



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-I Sem.A/S
Classroom : 5S03

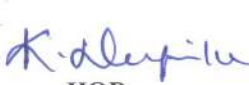
A.Y : 2025-2026
W.E.F : 28.07.2025

Classroom		: SS05							
	1	2	3		4	5	6	7	
	9.00 to 10.00	10.00 to 11.00	11.00 to 12.00		1.00 to 2.00	2.00 to 3.00	3.00 to 4.00		
MON	IT-LAB (Civil Dept..)			LUNCH	BE	MPOB	QABD (T)	Sports/ Yoga	
TUE	QABD	FAA	MPOB		QABD	BE	L&BE		
WED	BCPD	QABD	L&BE		BE	MPOB	FAA		
THUS	L&BE	FAA	BE		Association				
FRI	BCPD	L&BE	QABD		FAA	MPOB	SL		
SAT	BCPD LAB-(Mech Dept..) CAD Lab				BCPD	FAA(T)	CL		


S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
1	23MB01	MP&OB (4)	Management Perspectives & Organizational Behaviour	Dr. K. Deepika (T838)
2	23MB02	BE (4)	Business Economics	Dr.A. Adishesha Reddy(T104)
3	23MB03	FAA (5)	Financial Accounting & Analysis	Mr.B. Kalyan Kumar(T700)
4	23MB04	QABD (5)	Quantitative Analysis for Business Decisions	Dr.O. Naresh (T903)
5	23MB05	L&BE (4)	Legal & Business Environment	Dr.D. Venkateswarlu (T472)
6	23MB06	BC&PD (3)	Business Communication and Personality Development	Mr.B. Mohan Teja (T998)/ Mr. B. Sreenivasa Reddy (T466)
7	23MB71	IT-LAB (3)	Information Technology Lab	Mrs.M.Sabitha (T953) Mr.G.Rambabu (T1001)
8	23MB72	BCPD-LAB (3)	Business Communication and Personality Development Lab	Mr.B.Mohan Teja (T998)/ Mr. B. Sreenivasa Reddy (T466)
9		ASSOC (3)	Association	Mr.B. Kalyan Kumar(T700) Ms.T.Meghana (T1006) Dr.K. Bhanu Prakash (Adjunct faculty)
11		SL(1)	Self-learning (Library/Swayam)	Mr.S. Chakravarthy (T451)
12		CL(1)	Counselling	Dr.R. Jeyalakshmi (T471)


Class Teacher
(Dr.O. Naresh)


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



CGPA: 3.20/4

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

Course/ Section : MBA-I Sem.B/S
Classroom : 5S04

A.Y : 2025-2026
W.E.F : 28.07.2025

Classroom : 5S04				VIEW PERSONAL				
	1	2	3		4	5	6	7
	9.00 to 10.00	10.00 to 11.00	11.00 to 12.00		1.00 to 2.00	2.00 to 3.00	3.00 to 4.00	Sports/ Yoga
MON	MPOB	BE	L&BE	LUNCH	QABD	FAA(T)	SL	
TUE	BE	QABD	FAA		MPOB	CL	BCPD	
WED	BCPD LAB (IT Dept.)				FAA	L&BE	QABD(T)	
THUS	QABD	MPOB	L&BE		Association			
FRI	FAA	QABD	BE		L&BE	MPOB	BCPD	
SAT	BCPD	BE	FAA		IT-LAB (IT Dept.)			

S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
1	23MB01	MP&OB (4)	Management Perspectives & Organizational Behaviour	Mrs P.B.Lavanya (T1008)
2	23MB02	BE (4)	Business Economics	Dr.A. Adishesha Reddy(T104)
3	23MB03	FAA (5)	Financial Accounting & Analysis	Mr.B. Kalyan Kumar(T700)
4	23MB04	QABD (5)	Quantitative Analysis for Business Decisions	T.Meghana (T1006)
5	23MB05	L&BE (4)	Legal & Business Environment	Dr.D. Venkateswarlu (T472)
6	23MB06	BC&PD (3)	Business Communication and Personality Development	Mr.D. Ashok Kumar (T996)/ Dr.B. Samrajyalakshmi (T405)
7	23MB71	IT-LAB (3)	Information Technology Lab	Mrs.M.Sabitha (T953) Mr. R. Sivannarayana (T1007)
8	23MB72	BCPD-LAB (3)	Business Communication and Personality Development Lab	Mr.D. Ashok Kumar (T996)/ Dr.B. Samrajyalakshmi (T405)
9		ASSOC (3)	Association	Mrs.Y.Nagamanai (T922)/ Mr.B. Kalyan Kumar(T700)/ Mr.L.Venugopal (T805)
11		SL(1)	Self-learning (Library/Swayam)	Mr.S. Chakravarthy (T451)
12		CL(1)	Counselling	Mr.S. Chakravarthy (T451)

Class Teacher
(Mrs.P.B.Lavanya)

Timetable In-charge
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ASE, CE, CSE, ECE,
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Under Tier-I



CGPA: 3.20/4

MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

Part A

Name of the Course Instructor: Dr. K.Deepika

Course Code & Name: 23MB01 – Management Perspectives and Organizational Behaviour

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

Course Credits: 4

Program/Sem/Sec: MBA, I-Sem, Section – A

Academic Year: 2025–26

Pre-requisite: Basic knowledge of Business & Organizations

Course Educational Objectives (CEOs):

- CEO1: To highlight the evolution of management and pioneering contributions in management practices for getting clarity and applying.
- CEO2: To know the relevance of functions of the management in making decisions.
- CEO3: To know Individual and group behavior in learning, personality, etc in the organizational context.
- CEO4: To understand the Motivation, leadership, and group-related perspectives in organizations.
- CEO5: To study organizational behavior – conflict, stress communication, and development in management.

Course Outcomes (COs):

- CO1: Describe the functions and importance of management.
- CO2: Understand the difference between formal and informal organizations for making effective decisions.
- CO3: Interpret the scope of organizational behaviour and its significance.
- CO4: Demonstrate the impact of motivation and leadership in group dynamics.
- CO5: Solve organizational conflicts through negotiation and team building.

CO-PO Articulation Matrix:

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

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

Textbooks:

1. 1. Knootz Herald, Weihrich. Henz and Arya Sri, “Principles of Management”, MH, New Delhi. 2010.
2. 2. Meenakshi Gupta: “Principles of management”, PHI Pvt., Ltd., New Delhi. 2009.
3. 3. Robbins.P. Stephen (2006), Organizational Behaviour, Pearson Education, New Delhi.
4. 4. Luthans Fred (1998), Organizational Behaviour, Tata Mc Graw Hill International Edition, New Delhi.

References:

5. 1. Dilip Kumar Bhattacharya, Principles of Management, Pearson, 2012.
6. 2. Kumar, Rao, Chhaalill “Introduction to Management Science” Cengage Publications, New Delhi
7. 3. V.S.P.Rao, Management Text and Cases, Excel, Second Edition, 2012.
8. 4. K.Anbuvelan, Principles of Management, University Science Press, 2013.
9. 5. K.Aswathappa “Organizational Behaviour-Text, Cases and Games”, Himalaya Publishing House, New Delhi, 2008.
10. 6. Steven L Mc Shane, Mary Ann Von Glinow, Radha R Sharma: “Organizational Behaviour”, TMH Education, New Delhi, 2008.

