequences	1	22-11-25		<b>TLM1</b>	CO5	T2,R3	
53.	Prevention and settlement of industrial disputes in India	1	25-11-25		<b>TLM1</b>	CO5	T2,R3	
54.	Prevention and settlement of industrial disputes in India	1	26-11-25		<b>TLM1</b>	CO5	T2,R3	
55.	Report writing and presentation	1	28-11-25		<b>TLM1</b>	CO5	T2,R3	
56.	Report writing and presentation	1	29-11-25		<b>TLM1</b>	CO5	T2,R3	
57.	Report writing and presentation	1	02-12-25		<b>TLM1</b>	CO5	T2,R3	
58.	Report writing and presentation	1	03-12-25		<b>TLM1</b>	CO5	T2,R3	
No. of classes required to complete UNIT-V		14			No. of classes taken:			

### Topics beyond 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
59.	Labour Code	1	05-12-25					
60.	IR in various countries	1	06-12-25					

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



## Part – C

### EVALUATION PROCESS:

Evaluation Task	Cos	Marks
I-Mid Examination (Descriptive+ Objective) =A	1,2	A=35
II-Mid Examination (Descriptive+ Objective) =B	3,4,5	B=35
Evaluation of Mid Marks: $A+B = 75\%$ of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=5
<b>Cumulative Internal Examination : A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

### Programme Outcomes (PO's)

<b>PO-1</b>	Apply knowledge of management theories and practices to solve business problems.
<b>PO-2</b>	Foster Analytical and critical thinking abilities for data-based decision making.
<b>PO-3</b>	Ability to develop Value based Leadership ability.
<b>PO-4</b>	Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.
<b>PO-5</b>	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.K.Deepika	Dr.K.Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



## COURSE HANDOUT

## Section-FM

### Part-A

**PROGRAM** : MBA., III-Sem.  
**ACADEMIC YEAR** : 2024-25  
**COURSE NAME & CODE** : SERVICES MKTG. & RETAIL MANAGEMENT  
**L-T-P STRUCTURE** : 0-4-0  
**COURSE CREDITS** : 3  
**COURSE INSTRUCTOR** : Dr.D.VENKATESWARLU  
**COURSE COORDINATOR** : Dr.D.VENKATESWARLU

### Course Educational Objectives (CEO's):

1. To provide deeper insight to students on Service marketing organizations
2. To develop understanding as to how important in managing service marketing
3. To create awareness to students on various types of Services and developing Service organizations
4. To make students understand the role of Retailing Industry for effectively contributing to service sector in a developing country like India
5. To enable the students understand retailing strategies and develop employable skills in them for the Industry

### Course Outcomes(COs):

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

CO1	Identify the factors responsible for growth of service organizations
CO2	Differentiate various combinations of service organizations
CO3	Apply knowledge in various functions of a service organization
CO4	Interpret the competencies for handling retailing business
CO5	Illustrate appropriate retail marketing strategies

### CO-PO Articulation Matrix:

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

1 = Slight (Low)      2 = Moderate (Medium)      3-Substantial (High)

## Part-B

### COURSE DELIVERY PLAN (LESSON PLAN): SECTION -FM

#### UNIT-I :FOUNDATION OF SERVICES 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.	<b>UNIT-I:</b> Foundation on services marketing	1	11/8/2025		TLM1	CO1	T1,R1	
2.	Significance of services& Tutorial	1	12/8/2025		TLM1	CO1	T1,R1	
3.	Role of services	1	14/8/2025		TLM1	CO1	T1,R1	
4.	service characteristics	1	18/8/2025		TLM1	CO1	T1,R1	
5.	Types of services–	1	19/8/2025		TLM1	CO1	T1,R1	
6.	Factors responsible for growth of service sector & Tutorial	1	21/8/2025		TLM1	CO1	T1,R1	
7.	Difference between Goods and services	1	23/8/2025		TLM2	CO1	T1,R1	
8.	Ethics in services marketing	1	25/8/2025		TLM1	CO1	T1,R1	
9.	Services marketing environment in India	1	26/8/2025		TLM1	CO1	T1,R1	
10.	Services marketing environment in India & Tutorial	1	28/8/2025		TLM3	CO1	T1,R1	
11.	Services quality	1	30/8/2025		TLM2	CO1	T1,R1	
12.	Services quality and tutorial	1	1/9/2025		TLM2	CO1	T1,R1	
13.	Review	1	2/9/2025		TLM1	CO1	T1,R1	
No.of classes required to complete UNIT-I		13			No. of classes taken:			

## UNIT-II :MANAGEMENT OF SERVICES 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
14.	Introduction to services marketing	1	4/9/2025		TLM1	CO2	T1,R1	
15.	Introduction to services marketing	1	6/9/2025		TLM1	CO2	T1,R1	
16.	Marketing mix	1	8/9/2025		TLM1	CO2	T1,R1	
17.	Product decision	1	9/9/2025		TLM1	CO2	T1,R1	
18.	Pricing strategies and techniques	1	11/9/2025		TLM1	CO2	T1,R1	
19.	Integrated service communication mix	1	13/9/2025		TLM2	CO2	T1,R1	
20.	Distribution methods	1	15/9/2025		TLM2	CO2	T1,R1	
21.	People, Process concepts& Tutorial	1	16/9/2025		TLM1	CO2	T1,R1	
22.	Physical evidence	1	18/9/2025		TLM1	CO2	T1,R1	
23.	Review	1	20/9/2025		TLM3	CO2	T1,R1	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

## UNIT-III: Services marketing practices

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
24	Marketing mix in various services industries& Tutorial	1	22/9/2025		TLM2	CO3	T1,R1	
24.	Financial services	1	23/9/2025		TLM1	CO3	T1,R1	
25.	Insurance services	1	25/9/2025		TLM1	CO3	T1,R1	
26.	Hospitality services	1	27/9/2025		TLM1	CO3	T1,R1	
27.	Tourism services& Tutorial	1	13/10/25		TLM2	CO3	T1,R1	
28.	<b>I Mid exams</b>		<b>6/10/2025-11/10/2025</b>					
29.	Software services	1	14/10/25		TLM2	CO3	T1,R1	
30.	Communication services & Tutorial	1	16/10/25		TLM2	CO3	T1,R1	
31.	Entertainment services	1	18/10/25		TLM1	CO3	T1,R1	
32.	Transportation & logistic services	1	20/10/25		TLM1	CO3	T1,R1	
33.	Review & Tutorial	1	23/10/25		TLM3	CO3	T1,R1	

34.	Case studies	1	25/10/25		TLM1	CO3	T1,R1	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

#### UNIT-IV: Retailing management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learnin g Outcom e COs	Text Book followe d	HOD Sign Weekly
35.	Introduction	1	27/10/25		TLM1	CO 4	T2,R6	
36.	Functions of retailing	1	28/10/25		TLM2	CO 4	T2,R6	
37.	Types of retailers & Tutorial	1	30/10/25		TLM1	CO 4	T2,R6	
38.	Organized vs. unorganized retailing	1	1/11/25		TLM2	CO 4	T2,R6	
39.	Organized vs. unorganized retailing	1	3/11/25		TLM1	CO 4	T2,R6	
40.	Multichannel retailing issues& Tutorial	1	4/11/25		TLM1	CO 4	T2,R6	
41.	Multichannel retailing issues	1	6/11/25		TLM1	CO 4	T2,R6	
42.	Capabilities needed for multichannel retailing	1	8/11/25		TLM1	CO 4	T2,R6	
43.	Capabilities needed for multichannel retailing	1	10/11/25		TLM1	CO 4	T2,R6	
44.	Retail channels for interacting with customers& Tutorial	1	11/11/25		TLM1	CO 4	T2,R6	
45.	Successful retailing	1	13/11/25		TLM1	CO 4	T2,R6	
46.	Case study	1	15/11/25		TLM1	CO 4	T2,R6	
No. of classes required to complete UNIT-IV		12			No. of classes taken:			

#### UNIT-V Retail market strategies

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.	Definition	1	17/11/25		TLM1	CO 5	T1,R1	
48.	Building sustainable competitive advantage	1	18/11/25		TLM1	CO 5	T1,R1	
49.	Growth strategies Market penetration	1	20/11/25		TLM2	CO 5		
50.	Retail format development & Tutorial	1	22/11/25		TLM2	CO 5		
51.	Retail location	1	24/11/25		TLM2	CO 5		
52.	Strategic Retail planning process	1	25/11/25		TLM2	CO 5		
53.	Cases	2	27/11/25 29/11/25		TLM2	CO 5		
No. of classes required to complete UNIT-V		8			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
54.	Reports & presentations	1	1/12/25					
55.	Reports & presentations	1	2/12/25					
56.	Reports & presentations	2	4/12/25 6/12/25					

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

### Part - C

#### EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) = <b>A</b>	1,2	A=35
II-Mid Examination (Descriptive+ Objective) = <b>B</b>	3,4,5	B=35
Evaluation of Mid Marks: <b>A+B</b> =75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation = <b>C</b>	1,2,3,4,5	C=5
<b>Cumulative Internal Examination : A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

#### BOS APPROVED TEXT BOOKS

(T1) :Rajendra Nargundkar – Services marketing – Tata Mc Graw Hill – New Delhi 2009

(T2) :Andrew J Newman, peter Cullen – Retail marketing , Cengage learning-Latest edition

#### BOS APPROVED REFERENCE BOOKS

(R1)S.M.Jha – Services marketing – Himalaya publishing house – Latest edition

(R2)Gilbert : Retail marketing management , Pearson Education-Latest edition

### **PROGRAMME EDUCATIONAL OBJECTIVES :**

1. 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.
2. 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.
3. 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**

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.D.Venkateswarlu Course Instructor	Dr.D.Venkateswarlu Course Coordinator	Dr.D.Venkateswarlu Module Coordinator	Dr.K.Deepika HOD



**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

### COURSE HANDOUT

#### Part-A

**PROGRAM** : MBA, III SEM – Section-A&B  
**ACADEMIC YEAR** : 2025-26  
**COURSE NAME & CODE:** 23MB30 –Advertising and Brand Management  
**L-T-P STRUCTURE** : 3-1-0  
**COURSE CREDITS** : 3  
**COURSE INSTRUCTOR** : Mrs. LAVANYA P B  
**COURSE COORDINATOR:** Mrs. LAVANYA P B  
**Prerequisite:** Fundamentals of Marketing Management

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

1. To understand the concepts, principles of Advertising management.
2. To provide necessary inputs to make them aware of designing of advertisements for promoting various products and services.
3. To give an idea to the students about advertising media related concepts.
4. To make the students aware of prominence of branding concepts.
5. To make a Brand positioning strategy effectively to target customers

**Course Outcomes:** At the end of the course,

<b>CO1</b>	Apply their knowledge in creating an advertising strategy
<b>CO2</b>	Interpret an advertisement which appealing the target customers
<b>CO3</b>	Determine a specific medium to promote business through advertisements.
<b>CO4</b>	Restate the competencies to enhance the branding to a product or service
<b>CO5</b>	Identify the significance of Brand positioning strategies

#### **Course Articulation Matrix:**

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	2	-	1	-	1
<b>CO2</b>	1	-	1	1	1



<b>CO3</b>	1	2	-	2	1
<b>CO4</b>	2	1	1	1	2
<b>CO5</b>	1	2	1	2	2

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

### **Text Books**

1. S. A. Chunawalla–Foundation of advertising – Himalaya publishinghouse.
2. Clow, Baack–Integrated advertising marketing and promotion communication– Pearson- 3<sup>rd</sup> edition

### **References**

1. Ruchi Gupta, S. Chand publications-Advertising Principles and Practices
2. Aaker, David(2002), Managing Brand Equity, Prentice Hall of India.
3. Rajeev Batra, John G. Myers and David A. Aaker (1996). Advertising Management, 5<sup>th</sup> Edition, Pearson Education.
4. Belch, G.E. & Belch, M.A. (2001). Advertising and Promotion, Tata Mc Graw Hill.
5. Kumar, Ramesh (2004). Managing Indian Brands, Vikas Publishing House, Delhi.
6. Keller K.L. (2003), Strategic Brand Management, 2<sup>nd</sup> Edition, Pearson Education.
7. S.A. Chunawalla–Compendium of Brand Management –Himalaya publishing house.

### **Part-B**

#### **COURSE DELIVERY PLAN (LESSON PLAN): A & B SECTION**

#### **UNIT-I: Role of Integrated marketing Communications**

<b>S. No.</b>	<b>Topics to be covered</b>	<b>No. of Classes Required</b>	<b>Tentative Date of Completion</b>	<b>Actual Date of Completion</b>	<b>Teaching Learning Methods</b>	<b>Learning Outcome COs</b>	<b>Text Book followed</b>	<b>HOD Sign Weekly</b>
1.	Introduction	1	12/08/25		<b>TLM1</b>	CO1	T2,R3	
2.	IMC, meaning, Imp	1	13/08/25		<b>TLM2</b>	CO1	T2,R3	
3.	IMC-components	1	19/12/25		<b>TLM2</b>	CO1	T2,R3	
4.	IMC-planning process	1	20/08/25		<b>TLM1&amp;2</b>	CO1	T2,R3	
5.	Advertising, imp, scope	1	22/08/25		<b>TLM1&amp;2</b>	CO1	T2,R3	
6.	Types of Advg	1	23/08/25		<b>TLM1</b>	CO1	T2,R3	
7.	Objectives of Advg	1	26/08/25		<b>TLM1</b>	CO1	T2,R3	
8.	DAGMAR	1	29/08/25		<b>TLM1</b>	CO1	T2,R3	
9.	Advg strategy	1	30/08/25		<b>TLM1&amp;2/7</b>	CO1	T2,R3	

10.	Advg budget	1	02/09/25		<b>TLM1</b>	CO1	T2,R3	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

### **UNIT-II: Advertising copy**

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.	Advg copy essentials	1	03/09/25		<b>TLM2</b>	CO2	T2,R3	
12.	Types of AD copies	1	05/09/25		<b>TLM1</b>	CO2	T2,R3	
13.	Types of AD copies	1	06/09/25		<b>TLM1</b>	CO2	T2,R3	
14.	Elements of copy	1	09/09/25		<b>TLM1</b>	CO2	T2,R3	
15.	Print ad making	1	10/09/25		<b>TLM2</b>	CO2	T2,R3	
16.	Radio,TV, AD making	1	12/09/25		<b>TLM7</b>	CO2	T2,R3	
17.	AD agencies	1	13/09/25		<b>TLM2</b>	CO2	T2,R3	
18.	AD agencies	1	16/09/25		<b>TLM2</b>	CO2	T2,R3	
19.	Advg effectiveness	1	17/09/25		<b>TLM1</b>	CO2	T2,R3	
20.	Advg effectiveness	1	19/09/25		<b>TLM9</b>	CO2	T2,R3	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

### **UNIT-III: Media planning, scheduling and strategy**

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
21.	Types of Media	1	20/09/25		<b>TLM2</b>	CO3	T2,R3	
22.	Types of Media	1	23/09/25		<b>TLM1</b>	CO3	T2,R3	
23.	Media selection	1	24/09/25		<b>TLM2</b>	CO3	T2,R3	
24.	Media scheduling	1	26/09/25		<b>TLM1&amp;2</b>	CO3	T2,R3	
25.	Media strategy	1	27/09/25		<b>TLM1</b>	CO3	T2,R3	
26.	Media scenario	1	27/09/25		<b>TLM1</b>	CO3	T2,R3	
27.	MID-1	1	06/10/25					
28.	MID-1	1	07/10/25					

29.	MID-1	1	08/10/25				
30.	MID-1	1	09/10/25				
31	MID-1	1	10/10/25				
32	MID-1	1	11/10/25				
33	Ethical dimensions	1	14/10/25		<b>TLM1</b>	CO3	T2,R3
34	Ethical dimensions	1	15/10/25		<b>TLM2</b>	CO3	T2,R3
35	Recent trends	1	17/10/25		<b>TLM2</b>	CO3	T2,R3
36	Recent trends	1	18/10/25		<b>TLM2</b>	CO3	T2,R3
No. of classes required to complete UNIT-III		16			No. of classes taken:		

#### **UNIT-IV: Brand concept**

<b>S. No.</b>	<b>Topics to be covered</b>	<b>No. of Classes Required</b>	<b>Tentative Date of Completion</b>	<b>Actual Date of Completion</b>	<b>Teaching Learning Methods</b>	<b>Learning Outcome COs</b>	<b>Text Book followed</b>	<b>HOD Sign Weekly</b>
37	Brand, Importance	1	22/10/25		<b>TLM1</b>	CO4	T2,R3	
38	Essential of Brand	1	24/10/25		<b>TLM1</b>	CO4	T2,R3	
39	Brand vs generic	1	25/10/25		<b>TLM2</b>	CO4	T2,R3	
40	Types of Brands	1	28/10/25		<b>TLM7</b>	CO4	T2,R3	
41	Brand management	1	29/10/25		<b>TLM1</b>	CO4	T2,R3	
42	Brand identity	1	31/10/25		<b>TLM1</b>	CO4	T2,R3	
43	Brand image	1	04/11/25		<b>TLM10</b>	CO4	T2,R3	
44	Brand equity	1	05/11/25		<b>TLM9</b>	CO4	T2,R3	
45	Brand loyalty	1	07/11/25		<b>TLM1</b>	CO4	T2,R3	
46	Brand personality	1	08/11/25		<b>TLM1</b>	CO4	T2,R3	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

#### **UNIT-V: Brand Positioning**

<b>S. No.</b>	<b>Topics to be covered</b>	<b>No. of Classes Required</b>	<b>Tentative Date of Completion</b>	<b>Actual Date of Completion</b>	<b>Teaching Learning Methods</b>	<b>Learning Outcome COs</b>	<b>Text Book followed</b>	<b>HOD Sign Weekly</b>
47	Brand positioning	1	11/11/25		<b>TLM1&amp;2</b>	CO5	T2,R3	
48	3C's of positioning	1	12/11/25		<b>TLM1</b>	CO5	T2,R3	
49	Repositioning	1	14/11/25		<b>TLM1</b>	CO5	T2,R3	

50	Celebrity endorsement	1	15/11/25		<b>TLM1&amp;2</b>	CO5	T2,R3
51	Brand planning	1	18/11/25		<b>TLM1&amp;2</b>	CO5	T2,R3
52	Brand extension	1	19/11/25		<b>TLM1</b>	CO5	T2,R3
53	Strategies for competitive advantages	1	21/11/25		<b>TLM1</b>	CO5	T2,R3
54	Brand pyramid	1	22/11/25		<b>TLM1</b>	CO5	T2,R3
55	ing in deferent sectors	1	25/11/25		<b>TLM7</b>	CO5	T2,R3
56	Branding in deferent sectors	1	26/11/25		<b>TLM1</b>	CO5	T2,R3
57	Report writing and presentation	1	28/11/25		<b>TLM9</b>	CO5	T2,R3
58	Report writing and presentation	1	29/11/25		<b>TLM1</b>	CO5	T2,R3
59	Report writing and presentation	1	02/12/25		<b>TLM2</b>	CO5	T2,R3
60	Report writing and presentation	1	03/12/25		<b>TLM2</b>	CO5	T2,R3
61	Report writing and presentation	1	05/12/25		<b>TLM1</b>	CO5	T2,R3
62	Report writing and presentation	1	06/12/25		<b>TLM1</b>	CO5	T2,R3
No. of classes required to complete UNIT-V		16			No. of classes taken:		

<b>S. No.</b>	<b>Topics to be covered</b>	<b>No. of Classes Required</b>	<b>Tentative Date of Completion</b>	<b>Actual Date of Completion</b>	<b>Teaching Learning Methods</b>	<b>Learning Outcome COs</b>	<b>Text Book followed</b>	<b>HOD Sign</b>
63	MID-II	1	08/12/25					
64	MID-II	1	09/12/25					
65	MID-II	1	10/12/25					
66	MID-II	1	11/12/25					
67	MID-II	1	12/12/25					
68	MID-II	1	13/12/25					

Teaching Learning Methods			
<b>TLM1</b>	Chalk and talk, Role play	<b>TLM10/7</b>	Demonstration (Lab/Field Visit)
<b>TLM2</b>	PPT/Debate/Case Study	<b>TLM9</b>	ICT (NPTEL/Swayam Prabha/MOOCs)
<b>TLM3</b>	Tutorial	<b>TLM6</b>	Group Discussion/Project

**Part – C**  
**EVALUATION PROCESS:**

Evaluation Task	Cos	Marks
I-Mid Examination (Descriptive+ Objective) = <b>A</b>	1,2	A=35
II-Mid Examination (Descriptive+ Objective) = <b>B</b>	3,4,5	B=35
Evaluation of Mid Marks: <b>A+B</b> =75% of Max (A, B) +25% of Min (A, B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation = <b>C</b>	1,2,3,4,5	C=5
<b>Cumulative Internal Examination: A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

**Programme Outcomes (PO's)**

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

<b>Course Instructor</b>	<b>Course Coordinator</b>	<b>Module Coordinator</b>	<b>HOD</b>



## Master of Business Administration COURSE HANDOUT Part-A

**Name of the course instructor :** Dr. O Naresh  
**COURSE NAME & CODE :** Data Mining for Business Decision & 23MB33  
**L-T-P Structure :** 3-0-0 **Credits: 3**  
**Program /Sem/Sec :** MBA., III Sem., Section – A&B (Specialization)  
**A.Y :** 2024-25

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

1. To develop strong data analytic skills using a case-based approach
2. To enable application of data mining and advanced statistical techniques to business problems. Examples from finance, marketing, operations management and HR will be discussed.
3. To introduce students to the basic concepts and techniques of Data Mining and develop skills of using recent data mining software for solving practical problems.
4. To expose students to independent study and research
5. Develop and apply critical thinking, problem solving, and decision-making skills.