Part B:**COURSE DELIVERY PLAN (LESSON PLAN)**

UNIT – I: Introduction to Management						
S. No	Topics to be Covered	No. of Classes	Tentative Date	Actual date	Teaching-Learning Methods	HoD Sign weekly
1	Definition & Nature of Management	1	28-07-25		TLM1/TLM2	
2	Functions of Management	1	29-07-25		TLM1/TLM2	
3	Importance of Management	1	30-07-25		TLM1/TLM2	
4	Evolution of Management Thought – Scientific Management	1	01-08-25		TLM1/TLM2	
5	Evolution of Management Thought – Administrative Management	1	04-08-25		TLM1/TLM2	
6	Hawthorne Experiments	1	05-08-25		TLM1/TLM2	
7	Levels of Management	1	06-08-25		TLM1/TLM2	
8	Managerial Skills	1	08-08-25		TLM1/TLM2	
9	Planning – Steps in Planning Process	1	11-08-25		TLM1/TLM2	
10	Types of Plans – Strategic, Tactical, Operational	1	12-08-25		TLM1/TLM2	
11	Essentials of a Sound Plan	1	13-08-25		TLM1/TLM2	
12	Management by Objectives (MBO)	1	18-08-25		TLM1/TLM2	
13	Decision-Making – Techniques and Process	1	19-08-25		TLM2	
14	Case Study – Planning/Decision-Making Scenario	1	20-08-25		TLM2	
15	Revision and Unit I Assessment (Quiz/Test)	1	22-08-25		TLM2	
No. of classes required to complete UNIT-I-15				No. of classes taken:		

UNIT – II: Organizing and Controlling						
S. No	Topics to be Covered	No. of Classes	Tentative Date	Actual date	Teaching-Learning Methods	HoD Sign weekly
16	Organizing – Introduction & Principles	1	25-08-25		TLM1/TLM2	
17	Formal and Informal Organization	1	26-08-25		TLM1/TLM2	
18	Organizational Structure and Design	1	29-08-25		TLM1/TLM2	
19	Delegation of Authority	1	01-09-25		TLM1/TLM2	
20	Span of Control	1	02-09-25		TLM1/TLM2	
21	Decentralization	1	03-09-25		TLM1/TLM2	
22	Line and Staff Structure Conflict	1	05-09-25		TLM1/TLM2	
23	Coordination – Definition and Principles	1	08-09-25		TLM1/TLM2	
24	Controlling – Nature and Importance	1	09-09-25		TLM1/TLM2	
25	Controlling – Process	1	10-09-25		TLM1/TLM2	
26	Requirements of Effective Control	1	12-09-25		TLM1/TLM2	
27	Controlling Techniques	1	15-09-25		TLM1/TLM2	
28	Case Study – Organizational Structure & Control	1	16-09-25		TLM2	
29	Revision and Unit II Assessment (Quiz/Test)	1	17-09-25		TLM2	
No. of classes required to complete UNIT-II-14				No. of classes taken:		
UNIT – III: Organizational Behaviour						
S. No.	Topic	No. of Classes	Tentative Date		Teaching-Learning Method	HoD Sign weekly
30	Organizational Behaviour – Nature and Scope	1	19-09-25		TLM1/TLM2	
31	Linkages with Other Social Sciences	1	19-09-25		TLM1/TLM2	
I Mid-Term Exams		23-09-2025 to 04-10-2025				
32	Individual Roles and Organizational Goals	1	06-10-25		TLM1/TLM2	
33	Perspectives of Human Behaviour	1	07-10-25		TLM1/TLM2	
34	Perception and Perceptual Process	1	08-10-25		TLM1/TLM2	
35	Learning – Process and Pavlov's Theory	1	10-10-25		TLM1/TLM2	
36	Learning Theories – Skinner	1	13-10-25		TLM1/TLM2	
37	Learning Theories – Thorndike	1	14-10-25		TLM1/TLM2	
38	Personality and Individual Differences	1	15-10-25		TLM1/TLM2	
39	Determinants of Personality	1	17-10-25		TLM1/TLM2	
40	Values, Attitudes, and Beliefs	1	20-10-25		TLM1/TLM2	
41	Case Study – Perception and Personality in Workplace	1	22-10-25		TLM2	
42	Review, Q&A, and Unit III Assessment	1	24-10-25		TLM2	
No. of classes required to complete UNIT-III-12				No. of classes taken:		
UNIT – IV: Motivation and Leadership						
S. No.	Topic	No. of Classes	Tentative Date	Actual date	Teaching-Learning Method	HoD Sign weekly
43	Definition and Nature of Motivation	1	27-10-25		TLM1/TLM2	
44	Theories of Motivation – Maslow	1	28-10-25		TLM1/TLM2	
45	Theories of Motivation – Alderfer	1	29-10-25		TLM1/TLM2	
46	Leadership – Definition, Traits, and Styles	1	31-10-25		TLM1/TLM2	
47	Leadership Skills and Challenges to Leaders	1	03-11-25		TLM1/TLM2	
48	Groups – Stages of Group Formation	1	04-11-25		TLM1/TLM2	

49	Group Dynamics and Collaborative Bargaining	1	07-11-25		TLM1/TLM2	
50	Johari Window Theory	1	10-11-25		TLM1/TLM2	
51	Case Study – Leadership or Motivation at Work	1	11-11-25		TLM2	
52	Review, Q&A, and Unit IV Assessment	1	12-11-25		TLM2	
No. of classes required to complete UNIT-IV-10				No. of classes taken:		
UNIT – V: Organizational Conflict and Development						
S. No	Topic	No. of Classes	Tentative Date	Actual date	Teaching-Learning Method	HoD Sign weekly
53	Organizational Conflicts – Causes & Consequences	1	14-11-25		TLM1/TLM2	
54	Negotiation & Team Building	1	17-11-25		TLM1/TLM2	
55	Conflict Resolution in Groups	1	18-11-25		TLM1/TLM2	
56	Problem-Solving Techniques	1	19-11-25		TLM1/TLM2	
57	Stress – Types and Causes in Organizations	1	21-11-25		TLM1/TLM2	
58	Preventive Measures for Stress	1	24*11-25		TLM1/TLM2	
59	Communication – Types & Process	1	25-11-25		TLM1/TLM2	
60	Communication – Barriers	1	26-11-25		TLM1/TLM2	
61	Organizational Change – Process, Resistance to Change	1	28-11-25		TLM1/TLM2	
62	Organizational Development (OD) & Interventions	1	29-11-25		TLM1/TLM2	
63	Case Study / Review / Wrap-Up Session	1	29-11-25		TLM1/TLM2	
No. of classes required to complete UNIT-V-11				No. of classes taken:		

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

PART – C

Evaluation PROCESS (R23 REGULATIONS)

Evaluation Task	Marks
I-Mid Examination (Units I, II & half of Unit III)	M1 = 30
II-Mid Examination (Half of Unit III, Units IV & V)	M2 = 30
Report Writing & Presentation	RP = 10
Final Mid Marks (80% Max (M1, M2) + 20% Min (M1, M2))	M = 30
CIE Total (M + RP)	40
Semester End Examination (SEE)	60
Total Marks (CIE + SEE)	100

PART – D:

PROGRAM EDUCATIONAL OBJECTIVES (PEOs) AND PROGRAM OUTCOMES (POs)

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):

PO Code	Program Outcome Statement
P01	Apply knowledge of management theories and practices to solve business problems.
P02	Foster Analytical and critical thinking abilities for data-based decision making.
P03	Ability to develop value-based leadership ability.
P04	Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
P05	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
Dr.K.Deepika	Dr.D. Venkateswarlu	Dr.D. Venkateswarlu	Dr.K. Deepika



MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

PART-A

Name of Course Instructor : Dr. A. Adishesha Reddy
Course Name & Code : **Business Economics-23MB02**
L-T-P Structure : 4-0-0
Program/Sem/Sec : MBA., I-Sem., **Section- B**

Credits: 4
A.Y : 2025-26

Prerequisite: Basic Knowledge in business activities.

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

1.	To impart the basic knowledge about the concepts of economics and to equip the students with the analytical tools of economics and apply the same to rational Managerial decision-making
2.	To delineate the role of demand and demand forecasting for effective decision making.
3.	To develop economic way of thinking while dealing with production and cost analysis to solve business problems and challenges.
4.	To understand the concept of market intelligence and to evaluate the nature of different Market structures for sensible economic managerial decisions.
5.	To infuse the basic knowledge about the concepts of macro-economic principles and the skills needed to apply them in making informed, strategic business decisions.

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

CO1:	Determine the fundamentals of Economics and Managerial Economics and able to apply them for effective managerial decision making.
CO2:	Evaluate the various decisions of the managers using demand, elasticity demand and Demand forecasting.
CO3:	Analyze different theories, principles, and concepts of production and cost so that the cost benefits can be examined for economic decision making.
CO4:	Analyze the price output conditions in each market structure and also evaluate in which Type of market the organization achieves abnormal profits.
CO5:	Apply knowledge of Macroeconomics concepts and examine monetary policies usage in business decisions.

Co-Po Articulation Matrix:

Course Outcomes (COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	2	3	1	2	-
CO2	2	3	2	1	1
CO3	3	2	1	2	2
CO4	3	2	1	2	1
CO5	2	3	2	1	3

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

Text Books

1. G S Gupta, “*Managerial Economics*”, Tata McGraw Hill.
2. P. L.Mehta “*Managerial Economics– Analysis, Problems & Cases*”-Sulthan Chand & Sons
3. H L Ahuja, Business Economics, S. Chand & Co, 13e, 2016.

Reference

1. Dean. Joel: “*Managerial Economics*”, PHI.
2. R.L.Varshney and K.L.Maheshwari, “*Managerial Economics*”, 17th Edition, Sultan Chand&Sons
3. Henry and Haynes, “*Managerial Economics*”: Analysis and Cases, Business Publications
4. Keat, 2007, “*Managerial Economics*”, 4th Edition, Thomson
5. H.Craig Petersen, W.C. Lewis, S K Jain, 2006, “*Managerial Economics*”, Pearson Managerial Economics and Financial Accounting by Rama chandran Arya sri- Tata McGrawHill.2008.
6. Chaturvedi, Business Economics, International Book House, 2012

Relevant Case Studies should be discussed in each unit

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

S.No.	Topics to be covered	No. of Class es Requi red	Tentative Date of Completi on	Actual Date of Completi on	Teach ing Learn ing Metho ds	Learnin g Outcom e COs	Text Book followed	HOD Sign Week ly
1.	Orientation	1	28/7/2025		TLM1	CO1	T1,R2	
2.	Orientation	1	1/8/2025		TLM1	CO1	T1,R2	
3.	Orientation	1	02/8/2025		TLM1	CO1	T1,R2	
4.	Orientation	1	4/8/2025		TLM1	CO1	T1,R2	
5.	Orientation	1	5/8/2025		TLM1	CO1	T1,R2	
6.	Orientation	1	8/8/2025		TLM1	CO1	T1,R2	
7.	Introduction to Economics	1	9/8/2025		TLM1	CO1	T1,R2	
8.	Explaining about CO-PO	1	11/8/2025		TLM1	CO1	T1,R2	
9.	Definitions of Economics- Wealth, Welfare	1	12/8/2025		TLM1	CO1	T1,R2	
10.	Definitions of Economics- Scarcity, Growth	1	18/8/2025		TLM1	CO1	T1,R2	
11.	Nature and Scope of Economics	1	19/8/2025		TLM3	CO1	T1,R2	
12.	Branches of Economics	1	22/8/2025		TLM3	CO1	T1,R2	
13.	Significance of Economics	1	23/8/2025		TLM3	CO1	T1,R2	
14.	Relationship with other disciplines of economics	1	25/8/2025		TLM3	CO1	T1,R2	
15.	Role of managerial economist in business	1	26/8/2025		TLM3	CO1	T1,R2	
16.	Basic economic principles	1	29/8/2025		TLM3	CO1	T1,R2	
17.	Case Study	1	30/8/2025		TLM3	CO1	T1,R2	
No. of classes required to complete UNIT-I		17		No. of classes taken:				

UNIT-II: Demand analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Demand analysis- Demand Function	1	1/9/2025		TLM1	CO2	T1,R2	
2.	Determinants of demand	1	2/9/2025		TLM1	CO2	T1,R2	
3.	Law of demand	1	5/9/2025		TLM1	CO2	T1,R2	
4.	Assumptions and exceptions of demand	1	6/9/2025		TLM1	CO2	T1,R2	
5.	Types of demand- Elasticity of demand	1	8/9/2025		TLM1	CO2	T1,R2	
6.	Nature and Importance of Elasticity	1	9/9/2025		TLM1	CO2	T1,R2	
7.	Types of Elasticity of Demand	1	12/9/2025		TLM1	CO2	T1,R2	
8.	Factors affecting demand	1	13/9/2025		TLM1	CO2	T1,R2	
9.	Demand forecasting	1	15/9/2025		TLM1	CO2	T1,R2	
10.	Types-Methods of demand forecasting	1	16/9/2025		TLM1	CO2	T1,R2	
11.	Survey method-Statistical method	1	19/9/2025		TLM3	CO2	T1,R2	
12.	Case Study	1	20/9/2025		TLM1	CO2	T1,R2	
No. of classes required to complete UNIT-II		12		No. of classes taken:				

UNIT-III: Production & Cost analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1	Definition-Significance	1	20/9/2025		TLM1	CO3	T2,R4	
	MID-1		22/09/2025					
	MID-1							
	MID-1							
	MID-1		27/9/2025					
2	Production function-Cobb-Douglas Production Function	1	29/9/2025		TLM1	CO3	T2,R4	
3	Iso-Quants and costs Law of variable proportions & Law of returns to scale	1	3/10/2025		TLM2	CO3	T2,R4	
4	Scale of production, Economies of scale	1	4/10/2025		TLM2	CO3	T2,R4	
5	Role of cost in business decisions	1	6/10/2025		TLM2	CO3	T2,R4	
6	Cost concepts- Cost output relationship- Cost control and its techniques	1	7/10/2025		TLM1	CO3	T2,R4	
7	Break even analysis	1	10/10/2025		TLM2	CO3	T2,R4	
8	Break even analysis Problems	1	11/10/2025		TLM2	CO3	T2,R4	
9	Case Study	1	13/10/2025		TLM2	CO3	T2,R4	
No. of classes required to complete UNIT-III		09		No. of classes taken:				

UNIT-IV: Market Structures and pricing

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.	Market Structures and pricing- Classification of markets	1	14/10/2025		TLM1	CO4	T2,R4	
2.	Competitions and its features	1	17/10/2025		TLM1	CO4	T2,R4	
3.	Price output determination in Perfect competition	1	18/10/2025		TLM1	CO4	T2,R4	
4.	Price output determination in Monopoly	1	20/10/2025		TLM1	CO4	T2,R4	
5.	Monopolistic markets	1	24/10/2025		TLM1	CO4	T2,R4	
6.	Oligopoly market and features	1	25/10/2025		TLM1	CO4	T2,R4	
7.	Pricing Methods and Strategies	1	31/10/2025		TLM1	CO4	T2,R4	
8.	Theories of profit	1	1/11/2025		TLM1	CO4	T2,R4	
9.	Case Study	1	2/11/2025		TLM1	CO4	T2,R4	
No. of classes required to complete UNIT-IV		09	No. of classes taken:					

UNIT-V: Macro Economics and Business decisions

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.	Macroeconomics concept & Nature	1	5/11/2025		TLM1	CO5	T2,R4	
2.	Theories of macro economics	1	6/11/2025		TLM1	CO5	T2,R4	
3.	National Income- Measurements	1	8/11/2025		TLM1	CO5	T2,R4	
4.	Inflation and Deflation	1	9/11/2025		TLM1	CO5	T2,R4	
5.	Types-Causes-factors influencing and Measures	1	12/11/2025		TLM1	CO5	T2,R4	
6.	RBI in India	1	13/11/2025		TLM1	CO5	T2,R4	
7.	Monetary Policies -Types- Case Study	1	15/11/2025		TLM1	CO5	T2,R4	
8.	Report and Presentations	1	16/11/2025		TLM1	CO5	T2,R4	
9.	Report and Presentations	1	19/11/2025		TLM1	CO5	T2,R4	
10.	Report and Presentations	1	20/11/2025		TLM1	CO5	T2,R4	
11.	Report and Presentations	1	22/11/2025		TLM1	CO5	T2,R4	
12.	Report and Presentations	1	23/11/2025		TLM1	CO5	T2,R4	
13.	Report and Presentations	1	27/11/2025		TLM1	CO5	T2,R4	
10.	II Mid exams		1/12/2025					
11.	II Mid exams							
12.	II Mid exams							
13.	II Mid exams		6/12/2025					
No. of classes required to complete UNIT-V		09	No. of classes taken:					

Content beyond syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completi on	Actual Date of Completi on	Teach ing Learn ing Metho ds	Learnin g Outcom e COs	Text Book followed	HOD Sign Week ly
1.	Financial economics	1	9/08/2025					
2.	Behavioral economics	1	7/10/2025					
		02						

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

Part - C

EVALUATION PROCESS:

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

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

PROGRAM OUTCOMES

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyses 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.

Course Instructor	Course Coordinator	Module Coordinator	HOD



MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

PART-A

Name of Course Instructor : Dr. A. Adishesha Reddy
Course Name & Code : **Business Economics-23MB02**
L-T-P Structure : 4-0-0
Program/Sem/Sec : MBA., I-Sem., **Section- A**

Credits: 4
A. Y : 2025-26

Prerequisite: Basic Knowledge in business activities.