**Course Outcomes:** At the end of the course,

CO1	Interpret and analyze large sets of data to gain useful business understanding.
CO2	Develop a quantitative/qualitative analysis report/memo with the necessary information to make decisions.
CO3	Describe and demonstrate basic data mining algorithms, methods, and tools Identifying business applications of data mining
CO4	Discuss the developments in web mining and text mining
CO5	Develop models for current problems using the analytical skills

### COURSE ARTICULATION MATRIX (Correlation between COs & POs):

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

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.	Unit-I Introduction Data Visualization	1	27.08.2024		TLM1/2	CO1	T1,R1	
2.	Understanding business scenarios by analyzing patterns in data	1	29.08.2024		TLM1/2	CO1	T1,R1	
3.	Understanding business scenarios by analyzing patterns in data	1	31.08.2024		TLM1/2	CO1	T1,R1	
4.	linear patterns	1	02.09.2024		TLM1/2	CO1	T1,R2	
5.	curved patterns, Normal models	1	03.09.2024		TLM1/2	CO1	T1,R1	
6.	linear models and nonlinear models	1	05.09.2024		TLM1/2	CO1	T1,R1	
7.	Visualizing higher dimensional data.	1	09.09.2024		TLM1/2	CO1	T1,R1	
8.	Visualizing higher dimensional data.	1	10.09.2024		TLM1/2	CO1	T1,R1	
9.	Visualizing higher dimensional data.	1	12.09.2024		TLM1/2	CO1	T1,R2	
No. of classes required to complete UNIT-I		09			No. of classes taken:09			

**UNIT-II: DECISION TREES**

UNIT-I: DECISION TREES								
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
10.	<b>Unit-I Introduction to Decision Trees</b>	1	14.09.2024		TLM1/2	CO2	T1,R2	
11.	Value of information	1	17.09.2024		TLM1/2	CO2	T1,R1	
12.	Review concepts from probability	1	19.09.2024		TLM1/2	CO2	T1,R2	
13.	Discuss Construction of decision trees	2	21 & 23.09.2024		TLM1/2	CO2	T1,R1	
14.	Applications & use of decision trees to evaluate options.	1	24.09.2024		TLM1/2	CO2	T1,R1	
15.	Applications & use of decision trees to evaluate options.	1	26.09.2024		TLM1/2	CO2	T1,R2	
16.	Applications & use of decision trees to evaluate options.	1	28.09.2024		TLM1/2	CO2	T1,R2	
<b>No. of classes required to complete UNIT-II</b>		08			No. of classes taken: 09			

**UNIT-III: CLASSIFICATION:**

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
17.	<b>UNIT III Introduction Classification</b>	1	30.09.2024		TLM1/2	CO3	T1,R1	
18.	General approach to solve a classification problem	1	01.10.2024		TLM1/2	CO3	T1,R1	
19.	Evaluating performance of a classifier	1	03.10.2024		TLM1/2	CO3	T1,R1	
20.	Evaluating performance of a classifier	1	05.10.2024		TLM1/2	CO3	T1,R1	
21.	Rule based classification	1	07.10.2024		TLM1/2	CO3	T1,R2	
22.	nearest-neighbor classifiers	1	08.10.2024		TLM1/2	CO3	T1,R1	
23.	nearest-neighbor classifiers	1	21.10.2024		TLM1/2	CO3	T1,R1	
24.	Bayes classifiers	1	22.10.2024		TLM1/2	CO3	T1,R1	
25.	Bayes classifiers	1	24.10.2024		TLM1/2	CO3	T1,R1	
26.	Applications include Anomaly detection	1	26.10.2024		TLM1/2	CO3	T1,R1	
27.	fraud detection in credit card	1	28.10.2024		TLM1/2	CO3	T1,R2	
<b>No. of classes required to complete UNIT-III</b>		11			No. of classes taken: 11			

**UNIT-IV: EXPLORATORY AND CONFIRMATORY MODELS**

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
28.	<b>UNIT IV: Introduction Exploratory and Confirmatory Models</b>	1	29.10.2024		TLM1/2	CO 4	T1,R	
29.	Maximum Likelihood estimation	1	02.11.2024		TLM1/2	CO 4	T1,R1	
30.	EDA's application to management	1	04.11.2024		TLM1/2	CO 4	T1,R2	
31.	Dimensionality Reduction	1	05.11.2024		TLM1/2	CO 4	T1,R1	
32.	Principal component analysis	1	07.11.2024		TLM1/2	CO 4	T1,R1	
33.	Singular Value Decomposition	1	09.11.2024		TLM1/2	CO 4	T1,R1	
34.	Factor Analysis	1	11.11.2024		TLM1/2	CO 4	T1,R2	
35.	Multidimensional scaling	1	12.11.2024		TLM1/2	CO 4	T1,R1	
36.	Multidimensional scaling	1	14.11.2024		TLM1/2	CO 4	T1,R1	
37.	cluster analysis	2	16.11.2024					
			18.11.2024					
<b>No. of classes required to complete UNIT-IV</b>		11			No. of classes taken: 11			



### UNIT-V PREDICTIVE MODELLING

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.	<b>UNIT V: Introduction to Predictive Modelling</b>		19.11.2024		TLM1/2	CO 5	T1,R1	
39.	Types of Regressions	1	21.11.2024		TLM1/2	CO 5	T1,R2	
40.	Multivariate Linear Regression Model-I	1	23.11.2024		TLM1/2	CO 5	T1,R1	
41.	Multivariate Linear Regression Model-II	1	25.11.2024		TLM1/2	CO 5	T1,R1	
42.	Multivariate Linear Regression Model-III	1	26.11.2024		TLM1/2	CO 5	T1,R1	
43.	Statistical Inference in multiple regressions.	1	28.11.2024		TLM1/2	CO 5	T1,R1	
44.	Statistical Inference in multiple regressions.	1	30.11.2024		TLM1/2	CO 5	T1,R1	
45.	Case Study Discussion	1	02.12.2024		TLM1/2	CO 5	T1,R1	
46.	Report Writing and Presentations	1	03.12.2024 To 07.12.2024		TLM1/2	CO 1 to 5	T1,R2	
<b>No. of classes required to complete UNIT-V</b>		08			No. of classes taken: 08			

### 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
47.	E-views Data Analysis Tool usage				TLM 2	CO 4	T 1	
48.	Case Study				TLM 2	CO 1,2,3,4,5	T 1	
49.	ARIMA Model				TLM 2	CO 5	T 1	
MID EXAMINATIONS - I								
MID EXAMINATIONS - II								

Teaching Learning Methods			
<b>TLM1</b>	Chalk and Talk	<b>TLM4</b>	Demonstration (Lab/Field Visit)
<b>TLM2</b>	PPT	<b>TLM5</b>	ICT (NPTEL/Swayam Prabha/MOOCs)
<b>TLM3</b>	Tutorial	<b>TLM6</b>	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 Presentation =C	1,2,3,4,5	C=10
<b>Cumulative Internal Examination : <math>A+B+C</math></b>	<b>1,2,3,4,5</b>	<b><math>A+B+C=40</math></b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: <math>A+B+C+D</math></b>	<b>1,2,3,4,5</b>	<b>100</b>

#### BOS APPROVED TEXT BOOKS

1. Dean Foster, Robert Stine and Richard Waterman (1998), “Business Analysis using Regression”, Springer Verlag.
2. Dimitris Bertsimas and Robert M. Freund (2004), “Data, Models and Decisions: The Fundamentals of Management Science”, Dynamic Ideas LLC.

### 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	HODs



# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC & NBA (Under Tier - I), ISO 9001:2015 Certified Institution

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

L.B. REDDY NAGAR, MYLAVARAM, KRISHNA DIST., A.P.-521 230.

Phone: 08659-222933, Fax: 08659-222931

## DEPARTMENT OF INFORMATION TECHNOLOGY

### COURSE HANDOUT

#### PART-A

Name of Course Instructor: Dr.K.VenuGopal

Course Name & Code : Data Science using R - 23MB36

L-T-P Structure : 3-1-0

Credits: 03

Program/Sem/Sec : MBA / III SEM / A&B Sections

A.Y. : 2025-26

**PREREQUISITE : Fundamentals of Data Analytics and Analytics through R**

#### **CourseObjective:**

This course will teach students to transform datasets into meaningful tables or figures using R, leveraging appropriate functions and packages. Students will integrate data from multiple sources, follow best coding practices (such as clear naming conventions and commenting), and ensure their code is error-free and easily understandable by others and themselves in the future.

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

CO 1	Understand the need and significance of R software for decision-making ( <b>Understand- L2</b> )
CO 2	Apply statistical tools to extract information from raw data ( <b>Apply - L3</b> )
CO 3	Demonstrate how regression techniques are used to build predictive models. ( <b>Understand- L2</b> )
CO 4	Evaluate data mining techniques to make business decisions ( <b>Apply – L3</b> )
CO 5	Apply clustering algorithm for classification ( <b>Apply- L3</b> )

#### **COURSE ARTICULATION MATRIX (Correlation between COs&POs):**

CO	PO1	PO2	PO3	PO4	PSO1
CO1	3	2	-	1	2
CO2	3	3	2	2	2
CO3	2	3	2	2	3
CO4	3	2	3	3	3
CO5	2	3	3	3	3

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

#### **TEXTBOOKS:**

1. R for Data science, Dan Toomy, Pack Publishing Ltd. 2014,ISBN 978-1-78439-086-0

**REFERENCE BOOKS:**

1. The Art of R Programming, Norman Matloff, 2009
2. Introductory Statistics with R, Peter Dalgaard, Springer Science + Business Media, LLC, ISBN:978-0-387-79053-4.

**COURSE DELIVERY PLAN (LESSON PLAN): Section-C****UNIT-I:**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	<b>Introduction to R: Introduction to data analytics</b>	1	12-08-2025		TLM2	CO1	
2.	data types, and data models	2	13-08-2025		TLM2	CO1	
3.	History and Evolution of R, R-Features, R environment setup,	1	14-08-2025		TLM2	CO1	
4.	R basic syntax, R command prompt,	1	19-08-2025		TLM2	CO1	
5.	R script file,	1	20-08-2025		TLM2	CO1	
6.	import data into R	1	22-08-2025,		TLM2	CO1	
7.	R packages	2	26-08-2025		TLM2	CO1	
No. of classes required to complete UNIT-I			09	No. of classes taken:			

**UNIT-II:**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
8.	<b>R Data Structures, Data Types, and Variables</b>	1	02-09-2025		TLM2	CO2	
9.	Studying Vectors, Defining factors,	2	06-09-2025		TLM2	CO2	
10.	Defining lists	1	09-09-2025		TLM2	CO2	
11.	Data Frames	1	10-09-2025		TLM2	CO2	
12.	Matrixes	1	12-09-2025		TLM2	CO2	
13.	Arrays,	1	13-09-2025		TLM2	CO2	
14.	understanding R variables Data type of variable,	1	16-09-2025		TLM2	CO2	
15.	Type of operators	1	17-09-2025		TLM2	CO2	
16.	Decision making, Understanding R if statement	1	19-09-2025		TLM2	CO2	
17.	R switch statement	2	20-09-2025		TLM2	CO2	
No. of classes required to complete UNIT-II		12	No. of classes taken:				

**UNIT-III:**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
18.	<b>Introduction to R-Loops, Functions, Strings, Vectors, Arrays, and Factors</b>	1	20-09-2025		TLM2	CO3	
19.	Loops, Control structures	2	24-09-2025		TLM2	CO3	
20.	User defined function, , data manipulation using r	2	26-09-2025		TLM2	CO3	
21.	String construction	1	14-10-2025		TLM2	CO3	
22.	R vector creation, access	2	15-10-2025		TLM2	CO3	
23.	Manipulate and merge list,	1	17-10-2025		TLM6	CO3	
24.	Access array elements,	2	22-10-2025		TLM6	CO3	
25.	Studying R factors, Generate factor levels.	2	25-10-2025		TLM6	CO3	
No. of classes required to complete UNIT-III		13	No. of classes taken:				

**UNIT-IV:**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
26.	<b>Intro R Web Data and Text Mining:</b>	1	28-10-2025		TLM2	CO4	
27.	Write & read Binary files	1	29-10-2025		TLM2	CO4	
28.	Understand XML files,	1	31-10-2025		TLM2	CO4	
29.	Study R databases	2	04-11-2025		TLM2	CO4	
30.	Understand R my SQL, Query,	1	05-11-2025		TLM2	CO4	
31.	create/ drop tables using MySQL	1	08-11-2025		TLM2	CO4	
32.	Update tables and rows	1	11-11-2025		TLM2	CO4	
33.	Text mining using RQDA	1	12-11-2025		TLM2	CO4	
34.	Text mining using JGR package.	1	14-11-2025		TLM2	CO4	
No. of classes required to complete UNIT-IV		10	No. of classes taken:				

**UNIT-V:**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
35.	<b>Intro to Machine Learning Using R:</b>	1	15-11-2025,		TLM2	CO5	
36.	Understand Supervised Techniques	3	18-11-2025 19-11-2025,		TLM2	CO5	
37.	Understanding non-Supervised Techniques	2	21-11-2025		TLM2	CO5	
38.	Data partitioning,	2	26-11-2025		TLM2	CO5	
39.	Cluster analysis	1	28-11-2025		TLM2	CO5	
40.	Linear, prediction model,	1	27-11-2025		TLM4	CO5	
41.	Logistic regression	1	28-11-2025		TLM4	CO5	
42.	K-nearest neighbor	1	29-11-2025		TLM4	CO5	
43.	Naïve Bayes,	1	03-12-2025		TLM4	CO5	
44.	Random forests.	1	05-12-2025		TLM4	CO5	
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	HOD Sign Weekly
45.	<b>XGBoost, LightGBM, and CatBoost, Vs Random Forests</b>	1	06-12-2025		TLM2	CO5	

**Teaching Learning Methods**

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

**ACADEMIC CALENDAR:**

Description	From	To	Weeks
I Phase of Instructions	11-08-2025	04-10-2025	8 W
I Mid Examinations	06-10-2025	11-10-2025	1W
II Phase of Instructions	13-10-2025	06-12-2025	8 W
II Mid Examinations	08-12-2025	13-12-2025	1W
Preparation and Practicals	15-12-2025	20-12-2025	1 W
Semester End Examinations	22-12-2025	03-01-2026	2 W

## **PART-C**

### **EVALUATION PROCESS:**

<b>Evaluation Task</b>	<b>Marks</b>
I-Descriptive Examination (Units-I, II & UNIT-III (Half of the Syllabus))	M1=15
II- Descriptive Examination (UNIT-III (Remaining Half of the Syllabus), IV & V)	M2=15
Report Writing	R-10
Mid Marks =80% of Max ((M1), (M2)) + 20% of Min ((M1), (M2))	M=30
Report Writing	R-10
Cumulative Internal Examination (CIE): M	40
Semester End Examination (SEE)	60
Total Marks = CIE + SEE	100

## **PART-D**

### **PROGRAMME OUTCOMES (POs):**

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

	<b>Course Instructor</b>	<b>Course Coordinator</b>	<b>Module Coordinator</b>	<b>Head of the Department</b>
<b>Name of the Faculty</b>	Dr.K.VenuGopal	Dr.K.VenuGopal	Dr.K.Phaneendra	Dr.D.Ratna Kishore
<b>Signature</b>				



# 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

## DEPARTMENT OF BUSINESS ADMINISTRATION

### COURSE HANDOUT

#### PART-A

Name of Course Instructor : Dr. R.Jeyalakshmi  
 Course Name & Code : INTERNSHIP (23MB76)  
 L-T-P Structure : 1-0-3 Credits : 04  
 Program/Sem/Sec : MBA III-Sem – SECTION-B A.Y : 2025-26  
**PRE-REQUISITE:** Familiarity with 'Start-up Analysis & Presentation'

**COURSE EDUCATIONAL OUTCOMES (CEOs):** At the end of the course, students are able to:

<b>CEO 1</b>	To understand the problem under the study, conduct a literature survey.
<b>CEO 2</b>	To visit the selected organization for field study work, to collect data & submit the interim report.
<b>CEO 3</b>	To conduct data analysis using various tools & techniques
<b>CEO 4</b>	To present the draft report to the department for assessment and feedback.
<b>CEO 5</b>	To submit the final report for external evaluation

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

<b>CO 1</b>	Understand the literature survey, define the problem under study, and explain its significance
<b>CO 2</b>	Demonstrate the data collected, prepare an interim report, and present it to the selected company for approval.
<b>CO 3</b>	Analyze the data collected, revise the report, and present it to the department for feedback and improvement
<b>CO 4</b>	Reframe the quality, novelty, and contribution of the findings, suggestions, and conclusions of his/her study to the chosen field.
<b>CO 5</b>	Summarize and submit the final report of the work and present it to the examiners in person for defense

**COURSE ARTICULATION MATRIX (Correlation between COs & POs):**

COs	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	3	-	-	1	-
<b>CO2</b>	-	2	-	1	1
<b>CO3</b>	2	2	1	2	1
<b>CO4</b>	2	3	-	-	-
<b>CO5</b>	1	-	2	2	3

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

#### PART-B

**COURSE DELIVERY PLAN:**

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.	Orientation on report preparation	1	22-08-2025		TLM4	
2.	Introduction-chapter-1	1	29-08-2025		TLM4	
3.	Introduction-chapter-1	1	12-09-2025		TLM4	
4.	Introduction-chapter-1	1	19-09-2025		TLM4	



5.	Objectives & Methodology chapter-2	1	26-09-2025		TLM4
6.	Objectives & Methodology chapter-2	1	17-10-2025		TLM4
7.	Theoretical framework-chapter -3	1	14-10-2025		TLM4
8.	Theoretical framework-chapter -3	1	31-10-2025		TLM4
9.	Company and Industry profile chapter-4	1	07-11-2025		TLM4
10.	Company and Industry profile chapter-4	1	14-11-2025		TLM4
11.	Company and Industry profile chapter-4	1	21-11-2025		TLM4
12.	<b>Conclusion chapter-5</b>	1	28-11-2025		TLM4
13.	<b>Conclusion chapter-5</b>	1	05-12-2025		TLM4
No. of classes required to complete UNIT-I: 14				No. of classes taken:	

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

### **PART-C**

#### **EVALUATION PROCESS:**

<b>Evaluation Task</b>	<b>COs</b>	<b>Marks</b>
Review-I (Literature Survey-10M) + (Problem Statement-10M) + (Presentation-10M) + (Interaction-10M) = A	1,2,3,4,5	A=40
Review-II (Literature Survey-10M) + (Problem Statement-10M) + (Presentation-10M) + (Interaction-10M) = B	1,2,3,4,5	B=40
Final Evaluation of Marks: (A+B)/2	1,2,3,4,5	40

### **PART-D**

#### **PROGRAMME OUTCOMES (POs):**

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

Course Instructor  
(Dr. R.Jeyalakshmi)

Course Coordinator  
(Dr. R.Jeyalakshmi)

Module Coordinator  
(Dr. K. Deepika)

HOD  
(Dr. K. Deepika)



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

## Department of Master of Business

## Administration

## COURSEHANDOUT

### PART-A

Name of Course Instructor : Mr. Y. Babu

Course Name & Code :Tally &VBALAB&23MB75

L-T-PStructure :0-0-3

Program/Sem/Sec :MBA/III-Sem/Section-B

Credits: 1.5

A.Y:2025-26

**PRE-REQUISITES:** Operating Systems and  
Ms-Office

**COURSE EDUCATIONAL OBJECTIVES (CEOs):**The main objective of this course is to prepare students

<b>CEO1</b>	To understand the concepts of Tally ERP, including GST.
<b>CEO2</b>	To create Charts, Tables, and graphs Using MS Excel.
<b>CEO3</b>	To Understand the basics of VBA, its purpose , and its applications with in Microsoft Office Products.
<b>CEO4</b>	To Write VBA code to automate complex tasks in Excel and other Office applications.
<b>CEO 5</b>	To work with arrays and collections to handle multiple data items.

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

<b>CO1</b>	Apply basic accounting principles using Tally ERP.
<b>CO2</b>	Analyze and apply various functions of advanced Excel.
<b>CO3</b>	Navigate and Utilize the VBA development environment effectively.
<b>CO4</b>	Apply basic to advanced programming concepts with in VBA
<b>CO 5</b>	Develop, test, and deploy VBA projects that solve real-world problems.

### COURSEARTICULATIONMATRIX (Correlation between COs,POs&PSOs):

COs	PO1	PO2	PO3	PO4	P O 5
<b>CO1</b>	<b>3</b>	<b>2</b>	<b>-</b>	<b>1</b>	<b>1</b>
<b>CO2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>-</b>
<b>CO3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>
<b>CO4</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>1</b>
<b>CO5</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>-</b>

**Note:** Enter Correlation Levels **1** or **2** or **3**. If there is o correlation, put ‘-’ **1**-Slight(Low), **2** – Moderate(Medium), **3** - Substantial(High).

## PART-B

### COURSE DELIVERY PLAN (LESSON PLAN): Section-B

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	HOD Signature
1.	<b>Unit I</b> <b>Introduction to Accounting Packages:</b> Tally, Basic accounting.	3	23-08-2025		
2.	fundamentals of tally, accounting software tally, inventory handling using tally.	3	30-08-2025		
3.	voucher entry in tally, advanced accounting in tally.	3	06-09-2025		
4.	<b>Unit II</b> <b>Introduction and Advanced functions of M.S Excel:</b> Introduction to M.S Excel.	3	13-09-2025		
5.	Excel environment basic workbook - consolidating work functions in M.S Excel.	3	20-09-2025		
6.	Data sorting function-logical function - lookup function – conditional function - PIVOT Chart function.	3	27-09-2025		
7.	<b>Unit III</b> <b>Introduction to VBA:</b> Start VBA & Security: Introduction about VBA, Security concepts involved in Excel 2003,2007 & 2010. How to use Visual Basic	3	04-10-2025		

	Editor (VBE). The Excel Macro Recorder.				
8.	<b>Excel Objects:</b> Introduction to Object, Properties & Methods, Using Input box & Message box, Sheets, Ranges & Offset, Excel VBA Variables.	3	18-10-2025		
9.	<b>Unit IV VBA Conditions, Functions, and Exceptions:</b> Conditions & Loops: Using IF Statement in VBA, Using SELECT CASE Statement, Using Do While Loop & FOR NEXT Loop in Excel.	3	25-10-2025		
10.	<b>Functions &amp; Subroutine:</b> Working with User-Defined Functions (UDF). Theory on Variables, Scoping, etc. Working with Dates.	3	01-11-2025		
11.	<b>Exceptions:</b> Error Handling Methodologies, Work Sheet & Workbook Events. Excel Object Model usage, learning various ways of referring–Ranges, Sheet & Workbook.	3	08-11-2025		
12.	<b>Unit V Advance VBA: Forms:</b> Introduction to Excel VBA User forms. Controls: Filling User form Controls. Validation: Validating user	3	15-11-2025		

	input into a user form				
13.	<b>Array:</b> Method of storing multiple data in Array. Chart: Creating Charts in Excel using VBA. Customizing the chart.	3	22-11-2025		
14.	<b>Pivot:</b> Pivot Tables & VBA. Generating Multiple Pivot Table Reports using VBA. <b>Database:</b> Linking to Databases (like Access) from Excel & Working with them, Update to & from database	3	29-11-2025		
15.	Lab Internal Exam	3	06-12-2025		

#### PROGRAMME OUTCOMES (POs):

<b>PO1</b>	<b>Engineering knowledge:</b> Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
<b>PO2</b>	<b>Problem analysis:</b> Identify, formulate, review research literature, and analyze complex Engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
<b>PO3</b>	<b>Design/development of solutions:</b> Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate Consideration for the public health safety the cultural, societal, and environmental considerations.
<b>PO4</b>	<b>Conduct investigations of complex problems:</b> Use research-based knowledge and research Methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
<b>PO5</b>	<b>Modern tool usage:</b> Create, select and apply appropriate techniques, resources, and modern Engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
<b>PO6</b>	<b>The engineer and society:</b> Apply reasoning in formed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice
<b>PO7</b>	<b>Environment and sustainability:</b> Understand the impact of the professional

	engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
<b>PO8</b>	<b>Ethics:</b> Apply ethical principles and commit to professional ethics and responsibilities and Norms of the engineering practice.
<b>PO9</b>	<b>Individual and team work:</b> Function effectively as an individual, and as a member or leader in Diverse teams, and in multi disciplinary settings.
<b>PO10</b>	<b>Communication:</b> Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive Clear instructions.
<b>PO11</b>	<b>Project management and finance:</b> Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work as a member and leader in a team, to manage projects and in multidisciplinary environments.
<b>PO12</b>	<b>Life-long learning:</b> Recognize the need for and have the preparation and ability to engage in In dependent and life-long learning in the broadest context of technological change.

#### **PROGRAMME SPECIFIC OUTCOMES (PSOs):**

<b>PSO1</b>	Programming Paradigms: To inculcate algorithmic thinking, formulation techniques and visualization, leading to problem solving skills using different programming paradigms. 2. Data Engineering: To in calculate ability to Analyze, Design and implement data driven applications into the students. 3. Software Engineering: Develop an ability to implement various processes /methodologies /practices employed in design, validation, testing and maintenance of software products.
<b>PSO2</b>	Data Engineering: To in calculate ability to Analyze, Design and implement data driven applications into the students.
<b>PSO3</b>	Software Engineering: Develop an ability to implement various processes/methodologies /practices employed in design, validation, testing and maintenance of software products.

<b>Titl e</b>	<b>Course Instructor</b>	<b>Course Coordinator</b>	<b>Module Coordinat or</b>	<b>Head of the Department</b>
<b>Name of the Faculty</b>	Mr. Y. Babu	Mr. Y. Babu	Mr. B Kalyan Kumar	Dr. S. Nagarjuna Reddy
<b>Signature</b>				



# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

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L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230



ASE, CE, CSE, ECE,  
EEE, IT & ME  
Under Tier-I



CGPA: 3.20/4

## COURSE HANDOUT

**Name of the course instructor** : M.S.CHAKRAVARTHY  
**COURSE NAME & CODE** : Association  
**Program / Sem/Sec** : MBA., III Sem., Section – A &B  
**A.Y** : 2025-26

### Introduction about association classes

This Programme is conducted by department faculty to enlighten the students towards corporate world. The progression from Basic English training to the development of job-related skills is a continuous process conducted on a regular basis for the entire course duration. It also considers the absorption and assimilation competencies of the students.

### **Objective of the Association Class:**

#### **1. Academic and Professional Enrichment**

The key objective of these activities is to strengthen students' knowledge in Finance, HR, Marketing, and Business Analytics. Through case studies, research projects, and simulations, students bridge the gap between theory and practice, gaining insights into real-world business scenarios.

#### **2. Skill Development and Employability**

Activities such as Mock Interviews, Group Discussions, Resume Building, and Role Plays enhance communication, teamwork, and decision-making skills. Quizzes, debates, and analytical tasks test knowledge retention while preparing students for competitive professional environments.

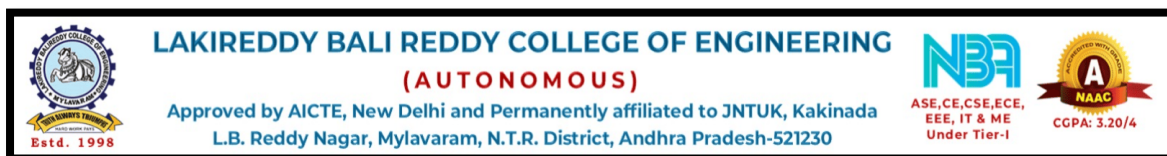
#### **3. Creativity, Innovation, and Leadership**

Students are encouraged to think innovatively through Marketing Pitch Competitions, Startup Idea Presentations, and Brand Positioning Games. Leadership and managerial qualities are nurtured via Young Manager Contests, Ethical Dilemma Simulations, and Cross-Functional Business Challenges, shaping them into confident future leaders.

#### **4. Industry Exposure and Holistic Growth**

Panel discussions with experts, AI in Business Analytics workshops, and sector-focused research projects provide industry insights.

Together with financial literacy exercises like Mutual Fund Reviews and Stock Market Simulations, these initiatives promote holistic development and prepare students to thrive in dynamic business environments.



## Master of Business Administration

### MBA III SEM: SEC A & B

### Association Classes

S.NO	Date	Activity	Participation	Remarks
1.	13-08-2025	Stock Market Simulation (Virtual Trading Challenge)	Students	
2.	20-08-2025	Marketing Pitch Competition (Create & Sell a Product)	Students	
3.	03-09-2025	HR Role Play: Conflict Resolution Scenarios	Students	
4.	10-09-2025	Business Analytics Hackathon (Case-Based Data Challenge)	Students	
5.	17-09-2025	Brand Positioning Game (Marketing Strategy Simulation)	Students	
6.	24-09-2025	Finance Treasure Hunt (Clues Based on Financial Concepts)	Students	
7.	16-02-2025	Panel Discussion with Industry Experts (HR & Analytics Trends)	Students	
8.	15-10-2025	Startup Idea Pitching (Young Entrepreneurs)	Students	
9.	22-10-2025	Case Study Marathon (Marketing Failures & Learnings)	Students	
10.	29-10-2025	AI in Business Analytics Workshop (Hands-On)	Students	
11.	05-11-2025	Cross-Functional Business Simulation (Finance + Marketing + HR)	Students	
12.	12-11-2025	Debate: 'Will AI Replace Managers?'	Students	
13.	19-11-2025	Ethical Dilemma Role Play (HR & Business Ethics)	Students	
14.	26-11-2025	Quiz Bowl: Inter-Departmental Business Quiz	Students	
15.	03-12-2025	Young Manager of the Year Contest (Leadership Simulation)	Students	

**SIGNATURE OF FACULTY**

**HEAD OF THE DEPARTMENT**





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

**Class: M.B.A Sec-B**

**Semester: III**

**A. Y: 2025-**

**26**

**Sub: Seminar-2**

**M.S.**

**CHAKRAVARTHY**

S.NO	Date	Topic	Remarks
1	11.08.25	INTRODUCTION, EXPLANATION REGARDING THE IMPORTANCE OF SEMINAR	
2	18.08.25	PROJECT DISCUSSION	
3	25.08.25	JAM SESSION	
4	01.09.25	ROLE PLAY	
5	08.09.25	JAM SESSION	
6	15.09.25	GROUP DISCUSSION	
7	22.09.25	GROUP DISCUSSION	
8	29.09.25	ROLE PLAY	
9	06.10.25	1 st MID EXAM	
9	13.10.25	MOCK INTERVIEW	
10	20.10.25	MOCK INTERVIEW	
11	27.10.25	AD MAKING	
13	03.11.25	DEBATE	
14	10.11.25	ROLE PLAY	
15	17.11.25	ETHICAL VALUES FOR MANAGERS-SEMINAR	
16	24.11.25	CORPORATE SOCIAL RESPONSIBILITY	
17	08.12.25	2 <sup>ND</sup> MID EXAM	

**Faculty**

**HOD**



# **LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING** **(AUTONOMOUS)**

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

**Class: MBA  
SECTION B**

**Semester: III**

**A.Y: 2025-26**

**Sub: SL**

**M.S. CHAKRAVARTHY**

<b>S.NO</b>	<b>Date</b>	<b>Topic</b>	<b>Remarks</b>
1	14.08.25	Green economy	
2	21.08.25	Global energy crisis Stock Market	
3	28.08.25	Analysis of stock market	
4	4.09.25	Effect of Climate Change on Indian Economy	
5	11.09.25	India's Tourism Industry Post-Covid	
6	18.09.25	Stock Market	
7	25.09.25	India as a developed country by 2047	
8	2.10.25	Impact of 5G in india	
9	9.10.25	I ST MID EXAMS	
10	16.10.25	India – Sri Lanka relations	
11	23.10.25	Challenges for the FinTech industry	
13	30.10.25	China's economic slowdown	
14	06.11.25	Canada crisis	
15	13.11.25	INDIA-PAKISTAN CRISIS	
16	20.11.25	INDIAS NUCLEAR PROGRAMME	
17	27.11.25	RUSSIA –UKRAINE	
18	02.12.25	2 ND MID EXAMS	

**SIGNATURE OF FACULTY**

**HEAD OF THE DEPARTMENT**





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## MASTER OF BUSINESS ADMINISTRATION (Revised) PG Timetable (R23)

Course/ Section : MBA-III Sem.A/S  
Classroom : 5S01

A.Y : 2025-2026  
W.E.F : 11.08.2025

Classroom				7.5501				
	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	Tally VBA LAB (IT Dept.)			LUNCH	BPSM	P&RM/SMRM/ DMBD	EC&DM	Sports/ Yoga
TUE	MIR/ADBM/DS	BPSM	P&RM/SMRM/ DMBD		SAPM	FMS	EC&DM	
WED	SAPM	MIR/ADBM/ DS	EC&DM		Association			
THUS	Internship (Civil Dept.)				P&RM/SMRM/ DMBD	SAPM	CL	
FRI	MIR/ADBM/DS	FMS	BPSM		SAPM	EC&DM	SEM	
SAT	EC&DM	FMS	BPSM		P&RM/SMRM/ DMBD	MIR/ADBM/DS	SL	

S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
1	23MB12	BP&SM (4)	Business Policy & Strategic Management	Mrs.Y.Nagamani (T922)
2	23MB13	E&DM (4)	E-Commerce & Digital Markets	Ms.T. Meghana (T1006)
3	23MB21	SAPM (4)	Security Analysis and Portfolio Management	Dr.U. Rambabu (T595)
4	23MB22	FMS(4)	Financial Markets and Services	Dr.R. Jeyalakshmi (T471)
5	23MB25	PRM (4)	Performance and Reward Management	MrsP.B. Lavanya (T T1008)
6	23MB26	MIR(4)	Management of Industrial Relations	Dr. K. Deepika (T838)
7	23MB29	SM&RM (4)	Services Marketing & Retail Management	Dr.D. Venkateswarlu (T472)
8	23MB30	AD&BM (4)	Advertising and Brand Management	Mrs P.B Lavanya (T T1008)
9	23MB33	DMBD (4)	Data Mining for Business Decisions	Dr.O. Naresh (T 903)
10	23MB36	DS (4)	Data Science using R	Dr. Venu Gopal (T 850)
11	23MB75	T&VBA LAB (3)	Tally & VBA Lab	Mr.Y.Babu (T966) Dr. U. Rambabu (T595)
12	23MB76	INT (3)	Internship	Dr.O.Naresh (T903) Dr.R. Jeyalakshmi (T471)
13		ASSOC (3)	Association	Dr.O. Naresh (T 903) Dr.K. Bhanu Prakash (Adjunct faculty) Mr.L.Venugopal (T805)
14		SEM (1)	Seminar	Mrs.Y.Nagamani (T922)
15		CL (1)	Counselling	Mr.S. Chakravarthy (T451)
16		SL (1)	Self-learning (NPTEL/Library)	Mr.S. Chakravarthy (T451)

Class Teacher  
(Dr.D.Venkateswarlu)

Timetable In-charge  
(Dr.O. Naresh)

HOD  
(Dr.K.Deepika)

Dean of Academics  
(Dr.M.Srinivasa Rao)

Principal  
(Dr. K. Appa Rao)





**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING**  
(AUTONOMOUS)

Approved by AICTE, New Delhi and Permanently affiliated to JNTUK, Kakinada  
L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230



**MASTER OF BUSINESS ADMINISTRATION (Revised)**

**PG Timetable (R23)**

Course/ Section : MBA-III Sem.B/S  
Classroom : 5S02

A.Y : 2025-2026  
W.E.F : 11.08.2025

	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	EC&DM	BPSM	SEM	LUNCH	FMS	P&RM/SMRM/ DMBD	SAPM	Sports/ Yoga
TUE	MIR/ADBM/ DS	FMS	P&RM/SMRM/ DMBD		EC&DM	BPSM	SAPM	
WED	FMS	MIR/ADBM/ DS	EC&DM		Association			
THUS	BPSM	SAPM	CL		P&RM/SMRM/ DMBD	SL	FMS	
FRI	MIR/ADBM/ DS	SAPM	EC&DM		Internship (Civil Dept.)			
SAT	Tally VBA LAB (IT Dept.)				P&RM/SMRM/ DMBD	MIR/ADBM/ DS	BPSM	

S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
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2	23MB13	E&DM (4)	E-Commerce & Digital Markets	Mr.B.Kalyan Kumar (T700)
3	23MB21	SAPM (4)	Security Analysis and Portfolio Management	Dr. U. Rambabu (T595)
4	23MB22	FMS(4)	Financial Markets and Services	Dr.R. Jeyalakshmi (T471)
5	23MB25	PRM (4)	Performance and Reward Management	Mrs.P.B.Lavanya (T T1008)
6	23MB26	MIR(4)	Management of Industrial Relations	Dr. K. Deepika (T838)
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13		ASSOC (3)	Association	Mr.S. Chakravarthy (T451) Mrs.P.B Lavanya (T ) Dr.K. Bhanu Prakash (Adjunct faculty)
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*Dr. R. Jeyalakshmi*  
Class Teacher  
(Dr.R.Jeyalakshmi)

*Dr. O. Naresh*  
Timetable In-charge  
(Dr.O. Naresh)

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



**College Code:**

**76**

## **MASTER OF BUSINESS ADMINISTRATION**

### **COURSE HANDOUT**

#### **Part-A**

**PROGRAM** : MBA, III SEM – **Section-A&B**  
**ACADEMIC YEAR** : 2025-2026  
**COURSE NAME & CODE:** Business Policy & Strategic Management –23MB12  
**L-T-P STRUCTURE** : 4-0-0  
**COURSE CREDITS** : 3  
**COURSE INSTRUCTOR** : Y. NAGAMANI  
**COURSE COORDINATOR:** Y. NAGAMANI  
**PRE-REQUISITES:** Business Policy & Strategic Management / Theory/Tools.

#### **COURSE EDUCATIONAL OBJECTIVES (CEOs):**

1. To familiarize the students with the business policies
2. To understand the business policies and decision making and their role in strategic management
3. To understand strategic management as the art and science of formulating, implementing and evaluating the variety of work activities strategically in order to achieve the productivity-based goals.
4. To know the role of strategic management in strategic issues – entrepreneurship, ventures etc.,
5. To know the significance of strategic management in organizational excellence.

#### **COURSE OUTCOMES (COs)**

**At the end of the course students would be able to**

1. To familiarize with the concepts of business policies and facilitate to develop strategic thinking through case analysis.
2. To provide the information about business policies and their role in decisions and strategic management.
3. To provide information relating to concepts in strategic Management, strategy formulation, strategy implementation In different perspectives of decision making for organizational effectiveness
4. To adopt technical and managerial knowledge while dealing any other different situations with required evaluation and control.
5. To know strategic issues in promoting business environment of various business issues.

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

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

**1 = Slight (Low) 2 = Moderate (Medium) 3-Substantial (High)**

**BOS APPROVED TEXT BOOKS:**

- T1** Concepts in Strategic management and Business Policy – Thomas L. Wheelen & J. David Hungerford – 13<sup>th</sup> edition – Pearson publications, New Delhi. 2013.
- T2** Arthur A. Thompson Jr. A.J. Strickland III & John E. Gamble Crafting and Executing Strategy: The Quest for Competitive Advantage- Concepts and Cases.