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

1.	To impart the basic knowledge about the concepts of economics and to equip the students with the analytical tools of economics and apply the same to rational Managerial decision-making
2.	To delineate the role of demand and demand forecasting for effective decision making.
3.	To develop economic way of thinking while dealing with production and cost analysis to solve business problems and challenges.
4.	To understand the concept of market intelligence and to evaluate the nature of different Market structures for sensible economic managerial decisions.
5.	To infuse the basic knowledge about the concepts of macro-economic principles and the skills needed to apply them in making informed, strategic business decisions.

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

CO1:	Determine the fundamentals of Economics and Managerial Economics and able to apply them for effective managerial decision making.
CO2:	Evaluate the various decisions of the managers using demand, elasticity demand and Demand forecasting.
CO3:	Analyze different theories, principles, and concepts of production and cost so that the cost benefits can be examined for economic decision making.
CO4:	Analyze the price output conditions in each market structure and also evaluate in which Type of market the organization achieves abnormal profits.
CO5:	Apply knowledge of Macroeconomics concepts and examine monetary policies usage in business decisions.

Co-Po Articulation Matrix:

Course Outcomes (COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	2	3	1	2	-
CO2	2	3	2	1	1
CO3	3	2	1	2	2
CO4	3	2	1	2	1
CO5	2	3	2	1	3

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

Text Books

1. G S Gupta, “*Managerial Economics*”, Tata McGraw Hill.
2. P. L.Mehta “*Managerial Economics– Analysis, Problems & Cases*”-Sulthan Chand & Sons
3. H L Ahuja, Business Economics, S. Chand & Co, 13e, 2016.

Reference

1. Dean. Joel: “*Managerial Economics*”, PHI.
2. R.L.Varshney and K.L.Maheshwari, “*Managerial Economics*”, 17th Edition, Sultan Chand&Sons
3. Henry and Haynes, “*Managerial Economics*”: Analysis and Cases, Business Publications
4. Keat, 2007, “*Managerial Economics*”, 4th Edition, Thomson
5. H.Craig Petersen, W.C. Lewis, S K Jain, 2006, “*Managerial Economics*”, Pearson Managerial Economics and Financial Accounting by Rama chandran Arya sri- Tata McGrawHill.2008.
6. Chaturvedi, Business Economics, International Book House, 2012

Relevant Case Studies should be discussed in each unit

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

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	1	28/07/2025		TLM1	CO1	T1,R2	
2.	Orientation	1	29/7/2025		TLM1	CO1	T1,R2	
3.	Orientation	1	30/7/2025		TLM1	CO1	T1,R2	
4.	Introduction to Economics	1	4/8/2025		TLM1	CO1	T1,R2	
5.	Explaining about CO-PO	1	5/8/2025		TLM1	CO1	T1,R2	
6.	Definitions of Economics- Wealth, Welfare	1	6/8/2025		TLM1	CO1	T1,R2	
7.	Definitions of Economics- Scarcity, Growth	1	11/8/2025		TLM1	CO1	T1,R2	
8.	Nature and Scope of Economics	1	12/8/2025		TLM1	CO1	T1,R2	
9.	Branches of Economics	1	13/8/2025		TLM1	CO1	T1,R2	
10.	Significance of Economics	1	14/8/2025		TLM1	CO1	T1,R2	
11.	Relationship with other disciplines of economics	1	25/8/2025		TLM3	CO1	T1,R2	
12.	Role of managerial economist in business	1	26/8/2025		TLM3	CO1	T1,R2	
13.	Basic economic principles	1	28/8/2025		TLM3	CO1	T1,R2	
14.	Case Study	1	28/8/2025		TLM3	CO1	T1,R2	
No. of classes required to complete UNIT-I		14/9/2025		No. of classes taken:				

UNIT-II: Demand analysis

4/9/2025	S.No.	Topics to be covered	No. of Class es Requi red	Tentative Date of Completi on	Actual Date of Comple tion	Teach ing Learn ing Metho ds	Learnin g Outcom e COs	Text Book followed	HOD Sign Week ly
1.		Demand analysis- Demand Function	1	1/9/2025		TLM1	CO2	T1,R2	
2.		Determinants of demand	1	2/9/2025		TLM1	CO2	T1,R2	
3.		Law of demand	1	3/9/2025		TLM1	CO2	T1,R2	
4.		Assumptions and exceptions of demand	1	4/9/2025		TLM1	CO2	T1,R2	
5.		Types of demand- Elasticity of demand	1	8/9/2025		TLM1	CO2	T1,R2	
6.		Nature and Importance of Elasticity	1	9/9/2025		TLM1	CO2	T1,R2	
7.		Types of Elasticity of Demand	1	10/9/2025		TLM1	CO2	T1,R2	
8.		Factors affecting demand	1	11/9/2025		TLM1	CO2	T1,R2	
9.		Demand forecasting	1	15/9/2025		TLM1	CO2	T1,R2	
10.		Types-Methods of demand forecasting	1	16/9/2025		TLM1	CO2	T1,R2	
11.		Survey method-Statistical method	1	17/9/2025		TLM3	CO2	T1,R2	
12.		Case Study	1	18/9/2025		TLM1	CO2	T1,R2	
No. of classes required to complete UNIT-II			12		No. of classes taken:				

UNIT-III: Production & Cost analysis

S.No.	Topics to be covered	No. of Class es Requi red	Tentativ e Date of Completi on	Actual Date of Completi on	Teach ing Learn ing Metho ds	Learnin g Outcom e COs	Text Book followed	HOD Sign Week ly
1.	I Mid exam		22/09/2025					
2.	I Mid exam							
3.	I Mid exam							
4.	I Mid exam		27/9/2025					
5.	Definition-Significance	1	29/9/2025		TLM1	CO3	T2,R4	
6.	Production function-Cobb-Douglas Production Function	1	1/10/2025					
7.	Iso-Quants and costs Law of variable proportions &Law of returns to scale	1	6/10/2025					
8.	Scale of production, Economies of scale	1	7/10/2025					
9.	Role of cost in business decisions	1	8/10/2025					
10.	Cost concepts- Cost output relationship- Cost control and its techniques	1	9/10/2025		TLM1	CO3	T2,R4	
11.	Break even analysis	1	13/10/2025		TLM2	CO3	T2,R4	
12.	Break even analysis Problems	1	14/10/2025		TLM2	CO3	T2,R4	
13.	Case Study	1	15/10/2025		TLM2	CO3	T2,R4	
No. of classes required to complete UNIT-III		09		No. of classes taken:				

UNIT-IV: Market Structures and pricing

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completi on	Actual Date of Comple tion	Teach ing Learn ing Metho ds	Learnin g Outcom e COs	Text Book followed	HOD Sign Week ly
1.	Market Structures and pricing- Classification of markets	1	16/10/2025		TLM1	CO4	T2,R4	
2.	Competitions and its features	1	20/10/2025		TLM1	CO4	T2,R4	
3.	Price output determination in Perfect competition	1	22/10/2025		TLM1	CO4	T2,R4	
4.	Price output determination in Monopoly	1	23/10/2025		TLM1	CO4	T2,R4	
5.	Monopolistic markets	1	27/10/2025		TLM1	CO4	T2,R4	
6.	Oligopoly market and features	1	28/10/2025		TLM1	CO4	T2,R4	
7.	Pricing Methods and Strategies	1	29/10/2025		TLM1	CO4	T2,R4	
8.	Theories of profit	1	29/10/2025		TLM1	CO4	T2,R4	
9.	Case Study	1			TLM1	CO4	T2,R4	
No. of classes required to complete UNIT-IV		09		No. of classes taken:				