**BOS APPROVED REFERENCE BOOKS:**

- R1** Strategic Management: VSP Rao & V. Hari Krishna - Text and Cases. N. Delhi: Excel Books. 2008.
- R2** Cases in Strategic Management, Amita Mital- Tata McGraw Hill, New Delhi, 2008

**Part-B****COURSE DELIVERY PLAN (LESSON PLAN):B -section****UNIT-I : Introduction to Business policies**

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.	Orientation – BPSM	01	11/8/25		TLM2	CO1	T2,R3	
2.	Orientation – BPSM	01	12/8/25		TLM1	CO1	T2,R3	
3.	Introduction, Overview of Business Policies, Importance of Business Policies,	01	14/8/25		TLM1/TLM 7	CO1	T2,R3	
4.	Definitions of Policy, Procedures, Process and Programmes,	01	18/8/25		TLM2/10	CO1	T2,R3	
5.	Definitions of Policy, Procedures, Process and Programmes,	01	19/8/25		TLM2/7	CO1	T2,R3	
6.	Types of Policies, Business Policy Statements, Corporate Culture	01	21/8/25		TLM1/6	CO1	T2,R3	
7.	Types of Policies, Business Policy Statements, Corporate Culture	01	22//8/25		TLM2/1	CO1	T2,R3	
8.	Types of Policies, Business Policy Statements, Corporate Culture	01	25/8/25		TLM1	CO1	T2,R3	
No. of classes required to complete UNIT-I		08			No. of classes taken:			

## UNIT-II : Business Policy and Decision Making

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
9.	Introduction, Factors Considered Before Framing Business Policies,	01	26/8/25		TLM2	CO2	T2,R3	
10.	Introduction, Factors Considered Before Framing Business Policies,	01	29/8/25		TLM1	CO2	T2,R3	
11.	Steps Involved in Framing Business Policies, Policy Cycle and its Stages,	01	1/9/25		TLM1	CO2	T2,R3	
12.	Steps Involved in Framing Business Policies, Policy Cycle and its Stages,	01	2/9/25		TLM1	CO2	T2,R3	
13.	Steps Involved in Framing Business Policies, Policy Cycle and its Stages,	01	4/9/25		TLM2	CO2	T2,R3	
14.	Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making	01	5/9/25		TLM1	CO2	T2,R3	
15.	Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making	01	8/9/25		TLM2	CO2	T2,R3	
16.	Introduction, Factors Considered Before Framing Business Policies,	01	9/9/25		TLM2	CO2	T2,R3	
No. of classes required to complete UNIT-II		08			No. of classes taken:			



### UNIT-III: Introduction to Strategic Management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learn ing Outco me COs	Text Book followed	HOD Sign Weekly
17.	Basic Concepts in Strategic Management, Strategic Management as a process	01	11/9/25		TLM2	CO3	T2,R3	
18.	Developing a strategic vision, Mission, Objectives, Policies and benefits of Strategic management	01	12/9/25		TLM1	CO3	T2,R3	
19.	Developing a strategic vision, Mission, Objectives, Policies and benefits of Strategic management	01	15/9/25		TLM2	CO3	T2,R3	
20.	Environmental scanning: Identifying external and internal factors	01	16/9/25		TLM1	CO3	T2,R3	
21.	Environmental scanning: Identifying external and internal factors-	01	18/9/25		TLM2	CO3	T2,R3	
22.	Industry analysis –	01	19/9/25		TLM1/2	CO3	T2,R3	
23	Porter’s approach to industry analysis	01	22/9/25		TLM1/10/7	CO3	T2,R3	
23.	MID-1 EXAMINATIONS 06.10.25 TO 11.10.25							
24.	Basic Concepts in Strategic Management, Strategic Management as a process	01	23/9/25		TLM1/2	CO3	T2,R3	
25.	Developing a strategic vision, Mission, Objectives, Policies and benefits of Strategic management	01	25/9/25		TLM2/6	CO3	T2,R3	
No. of classes required to complete UNIT-III		08			No. of classes taken:			

### UNIT-IV : Strategy Formulation and Implementation

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
26.	Strategy formulation and its Process - significance- practices Business strategy situational analysis- SWOT	01	26/9/25		<b>TLM2</b>	CO4	T2,R3	
27.	Strategy formulation and its Process - significance- practices Business strategy situational analysis- SWOT	01	27/9/25		<b>TLM6</b>	CO4	T2,R3	
28.	Strategy formulation and its Process - significance- practices Business strategy situational analysis- SWOT	01	29/9/25		<b>TLM6/7</b>	CO4	T2,R3	
29.	EFAS – IFAS matrices – BCG matrix	01	3/10/25		<b>TLM1</b>	CO4	T2,R3	
30.	EFAS – IFAS matrices – BCG matrix	02	4/10/25		<b>TLM1</b>	CO4	T2,R3	
31.	Strategy implementation: Process and importance	01	6/10/25		<b>TLM1/2</b>	CO4	T2,R3	
32.	Develop programmes, budgets, procedures	01	7/10/25		<b>TLM6/7</b>	CO4	T2,R3	
33.	International issues in strategic management implementation	01	9/10/25		<b>TLM2/6</b>	CO4	T2,R3	
34.	International issues in strategic management implementation	01	10/10/25		<b>TLM2</b>	CO4	T2,R3	
35.	International issues in strategic management implementation	02	11/10/25		<b>TLM2/10</b>	CO4	T2,R3	
36.	Review	01	13/10/25		<b>TLM1</b>	CO4	T2,R3	
No. of classes required to complete UNIT-IV		11			No. of classes taken:			

### UNIT-V: Strategy Evaluation and 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
37	Strategic evaluation and control	01	14/10/25		TLM2	CO5	T2,R3	
38	Definition of strategy evaluation	02	16/10/25		TLM6	CO5	T2,R3	
39	Meaning of strategy evaluation	01	14/10/25		TLM6/7	CO5	T2,R3	
40	Importance of of strategy evaluation	02	18/10/25		TLM1	CO5	T2,R3	
41	Nature of strategy evaluation	01	20/10/25		TLM1	CO5	T2,R3	
42	process of strategy evaluation	02	24/10/25		TLM1/2	CO5	T2,R3	
43	Significance of strategy evaluation	01	25/10/25		TLM6/7	CO5	T2,R3	
44	Strategy control importance	01	27/10/25		TLM2/6	CO5	T2,R3	
45	Strategy control &types of control	01	28/10/25		TLM2	CO5	T2,R3	
46	Balanced scorecard approach	01	30/10/25		TLM2/10	CO5	T2,R3	
47	problems in measuring performance	02	31/10/25		TLM1	CO5	T2,R3	
48	strategic issues: Entrepreneurial ventures	02	1/11/25		TLM2	CO5	T2,R3	
49	strategic issues: small businesses,	02	4/11/25		TLM6	CO5	T2,R3	
50	Various factors affect the new venture	01	7/11/25		TLM6/7	CO5	T2,R3	
51	Importance of Entrepreneurship.	01	8/11/25		TLM1	CO5	T2,R3	
52	Strategy evaluation and process and significance measuring performance	2	10/11/25		TLM1	CO5	T2,R3	
No. of classes required to complete UNIT-V		22			No. of classes taken:			

53.	Review	01	13/11/25		TLM2	CO5	T2,R3	
54	Report Writing presentations	02	15/11/25		TLM1			
55	Report Writing presentations	01	18/11/25		TLM1			
56	Report Writing presentations	02	25/11/25		TLM1			
57.	Report Writing presentations	01	6/12/25		TLM1	CO5	T2,R3	
No. of classes required to complete UNIT-V					No. of classes taken:			
II MID EXAMS:8/12/2025-13/12/2025								

<b>Teaching Learning Methods</b>			
<b>TLM1</b>	Chalk and talk/debate	<b>TLM1</b>	Demonstration (Lab/Field Visit)
<b>TLM2</b>	PPT/role play /GD/case study	<b>TLM2</b>	ICT (NPTEL/Swayam Prabha/MOOCs)
<b>TLM3</b>	Tutorial	<b>TLM6</b>	Group Discussion/Project

### Part – C

#### EVALUATION PROCESS:

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

#### **Programme Outcomes (PO's)**

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

Course Instructor	Course Coordinator	Module Coordinator	HOD

**COURSE HANDOUT****Section-A****Part-A**

**PROGRAM** : MBA., III-Sem.

**ACADEMIC YEAR** : 2025-26

**COURSE NAME & CODE** : E COMMERCE AND DIGITAL MARKETS-23MB13

**L-T-P STRUCTURE** : 4-0

**COURSE CREDITS** : 4

**COURSE INSTRUCTOR** : Dr.R.Jeyalakshmi , T.Meghana

**COURSE CORDINATOR** : Dr.D.Venkateshwarlu

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

1	To understand the concepts of e-business and the business models used in e-commerce
2	To learn about the e-commerce enablers and infrastructure
3	To develop an insight into supply chain management
4	To analyze the socio, political, and ethical issues in e-commerce.
5	To develop an understanding of e-markets and e-commerce payment systems

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

1	Introduce the concept of e-business and the business models used in E-commerce.
2	Elucidate the e-commerce enablers and infrastructure.
3	Enable the students to learn about supply chain management used by E-commerce players.
4	Analyze the socio, political, and ethical issues in e-commerce.
5	Develop an insight into e-markets and e-commerce systems.

**CO-PO Articulation Matrix:**

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

1 = Slight (Low)      2 = Moderate (Medium)      3-Substantial (High)

**Part-B**

**COURSE DELIVERY PLAN (LESSON PLAN): SECTION -A**

**UNIT-I :E Commerce business models**

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.	Unit 1 E-commerce business models	1	11-08-2025		TLM1	CO1	T1,R1	
2.	The revolution continues	1	13-08-2025		TLM1	CO1	T1,R1	
3.	E-commerce business models	1	18-08-2025		TLM1	CO1	T1,R1	
4.	B2B Models	1	20-08-2025		TLM1	CO1	T1,R1	
5.	B2G G2C models for emerging Ecommerce area	1	22-08-2025		TLM1	CO1	T1,R1	
6.	Customer to customer business model	1	23-08-2025		TLM1	CO1	T1,R1	
7.	P2P business model	1	25-08-2025		TLM2	CO1	T1,R1	
8.	M Commerce models IT in business	1	29-08-2025		TLM1	CO1	T1,R1	
9.	Functional business system	1	30-08-2025		TLM1	CO1	T1,R1	
10.	Cross functional enterprise systems and applications	1	01-09-2025		TLM3	CO1	T1,R1	
11.	E business models	1	03-09-2025		TLM2	CO1	T1,R1	
12.	Enterprise e-business systems	1	05-09-2025		TLM2	CO1	T1,R1	
13.	Review	1	06-09-2025		TLM1	CO1	T1,R1	
No.of classes required to complete UNIT-I		13			No. of classes taken:			

## UNIT-II : E commerce enablers

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
14.	E commerce enablers	1	08-09-2025		TLM1	CO2	T1,R1	
15.	Internet and its impact on business strategy	1	10-09-2025		TLM1	CO2	T1,R1	
16.	Pre and post covid 19 pandemic	1	12-09-2025		TLM1	CO2	T1,R1	
17.	Industry structure Industry value chain	1	13-09-2025		TLM1	CO2	T1,R1	
18.	Firm value chain	1	15-09-2025		TLM1	CO2	T1,R1	
19.	E Commerce infrastructure	1	17-09-2025		TLM2	CO2	T1,R1	
20.	Internet Web and mobile plat forms	1	19-09-2025		TLM2	CO2	T1,R1	
21.	Internet Web and mobile plat forms	1	20-09-2025		TLM1	CO2	T1,R1	
22.	Review	1	22-09-2025		TLM1	CO2	T1,R1	
23.	Review	1	24-09-2025		TLM3	CO2	T1,R1	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

## UNIT-III: Supply chain management in E Commerce

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
24	B2B E commerce	1	26-09-2025		TLM2	CO3	T2,R2	
25	Supply chain management and collaborative commerce	1	27-09-2025		TLM1	CO3	T2,R2	
26	Introduction to CRM	1	29-09-2025		TLM1	CO3	T2,R2	
27	Building E Commerce presence	1	01-10-2025		TLM1	CO3	T2,R2	
28	Websites Mobile sites and Apps	1	03-10-2025		TLM2	CO3	T2,R2	
29	Websites Mobile sites and Apps	1	04-10-2025		TLM2	CO3	T2,R2	
	<b>I Mid exams</b>		<b>06/10/25-11/10/25</b>				T2,R2	
30	Websites Mobile sites and Apps	1	14-10-2025		TLM2	CO3	T2,R2	
31	E commerce marketing communication	1	15-10-2025		TLM2	CO3	T2,R2	
32	Pre and post covid pandemic	1	17-10-2025		TLM1	CO3	T2,R2	
33	Review & Tutorial	1	18-10-2025		TLM1	CO3	T2,R2	
34	Review & Tutorial	1	21-10-2025		TLM3	CO3	T2,R2	
35	Case studies	1	22-10-2025		TLM1	CO3	T2,R2	
No. of classes required to complete UNIT-III		12			No. of classes taken:			

**UNIT-IV: Social, political and ethical issues**

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
36	Social, political and ethical issues	1	24-10-2025		TLM1	CO 4	T2,R3	
37	In E commerce	1	25-10-2025		TLM2	CO 4	T2,R3	
38	Online retailing and services	1	28-10-2025		TLM1	CO 4	T2,R3	
39	Online content and media	1	29-10-2025		TLM2	CO 4	T2,R3	
40	Social networks and Auctions	1	31-10-2025		TLM1	CO 4	T2,R3	
41	Portals	1	01-11-2025		TLM1	CO 4	T2,R3	
42	Review	1	04-11-2025		TLM1	CO 4	T2,R3	
No. of classes required to complete UNIT-IV		7			No. of classes taken:			

**UNIT-V E markets**

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
43	Functions E markets vs traditional markets	1	05-11-2025		TLM1	CO 5	T2,R3	
44	E market success factors	1	07-11-2025		TLM1	CO 5	T2,R3	
45	E market technology solutions	1	08-11-2025		TLM2	CO 5	T2,R3	
46	E procurement Purchasing process	1	12-11-2025		TLM2	CO 5	T2,R3	
47	Developments in IT purchasing	1	14-11-2025		TLM2	CO 5	T2,R3	
48	E procurement models Solutions systems	1	15-11-2025		TLM1	CO 5	T2,R3	
49	Essential e commerce process	1	18-11-2025		TLM2	CO 5	T2,R3	
50	Essential e commerce process	1	19-11-2025		TLM2	CO 5	T2,R3	
51	Electronic payment process	1	21-11-2025		TLM2	CO 5	T2,R3	
52	E commerce application trends	1	22-11-2025		TLM2	CO 5	T2,R3	
No. of classes required to complete UNIT-V		10			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
53	Reports & presentations	1	25-11-2025					
54	Reports & presentations	1	26-11-2025					
55	Reports & presentations	1	28-11-2025					



56	Reports & presentations	1	29-11-2025					
57	Reports & presentations	1	02-12-2025					
58	Reports & presentations	1	03-12-2025					
59	Reports & presentations	1	05-12-2025					
60	Reports & presentations	1	06-12-2025					

Teaching Learning Methods			
<b>TLM1</b>	Chalk and Talk	<b>TLM4</b>	Demonstration (Lab/Field Visit)
<b>TLM2</b>	PPT	<b>TLM5</b>	ICT (NPTEL/Swayam Prabha/MOOCs)
<b>TLM3</b>	Tutorial	<b>TLM6</b>	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: <b>A+B=75%</b> 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
<b>Cumulative Internal Examination : A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

#### BOS APPROVED TEXT BOOKS

**(T1)** :Laudon Kenneth C ; E commerce : Business Technology and society PHI 2019, 15th edition

**(T2)** :Bhanver J & Bhanver K 2017 – click the amazing story of India’s E commerce Boom and where it’s headed; Hachette

#### BOS APPROVED REFERENCE BOOKS

**(R1)**Bhaskar B (2009)- Electronic Commerce ; Frame work technologies and applications TMH New delhi

**(R2)**Erismann P (2017) Six billion shoppers ; The companies winning the global ecommerce boom Pearson education

**(R3)** Kalakota.R. & Whinston A.B.(2009)- Electronic commerce: a Manager’s Guide, New Delhi

### **PROGRAMME EDUCATIONAL OBJECTIVES :**

1. 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.
2. 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.
3. 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.

### **PROGRAMME 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.

<b>Dr.R.Jeyalakshmi</b> <b>Course Instructor</b>	<b>Dr.D.Venkateswarlu</b> <b>Course Coordinator</b>	<b>Dr.D.Venkateswarlu</b> <b>Module Coordinator</b>	<b>Dr.K.Deepika</b> <b>HOD</b>



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EEE, IT & ME  
Under Tier-I



CGPA: 3.20/4

## **MASTER OF BUSINESS ADMINISTRATION**

### **COURSE HANDOUT**

#### **PART-A**

Name of Course Instructor	: Dr.U.RAMBABU	
Course Name & Code	: Security Analysis and Portfolio Management &23MB21	
L-T-P Structure	: 3-0-0	Credits : 3
Program/Sem/Sec	: MBA., III-Sem., Sections- A	A.Y : 2025-26

#### **COURSE EDUCATIONAL OBJECTIVES (CEO'S):**

1. To acquaint the students with working knowledge of investment
2. To provide students with a conceptual and analytical framework for evaluating a financial security
3. To familiarize students with fundamental analysis and technical analysis
4. To construct the optimum portfolio by diversifying risk and maximizing return
5. To familiarize students with portfolio evaluation and management techniques and strategies.

#### **COURSE OUTCOMES (CO'S):**

At the end of the course students would be able to

CO1 :Apply practical knowledge of investment principles to real-world scenarios.

CO2 :Evaluate financial securities using a conceptual and analytical framework.

CO3 :Analyze financial instruments through both fundamental and technical approaches.

CO4 :Synthesize risk diversification techniques to construct an optimal portfolio.

CO5 :Utilize portfolio evaluation and management techniques for effective decision-making

#### **CO-PO Articulation Matrix:**

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

1 = Slight (Low)

2 = Moderate (Medium)

3-Substantial (High)

#### **Textbooks**

1. Donald E. Fisher, Ronald J. Jordan, "Security Analysis and Portfolio Management", Prentice Hall of India (P) Ltd., New Delhi, 7th Edition 2018.
2. Jack Clark Frances, "Investment Analysis and Management", McGraw Hill Book Company New York.

#### **Reference Books**

1. Ranganatham & Madhumathi Security Analysis Portfolio Management, Pearson Education, 2011.
2. Sudhindra Bhat Security Analysis and Portfolio Management, 2017, excel.



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## **PART-B**

### **COURSE DELIVERY PLAN (LESSON PLAN):**

UNIT -1 INVESTMENT						
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 about the SAPM Subject and discuss CEO and CO	1	12/08/2025		TLM1	
2	Investment -Meaning-Types	1	13/08/2025		TLM1	
3	Objectives, Process	1	14/08/2025		TLM2	
4	Investment Vs Speculation Vs Gambling	1	19/08/2025		TLM2	
5	Primary and Secondary Markets	1	20/08/2025		TLM2	
6	Indices , Types of orders	1	21/08/2025		TLM2	
7	Margin trading, Trading Mechanism	1	22/08/2025		TLM2	
8	Online mock, and Virtual trading	1	26/08/2025		TLM2	
9	Portfolio theory: Concept of Risk	1	27/08/2025		TLM2	
10	Measuring risk and returns	1	28/08/2025		TLM2	
11	Risk classification- Systematic risk – unsystematic risk	1	29/08/2025		TLM2	
12	Standard deviation – variance, Correlation coefficient- Beta	1	02/09/2025		TLM2	
13	Calculating expected return and risk	1	03/09/2025		TLM2	
14	Financial calculations in Excel using the data from NSE and BSE (Smart beta)	1	04/09/2025		TLM2	
No. of classes required to complete UNIT-I:14				No.of classes taken		
UNIT-II Securities valuation						
S.no	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
15	Approaches of valuation- fixed income valuation	1	05/09/2025		TLM1	
16	Bond valuation- Types of Bonds ,Interest Rates, Term Structure of Interest Rates	1	09/09/2025		TLM1	
17	Measuring Bond Yields, Yield to Maturity, Yield to Call, Holding Period Return,	1	10/09/2025		TLM2	
18	Bond Pricing Theorems	1	11/09/2025		TLM2	
19	Bond Duration, Modified Duration	1	12/09/2025		TLM2	
20	Active and Passive	1	16/09/2025		TLM2	
21	Bond Management Strategies	1	17/09/2025		TLM2	
22	Bond immunization, Bond Volatility, Bond Convexity	1	18/09/2025		TLM2	
23	Equity stock ,Valuation -Discounted Cash Flow Techniques,	1	19/09/2025		TLM2	
24	Dividend Discount Models, Growth Rate cases for DDM	1	23/09/2025		TLM2	
25	Free Cash Flow Valuation Approaches ,Relative Valuation Techniques, Earnings Multiplier Approach	1	24/09/2025		TLM2	
26	Price/ Earnings, Price/ Book Value, Price/ Sales Ratio, EVA.	1	25/09/2025		TLM2	
No. of classes required to complete UNIT-II:12				No.of classes taken		



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### UNIT-III: Fundamental analysis and technical analysis

S.no	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
27	Fundamental Analysis Vs Technical Analysis	1	26/09/2025		TLM2	
28	Fundamental Analysis-- Economy	1	14/10/2025		TLM2	
29	Industry and Company analysis	1	15/10/2025		TLM2	
30	Technical Analysis-Dow Theory	1	16/10/2025		TLM2	
31	Line chart, Bar chart, Candle stick chart, Point figure chart	1	17/10/2025		TLM2	
32	Support level, Resistance Level	1	21/10/2025		TLM2	
33	Head and Shoulders.	1	22/10/2025		TLM2	
34	Using Excel for charts. Specific five indicators.	1	23/10/2025		TLM2	
No. of classes required to complete UNIT-III:8				No. of classes taken:		

### UNIT-IV: Portfolio Analysis:

S.no	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
35	Risk and Return Analysis	1	24/10/2025		TLM2	
36	Markowitz Portfolio Theory	1	28/10/2025		TLM1	
37	Problems	1	29/10/2025		TLM1	
38	Mean-Variance Approach	1	30/10/2025		TLM2	
39	Portfolio Selection,	1	31/10/2025		TLM2	
40	Efficient Portfolios	1	04/11/2025		TLM2	
41	Single Index Model,	1	05/11/2025		TLM2	
42	Problems	1	06/11/2025		TLM1	
43	Capital Asset Pricing Model	1	07/11/2025		TLM2	
44	Problems	1	11/11/2025		TLM1	
45	Arbitrage Pricing Theory	1	12/11/2025		TLM2	
46	Problems	1	13/11/2025		TLM1	
No. of classes required to complete UNIT-IV :12				No. of classes taken		

### UNIT-V: Performance Evaluation of Mutual Fund

S.no	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
47	Mutual Funds, Types of Mutual Funds Schemes	1	14/11/2025		TLM2	
48	Structure,	1	18/11/2025		TLM2	
49	Trends in Indian Mutual Funds,	1	19/11/2025		TLM2	
50	Net Asset Value	1	20/11/2025		TLM2	
51	Risk and Return,	1	21/11/2025		TLM2	
52	Performance Evaluation Models: Sharpe Model, Treynor Model,	1	25/11/2025		TLM2	
53	problems on sharpe index	1	26/11/2025		TLM1	
54	problems on treynor ratio	1	27/11/2025		TLM2	
55	Jensen Model, Fama's Decomposition	1	28/11/2025		TLM1	
56	problems on jensen model	1	02/12/2025		TLM1	
57	Fama's decomposition	1	03/12/2025		TLM1	
58	Financial calculations in excel Exchange-traded funds momentum strategies.	1	04/12/2025		TLM1	
59	Content beyond syllabus	1	05/12/2025		TLM2	
No. of classes required to complete UNIT-V :13				No. of classes taken		



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

### Part – C

#### EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive) <b>A</b>	1,2,3	A=30
II-Mid Examination (Descriptive) <b>B</b>	3,4,5	B=30
Evaluation of Mid Marks: <b>A+B</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 = <b>C</b>	1,2,3,4,5	C=10
<b>Cumulative Internal Examination: A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

#### 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, 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.

Signature				
	Name of the faculty	Name of the course Co-ordinator	Name of the Module Co-ordinator	HOD
	Dr.U. RAMBABU	Dr.R. JEYA LAKSHMI	Dr.R. JEYA LAKSHMI	Dr.K.DEEPIKA



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## **COURSE HANDOUT**

### **Part-A**

**PROGRAM** : MBA III SEM- SEC A

**ACADEMIC YEAR** : 2025-26

**COURSE NAME & CODE** : **Financial Markets and Services – 23MB22**

**L-T-P STRUCTURE** : 4-1-0

**COURSE CREDITS** : 3

**COURSE INSTRUCTOR** : **Dr. R. JEYALAKSHMI**

**COURSE COORDINATOR** : **Dr. R. JEYALAKSHMI**

**PRE-REQUISITES:** Basic knowledge about financial institutions, functions, and statutory bodies.

### **COURSE EDUCATIONAL OBJECTIVES (CEOs):**

- ❖ To provide an insight of Indian financial system for better financial decision making.
- ❖ To make the students understand the fundamental concepts in financial markets..
- ❖ To increase awareness of banking Non-banking financial institutions in India.
- ❖ To highlight various services offered by Financial Institutions.
- ❖ To understand the functions and activities of merchant bankers and follow the SEBI guidelines.

### **COURSE OUTCOMES (COs)**

After completion of the course, the student will be able to

CO1 Understand the structure and various functions of financial institutions in India.

CO2 Describe the operating mechanism of Indian financial markets.

CO3 Extend the structure of banking and Non-banking financial institutions in India.

CO4 Develop an awareness of current structure and regulation of the Indian financial service sector.

CO5 Recite knowledge about roles & functions of merchant banking system in India.

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

CO's / PO's					
	1	2	3	4	5
CO1	3	-	-	3	2
CO2	2	-	-	2	1
CO3	2	1	-	2	2
CO4	2	-	1	2	3
CO5	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).

BOS APPROVED TEXT BOOKS:

**T1** M.Y.Khan, Financial Services, Tata McGraw-Hill, New Delhi,2004

**T2** Clifford Gomez-PHI-July-2017, 2015 Financial Markets, Institutions and Financial services.

BOS APPROVED REFERENCE BOOKS:

**R1** Sames L. Hackett, managing in the service Economy, Harvard Business School Press, boston -2001

**R2** Pathak- Indian Financial System Pearson Education-2014.



**Part-B****COURSE DELIVERY PLAN (LESSON PLAN): Section-A****Unit-I: Introduction to Indian Financial System**

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.	Syllabus discussion	1	11-08-2025		-	-	-	
2.	Introduction to Indian Financial System	1	12-08-2025		<b>TLM1,2</b>	CO1	<b>T1,2</b>	
3.	Financial Markets and Types	1	18-08-2025		<b>TLM1</b>	CO1	<b>T1,2</b>	
4.	Financial Institutions in India	1	19-08-2025		<b>TLM1,6</b>	CO1	<b>T1,2</b>	
5.	The financial system	1	22-08-2025		<b>TLM2</b>	CO1	<b>T1,2</b>	
6.	The financial system and its technology	1	23-08-2025		<b>TLM1,2</b>	CO1	<b>T1,2</b>	
7.	The factors affecting the stability of the financial system	1	25-08-2025		<b>TLM1</b>	CO1	<b>T1,2</b>	
8.	The factors affecting the stability of the financial system	1	26-08-2025		<b>TLM1,2</b>	CO1	<b>T1,2</b>	
9.	Development financial system in India	1	29-08-2025		<b>TLM1,6</b>	CO1	<b>T1,2</b>	
10.	Financial Innovation	1	30-08-2025		<b>TLM1,2</b>	CO1	<b>T1,2</b>	
11.	Financial Innovation	1	01-09-2025		<b>TLM1</b>	CO1	<b>T1,2</b>	
No. of classes required to complete UNIT-I		11			No. of classes taken:			

**Unit-II: Financial Markets:**

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.	Meaning-fundamentals of financial markets	1	02-09-2025		<b>TLM1,2</b>	CO2	<b>T1,2</b>	
13.	Importance of financial markets	1	05-09-2025		<b>TLM1</b>	CO2	<b>T1,2</b>	
14.	Types of financial markets	1	06-09-2025		<b>TLM1</b>	CO2	<b>T1,2</b>	
15.	Types of financial markets	1	08-09-2025		<b>TLM1,2</b>	CO2	<b>T1,2</b>	
16.	financial markets-Money markets	1	09-09-2025		<b>TLM1</b>	CO2	<b>T1,2</b>	
17.	financial markets-Money markets	1	12-09-2025		<b>TLM1,2</b>	CO2	<b>T1,2</b>	
18.	The bond markets	1	13-09-2025		<b>TLM1</b>	CO2	<b>T1,2</b>	
19.	The bond markets	1	15-09-2025		<b>TLM1,2</b>	CO2	<b>T1,2</b>	
20.	Stock market	1	16-09-2025		<b>TLM1,2</b>	CO2	<b>T1,2</b>	
21.	Stock market	1	19-09-2025		<b>TLM1,2</b>	CO2	<b>T1,2</b>	
22.	Foreign exchange markets	1	20-09-2025		<b>TLM1</b>	CO2	<b>T1,2</b>	
23.	Foreign exchange	1	22-09-2025		<b>TLM1,6</b>	CO2	<b>T1,2</b>	

	markets							
No. of classes required to complete UNIT-II		12			No. of classes taken:			
MID-1 06-10-2025 TO 11-10-2025								

### Unit-III The Banking and Non-Banking Financial Institutions:

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
24.	RBI introduction function	1	23-09-2025		<b>TLM1</b>	CO3	<b>T1,2</b>	
25.	Commercial banks-private and public	1	26-09-2025		<b>TLM1,2</b>	CO3	<b>T1,2</b>	
26.	Comparative performance of private and public sector banks	1	27-09-2025		<b>TLM1,2</b>	CO3	<b>T1,2</b>	
27.	The problems of competition	1	13-10-2025		<b>TLM1,2</b>	CO3	<b>T1,2</b>	
28.	Interest rates, spreads and NPA	1	14-10-2025		<b>TLM1</b>	CO3	<b>T1,2</b>	
29.	A perspective on future role	1	17-10-2025		<b>TLM1,2</b>	CO3	<b>T1,2</b>	
30.	Mutual Funds – introduction	1	18-10-2025		<b>TLM1,2</b>	CO3	<b>T1,2</b>	
31.	Mutual Funds – introduction	1	20-10-2025		<b>TLM1,2</b>	CO3	<b>T1,2</b>	
32.	Unit Trust of India	1	24-10-2025		<b>TLM1</b>	CO3	<b>T1,2</b>	
33.	Unit Trust of India	1	25-10-2025		<b>TLM1</b>	CO3	<b>T1,2</b>	
No. of classes required to complete UNIT-III		10			No. of classes taken:			

### Unit – IV Financial Services:

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
34.	Financial services: introduction	1	27-10-2025		<b>TLM1</b>	CO4	<b>T1,2</b>	
35.	Asset/fund based Financial services	1	28-10-2025		<b>TLM1,2</b>	CO4	<b>T1,2</b>	
36.	lease finance	1	31-10-2025		<b>TLM2</b>	CO4	<b>T1,2</b>	
37.	consumer credit hire purchase finance	1	01-11-2025		<b>TLM1</b>	CO4	<b>T1,2</b>	
38.	factoring definition,	1	03-11-2025		<b>TLM1,6</b>	CO4	<b>T1,2</b>	
39.	Functions, advantages of factoring	1	04-11-2025		<b>TLM1</b>	CO4	<b>T1,2</b>	
40.	bills discounting, housing finance,	1	07-11-2025		<b>TLM1</b>	CO4	<b>T1,2</b>	

41.	Venture capital financing.	1	08-11-2025		<b>TLM1,2</b>	CO4	<b>T1,2</b>	
42.	Fee-based services: Stock broking,	1	10-11-2025		<b>TLM1,6</b>	CO4	<b>T1,2</b>	
43.	credit rating	1	11-11-2025		<b>TLM1</b>	CO4	<b>T1,2</b>	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

#### Unit –V Merchant Banking Services:

Unit - V Merchant Banking Services								
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
44.	M B Services: introduction	1	14-11-2025		<b>TLM1</b>	CO5	<b>T1,2</b>	
45.	Role & Functions of M B Issue	1	15-11-2025		<b>TLM1,2</b>	CO5	<b>T1,2</b>	
46.	Market and Other Services Corporate Advisory Services	1	17-11-2025		<b>TLM1,2</b>	CO5	<b>T1,2</b>	
47.	SEBI guidelines on M B	1	18-11-2025		<b>TLM1</b>	CO5	<b>T1,2</b>	
48.	Functions of MBs underwriter	1	21-11-2025		<b>TLM2</b>	CO5	<b>T1,2</b>	
49.	Banker, registrar	1	22-11-2025		<b>TLM1,2</b>	CO5	<b>T1,2</b>	
50.	debenture trustee, portfolio manager	1	24-11-2025		<b>TLM1</b>	CO5	<b>T1,2</b>	
51.	R &P	1	25-11-2025					
52.	R &P	1	28-11-2025					
53.	R &P	1	29-11-2025					
54.	R &P	1	01-12-2025					
55.	R &P	1	02-12-2025					
56.	R &P	1	05-12-2025					
57.	R &P	1	06-12-2025					
No. of classes required to complete UNIT-V		14			No. of classes taken:			
MID-2 08-12-2025 TO 13-12-2025								

#### 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
58.	Stock market activity	1	27-09-2025		LIVE	CO2	-	
59.	International FM	1	31-10-2025		TLM1	CO5	E-journal	

#### Teaching Learning Methods

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

## Part - C

### EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive + Objective) =A	1,2	A=35
II-Mid Examination (Descriptive+ Objective ) =B	3,4,5	B=35
Evaluation of Mid Marks: <b>A+B</b> =75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=5
<b>Cumulative Internal Examination : A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

### 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 (PO's)

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.R.Jeyalakshmi	Dr.R.Jeyalakshmi	DrA.Adishesha Reddy	Dr.K.Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



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**(AUTONOMOUS)**

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L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230



ASE, CE, CSE, ECE,  
EEE, IT & ME  
Under Tier-I



CGPA: 3.20/4

## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **COURSE HANDOUT**

#### **PART-A**

Name of Course Instructor : Mrs. Lavanya P B

Course Name & Code : Performance and Reward Management (**23MB25**)

L-T-P Structure : 3-0-0

Course Credits : 03

Program/Sem/Sec : MBA., III-Semester

A.Y: 2025-26

**PRE-REQUISITE:** Knowledge of HRM

#### **Course Educational Objectives:**

- 1 To introduce the concept of performance management relating to the continuous assessment of individuals' job performances.
- 2 To enable students understand the performance management as a holistic process.
- 3 To enable students recognize the importance of high performance teams and associated responsibilities of HR managers.
- 4 To familiarize students with the basic concepts of reward management and the related aspects of base pay.
- 5 To familiarize students with the various techniques and methods of recognizing and rewarding individual performance.

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

<b>CO 1</b>	Describe performance management system and various issues and aspects relating to it.
<b>CO 2</b>	Understand the performance management process.
<b>CO 3</b>	Apply the features of high performance teams and appreciate the role of HR professionals in ethical performance management.
<b>CO 4</b>	Restate the position-based and person-based basic pay structures by understanding the value of personal capabilities
<b>CO 5</b>	Apply various techniques and methods of recognizing and rewarding individual performance.

**COURSE ARTICULATION MATRIX (Correlation between COs & POs):**

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

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

**Text Books:**

1. A.S. Kohli & T. Deb: Performance Management, 2nd Impression, Oxford University Press, New Delhi, 2009.
2. John Shields, Jim Rooney, Michelle Brown, Sarah Kaine: Managing Employee Performance and Reward (3rd Edition) - Systems, Practices and Prospects, Cambridge University Press, 2020

**Reference Books:**

1. A.M. Sharma: Performance Management Systems, Himalaya Publishing House, 2010.
2. Michael Armstrong & Angela Baron: Performance Management (A Strategic and Integrated Approach to Achieve Success), Jaico Publishing House, 1<sup>st</sup> Impression, Mumbai, 2006.
3. Srinivas R. Kandula: Performance Management (Strategies, Interventions, Drivers), Prentice-Hall of India, New Delhi, 2007.
4. Michael Armstrong, Duncan Brown: Armstrong's Handbook of Reward Management Practice: Improving Performance through Reward, Kogan Page, New Delhi, 2019.

**PART-B****COURSE DELIVERY PLAN****UNIT-I: Performance 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.	Orientation on Syllabus, CEOs & COs	1	11/08/25		TLM1/6	
2.	Performance Management	1	12/08/25		TLM1/6	
3.	Prerequisites, Objectives	1	14/12/25		TLM2/6	
4.	Principles, Elements of	1	18/08/25		TLM2/6	

	effective performance management				
5.	Prerequisites, Performance Management System: Functions	1	19/08/25		TLM1/2
6.	Competency based PMS	1	21/08/25		TLM1/2
7.	Electronic Performance Management	1	23/08/25		TLM1/2
8.	Challenges to Performance Management	1	25/08/25		TLM1/2
9.	Performance Counseling: Principles - Skills.	1	26/08/25		TLM1/2
10.	Case Study 1	2	30/08/25		TLM1/2
No. of classes required to complete UNIT-I: 10				No. of classes taken:	

## UNIT-II: Performance Management Process

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.	Performance Planning: Objectives - Importance	1	01/09/25		TLM1/2	
2.	Performance Planning: Process, Barriers	1	02/09/25		TLM1/2	
3.	Goalsetting theory	1	04/09/25		TLM1/2	
4.	Performance Managing: Objectives - Importance - Process	1	06/09/25		TLM1/2	
5.	Performance Appraisals: Traditional Methods	1	08/09/25		TLM1/2	
6.	Performance Appraisals: Modern Methods	1	09/09/25		TLM1/2	
7	Common Pitfalls of Performance Appraisal -	1	11/09/25			
8	Elements of Good Performance Appraisal System - Appraising Employees Objectively	1	13/09/25		TLM1/2	
9	Monitoring: Meaning - Importance - Process.	1	15/09/25		TLM1/2	

10.	Case Study 2	1	16/09/25		TLM2/6
No. of classes required to complete UNIT-II: 10				No. of classes taken:	
FIRST MID EXAMS:					

### UNIT-III: High Performance Teams

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.	High Performance Teams: Characteristics	1	18/09/25		TLM1/2	
2.	Determinants of High Performance Teams	1	20/09/25		TLM1/2	
3.	Role of HR Professionals in Improving Organizational Performance	1	22/09/25		TLM1/2	
4.	Seven Rules of Excellence for HR Professionals	1	23/09/25		TLM1/2	
5.	Value Creation for Organizational Excellence	1	27/09/25		TLM1/2	
6.	MID-1	1	06/10/25			
7.	MID-1	1	07/10/25			
8.	MID-1	1	08/10/25			
9.	MID-1	1	09/10/25			
10.	MID-1	1	10/10/25			
11	MID-1	1	11/10/25			
12.	Ethics in Performance Management: Principles - Objectives - Significance; Future Implications of Ethics in Performance Management	2	13/10/25 14/10/25		TLM1/2	
13.	Case Study 3	2	16/10/25 18/10/25		TLM2/6	
No. of classes required to complete UNIT-III:16				No. of classes taken:		



**UNIT-IV: Reward Management Basics**

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.	‘Reward’ & ‘total reward’, Remuneration, Aims of reward management, Base pay	1	21/10/25		TLM1/2	
2.	Pay for the position versus pay for personal capabilities	1	23/10/25		TLM1/2	
3.	Position-based pay structures	1	25/10/25		TLM1/2	
4.	Person-based pay structures	1	27/10/25		TLM1/2	
5.	Valuing personal capabilities	1	28/10/25		TLM1/2	
6.	Pros and cons of position- based base pay	1	30/10/25		TLM1/2	
7.	Pros and cons of person- based pay	1	03/11/25		TLM1/2	
8.	Strategic alignment with base pay	1	04/11/25		TLM1/2	
9.	Quiz from 3 & 4 Units	1	06/11/25		TLM2/6	
10.	Case Study 4	1	08/11/25		TLM2/6	
No. of classes required to complete UNIT-IV: 10				No. of classes taken:		

**UNIT-V: Recognising and rewarding individual Performance**

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.	Merit increments - merits and demerits of merit increments	1	10/11/25		TLM1/2	
2.	Merit bonuses, Effectiveness of merit pay	1	11/11/25		TLM1/2	
3.	Results-based individual incentives, Goal-based individual bonuses	1	13/11/25		TLM1/2	
4.	Strategic alignment and individual reward and recognition	1	15/11/25		TLM1/2	

5.	Collective short-term incentive plans: Profit-sharing, Gain- sharing, Goal-sharing	1	17/11/25		TLM1/2
6.	Team incentives	1	18/11/25		TLM1/2
7.	Strategic alignment and collective incentives	1	20/11/25		TLM1/2
8.	Employee share ownership: Types of employee shares	1	22/11/25		TLM1/2
9.	Employee share ownership and supportive HR policies	1	24/11/25		TLM1/2
10.	Strategic alignment considerations with employee share plans/long-term incentives	1	25/11/25		TLM1/2
11	Case Study	1	27/11/25		TLM 2/6
12	Report Writing & Presentation	1	29/11/25		TLM 2/6
13.	Report Writing & Presentation	1	01/12/25		TLM 2/6
14.	Report Writing & Presentation	1	02/12/25		TLM 2/6
15.	Report Writing & Presentation	1	04/12/25		TLM 2/6
12	Report Writing & Presentation	1	06/12/25		TLM 2/6
No. of classes required to complete UNIT-V: 16				No. of classes taken:	
II MID EXAMS: 08-12-25 to 13-12-25					
Preparation and Practical: 15-12-25 to 20-12-25					
Semester End Exams: 22-12-25 to 03-01-26					

Teaching Learning Methods			
<b>TLM1</b>	Chalk and Talk	<b>TLM4</b>	Demonstration (Lab/Field Visit)
<b>TLM2</b>	PPT	<b>TLM5</b>	ICT (NPTEL/Swayam)

			Prabha/MOOCs)
<b>TLM3</b>	Tutorial/ Assignment	<b>TLM6</b>	Group Discussion/Project

### **PART-C**

#### **EVALUATION PROCESS:**

<b>Evaluation Task</b>	<b>COs</b>	<b>Marks</b>
I-Mid Examination (Descriptive) =A	1,2,3	A=30
II-Mid Examination (Descriptive) =B	3,4,5	B=30
Evaluation of Mid Marks: <b>A+B</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
<b>Cumulative Internal Examination : A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

### **PART-D 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.

#### **PROGRAMME OUTCOMES (POs):**

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

<b>Course Instructor</b>	<b>Course Coordinator</b>	<b>Module Coordinator</b>	<b>HOD</b>



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College Code:

**76**

## MASTER OF BUSINESS ADMINISTRATION

### COURSE HANDOUT

#### Part-A

**PROGRAM** : MBA, III SEM – **Section-A&B**  
**ACADEMIC YEAR** : 2025-26  
**COURSE NAME & CODE** : **23MB26 – Management of industrial Relations**  
**L-T-P STRUCTURE** : 3-0-0-3  
**COURSE CREDITS** : 3  
**COURSE INSTRUCTOR** : Dr.K.Deepika  
**COURSE COORDINATOR**: Dr.K.Deepika

**Prerequisite: Fundamentals of Human Resources Management**

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

1.	To design fundamentals and back ground in industrial relations of the students.
2.	To create awareness on various components in trade union Act and quality of work-life and collective bargaining in Indian context for the better understanding of the students.
3.	To aware of wages and salaries and their related acts in Indian context for the better understanding of the students.
4.	To highlight the social-security measures and related acts and importance in Indian context for the better learning of students.
5.	To design the various dimensions of employee grievances and different mechanisms and industrial disputes in Indian context for the better understanding of the students.