UNIT-V: Macro Economics and Business decisions

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completi on	Actual Date of Comple tion	Teach ing Learn ing Metho ds	Learnin g Outcom e COs	Text Book followed	HOD Sign Week ly
1.	Macroeconomics concept& Nature	1	3/11/2025		TLM1	CO5	T2,R4	
2.	Theories of macro economics	1	4/11/2025		TLM1	CO5	T2,R4	
3.	National Income- Measurements	1	5/11/2025		TLM1	CO5	T2,R4	
4.	Inflation and Deflation	1	6/11/2025		TLM1	CO5	T2,R4	
5.	Types-Causes-factors influencing and Measures	1	10/11/2025		TLM1	CO5	T2,R4	
6.	RBI in India	1	11/11/2025		TLM1	CO5	T2,R4	
7.	Monetary Policies -Types- Case Study	1	12/11/2025		TLM1	CO5	T2,R4	
8.	Report and Presentations	1	13/11/2025		TLM1	CO5	T2,R4	
9.	Report and Presentations	1	18/11/2025		TLM1	CO5	T2,R4	
10.	Report and Presentations	1	19/11/2025		TLM1	CO5	T2,R4	
11.	Report and Presentations	1	24/11/2025		TLM1	CO5	T2,R4	
12.	Report and Presentations	1	26/11/2025		TLM1	CO5	T2,R4	
13.	II Mid exams	1	1/12/2025		TLM1	CO5	T2,R4	
14.	II Mid exams	1	-					
15.	II Mid exams	1	-					
No. of classes required to complete UNIT-V		08		No. of classes taken:				

Content beyond syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Financial economics	1	13/8/2025					
2.	Behavioral economics	1	6/11/2025					
		02						

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

Part - C

EVALUATION PROCESS:

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

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

PROGRAM OUTCOMES

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

Course Instructor	Course Coordinator	Module Coordinator	HOD

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

PROGRAM	: MBA. I-Sem.
ACADEMIC YEAR	: 2025-26
COURSE NAME & CODE	: Financial Accounting and Analysis
L-T-P STRUCTURE	: 4-0-0
COURSE CREDITS	: 4
COURSE INSTRUCTOR	: Mr.B. Kalyan Kumar
COURSE COORDINATOR	: Mr.B. Kalyan Kumar
PREREQUISITE	: Basic concepts of accounting and its fundamentals

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

CEO 1	To provide information about fundamental concepts of financial accounting and make them to learn the generally accepted Accounting Principles and Accounting Standards issued by IFRS.
CEO 2	To acquaint the students with the fundamentals principles of financial, cost and Management accounting and to enable the students to prepare, analyze and interpret Financial statements.
CEO 3	To enable the students gain knowledge about concepts, principles and techniques of computing depreciation on fixed assets
CEO 4	To create an understanding about funds flow and cash flow statements and make them to prepare these statements and to enable the students to use financial data in planning, decision making and control
CEO 5	To enable them to do the financial statement analysis by using the tool financial ratios and able to draw meaningful conclusions about company's financial position.

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

CO1	Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements
CO2	Interpret and analyze financial accounting and combine financial analysis with other information to assess the financial performance and position of a company.
CO3	Apply course concepts to analyze common business management decisions such as valuation of fixed assets and outsourcing decisions from a financial perspective
CO4	Define the nature and role of the financial statements and able to make financial Decision regarding cash and funds flow.
CO5	Identify the problem areas in business through various ratio techniques and can take decisions using management accounting tools

Co-Po Articulation Matrix:

Course Outcomes (COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	2	-	-	2	-
CO2	2	3	1	1	1
CO3	3	2	-	2	1
CO4	2	2	1	2	-
CO5	-	2	1	3	-

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

Part-B**COURSE DELIVERY PLAN (LESSON PLAN):****UNIT-I: Introduction to Accounting for Managers**

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.	Programme Orientation	5	29-07-25		TLM2	
2.	UNIT-I: Introduction to Accounting for Managers	1	30-07-25		TLM2	
3.	Definitions	1	31-07-25		TLM1	
4.	Nature and Scope of Financial Accounting	1	01-08-25		TLM1	
5.	Nature and Scope of Financial Accounting, Cost Accounting and Management Accounting	1	02-08-25		TLM1	
6.	Objectives and Principles	1	05-08-25		TLM1	
7.	Accounting Concepts and Conventions	1	06-08-25		TLM1	
8.	Generally Accepted Accounting Principles (GAAP)	1	07-08-25		TLM1	
9.	Accounting Standards	1	12-08-25		TLM2	
10.	Accounting Standards	1	13-08-25		TLM1	
11.	Concept of Shares,	1	14-08-25		TLM1	
12.	Debentures	1	19-08-25		TLM2	
13.	Amalgamation	1	20-08-25		TLM1	
14.	Unit-I Revision	1	21-08-25			
No. of classes required to complete UNIT-I		16			No. of classes taken:	

UNIT-II: FINANCIAL ACCOUNTING SYSTEM

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to Journal	1	22-08-25		TLM2	
2.	Journal entries Format	1	23-08-25		TLM1	
3.	Journal entries problems	1	26-08-25		TLM1	
4.	Subsidiary Books	1	28-08-25		TLM1	
5.	Subsidiary Books	1	29-08-25		TLM1	
6.	Ledger	1	30-08-25		TLM2	
7.	Ledger	1	02-09-25		TLM1	
8.	Trial Balance	1	03-09-25		TLM2	
9.	Trial Balance	1	04-09-25		TLM1	
10.	Final Accounts with adjustments	1	05-09-25		TLM1	
11.	Final Accounts with adjustments	1	06-09-25		TLM1	
No. of classes required to complete UNIT-II		11			No. of classes taken:	

UNIT-III: VALUATION OF FIXED ASSETS

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to Valuation of Assets	1	09-09-25		TLM2	
2.	Depreciation of Fixed assets	1	10-09-25		TLM1	
3.	Methods of Depreciation	1	11-09-25		TLM1	
4.	Straight Line Method	1	12-09-25		TLM1	
5.	Straight Line Method	1	13-09-25		TLM1	
6.	Written down value methods	1	16-09-25		TLM2	
7.	Written down value methods	1	17-09-25		TLM1	
8.	Annuity Method	1	18-09-25		TLM2	
9.	Valuation of Inventory	1	19-09-25		TLM1	
10.	FIFO	1	20-09-25		TLM1	
No. of classes required to complete UNIT-III		10			No. of classes taken:	

UNIT-IV: FUNDS FLOW AND CASH FLOW STATEMENTS

UNIT-IV: FUNDS FLOW AND CASH FLOW STATEMENTS						
S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to Funds flow and Cash Flow analysis	1	07-10-25		TLM2	
2.	Meaning, Advantages and Limitations	1	08-10-25		TLM1	
3.	Statement of changes in working Capital	1	09-10-25		TLM1	
4.	Statement of changes in working Capital	1	10-10-25		TLM1	
5.	Analysis and Interpretation from Investor and Company	1	11-10-25		TLM1	
6.	Analysis and Interpretation from Investor and Company	1	14-10-25		TLM1	
7.	Analysis and Interpretation from Investor and Company	1	15-10-25		TLM1	
8.	Du Pont Chart	1	16-10-25		TLM2	
9.	Du Pont Chart	1	17-10-25		TLM1	
10.	Du Pont Chart	2	18-10-25		TLM1	
No. of classes required to complete UNIT-IV		11			No. of classes taken:	

UNIT-V: Financial Statement 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
1.	Ratio Analysis-Classifications	1	22-10-25		TLM2	
2.	Ratio Analysis-Classifications	1	23-10-25		TLM1	
3.	Liquidity, Activity, Profitability	1	24-10-25		TLM1	
4.	Liquidity, Activity, Profitability	1	25-10-25		TLM1	
5.	Solvency and Structural Ratios	1	28-10-25		TLM1	
6.	Calculation and Interpretation of Ratios	1	24-10-25		TLM1	
7.	Advantages and Limitations of ratio analysis	1	25-10-25		TLM1	
8.	Ratio Analysis-Classifications	1	28-10-25		TLM2	
9.	Ratio Analysis-Classifications	1	29-10-25		TLM1	
10.	Liquidity, Activity, Profitability	1	30-10-25		TLM2	
11.	Liquidity, Activity, Profitability	1	31-10-25		TLM1	
12.	Solvency and Structural Ratios	1	01-11-25		TLM2	

13.	Calculation and Interpretation of Ratios	1	03-11-25		TLM1	
14.	Case study5	1	04-11-25		TLM1	
15.	Revision and Presentations	6	05-11-25		TLM1	
No. of classes required to complete UNIT-V		20			No. of classes taken:	

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

Part - C

EVALUATION PROCESS:

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

Programme Outcomes (PO's)

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

Note: These PO statements are used at the end of each course, an articulation matrix table will display the mapping of Course Outcomes (CO) to Program Outcomes (PO)

B.Kalyan Kumar	B.Kalyan Kumar	Dr. A ADISESHA REDDY	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

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

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

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

Master of Business Administration

COURSE HANDOUT

PART-A

Name of Course Instructor : Dr. O. Naresh
Course Name & Code : 23MB04: Quantitative Analysis for Business Decisions
L-T-P Structure : 4-1-0 Credits : 4
Program/Sem/Sec : MBA., I-Sem., Section- A A.Y : 2025-26

PRE-REQUISITE: Basic Knowledge in Mathematics and Statistics

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

➤ To apply the quantitative methods for business decision making.
➤ To understand the topic of linear programming problem and its use in practical problems for optimization.
➤ To assess the transportation and assignment concepts and limitations as applied to problems in industry.
➤ To analyze the usage of various statistical tools to interpret the data.
➤ To identify and evaluate the parts of queuing system and different types of queuing models.