**Course Outcomes:** At the end of the course,

CO1	Demonstrate the need of harmonious industrial relations maintaining for the succeeding of any organization.
CO2	Interpret the role of trade unions in Indian context and the Importance of workers' participation with management.
CO3	Describe various Acts relating to wages and salaries acts for effective administration.
CO4	Determine knowledge on social security Acts and ensure the wellbeing and safety of the personnel.
CO5	Identify the causes and consequences of employee grievances and industrial disputes and understand how they should be resolved.

### **Course Articulation Matrix:**

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

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

### **Text Books**

1. Mamoria: Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2010
2. Sinha: Industrial Relations, Trade Unions and Labour Legislation, Pearson Education, New Delhi, 2009

### **References**

1. B.D. Singh: Industrial Relations, Excel Books, New Delhi, 2009
2. C.S. Venkata ratnam: Industrial Relations, Oxford University Press, New Delhi, 2009.
3. Arun Monappa: Industrial Relations, TMH, New Delhi, 2009
4. Ratna Sen: Industrial Relations, Mc Millan Publishers, New Delhi, 2010.

### **Part-B**

### **COURSE DELIVERY PLAN (LESSON PLAN): A -SECTION**

#### **UNIT-I: Management of industrial Relations**

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	12-08-25		TLM1	CO1	T2,R3	
2.	MIR-concept, scope	1	13-08-25		TLM1	CO1	T2,R3	
3.	objectives	1	19-08-25		TLM2	CO1	T2,R3	
4.	significance	1	20-08-25		TLM1&2	CO1	T2,R3	
5.	Factors effecting industrial relations	1	22-08-25		TLM1&2	CO1	T2,R3	
6.	Factors effecting industrial relations	1	23-08-25		TLM1	CO1	T2,R3	
7.	Approaches to industrial relations	1	26-08-25		TLM1	CO1	T2,R3	

8.	Approaches to industrial relations	1	29-08-25		<b>TLM1</b>	CO1	T2,R3	
9.	Strategies for effective management of Industrial relations in India	1	30-08-25		<b>TLM1</b>	CO1	T2,R3	
10.	Strategies for effective management of Industrial relations in India	1	02-09-25		<b>TLM1</b>	CO1	T2,R3	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

### **UNIT-II: Trade unions, Quality of work life, Collective bargaining**

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.	Trade unions-definition, objectives	1	03-09-25		<b>TLM2</b>	CO2	T2,R3	
12.	Growth of trade unions in India	1	05-09-25		<b>TLM1</b>	CO2	T2,R3	
13.	Trade unions Act-1926	1	06-09-25		<b>TLM1</b>	CO2	T2,R3	
14.	Employers-association, recognitions, problems	1	09-09-25		<b>TLM1</b>	CO2	T2,R3	
15.	QWL-Participation in management	1	10-09-25		<b>TLM2</b>	CO2	T2,R3	
16.	Participation in India, shop floor, plant level, board level	1	12-09-25		<b>TLM1</b>	CO2	T2,R3	
17.	Workers welfare in Indian scenario	1	13-09-25		<b>TLM2</b>	CO2	T2,R3	
18.	Collective bargaining	1	16-09-25		<b>TLM2</b>	CO2	T2,R3	
19.	Concepts, characteristics	1	17-09-25		<b>TLM1</b>	CO2	T2,R3	
20.	Promoting Industrial peace	1	19-09-25		<b>TLM1</b>	CO2	T2,R3	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

### **UNIT-III: Wage and salary administration**

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
21.	Nature and significance of wage	1	20-09-25		<b>TLM2</b>	CO3	T2,R3	
22.	Salary administration essentials	1	23-09-25		<b>TLM1</b>	CO3	T2,R3	
23.	Min wage, fair wage, real wage	1	24-09-25		<b>TLM2</b>	CO3	T2,R3	
24.	Incentives & Fringe benefits	1	26-09-25		<b>TLM1</b>	CO3	T2,R3	
25.	Issues, constraints in wage determination in	1	27-09-25		<b>TLM1</b>	CO3	T2,R3	

	India							
26.	Minimum wages act-1948	1	03-09-25		<b>TLM1</b>	CO3	T2,R3	
27.	Minimum wages act-1948	1	01-10-25		<b>TLM1</b>	CO3	T2,R3	
28.	Payment of wages act-1936	1	03-10-25		<b>TLM1</b>	CO3	T2,R3	
29.	MID-1	1	04-10-25					
30.	MID-1	1	14-10-25					
31.	MID-1	1	15-10-25					
32.	MID-1	1	17-10-25					
33.	Payment of bonus act-1965	1	18-10-25		<b>TLM2</b>	CO3	T2,R3	
34.	Payment of bonus act-1965	1	22-10-25		<b>TLM2</b>	CO3	T2,R3	
No. of classes required to complete UNIT-III		14			No. of classes taken:			

#### UNIT-IV: Social security, Workers education

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.	Social security-introduction	1	24-10-25		<b>TLM1</b>	CO4	T2,R3	
36.	Types of social security in India	1	25-10-25		<b>TLM1</b>	CO4	T2,R3	
37.	Health and occupational safety programs	1	28-10-25		<b>TLM2</b>	CO4	T2,R3	
38.	Workmen compensation act-1923	1	29-10-25		<b>TLM1</b>	CO4	T2,R3	
39.	Employee state insurance act-1948	1	31-10-25		<b>TLM1</b>	CO4	T2,R3	
40.	Employee provident fund act-1952	1	01-11-25		<b>TLM1</b>	CO4	T2,R3	
41.	Employee provident fund act-1952	1	04-11-25		<b>TLM1</b>	CO4	T2,R3	
42.	Gratuity act	1	05-11-25		<b>TLM1</b>	CO4	T2,R3	
43.	Gratuity act	1	07-11-25		<b>TLM1</b>	CO4	T2,R3	
44.	Workers education – concept, objectives	1	08-11-25		<b>TLM1</b>	CO4	T2,R3	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

#### UNIT-V: Employee grievances, Industrial Disputes Act

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
45.	Grievances causes, effects	1	11-11-25		<b>TLM1&amp;2</b>	CO5	T2,R3	
46.	Grievance handling procedure	1	12-11-25		<b>TLM1</b>	CO5	T2,R3	
47.	Conciliation, arbitration and Adjudication	1	14-11-25		<b>TLM1</b>	CO5	T2,R3	

48.	Standing orders discipline	1	15-11-25		<b>TLM1&amp;2</b>	CO5	T2,R3	
49.	Forms of indiscipline	1	18-11-25		<b>TLM1&amp;2</b>	CO5	T2,R3	
50.	Industrial disputes act-1947-meaning,nature and scope	1	19-11-25		<b>TLM1</b>	CO5	T2,R3	
51.	Causes and consequences	1	21-11-25		<b>TLM1</b>	CO5	T2,R3	
52.	Causes and consequences	1	22-11-25		<b>TLM1</b>	CO5	T2,R3	
53.	Prevention and settlement of industrial disputes in India	1	25-11-25		<b>TLM1</b>	CO5	T2,R3	
54.	Prevention and settlement of industrial disputes in India	1	26-11-25		<b>TLM1</b>	CO5	T2,R3	
55.	Report writing and presentation	1	28-11-25		<b>TLM1</b>	CO5	T2,R3	
56.	Report writing and presentation	1	29-11-25		<b>TLM1</b>	CO5	T2,R3	
57.	Report writing and presentation	1	02-12-25		<b>TLM1</b>	CO5	T2,R3	
58.	Report writing and presentation	1	03-12-25		<b>TLM1</b>	CO5	T2,R3	
No. of classes required to complete UNIT-V		14			No. of classes taken:			

### Topics beyond 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
59.	Labour Code	1	05-12-25					
60.	IR in various countries	1	06-12-25					

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



## Part – C

### EVALUATION PROCESS:

Evaluation Task	Cos	Marks
I-Mid Examination (Descriptive+ Objective) =A	1,2	A=35
II-Mid Examination (Descriptive+ Objective) =B	3,4,5	B=35
Evaluation of Mid Marks: $A+B = 75\%$ of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation =C	1,2,3,4,5	C=5
<b>Cumulative Internal Examination : A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

### Programme Outcomes (PO's)

<b>PO-1</b>	Apply knowledge of management theories and practices to solve business problems.
<b>PO-2</b>	Foster Analytical and critical thinking abilities for data-based decision making.
<b>PO-3</b>	Ability to develop Value based Leadership ability.
<b>PO-4</b>	Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.
<b>PO-5</b>	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.K.Deepika	Dr.K.Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



## COURSE HANDOUT

## Section-FM

### Part-A

**PROGRAM** : MBA., III-Sem.  
**ACADEMIC YEAR** : 2024-25  
**COURSE NAME & CODE** : SERVICES MKTG. & RETAIL MANAGEMENT  
**L-T-P STRUCTURE** : 0-4-0  
**COURSE CREDITS** : 3  
**COURSE INSTRUCTOR** : Dr.D.VENKATESWARLU  
**COURSE COORDINATOR** : Dr.D.VENKATESWARLU

### Course Educational Objectives (CEO's):

1. To provide deeper insight to students on Service marketing organizations
2. To develop understanding as to how important in managing service marketing
3. To create awareness to students on various types of Services and developing Service organizations
4. To make students understand the role of Retailing Industry for effectively contributing to service sector in a developing country like India
5. To enable the students understand retailing strategies and develop employable skills in them for the Industry

### Course Outcomes(COs):

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

CO1	Identify the factors responsible for growth of service organizations
CO2	Differentiate various combinations of service organizations
CO3	Apply knowledge in various functions of a service organization
CO4	Interpret the competencies for handling retailing business
CO5	Illustrate appropriate retail marketing strategies

### CO-PO Articulation Matrix:

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

1 = Slight (Low)    2 = Moderate (Medium)    3-Substantial (High)

**Part-B****COURSE DELIVERY PLAN (LESSON PLAN): SECTION -FM****UNIT-I :FOUNDATION OF SERVICES 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.	<b>UNIT-I:</b> Foundation on services marketing	1	11/8/2025		TLM1	CO1	T1,R1	
2.	Significance of services& Tutorial	1	12/8/2025		TLM1	CO1	T1,R1	
3.	Role of services	1	14/8/2025		TLM1	CO1	T1,R1	
4.	service characteristics	1	18/8/2025		TLM1	CO1	T1,R1	
5.	Types of services–	1	19/8/2025		TLM1	CO1	T1,R1	
6.	Factors responsible for growth of service sector & Tutorial	1	21/8/2025		TLM1	CO1	T1,R1	
7.	Difference between Goods and services	1	23/8/2025		TLM2	CO1	T1,R1	
8.	Ethics in services marketing	1	25/8/2025		TLM1	CO1	T1,R1	
9.	Services marketing environment in India	1	26/8/2025		TLM1	CO1	T1,R1	
10.	Services marketing environment in India & Tutorial	1	28/8/2025		TLM3	CO1	T1,R1	
11.	Services quality	1	30/8/2025		TLM2	CO1	T1,R1	
12.	Services quality and tutorial	1	1/9/2025		TLM2	CO1	T1,R1	
13.	Review	1	2/9/2025		TLM1	CO1	T1,R1	
No.of classes required to complete UNIT-I		13			No. of classes taken:			

## UNIT-II :MANAGEMENT OF SERVICES 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
14.	Introduction to services marketing	1	4/9/2025		TLM1	CO2	T1,R1	
15.	Introduction to services marketing	1	6/9/2025		TLM1	CO2	T1,R1	
16.	Marketing mix	1	8/9/2025		TLM1	CO2	T1,R1	
17.	Product decision	1	9/9/2025		TLM1	CO2	T1,R1	
18.	Pricing strategies and techniques	1	11/9/2025		TLM1	CO2	T1,R1	
19.	Integrated service communication mix	1	13/9/2025		TLM2	CO2	T1,R1	
20.	Distribution methods	1	15/9/2025		TLM2	CO2	T1,R1	
21.	People, Process concepts& Tutorial	1	16/9/2025		TLM1	CO2	T1,R1	
22.	Physical evidence	1	18/9/2025		TLM1	CO2	T1,R1	
23.	Review	1	20/9/2025		TLM3	CO2	T1,R1	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

## UNIT-III: Services marketing practices

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
24	Marketing mix in various services industries& Tutorial	1	22/9/2025		TLM2	CO3	T1,R1	
24.	Financial services	1	23/9/2025		TLM1	CO3	T1,R1	
25.	Insurance services	1	25/9/2025		TLM1	CO3	T1,R1	
26.	Hospitality services	1	27/9/2025		TLM1	CO3	T1,R1	
27.	Tourism services& Tutorial	1	13/10/25		TLM2	CO3	T1,R1	
28.	<b>I Mid exams</b>		<b>6/10/2025-11/10/2025</b>					
29.	Software services	1	14/10/25		TLM2	CO3	T1,R1	
30.	Communication services & Tutorial	1	16/10/25		TLM2	CO3	T1,R1	
31.	Entertainment services	1	18/10/25		TLM1	CO3	T1,R1	
32.	Transportation & logistic services	1	20/10/25		TLM1	CO3	T1,R1	
33.	Review & Tutorial	1	23/10/25		TLM3	CO3	T1,R1	

34.	Case studies	1	25/10/25		TLM1	CO3	T1,R1	
No. of classes required to complete UNIT-III		11			No. of classes taken:			

#### UNIT-IV: Retailing management

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learnin g Outcom e COs	Text Book followe d	HOD Sign Weekly
35.	Introduction	1	27/10/25		TLM1	CO 4	T2,R6	
36.	Functions of retailing	1	28/10/25		TLM2	CO 4	T2,R6	
37.	Types of retailers & Tutorial	1	30/10/25		TLM1	CO 4	T2,R6	
38.	Organized vs. unorganized retailing	1	1/11/25		TLM2	CO 4	T2,R6	
39.	Organized vs. unorganized retailing	1	3/11/25		TLM1	CO 4	T2,R6	
40.	Multichannel retailing issues& Tutorial	1	4/11/25		TLM1	CO 4	T2,R6	
41.	Multichannel retailing issues	1	6/11/25		TLM1	CO 4	T2,R6	
42.	Capabilities needed for multichannel retailing	1	8/11/25		TLM1	CO 4	T2,R6	
43.	Capabilities needed for multichannel retailing	1	10/11/25		TLM1	CO 4	T2,R6	
44.	Retail channels for interacting with customers& Tutorial	1	11/11/25		TLM1	CO 4	T2,R6	
45.	Successful retailing	1	13/11/25		TLM1	CO 4	T2,R6	
46.	Case study	1	15/11/25		TLM1	CO 4	T2,R6	
No. of classes required to complete UNIT-IV		12			No. of classes taken:			

#### UNIT-V Retail market strategies

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.	Definition	1	17/11/25		TLM1	CO 5	T1,R1	
48.	Building sustainable competitive advantage	1	18/11/25		TLM1	CO 5	T1,R1	
49.	Growth strategies Market penetration	1	20/11/25		TLM2	CO 5		
50.	Retail format development & Tutorial	1	22/11/25		TLM2	CO 5		
51.	Retail location	1	24/11/25		TLM2	CO 5		
52.	Strategic Retail planning process	1	25/11/25		TLM2	CO 5		
53.	Cases	2	27/11/25 29/11/25		TLM2	CO 5		
No. of classes required to complete UNIT-V		8			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
54.	Reports & presentations	1	1/12/25					
55.	Reports & presentations	1	2/12/25					
56.	Reports & presentations	2	4/12/25 6/12/25					

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

### Part - C

#### EVALUATION PROCESS:

Evaluation Task	COs	Marks
I-Mid Examination (Descriptive+ Objective) = <b>A</b>	1,2	A=35
II-Mid Examination (Descriptive+ Objective) = <b>B</b>	3,4,5	B=35
Evaluation of Mid Marks: <b>A+B</b> =75% of Max(A,B)+25% of Min(A,B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation = <b>C</b>	1,2,3,4,5	C=5
<b>Cumulative Internal Examination : A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

#### BOS APPROVED TEXT BOOKS

(T1) :Rajendra Nargundkar – Services marketing – Tata Mc Graw Hill – New Delhi 2009

(T2) :Andrew J Newman, peter Cullen – Retail marketing , Cengage learning-Latest edition

#### BOS APPROVED REFERENCE BOOKS

(R1)S.M.Jha – Services marketing – Himalaya publishing house – Latest edition

(R2)Gilbert : Retail marketing management , Pearson Education-Latest edition

### **PROGRAMME EDUCATIONAL OBJECTIVES :**

1. 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.
2. 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.
3. 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**

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.D.Venkateswarlu Course Instructor	Dr.D.Venkateswarlu Course Coordinator	Dr.D.Venkateswarlu Module Coordinator	Dr.K.Deepika HOD



**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

### COURSE HANDOUT

#### Part-A

**PROGRAM** : MBA, III SEM – Section-A&B  
**ACADEMIC YEAR** : 2025-26  
**COURSE NAME & CODE:** 23MB30 –Advertising and Brand Management  
**L-T-P STRUCTURE** : 3-1-0  
**COURSE CREDITS** : 3  
**COURSE INSTRUCTOR** : Mrs. LAVANYA P B  
**COURSE COORDINATOR:** Mrs. LAVANYA P B  
**Prerequisite:** Fundamentals of Marketing Management

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

1. To understand the concepts, principles of Advertising management.
2. To provide necessary inputs to make them aware of designing of advertisements for promoting various products and services.
3. To give an idea to the students about advertising media related concepts.
4. To make the students aware of prominence of branding concepts.
5. To make a Brand positioning strategy effectively to target customers

**Course Outcomes:** At the end of the course,

<b>CO1</b>	Apply their knowledge in creating an advertising strategy
<b>CO2</b>	Interpret an advertisement which appealing the target customers
<b>CO3</b>	Determine a specific medium to promote business through advertisements.
<b>CO4</b>	Restate the competencies to enhance the branding to a product or service
<b>CO5</b>	Identify the significance of Brand positioning strategies

#### **Course Articulation Matrix:**

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	2	-	1	-	1
<b>CO2</b>	1	-	1	1	1



<b>CO3</b>	1	2	-	2	1
<b>CO4</b>	2	1	1	1	2
<b>CO5</b>	1	2	1	2	2

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

### **Text Books**

1. S. A. Chunawalla–Foundation of advertising – Himalaya publishinghouse.
2. Clow, Baack–Integrated advertising marketing and promotion communication– Pearson- 3<sup>rd</sup> edition

### **References**

1. Ruchi Gupta, S. Chand publications-Advertising Principles and Practices
2. Aaker, David(2002), Managing Brand Equity, Prentice Hall of India.
3. Rajeev Batra, John G. Myers and David A. Aaker (1996). Advertising Management, 5<sup>th</sup> Edition, Pearson Education.
4. Belch, G.E. & Belch, M.A. (2001). Advertising and Promotion, Tata Mc Graw Hill.
5. Kumar, Ramesh (2004). Managing Indian Brands, Vikas Publishing House, Delhi.
6. Keller K.L. (2003), Strategic Brand Management, 2<sup>nd</sup> Edition, Pearson Education.
7. S.A. Chunawalla–Compendium of Brand Management –Himalaya publishing house.

### **Part-B**

#### **COURSE DELIVERY PLAN (LESSON PLAN): A & B SECTION**

#### **UNIT-I: Role of Integrated marketing Communications**

<b>S. No.</b>	<b>Topics to be covered</b>	<b>No. of Classes Required</b>	<b>Tentative Date of Completion</b>	<b>Actual Date of Completion</b>	<b>Teaching Learning Methods</b>	<b>Learning Outcome COs</b>	<b>Text Book followed</b>	<b>HOD Sign Weekly</b>
1.	Introduction	1	12/08/25		<b>TLM1</b>	CO1	T2,R3	
2.	IMC, meaning, Imp	1	13/08/25		<b>TLM2</b>	CO1	T2,R3	
3.	IMC-components	1	19/12/25		<b>TLM2</b>	CO1	T2,R3	
4.	IMC-planning process	1	20/08/25		<b>TLM1&amp;2</b>	CO1	T2,R3	
5.	Advertising, imp, scope	1	22/08/25		<b>TLM1&amp;2</b>	CO1	T2,R3	
6.	Types of Advg	1	23/08/25		<b>TLM1</b>	CO1	T2,R3	
7.	Objectives of Advg	1	26/08/25		<b>TLM1</b>	CO1	T2,R3	
8.	DAGMAR	1	29/08/25		<b>TLM1</b>	CO1	T2,R3	
9.	Advg strategy	1	30/08/25		<b>TLM1&amp;2/7</b>	CO1	T2,R3	

10.	Advg budget	1	02/09/25		<b>TLM1</b>	CO1	T2,R3	
No. of classes required to complete UNIT-I		10			No. of classes taken:			

### **UNIT-II: Advertising copy**

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.	Advg copy essentials	1	03/09/25		<b>TLM2</b>	CO2	T2,R3	
12.	Types of AD copies	1	05/09/25		<b>TLM1</b>	CO2	T2,R3	
13.	Types of AD copies	1	06/09/25		<b>TLM1</b>	CO2	T2,R3	
14.	Elements of copy	1	09/09/25		<b>TLM1</b>	CO2	T2,R3	
15.	Print ad making	1	10/09/25		<b>TLM2</b>	CO2	T2,R3	
16.	Radio,TV, AD making	1	12/09/25		<b>TLM7</b>	CO2	T2,R3	
17.	AD agencies	1	13/09/25		<b>TLM2</b>	CO2	T2,R3	
18.	AD agencies	1	16/09/25		<b>TLM2</b>	CO2	T2,R3	
19.	Advg effectiveness	1	17/09/25		<b>TLM1</b>	CO2	T2,R3	
20.	Advg effectiveness	1	19/09/25		<b>TLM9</b>	CO2	T2,R3	
No. of classes required to complete UNIT-II		10			No. of classes taken:			

### **UNIT-III: Media planning, scheduling and strategy**

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
21.	Types of Media	1	20/09/25		<b>TLM2</b>	CO3	T2,R3	
22.	Types of Media	1	23/09/25		<b>TLM1</b>	CO3	T2,R3	
23.	Media selection	1	24/09/25		<b>TLM2</b>	CO3	T2,R3	
24.	Media scheduling	1	26/09/25		<b>TLM1&amp;2</b>	CO3	T2,R3	
25.	Media strategy	1	27/09/25		<b>TLM1</b>	CO3	T2,R3	
26.	Media scenario	1	27/09/25		<b>TLM1</b>	CO3	T2,R3	
27.	MID-1	1	06/10/25					
28.	MID-1	1	07/10/25					

29.	MID-1	1	08/10/25				
30.	MID-1	1	09/10/25				
31	MID-1	1	10/10/25				
32	MID-1	1	11/10/25				
33	Ethical dimensions	1	14/10/25		<b>TLM1</b>	CO3	T2,R3
34	Ethical dimensions	1	15/10/25		<b>TLM2</b>	CO3	T2,R3
35	Recent trends	1	17/10/25		<b>TLM2</b>	CO3	T2,R3
36	Recent trends	1	18/10/25		<b>TLM2</b>	CO3	T2,R3
No. of classes required to complete UNIT-III		16			No. of classes taken:		

#### **UNIT-IV: Brand concept**

<b>S. No.</b>	<b>Topics to be covered</b>	<b>No. of Classes Required</b>	<b>Tentative Date of Completion</b>	<b>Actual Date of Completion</b>	<b>Teaching Learning Methods</b>	<b>Learning Outcome COs</b>	<b>Text Book followed</b>	<b>HOD Sign Weekly</b>
37	Brand, Importance	1	22/10/25		<b>TLM1</b>	CO4	T2,R3	
38	Essential of Brand	1	24/10/25		<b>TLM1</b>	CO4	T2,R3	
39	Brand vs generic	1	25/10/25		<b>TLM2</b>	CO4	T2,R3	
40	Types of Brands	1	28/10/25		<b>TLM7</b>	CO4	T2,R3	
41	Brand management	1	29/10/25		<b>TLM1</b>	CO4	T2,R3	
42	Brand identity	1	31/10/25		<b>TLM1</b>	CO4	T2,R3	
43	Brand image	1	04/11/25		<b>TLM10</b>	CO4	T2,R3	
44	Brand equity	1	05/11/25		<b>TLM9</b>	CO4	T2,R3	
45	Brand loyalty	1	07/11/25		<b>TLM1</b>	CO4	T2,R3	
46	Brand personality	1	08/11/25		<b>TLM1</b>	CO4	T2,R3	
No. of classes required to complete UNIT-IV		10			No. of classes taken:			

#### **UNIT-V: Brand Positioning**

<b>S. No.</b>	<b>Topics to be covered</b>	<b>No. of Classes Required</b>	<b>Tentative Date of Completion</b>	<b>Actual Date of Completion</b>	<b>Teaching Learning Methods</b>	<b>Learning Outcome COs</b>	<b>Text Book followed</b>	<b>HOD Sign Weekly</b>
47	Brand positioning	1	11/11/25		<b>TLM1&amp;2</b>	CO5	T2,R3	
48	3C's of positioning	1	12/11/25		<b>TLM1</b>	CO5	T2,R3	
49	Repositioning	1	14/11/25		<b>TLM1</b>	CO5	T2,R3	

50	Celebrity endorsement	1	15/11/25		<b>TLM1&amp;2</b>	CO5	T2,R3
51	Brand planning	1	18/11/25		<b>TLM1&amp;2</b>	CO5	T2,R3
52	Brand extension	1	19/11/25		<b>TLM1</b>	CO5	T2,R3
53	Strategies for competitive advantages	1	21/11/25		<b>TLM1</b>	CO5	T2,R3
54	Brand pyramid	1	22/11/25		<b>TLM1</b>	CO5	T2,R3
55	ing in deferent sectors	1	25/11/25		<b>TLM7</b>	CO5	T2,R3
56	Branding in deferent sectors	1	26/11/25		<b>TLM1</b>	CO5	T2,R3
57	Report writing and presentation	1	28/11/25		<b>TLM9</b>	CO5	T2,R3
58	Report writing and presentation	1	29/11/25		<b>TLM1</b>	CO5	T2,R3
59	Report writing and presentation	1	02/12/25		<b>TLM2</b>	CO5	T2,R3
60	Report writing and presentation	1	03/12/25		<b>TLM2</b>	CO5	T2,R3
61	Report writing and presentation	1	05/12/25		<b>TLM1</b>	CO5	T2,R3
62	Report writing and presentation	1	06/12/25		<b>TLM1</b>	CO5	T2,R3
No. of classes required to complete UNIT-V		16			No. of classes taken:		

<b>S. No.</b>	<b>Topics to be covered</b>	<b>No. of Classes Required</b>	<b>Tentative Date of Completion</b>	<b>Actual Date of Completion</b>	<b>Teaching Learning Methods</b>	<b>Learning Outcome COs</b>	<b>Text Book followed</b>	<b>HOD Sign</b>
63	MID-II	1	08/12/25					
64	MID-II	1	09/12/25					
65	MID-II	1	10/12/25					
66	MID-II	1	11/12/25					
67	MID-II	1	12/12/25					
68	MID-II	1	13/12/25					

Teaching Learning Methods			
<b>TLM1</b>	Chalk and talk, Role play	<b>TLM10/7</b>	Demonstration (Lab/Field Visit)
<b>TLM2</b>	PPT/Debate/Case Study	<b>TLM9</b>	ICT (NPTEL/Swayam Prabha/MOOCs)
<b>TLM3</b>	Tutorial	<b>TLM6</b>	Group Discussion/Project

**Part – C**  
**EVALUATION PROCESS:**

Evaluation Task	Cos	Marks
I-Mid Examination (Descriptive+ Objective) = <b>A</b>	1,2	A=35
II-Mid Examination (Descriptive+ Objective) = <b>B</b>	3,4,5	B=35
Evaluation of Mid Marks: <b>A+B</b> =75% of Max (A, B) +25% of Min (A, B)	1,2,3,4,5	A+B=35
Evaluation of Report Writing and Seminar Presentation = <b>C</b>	1,2,3,4,5	C=5
<b>Cumulative Internal Examination: A+B+C</b>	<b>1,2,3,4,5</b>	<b>A+B+C=40</b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: A+B+C+D</b>	<b>1,2,3,4,5</b>	<b>100</b>

**Programme Outcomes (PO's)**

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

<b>Course Instructor</b>	<b>Course Coordinator</b>	<b>Module Coordinator</b>	<b>HOD</b>



## Master of Business Administration COURSE HANDOUT Part-A

**Name of the course instructor :** Dr. O Naresh  
**COURSE NAME & CODE :** Data Mining for Business Decision & 23MB33  
**L-T-P Structure :** 3-0-0  
**Program /Sem/Sec :** MBA., III Sem., Section – A&B (Specialization)  
**A.Y :** 2024-25

**Credits: 3**

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

1. To develop strong data analytic skills using a case-based approach
2. To enable application of data mining and advanced statistical techniques to business problems. Examples from finance, marketing, operations management and HR will be discussed.
3. To introduce students to the basic concepts and techniques of Data Mining and develop skills of using recent data mining software for solving practical problems.
4. To expose students to independent study and research
5. Develop and apply critical thinking, problem solving, and decision-making skills.

**Course Outcomes:** At the end of the course,

CO1	Interpret and analyze large sets of data to gain useful business understanding.
CO2	Develop a quantitative/qualitative analysis report/memo with the necessary information to make decisions.
CO3	Describe and demonstrate basic data mining algorithms, methods, and tools Identifying business applications of data mining
CO4	Discuss the developments in web mining and text mining
CO5	Develop models for current problems using the analytical skills

### COURSE ARTICULATION MATRIX (Correlation between COs & POs):

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

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.	Unit-I Introduction Data Visualization	1	27.08.2024		TLM1/2	CO1	T1,R1	
2.	Understanding business scenarios by analyzing patterns in data	1	29.08.2024		TLM1/2	CO1	T1,R1	
3.	Understanding business scenarios by analyzing patterns in data	1	31.08.2024		TLM1/2	CO1	T1,R1	
4.	linear patterns	1	02.09.2024		TLM1/2	CO1	T1,R2	
5.	curved patterns, Normal models	1	03.09.2024		TLM1/2	CO1	T1,R1	
6.	linear models and nonlinear models	1	05.09.2024		TLM1/2	CO1	T1,R1	
7.	Visualizing higher dimensional data.	1	09.09.2024		TLM1/2	CO1	T1,R1	
8.	Visualizing higher dimensional data.	1	10.09.2024		TLM1/2	CO1	T1,R1	
9.	Visualizing higher dimensional data.	1	12.09.2024		TLM1/2	CO1	T1,R2	
No. of classes required to complete UNIT-I		09			No. of classes taken:09			

**UNIT-II: DECISION TREES**

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
10.	Unit-I Introduction to Decision Trees	1	14.09.2024		TLM1/2	CO2	T1,R2	
11.	Value of information	1	17.09.2024		TLM1/2	CO2	T1,R1	
12.	Review concepts from probability	1	19.09.2024		TLM1/2	CO2	T1,R2	
13.	Discuss Construction of decision trees	2	21 & 23.09.2024		TLM1/2	CO2	T1,R1	
14.	Applications & use of decision trees to evaluate options.	1	24.09.2024		TLM1/2	CO2	T1,R1	
15.	Applications & use of decision trees to evaluate options.	1	26.09.2024		TLM1/2	CO2	T1,R2	
16.	Applications & use of decision trees to evaluate options.	1	28.09.2024		TLM1/2	CO2	T1,R2	
No. of classes required to complete UNIT-II		08			No. of classes taken: 09			

**UNIT-III: CLASSIFICATION:**

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
17.	<b>UNIT III Introduction Classification</b>	1	30.09.2024		TLM1/2	CO3	T1,R1	
18.	General approach to solve a classification problem	1	01.10.2024		TLM1/2	CO3	T1,R1	
19.	Evaluating performance of a classifier	1	03.10.2024		TLM1/2	CO3	T1,R1	
20.	Evaluating performance of a classifier	1	05.10.2024		TLM1/2	CO3	T1,R1	
21.	Rule based classification	1	07.10.2024		TLM1/2	CO3	T1,R2	
22.	nearest-neighbor classifiers	1	08.10.2024		TLM1/2	CO3	T1,R1	
23.	nearest-neighbor classifiers	1	21.10.2024		TLM1/2	CO3	T1,R1	
24.	Bayes classifiers	1	22.10.2024		TLM1/2	CO3	T1,R1	
25.	Bayes classifiers	1	24.10.2024		TLM1/2	CO3	T1,R1	
26.	Applications include Anomaly detection	1	26.10.2024		TLM1/2	CO3	T1,R1	
27.	fraud detection in credit card	1	28.10.2024		TLM1/2	CO3	T1,R2	
<b>No. of classes required to complete UNIT-III</b>		11			No. of classes taken: 11			

**UNIT-IV: EXPLORATORY AND CONFIRMATORY MODELS**

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
28.	<b>UNIT IV: Introduction Exploratory and Confirmatory Models</b>	1	29.10.2024		TLM1/2	CO 4	T1,R	
29.	Maximum Likelihood estimation	1	02.11.2024		TLM1/2	CO 4	T1,R1	
30.	EDA's application to management	1	04.11.2024		TLM1/2	CO 4	T1,R2	
31.	Dimensionality Reduction	1	05.11.2024		TLM1/2	CO 4	T1,R1	
32.	Principal component analysis	1	07.11.2024		TLM1/2	CO 4	T1,R1	
33.	Singular Value Decomposition	1	09.11.2024		TLM1/2	CO 4	T1,R1	
34.	Factor Analysis	1	11.11.2024		TLM1/2	CO 4	T1,R2	
35.	Multidimensional scaling	1	12.11.2024		TLM1/2	CO 4	T1,R1	
36.	Multidimensional scaling	1	14.11.2024		TLM1/2	CO 4	T1,R1	
37.	cluster analysis	2	16.11.2024					
			18.11.2024					
<b>No. of classes required to complete UNIT-IV</b>		11			No. of classes taken: 11			



### UNIT-V PREDICTIVE MODELLING

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.	<b>UNIT V: Introduction to Predictive Modelling</b>		19.11.2024		TLM1/2	CO 5	T1,R1	
39.	Types of Regressions	1	21.11.2024		TLM1/2	CO 5	T1,R2	
40.	Multivariate Linear Regression Model-I	1	23.11.2024		TLM1/2	CO 5	T1,R1	
41.	Multivariate Linear Regression Model-II	1	25.11.2024		TLM1/2	CO 5	T1,R1	
42.	Multivariate Linear Regression Model-III	1	26.11.2024		TLM1/2	CO 5	T1,R1	
43.	Statistical Inference in multiple regressions.	1	28.11.2024		TLM1/2	CO 5	T1,R1	
44.	Statistical Inference in multiple regressions.	1	30.11.2024		TLM1/2	CO 5	T1,R1	
45.	Case Study Discussion	1	02.12.2024		TLM1/2	CO 5	T1,R1	
46.	Report Writing and Presentations	1	03.12.2024 To 07.12.2024		TLM1/2	CO 1 to 5	T1,R2	
<b>No. of classes required to complete UNIT-V</b>		08	No. of classes taken: 08					

### 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
47.	E-views Data Analysis Tool usage				TLM 2	CO 4	T 1	
48.	Case Study				TLM 2	CO 1,2,3,4,5	T 1	
49.	ARIMA Model				TLM 2	CO 5	T 1	
MID EXAMINATIONS - I								
MID EXAMINATIONS - II								

Teaching Learning Methods			
<b>TLM1</b>	Chalk and Talk	<b>TLM4</b>	Demonstration (Lab/Field Visit)
<b>TLM2</b>	PPT	<b>TLM5</b>	ICT (NPTEL/Swayam Prabha/MOOCs)
<b>TLM3</b>	Tutorial	<b>TLM6</b>	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 Presentation =C	1,2,3,4,5	C=10
<b>Cumulative Internal Examination : <math>A+B+C</math></b>	<b>1,2,3,4,5</b>	<b><math>A+B+C=40</math></b>
<b>Semester End Examinations =D</b>	<b>1,2,3,4,5</b>	<b>D=60</b>
<b>Total Marks: <math>A+B+C+D</math></b>	<b>1,2,3,4,5</b>	<b>100</b>

#### BOS APPROVED TEXT BOOKS

1. Dean Foster, Robert Stine and Richard Waterman (1998), “Business Analysis using Regression”, Springer Verlag.
2. Dimitris Bertsimas and Robert M. Freund (2004), “Data, Models and Decisions: The Fundamentals of Management Science”, Dynamic Ideas LLC.

### 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	HODs



# 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

## DEPARTMENT OF BUSINESS ADMINISTRATION

### COURSE HANDOUT

#### PART-A

Name of Course Instructor : Dr. R.Jeyalakshmi  
 Course Name & Code : INTERNSHIP (23MB76)  
 L-T-P Structure : 1-0-3 Credits : 04  
 Program/Sem/Sec : MBA III-Sem – SECTION-B A.Y : 2025-26  
**PRE-REQUISITE:** Familiarity with 'Start-up Analysis & Presentation'

**COURSE EDUCATIONAL OUTCOMES (CEOs):** At the end of the course, students are able to:

<b>CEO 1</b>	To understand the problem under the study, conduct a literature survey.
<b>CEO 2</b>	To visit the selected organization for field study work, to collect data & submit the interim report.
<b>CEO 3</b>	To conduct data analysis using various tools & techniques
<b>CEO 4</b>	To present the draft report to the department for assessment and feedback.
<b>CEO 5</b>	To submit the final report for external evaluation

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

<b>CO 1</b>	Understand the literature survey, define the problem under study, and explain its significance
<b>CO 2</b>	Demonstrate the data collected, prepare an interim report, and present it to the selected company for approval.
<b>CO 3</b>	Analyze the data collected, revise the report, and present it to the department for feedback and improvement
<b>CO 4</b>	Reframe the quality, novelty, and contribution of the findings, suggestions, and conclusions of his/her study to the chosen field.
<b>CO 5</b>	Summarize and submit the final report of the work and present it to the examiners in person for defense

**COURSE ARTICULATION MATRIX (Correlation between COs & POs):**

COs	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	3	-	-	1	-
<b>CO2</b>	-	2	-	1	1
<b>CO3</b>	2	2	1	2	1
<b>CO4</b>	2	3	-	-	-
<b>CO5</b>	1	-	2	2	3

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

#### PART-B

**COURSE DELIVERY PLAN:**

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.	Orientation on report preparation	1	22-08-2025		TLM4	
2.	Introduction-chapter-1	1	29-08-2025		TLM4	
3.	Introduction-chapter-1	1	12-09-2025		TLM4	
4.	Introduction-chapter-1	1	19-09-2025		TLM4	

5.	Objectives & Methodology chapter-2	1	26-09-2025		TLM4
6.	Objectives & Methodology chapter-2	1	17-10-2025		TLM4
7.	Theoretical framework-chapter -3	1	14-10-2025		TLM4
8.	Theoretical framework-chapter -3	1	31-10-2025		TLM4
9.	Company and Industry profile chapter-4	1	07-11-2025		TLM4
10.	Company and Industry profile chapter-4	1	14-11-2025		TLM4
11.	Company and Industry profile chapter-4	1	21-11-2025		TLM4
12.	<b>Conclusion chapter-5</b>	1	28-11-2025		TLM4
13.	<b>Conclusion chapter-5</b>	1	05-12-2025		TLM4
No. of classes required to complete UNIT-I: 14				No. of classes taken:	

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

### **PART-C**

#### **EVALUATION PROCESS:**

<b>Evaluation Task</b>	<b>COs</b>	<b>Marks</b>
Review-I (Literature Survey-10M) + (Problem Statement-10M) + (Presentation-10M) + (Interaction-10M) = A	1,2,3,4,5	A=40
Review-II (Literature Survey-10M) + (Problem Statement-10M) + (Presentation-10M) + (Interaction-10M) = B	1,2,3,4,5	B=40
Final Evaluation of Marks: (A+B)/2	1,2,3,4,5	40

### **PART-D**

#### **PROGRAMME OUTCOMES (POs):**

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

Course Instructor  
(Dr. R.Jeyalakshmi)

Course Coordinator  
(Dr. R.Jeyalakshmi)

Module Coordinator  
(Dr. K. Deepika)

HOD  
(Dr. K. Deepika)



# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

Approved by AICTE, New Delhi and Permanently affiliated to JNTUK, Kakinada  
L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230



ASE, CE, CSE, ECE,  
EEE, IT & ME  
Under Tier-I



CGPA: 3.20/4

## Master of Business Administration COURSE HANDOUT

**Name of the course instructor** : Dr. O Naresh  
**COURSE NAME & CODE** : Association  
**Program /Sem/Sec** : MBA., III Sem., Section – A  
**A.Y** : 2025-26

### Introduction about association classes

This Programme is conducted by department faculty to enlighten the students towards corporate world. The progression from Basic English training to the development of job-related skills is a continuous process conducted on a regular basis for the entire course duration. It also considers the absorption and assimilation competencies of the students.