COURSE OUTCOMES:

At the end of the course the students are able to

CO. NO	CO STATEMENT	Bloom's Level
CO1	Apply the need of using quantitative approach for effective decision-making.	L3
CO2	Demonstrate the topic of linear programming problem and its use in practical problems for optimization.	L2
CO3	Solve Transportation and Assignment problems using appropriate method.	L3
CO4	Analyze various simple & advanced statistical tools and interpret data	L4
CO5	Evaluate various components of a queuing system and description of each of them.	L5

COURSE ARTICULATION MATRIX (Correlation between COs&POs):

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

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

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

Text books:

1. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, 2011.
2. Aczel A.D. and Sounderpandian J., “Complete Business Statistics”, 6th edition, Tata McGraw –Hill Publishing Company Ltd., New Delhi, 2012.
3. J K SHARMA, Operations research theory and applications, Macmillan publications, fifth edition.

Reference:

1. Anand Sharma, Quantitative techniques for decision making, Himalaya publishing house
2. Srivatsava TN and ShailajaRego, Statistics for Management, Tata McGraw Hill, 2008.
3. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012.
4. Anderson, Sweeney, Williams, Camm, Martin, Quantitative methods for Business, 12e, Cengage Learning, 2013.

Part-B**COURSE DELIVERY PLAN (LESSON PLAN):****UNIT-I: Introduction to Quantitative 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
1.	Orientation	6	28-07-2025 To 04-08-2025		TLM2	
2.	Syllabus orientation	1	05-08-2025			
3.	Introduction to Quantitative analysis:		05-08-2025			
4.	History and development of Quantitative Approach	1	06-08-2025		TLM1	
5.	Definitions of Operations Research, Quantitative analysis and Decision Making	1	08-08-2025		TLM1	
6.	Quantitative analysis Vs Qualitative Analysis.	1	11-08-2025		TLM1	
7.	Decision Theory	1	12-08-2025		TLM1	
8.	Steps of Decision-Making process	1	12-08-2025		TLM1	

9.	Types of Decision-Making environments	1	13-08-2025		TLM1	
10.	DMUU	1	18-08-2025		TLM2	
11.	DMUR	1	19-08-2025		TLM1	
12.	DMQA	1	20-08-2025		TLM1	
13.	Decision Trees Analysis	1	22-08-2025		TLM2	
14.	Decision Trees Analysis	1	25-08-2025		TLM1	
15.	Case Study 1	1	26-08-2025		TLM2/6	
No. of classes required to complete UNIT-I		20			No. of classes taken:	

UNIT-II: Linear Programming

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.	Linear Programming	1	26-08-2025		TLM2	
2.	Introduction, Basic Assumptions	1	29-08-2025		TLM1	
3.	Structure of linear Programming model	1	01-09-2025		TLM1	
4.	Formulation of LPP	1	02-09-2025		TLM1	
5.	Formulation of LPP	1	02-09-2025		TLM1	
6.	Solution by the Graphical method	1	03-09-2025		TLM2	
7.	Multiple Optimal Solutions	1	05-09-2025		TLM1	
8.	Multiple Optimal Solutions	1	08-09-2025		TLM2	
9.	Infeasible Solution; Simplex method	1	09-09-2025		TLM1	
10.	Applications, Advantages, Limitations	1	09-09-2025		TLM1	
11.	Case study 2	1	10-09-2025		TLM2/6	
No. of classes required to complete UNIT-II		10			No. of classes taken:	

UNIT-III: Transportation & Assignment

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.	Transportation Problem	1	12-09-2025		TLM2	

2.	Mathematical model	1	15-09-2025		TLM1	
3.	IBFS	1	16-09-2025		TLM1	
4.	Test for Optimality	1	16-09-2025		TLM1	
5.	Test for Optimality	1	17-09-2025		TLM1	
6.	Managerial applications	1	19-09-2025		TLM1	
7.	Assignment Problem	1	06-10-2025		TLM2	
8.	Mathematical model, Solutions of A.P	1	07-10-2025		TLM1	
9.	Variations of A. P	1	07-10-2025		TLM2	
10.	Travelling Salesman Method.	1	08-10-2025		TLM1	
No. of classes required to complete UNIT-III		10			No. of classes taken:	

UNIT-IV: Statistical Inference

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.	Statistical Inference	1	10-10-2025		TLM2	
2.	Introduction, Hypothesis and Hypothesis testing	1	13-10-2025		TLM1	
3.	Introduction, Hypothesis and Hypothesis testing	1	14-10-2025		TLM1	
4.	Directions and errors in hypothesis testing	1	14-10-2025		TLM1	
5.	parametric vs. non-parametric tests	1	15-10-2025		TLM1	
6.	Hypothesis Testing for population Parameters with Large Samples (z-test),	1	17-10-2025		TLM1	
7.	Hypothesis Testing for population with Small samples (t-test)	1	20-10-2025		TLM1	
8.	Hypothesis testing based on F	1	22-10-2025		TLM2	
9.	Hypothesis testing based on F	1	24-10-2025		TLM1	
10.	Chi Square test	1	27-10-2025		TLM1	
11.	Case Study	1	28-10-2025		TLM2	
No. of classes required to complete UNIT-IV		11			No. of classes taken:	

UNIT-V: Linear correlation, Linear Regression Analysis & Queuing theory

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.	Linear correlation	1	29-10-2025		TLM2	
2.	Types of Correlation, Methods of Studying Correlation	1	31-10-2025		TLM1	
3.	Scatter diagram method	1	03-11-2025		TLM1	
4.	Karl Pearson's coefficient of correlation- Rank correlation	2	04-11-2025		TLM1	
5.	Linear Regression Analysis	1	04-11-2025		TLM1	
6.	Linear and Non-linear regression	1	05-11-2025		TLM1	
7.	lines of regression, coefficients of regression	1	07-11-2025		TLM1	
8.	Queuing theory	1	10-11-2025		TLM2	
9.	Queuing Structure and basic component of Queuing Model	1	11-11-2025		TLM1	
10.	Distributions in queuing model, Different in Queuing Model with FCFS	1	11-11-2025		TLM2	
11.	Queue Discipline, Single and Multiple service server with finite and infinite population	1	12-11-2025		TLM1	
12.	Special purpose Queuing Models.	1	14-11-2025		TLM2	
13.	Revision and Presentations	1	17-11-2025 to 29-11-2025		TLM1	
No. of classes required to complete UNIT-V		13			No. of classes taken:	

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

Part - C

EVALUATION PROCESS:

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

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

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.O.Naresh	Dr.O.Naresh	Dr.O.Naresh	Dr. K.Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



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College Code:

76

MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

PART-A

Name of Course Instructor : Dr.D.VENKATESWARLU
Course Name & Code : **Legal and Business Environment-23MB05**
L-T-P Structure : 4-0-0
Program/Sem/Sec : MBA., I-Sem., **Section- A**

Credits: 4
A.Y : 2025-26

Prerequisite: Basic Knowledge in business activities.

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

1. To make students to understand the issues of Indian business environment in an integrated manner.
2. To familiarize students with the various political and economic environmental issues.
3. To understand the basic issues of legal environment in legitimate manner.
4. To know the legal documentations and procedures required to run the business firms such as partnership and company.
5. To acknowledge the information regarding miscellaneous act and to manage business by duly following legality.