### **Objective of the Association Class:**

#### **1. Academic and Professional Enrichment**

The key objective of these activities is to strengthen students' knowledge in Finance, HR, Marketing, and Business Analytics. Through case studies, research projects, and simulations, students bridge the gap between theory and practice, gaining insights into real-world business scenarios.

#### **2. Skill Development and Employability**

Activities such as Mock Interviews, Group Discussions, Resume Building, and Role Plays enhance communication, teamwork, and decision-making skills. Quizzes, debates, and analytical tasks test knowledge retention while preparing students for competitive professional environments.

#### **3. Creativity, Innovation, and Leadership**

Students are encouraged to think innovatively through Marketing Pitch Competitions, Startup Idea Presentations, and Brand Positioning Games. Leadership and managerial qualities are nurtured via Young Manager Contests, Ethical Dilemma Simulations, and Cross-Functional Business Challenges, shaping them into confident future leaders.

#### **4. Industry Exposure and Holistic Growth**

Panel discussions with experts, AI in Business Analytics workshops, and sector-focused research projects provide industry insights. Together with financial literacy exercises like Mutual Fund Reviews and Stock Market Simulations, these initiatives promote holistic development and prepare students to thrive in dynamic business environments.



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ASE,CE,CSE,ECE,  
EEE, IT & ME  
Under Tier-I



CGPA: 3.20/4

## Master of Business Administration

### MBA III SEM: SEC A & B

### Association Classes

S.NO	Date	Activity	Participation	Remarks
1.	13-08-2025	Stock Market Simulation (Virtual Trading Challenge)	Students	
2.	20-08-2025	Marketing Pitch Competition (Create & Sell a Product)	Students	
3.	03-09-2025	HR Role Play: Conflict Resolution Scenarios	Students	
4.	10-09-2025	Business Analytics Hackathon (Case-Based Data Challenge)	Students	
5.	17-09-2025	Brand Positioning Game (Marketing Strategy Simulation)	Students	
6.	24-09-2025	Finance Treasure Hunt (Clues Based on Financial Concepts)	Students	
7.	16-02-2025	Panel Discussion with Industry Experts (HR & Analytics Trends)	Students	
8.	15-10-2025	Startup Idea Pitching (Young Entrepreneurs)	Students	
9.	22-10-2025	Case Study Marathon (Marketing Failures & Learnings)	Students	
10.	29-10-2025	AI in Business Analytics Workshop (Hands-On)	Students	
11.	05-11-2025	Cross-Functional Business Simulation (Finance + Marketing + HR)	Students	
12.	12-11-2025	Debate: 'Will AI Replace Managers?'	Students	
13.	19-11-2025	Ethical Dilemma Role Play (HR & Business Ethics)	Students	
14.	26-11-2025	Quiz Bowl: Inter-Departmental Business Quiz	Students	
15.	03-12-2025	Young Manager of the Year Contest (Leadership Simulation)	Students	

**SIGNATURE OF FACULTY**

**Head of the department**



# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

Accredited by NAAC with 'A' Grade, ISO 9001:2015 Certified Institution

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

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

**Class: M.B.A Sec-A**

**Semester: III**

**A. Y: 2025-**

**26**

**Sub: Seminar-2**

**M.S.**

**CHAKRAVARTHY**

S.NO	Date	Topic	Remarks
1	11.08.25	INTRODUCTION, EXPLANATION REGARDING THE IMPORTANCE OF SEMINAR	
2	18.08.25	PROJECT DISCUSSION	
3	25.08.25	JAM SESSION	
4	01.09.25	ROLE PLAY	
5	08.09.25	JAM SESSION	
6	15.09.25	GROUP DISCUSSION	
7	22.09.25	GROUP DISCUSSION	
8	29.09.25	ROLE PLAY	
9	06.10.25	1 st MID EXAM	
9	13.10.25	MOCK INTERVIEW	
10	20.10.25	MOCK INTERVIEW	
11	27.10.25	AD MAKING	
13	03.11.25	DEBATE	
14	10.11.25	ROLE PLAY	
15	17.11.25	ETHICAL VALUES FOR MANAGERS-SEMINAR	
16	24.11.25	CORPORATE SOCIAL RESPONSIBILITY	
17	08.12.25	2 <sup>ND</sup> MID EXAM	

**Faculty**

**HOD**





# **LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING**

**(AUTONOMOUS)**

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

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

**Class: MBA**  
**SECTION A**

**Semester: III**

**A.Y: 2025-26**  
**Sub: SL**  
**M.S.CHAKRAVARTHY**

<b>S.NO</b>	<b>Date</b>	<b>Topic</b>	<b>Remarks</b>
1	14.08.25	Green economy	
2	21.08.25	Global energy crisis Stock Market	
3	28.08.25	Analysis of stock market	
4	4.09.25	Effect of Climate Change on Indian Economy	
5	11.09.25	India's Tourism Industry Post-Covid	
6	18.09.25	Stock Market	
7	25.09.25	India as a developed country by 2047	
8	2.10.25	Impact of 5G in india	
9	9.10.25	I ST MID EXAMS	
10	16.10.25	India – Sri Lanka relations	
11	23.10.25	Challenges for the FinTech industry	
13	30.10.25	China's economic slowdown	
14	06.11.25	UKRAINE RUSSIA WAR	
15	13.11.25	Canada crisis	
16	20.11.25	INDIA –PAKISTAN RELATIONS	
17	27.11.25	CANADA CRISIS	
18	02.12.25	2 ND MID EXAMS	

**Faculty**

**HOD**





# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC & NBA (Under Tier - I), ISO 9001:2015 Certified Institution

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

L.B. REDDY NAGAR, MYLAVARAM, KRISHNA DIST., A.P.-521 230.

Phone: 08659-222933, Fax: 08659-222931

## DEPARTMENT OF INFORMATION TECHNOLOGY

### COURSE HANDOUT

#### PART-A

**Name of Course Instructor:** Dr.K.VenuGopal

**Course Name & Code** : Data Science using R - 23MB36

**L-T-P Structure** : 3-1-0

**Credits:** 03

**Program/Sem/Sec** : MBA / III SEM / A&B Sections

**A.Y.** : 2025-26

**PREREQUISITE** : Fundamentals of Data Analytics and Analytics through R

#### **CourseObjective:**

This course will teach students to transform datasets into meaningful tables or figures using R, leveraging appropriate functions and packages. Students will integrate data from multiple sources, follow best coding practices (such as clear naming conventions and commenting), and ensure their code is error-free and easily understandable by others and themselves in the future.

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

CO 1	Understand the need and significance of R software for decision-making ( <b>Understand- L2</b> )
CO 2	Apply statistical tools to extract information from raw data ( <b>Apply - L3</b> )
CO 3	Demonstrate how regression techniques are used to build predictive models. ( <b>Understand- L2</b> )
CO 4	Evaluate data mining techniques to make business decisions ( <b>Apply – L3</b> )
CO 5	Apply clustering algorithm for classification ( <b>Apply- L3</b> )

#### **COURSE ARTICULATION MATRIX (Correlation between COs&POs):**

CO	PO1	PO2	PO3	PO4	PSO1
CO1	3	2	-	1	2
CO2	3	3	2	2	2
CO3	2	3	2	2	3
CO4	3	2	3	3	3
CO5	2	3	3	3	3

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

#### **TEXTBOOKS:**

1. R for Data science, Dan Toomy, Pack Publishing Ltd. 2014,ISBN 978-1-78439-086-0

**REFERENCE BOOKS:**

1. The Art of R Programming, Norman Matloff, 2009
2. Introductory Statistics with R, Peter Dalgaard, Springer Science + Business Media, LLC, ISBN:978-0-387-79053-4.

**COURSE DELIVERY PLAN (LESSON PLAN): Section-C****UNIT-I:**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	<b>Introduction to R: Introduction to data analytics</b>	1	12-08-2025		TLM2	CO1	
2.	data types, and data models	2	13-08-2025		TLM2	CO1	
3.	History and Evolution of R, R-Features, R environment setup,	1	14-08-2025		TLM2	CO1	
4.	R basic syntax, R command prompt,	1	19-08-2025		TLM2	CO1	
5.	R script file,	1	20-08-2025		TLM2	CO1	
6.	import data into R	1	22-08-2025,		TLM2	CO1	
7.	R packages	2	26-08-2025		TLM2	CO1	
No. of classes required to complete UNIT-I			09	No. of classes taken:			

**UNIT-II:**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
8.	<b>R Data Structures, Data Types, and Variables</b>	1	02-09-2025		TLM2	CO2	
9.	Studying Vectors, Defining factors,	2	06-09-2025		TLM2	CO2	
10.	Defining lists	1	09-09-2025		TLM2	CO2	
11.	Data Frames	1	10-09-2025		TLM2	CO2	
12.	Matrixes	1	12-09-2025		TLM2	CO2	
13.	Arrays,	1	13-09-2025		TLM2	CO2	
14.	understanding R variables Data type of variable,	1	16-09-2025		TLM2	CO2	
15.	Type of operators	1	17-09-2025		TLM2	CO2	
16.	Decision making, Understanding R if statement	1	19-09-2025		TLM2	CO2	
17.	R switch statement	2	20-09-2025		TLM2	CO2	
No. of classes required to complete UNIT-II		12	No. of classes taken:				

**UNIT-III:**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
18.	<b>Introduction to R-Loops, Functions, Strings, Vectors, Arrays, and Factors</b>	1	20-09-2025		TLM2	CO3	
19.	Loops, Control structures	2	24-09-2025		TLM2	CO3	
20.	User defined function, , data manipulation using r	2	26-09-2025		TLM2	CO3	
21.	String construction	1	14-10-2025		TLM2	CO3	
22.	R vector creation, access	2	15-10-2025		TLM2	CO3	
23.	Manipulate and merge list,	1	17-10-2025		TLM6	CO3	
24.	Access array elements,	2	22-10-2025		TLM6	CO3	
25.	Studying R factors, Generate factor levels.	2	25-10-2025		TLM6	CO3	
No. of classes required to complete UNIT-III		13	No. of classes taken:				

**UNIT-IV:**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
26.	<b>Intro R Web Data and Text Mining:</b>	1	28-10-2025		TLM2	CO4	
27.	Write & read Binary files	1	29-10-2025		TLM2	CO4	
28.	Understand XML files,	1	31-10-2025		TLM2	CO4	
29.	Study R databases	2	04-11-2025		TLM2	CO4	
30.	Understand R my SQL, Query,	1	05-11-2025		TLM2	CO4	
31.	create/ drop tables using MySQL	1	08-11-2025		TLM2	CO4	
32.	Update tables and rows	1	11-11-2025		TLM2	CO4	
33.	Text mining using RQDA	1	12-11-2025		TLM2	CO4	
34.	Text mining using JGR package.	1	14-11-2025		TLM2	CO4	
No. of classes required to complete UNIT-IV		10	No. of classes taken:				

**UNIT-V:**

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
35.	<b>Intro to Machine Learning Using R:</b>	1	15-11-2025,		TLM2	CO5	
36.	Understand Supervised Techniques	3	18-11-2025 19-11-2025,		TLM2	CO5	
37.	Understanding non-Supervised Techniques	2	21-11-2025		TLM2	CO5	
38.	Data partitioning,	2	26-11-2025		TLM2	CO5	
39.	Cluster analysis	1	28-11-2025		TLM2	CO5	
40.	Linear, prediction model,	1	27-11-2025		TLM4	CO5	
41.	Logistic regression	1	28-11-2025		TLM4	CO5	
42.	K-nearest neighbor	1	29-11-2025		TLM4	CO5	
43.	Naïve Bayes,	1	03-12-2025		TLM4	CO5	
44.	Random forests.	1	05-12-2025		TLM4	CO5	
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	HOD Sign Weekly
45.	<b>XGBoost, LightGBM, and CatBoost, Vs Random Forests</b>	1	06-12-2025		TLM2	CO5	

**Teaching Learning Methods**

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

**ACADEMIC CALENDAR:**

Description	From	To	Weeks
I Phase of Instructions	11-08-2025	04-10-2025	8 W
I Mid Examinations	06-10-2025	11-10-2025	1W
II Phase of Instructions	13-10-2025	06-12-2025	8 W
II Mid Examinations	08-12-2025	13-12-2025	1W
Preparation and Practicals	15-12-2025	20-12-2025	1 W
Semester End Examinations	22-12-2025	03-01-2026	2 W

## **PART-C**

### **EVALUATION PROCESS:**

<b>Evaluation Task</b>	<b>Marks</b>
I-Descriptive Examination (Units-I, II & UNIT-III (Half of the Syllabus))	M1=15
II- Descriptive Examination (UNIT-III (Remaining Half of the Syllabus), IV & V)	M2=15
Report Writing	R-10
Mid Marks =80% of Max ((M1), (M2)) + 20% of Min ((M1), (M2))	M=30
Report Writing	R-10
Cumulative Internal Examination (CIE): M	40
Semester End Examination (SEE)	60
Total Marks = CIE + SEE	100

## **PART-D**

### **PROGRAMME OUTCOMES (POs):**

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

	<b>Course Instructor</b>	<b>Course Coordinator</b>	<b>Module Coordinator</b>	<b>Head of the Department</b>
<b>Name of the Faculty</b>	Dr.K.VenuGopal	Dr.K.VenuGopal	Dr.K.Phaneendra	Dr.D.Ratna Kishore
<b>Signature</b>				



# 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

## Department of Master of Business Administration

### COURSEHANDOUT

#### PART-A

Name of Course Instructor : Mr. Y. Babu

Course Name & Code :Tally & VBALAB&23MB75

L-T-PStructure :0-0-3

Credits: 1.5

Program/Sem/Sec :MBA/III-Sem/Section-A

A.Y:2025-26

**PRE-REQUISITES:** Operating Systems and Ms-Office

**COURSE EDUCATIONAL OBJECTIVES (CEOs):**The main objective of this course is to prepare students

<b>CEO1</b>	To understand the concepts of Tally ERP, including GST.
<b>CEO2</b>	To create Charts, Tables, and graphs Using MS Excel.
<b>CEO3</b>	To Understand the basics of VBA, its purpose, and its applications with in Microsoft Office Products.
<b>CEO4</b>	To Write VBA code to automate complex tasks in Excel and other Office applications.
<b>CEO 5</b>	To work with arrays and collections to handle multiple data items.

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

<b>CO1</b>	Apply basic accounting principles using Tally ERP.
<b>CO2</b>	Analyze and apply various functions of advanced Excel.
<b>CO3</b>	Navigate and Utilize the VBA development environment effectively.
<b>CO4</b>	Apply basic to advanced programming concepts with in VBA
<b>CO 5</b>	Develop, test, and deploy VBA projects that solve real-world problems.

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

COs	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	<b>3</b>	<b>2</b>	<b>-</b>	<b>1</b>	<b>1</b>
<b>CO2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>-</b>
<b>CO3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>
<b>CO4</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>1</b>
<b>CO5</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>-</b>

**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**

<b>S.No.</b>	<b>Topics to be covered</b>	<b>No. of Classes Required</b>	<b>Tentative Date of Completion</b>	<b>Actual Date of Completion</b>	<b>HOD Signature</b>
1.	<b>Unit I Introduction to Accounting Packages:</b> Tally, Basic accounting.	3	11-08-2025		
2.	fundamentals of tally, accounting software tally, inventory handling using tally.	3	18-08-2025		
3.	voucher entry in tally, advanced accounting in tally.	3	25-08-2025		
4.	<b>Unit II Introduction and Advanced functions of M.S Excel:</b> Introduction to M.S Excel.	3	01-09-2025		
5.	Excel environment basic workbook -consolidating work functions in M.S Excel.	3	08-09-2025		
6.	Data sorting function- logical function - lookup function –conditional function - PIVOT Chart function.	3	15-09-2025		
7.	<b>Unit III Introduction to VBA:</b> Start VBA & Security: Introduction about VBA, Security concepts involved in Excel 2003,2007 & 2010. How to use Visual Basic Editor (VBE). The Excel Macro Recorder.	3	22-09-2025		
8.	<b>Excel Objects:</b> Introduction to Object, Properties & Methods, Using Input box & Message box, Sheets, Ranges & Offset, Excel VBA Variables.	3	29-09-2025		
9.	<b>Unit IV VBA Conditions, Functions, and Exceptions:</b> Conditions & Loops: Using IF Statement in VBA, Using SELECT CASE Statement, Using Do While Loop & FOR NEXT Loop in Excel.	3	13-10-2025		
10.	<b>Functions &amp; Subroutine:</b> Working with User-Defined Functions (UDF). Theory	3	20-10-2025		

	on Variables, Scoping, etc. Working with Dates.				
11.	<b>Exceptions:</b> Error Handling Methodologies, Work Sheet & Workbook Events. Excel Object Model usage, learning various ways of referring–Ranges, Sheet & Workbook.	3	27-10-2025		
12.	<b>Unit V Advance VBA:</b> <b>Forms:</b> Introduction to Excel VBA User forms. Controls: Filling User form Controls. Validation: Validating user input into a user form	3	03-11-2025		
13.	<b>Array:</b> Method of storing multiple data in Array. Chart: Creating Charts in Excel using VBA. Customizing the chart.	3	10-11-2025		
14.	<b>Pivot:</b> Pivot Tables & VBA. Generating Multiple Pivot Table Reports using VBA.	3	17-11-2025		
15.	<b>Database:</b> Linking to Databases (like Access) from Excel & Working with them, Update to & from database	3	24-11-2025		
16.	Lab Internal Exam	3	01-12-2025		

#### PROGRAMME OUTCOMES (POs):

<b>PO1</b>	<b>Engineering knowledge:</b> Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
<b>PO2</b>	<b>Problem analysis:</b> Identify, formulate, review research literature, and analyze complex Engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
<b>PO3</b>	<b>Design/development of solutions:</b> Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate Consideration for the public health safety the cultural, societal, and environmental considerations.
<b>PO4</b>	<b>Conduct investigations of complex problems:</b> Use research-based knowledge and research Methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
<b>PO5</b>	<b>Modern tool usage:</b> Create, select and apply appropriate techniques, resources, and modern Engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
<b>PO6</b>	<b>The engineer and society:</b> Apply reasoning in formed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice
<b>PO7</b>	<b>Environment and sustainability:</b> Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
<b>PO8</b>	<b>Ethics:</b> Apply ethical principles and commit to professional ethics and responsibilities and Norms of the engineering practice.



<b>PO9</b>	<b>Individual and team work:</b> Function effectively as an individual, and as a member or leader in Diverse teams, and in multi disciplinary settings.
<b>PO10</b>	<b>Communication:</b> Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive Clear instructions.
<b>PO11</b>	<b>Project management and finance:</b> Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work as a member and leader in a team, to manage projects and in multidisciplinary environments.
<b>PO12</b>	<b>Life-long learning:</b> Recognize the need for and have the preparation and ability to engage in In dependent and life-long learning in the broadest context of technological change.

#### **PROGRAMME SPECIFIC OUTCOMES (PSOs):**

<b>PSO1</b>	Programming Paradigms: To inculcate algorithmic thinking, formulation techniques and visualization, leading to problem solving skills using different programming paradigms. 2.DataEngineering: To in calculate ability to Analyze, Design and implement data driven applications into the students. 3. Software Engineering: Develop an ability to implement various processes /methodologies /practices employed in design, validation, testing and maintenance of softwareproducts.
<b>PSO2</b>	Data Engineering: To in calculate ability to Analyze, Design and implement data driven applications into the students.
<b>PSO3</b>	Software Engineering:Develop an ability to implement various processes/methodologies /practices employed in design,validation, testing and maintenance of software products.

<b>Tit le</b>	<b>Course Instructor</b>	<b>Course Coordinator</b>	<b>Modul e Coordin ator</b>	<b>Head of the Department</b>
<b>Name of the Faculty</b>	Mr. Y. Babu	Mr. Y. Babu	Mr. B Kalyan Kumar	Dr. S. Nagarjuna Reddy
<b>Signature</b>				