Course Outcomes: At the end of the course,

- CO1** Students will be able to analyze and study the impact of environmental issues while operating business.
- CO2** Students will be able to evaluate the political and economic environments of business.
- CO3** Student will be able to understand fundamental laws of business to operate firms effectively.
- CO4** Students will be able to analyze documentation process while formation and operation of partnership and company business.
- CO5** Students will be able to apply knowledge of business concepts and functions in an integrated manner through miscellaneous act.

Course Articulation Matrix:

Course Outcomes(COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	1	2			
CO2				1	
CO3	2				
CO4	1	2		1	
CO5	1	2			

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

Text Book

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

References:

1. Francis Cherunillam, Business Environment, Himalaya Publishers.
2. K. Aswathappa, Essentials of Business Environment, Himalaya Publishers.
3. P.K. Dhar, Indian Economy Growing Dimensions, Kalyani Publishers.
4. N.D. Kapoor, Mercantile Law, Sultan Chand Publishers.

Relevant Case Studies should be discussed in each unit

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Introduction

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	1	28-7-25		TLM1	CO1	T1,R1	
2.	Concept of Business Environment-	1	29-7-25		TLM1	CO1	T1,R1	
3.	Definition-Characteristics-	1	30-7-25		TLM1	CO1	T1,R1	
4.	Environmental factors,	1	1-8-25		TLM1	CO1	T1,R1	
5.	Importance at national and international level	1	4-8-25		TLM1	CO1	T1,R1	
6.	Problems and challenges	1	5-8-25		TLM1	CO1	T1,R1	
7.	Environmental Scanning: Importance, Process of Scanning	1	6-8-25		TLM1	CO1	T1,R1	
8.	NITI Aayog: It's Role in Economic Development of India	1	11-8-25		TLM1	CO1	T1,R1	
9.	Technological Environment: Features, Its impact on Business	1	12-8-25		TLM1	CO1	T1,R1	
10.	Restraints on Technological Growth.	1	13-8-25		TLM1	CO1	T1,R1	
11.	Tutorial	1	18-8-25		TLM3	CO1	T1,R1	
No. of classes required to complete UNIT-I		11		No. of classes taken:				

UNIT-II: Economic and Political Environment

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completi on	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Concept-Definition of Economic Environment	1	19-8-25		TLM1	CO2	T1,R1	
2.	Economic Systems- Relative merits and demerits of each systems	1	20-8-25		TLM1	CO2	T1,R1	
	I MID EXAMS		22.8.25- 27.9.25					
3.	Economic Policies-Monetary	1	29-8-25		TLM1	CO2	T1,R1	
4.	Fiscal policies	1	1-9-25		TLM1	CO2	T1,R1	
5.	Industrial policies	1	2-9-25		TLM1	CO2	T1,R1	
6.	significance – regulatory and promotional framework of policies	1	3-9-25		TLM1	CO2	T1,R1	
7.	Structure of Indian Economy- Nature and significance.	1	5-9-25		TLM1	CO2	T1,R1	
8.	Economic Planning- Objectives, Merits, Limitations	1	8-9-25		TLM1	CO2	T1,R1	
9.	Concept and Meaning of Political Environment	1	9-9-25		TLM1	CO2	T1,R1	
No. of classes required to complete UNIT-II		09		No. of classes taken:				

UNIT-III: Legal Environment

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.	Business Law: Meaning, scope and need for Business Law-	1	10-9-25		TLM1	CO3	T2,R4	
2.	Source of Business Law	1	12-9-25		TLM1	CO3	T2,R4	
3.	Indian Contract Act 1872: Its Essentials	1	15-9-25		TLM1	CO3	T2,R4	
4.	Classification of contracts	1	16-9-25		TLM1	CO3	T2,R4	
5.	Breach of Contract and remedies	1	17-9-25		TLM1	CO3	T2,R4	
6.	Breach of Contract and remedies	1	19-9-25		TLM1	CO3	T2,R4	
7.	Intellectual Property Rights.	1	22-9-25		TLM1	CO3	T2,R4	
8.	Intellectual Property Rights.	1	23-9-25		TLM1	CO3	T2,R4	
13.	Negotiable Instruments Act-1881	1	24-9-25		TLM1	CO3	T2,R4	
14.	Negotiable Instruments Act-1881	1	26-9-25		TLM1	CO3	T2,R4	
No. of classes required to complete UNIT-III		10		No. of classes taken:				

UNIT-IV: Company Act 2013

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to company law	1	6-10-25		TLM1	CO4	T2,R4	
2.	Memorandum of Association	1	7-10-25		TLM1	CO4	T2,R4	
3.	Articles of Association	1	8-10-25		TLM1	CO4	T2,R4	
4.	Winding up of companies	1	10-10-25		TLM1	CO4	T2,R4	
5.	Partnership Act 1932	1	13-10-25		TLM1	CO4	T2,R4	
6.	Duties of Partners	1	14-10-25		TLM1	CO4	T2,R4	
7.	Dissolution of Partnership	1	15-10-25		TLM1	CO4	T2,R4	
8.	Information Technology Act 2000	1	17-10-25		TLM1	CO4	T2,R4	
9.	Digital signature	1	20-10-25		TLM1	CO4	T2,R4	
10.	Cyber Frauds.	1	22-10-25		TLM1	CO4	T2,R4	
11.	Tutorial	1	24-10-25		TLM3	CO4	T2,R4	
No. of classes required to complete UNIT-IV		11		No. of classes taken:				

UNIT-V: Miscellaneous Acts

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.	Sales of Goods Act 1930-Sale-agreement to Sale	1	27-10-25		TLM1	CO5	T2,R4	
2.	Sales of Goods Act 1930-Sale-agreement to Sale	1	28-10-25		TLM1	CO5	T2,R4	
3.	Sales of Goods Act 1930-Sale-agreement to Sale	1	29-10-25		TLM1	CO5	T2,R4	
4.	Implied Conditions and Warranties	1	31-10-25		TLM1	CO5	T2,R4	
5.	Consumer Protection Act 1986	1	3-11-25		TLM1	CO5	T2,R4	
6.	Consumer Protection Act 1986	1	4-11-25		TLM1	CO5	T2,R4	
7.	Competition Act- Environment Act	1	5-11-25		TLM1	CO5	T2,R4	
8.	Competition Act- Environment Act	1	7-11-25		TLM1	CO5	T2,R4	
9.	Foreign Exchange Management Act	1	10-11-25		TLM1	CO5	T2,R4	
10.	Foreign Exchange Management Act	1	11-11-25		TLM1	CO5	T2,R4	
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 Weekly
1.	Review of topics	1	12-11-25					
2.	Review of topics	1	14-11-25					
3.	Review of topics	1	17-11-25					
4.	Report writing & Presentation		18-11-25- 29-11-25					
5.	II MID EXAMS		1-12-25 - 6.12.25					
		03						

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

Part - C

EVALUATION PROCESS:

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

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

PROGRAM OUTCOMES

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

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



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College Code:

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MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

PART-A

Name of Course Instructor : Dr.D.VENKATESWARLU
Course Name & Code : **Legal and Business Environment-23MB05**
L-T-P Structure : 4-0-0
Program/Sem/Sec : MBA., I-Sem., **Section- B**

Credits: 4
A.Y : 2025-26

Prerequisite: Basic Knowledge in business activities.

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

6. To make students to understand the issues of Indian business environment in an integrated manner.
7. To familiarize students with the various political and economic environmental issues.
8. To understand the basic issues of legal environment in legitimate manner.
9. To know the legal documentations and procedures required to run the business firms such as partnership and company.
10. To acknowledge the information regarding miscellaneous act and to manage business by duly following legality.

Course Outcomes: At the end of the course,

- CO1** Students will be able to analyze and study the impact of environmental issues while operating business.
- CO2** Students will be able to evaluate the political and economic environments of business.
- CO3** Student will be able to understand fundamental laws of business to operate firms effectively.
- CO4** Students will be able to analyze documentation process while formation and operation of partnership and company business.
- CO5** Students will be able to apply knowledge of business concepts and functions in an integrated manner through miscellaneous act.

Course Articulation Matrix:

Course Outcomes(COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	1	2			
CO2				1	
CO3	2				
CO4	1	2		1	
CO5	1	2			

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

Text Book

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

References:

5. Francis Cherunillam, Business Environment, Himalaya Publishers.
6. K. Aswathappa, Essentials of Business Environment, Himalaya Publishers.
7. P.K. Dhar, Indian Economy Growing Dimensions, Kalyani Publishers.
8. N.D. Kapoor, Mercantile Law, Sultan Chand Publishers.

Relevant Case Studies should be discussed in each unit

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Introduction

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	1	28-7-25		TLM1	CO1	T1,R1	
2.	Concept of Business Environment-	1	29-7-25		TLM1	CO1	T1,R1	
3.	Definition-Characteristics-	1	30-7-25		TLM1	CO1	T1,R1	
4.	Environmental factors,	1	1-8-25		TLM1	CO1	T1,R1	
5.	Importance at national and international level	1	4-8-25		TLM1	CO1	T1,R1	
6.	Problems and challenges	1	5-8-25		TLM1	CO1	T1,R1	
7.	Environmental Scanning: Importance, Process of Scanning	1	6-8-25		TLM1	CO1	T1,R1	
8.	NITI Aayog: It's Role in Economic Development of India	1	11-8-25		TLM1	CO1	T1,R1	
9.	Technological Environment: Features, Its impact on Business	1	12-8-25		TLM1	CO1	T1,R1	
10.	Restraints on Technological Growth.	1	13-8-25		TLM1	CO1	T1,R1	
11.	Tutorial	1	18-8-25		TLM3	CO1	T1,R1	
No. of classes required to complete UNIT-I		11		No. of classes taken:				

UNIT-II: Economic and Political Environment

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completi on	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Concept-Definition of Economic Environment	1	19-8-25		TLM1	CO2	T1,R1	
2.	Economic Systems- Relative merits and demerits of each systems	1	20-8-25		TLM1	CO2	T1,R1	
	I MID EXAMS		22.8.25- 27.9.25					
3.	Economic Policies-Monetary	1	29-8-25		TLM1	CO2	T1,R1	
4.	Fiscal policies	1	1-9-25		TLM1	CO2	T1,R1	
5.	Industrial policies	1	2-9-25		TLM1	CO2	T1,R1	
6.	significance – regulatory and promotional framework of policies	1	3-9-25		TLM1	CO2	T1,R1	
7.	Structure of Indian Economy- Nature and significance.	1	5-9-25		TLM1	CO2	T1,R1	
8.	Economic Planning- Objectives, Merits, Limitations	1	8-9-25		TLM1	CO2	T1,R1	
9.	Concept and Meaning of Political Environment	1	9-9-25		TLM1	CO2	T1,R1	
No. of classes required to complete UNIT-II		09		No. of classes taken:				

UNIT-III: Legal Environment

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.	Business Law: Meaning, scope and need for Business Law-	1	10-9-25		TLM1	CO3	T2,R4	
2.	Source of Business Law	1	12-9-25		TLM1	CO3	T2,R4	
3.	Indian Contract Act 1872: Its Essentials	1	15-9-25		TLM1	CO3	T2,R4	
4.	Classification of contracts	1	16-9-25		TLM1	CO3	T2,R4	
5.	Breach of Contract and remedies	1	17-9-25		TLM1	CO3	T2,R4	
6.	Breach of Contract and remedies	1	19-9-25		TLM1	CO3	T2,R4	
7.	Intellectual Property Rights.	1	22-9-25		TLM1	CO3	T2,R4	
8.	Intellectual Property Rights.	1	23-9-25		TLM1	CO3	T2,R4	
13.	Negotiable Instruments Act-1881	1	24-9-25		TLM1	CO3	T2,R4	
14.	Negotiable Instruments Act-1881	1	26-9-25		TLM1	CO3	T2,R4	
No. of classes required to complete UNIT-III		10		No. of classes taken:				

UNIT-IV: Company Act 2013

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to company law	1	6-10-25		TLM1	CO4	T2,R4	
2.	Memorandum of Association	1	7-10-25		TLM1	CO4	T2,R4	
3.	Articles of Association	1	8-10-25		TLM1	CO4	T2,R4	
4.	Winding up of companies	1	10-10-25		TLM1	CO4	T2,R4	
5.	Partnership Act 1932	1	13-10-25		TLM1	CO4	T2,R4	
6.	Duties of Partners	1	14-10-25		TLM1	CO4	T2,R4	
7.	Dissolution of Partnership	1	15-10-25		TLM1	CO4	T2,R4	
8.	Information Technology Act 2000	1	17-10-25		TLM1	CO4	T2,R4	
9.	Digital signature	1	20-10-25		TLM1	CO4	T2,R4	
10.	Cyber Frauds.	1	22-10-25		TLM1	CO4	T2,R4	
11.	Tutorial	1	24-10-25		TLM3	CO4	T2,R4	
No. of classes required to complete UNIT-IV		11		No. of classes taken:				

UNIT-V: Miscellaneous Acts

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.	Sales of Goods Act 1930-Sale-agreement to Sale	1	27-10-25		TLM1	CO5	T2,R4	
2.	Sales of Goods Act 1930-Sale-agreement to Sale	1	28-10-25		TLM1	CO5	T2,R4	
3.	Sales of Goods Act 1930-Sale-agreement to Sale	1	29-10-25		TLM1	CO5	T2,R4	
4.	Implied Conditions and Warranties	1	31-10-25		TLM1	CO5	T2,R4	
5.	Consumer Protection Act 1986	1	3-11-25		TLM1	CO5	T2,R4	
6.	Consumer Protection Act 1986	1	4-11-25		TLM1	CO5	T2,R4	
7.	Competition Act- Environment Act	1	5-11-25		TLM1	CO5	T2,R4	
8.	Competition Act- Environment Act	1	7-11-25		TLM1	CO5	T2,R4	
9.	Foreign Exchange Management Act	1	10-11-25		TLM1	CO5	T2,R4	
10.	Foreign Exchange Management Act	1	11-11-25		TLM1	CO5	T2,R4	
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 Weekly
1.	Review of topics	1	12-11-25					
2.	Review of topics	1	14-11-25					
3.	Review of topics	1	17-11-25					
4.	Report writing & Presentation		18-11-25- 29-11-25					
5.	II MID EXAMS		1-12-25 - 6.12.25					
		3						

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

Part - C

EVALUATION PROCESS:

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

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

PROGRAM OUTCOMES

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

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



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

FRESHMAN ENGINEERING DEPARTMENT

COURSE HANDOUT

PART-A

Name of Course Instructor : Mr.B.MOHAN TEJA

Course Name & Code : Business Communication & Personality Development (23MB06)

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

Credits: 4

Program/Sem/Sec : MBA/Sem I/A Sec

A.Y.: 2025-26

PREREQUISITE:

COURSE EDUCATIONAL OBJECTIVES (CEOs):

CEO 1	To communicate effectively in a business context by demonstrating strong interpersonal skills and appropriate body language. They will be able to engage in professional interactions, build rapport, and convey information with clarity
CEO 2	To comprehend and engage with various forms of written and spoken business communication, including reports, presentations, and discussions.
CEO 3	To gain the skills to identify areas for improvement, set personal development goals, and take steps to enhance their overall professional growth.
CEO 4	To develop confidence in students and to participate in job interviews, group discussions, and other professional settings.
CEO 5	To make the students proficient in various forms of written business communication.

COURSE OUTCOMES (COs): At the end of the course, student will be able to

CO1	Communicate effectively in business by exhibiting good interpersonal skills and appropriate body language.
CO2	Enhance listening and reading skills employing wide range of business vocabulary.
CO3	Asses their strengths and weakness, both in their personality development and productivity.
CO4	Face interviews and group discussions with confidence and attain their realistic goals and objectives.
CO5	Write business letters, memos, reports, e-mails, synopsis, etc., using appropriate language.

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

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

1= Slight (Low)

2= Moderate (Medium)

3=Substantial (High)

TEXTBOOKS:

T1 Meenakshi Raman, "Business Communication", Oxford University Press, New Delhi., 2008

T2 Lokesh Mehra etal "Corporate Employability Skills" CEGR, 2016

T3 Wallace and Masters "Personality Development"- Cengage Publishers.

REFERENCE BOOKS:

- R1** Ramesh & Ramesh, "Ace of Soft Skills", Pearson Education, New Delhi, 2009
- R2** Rizvi Ashraf M., "Effective Technical Communication", Tata Mc Graw Hill, New Delhi, 2008
- R3** Stephen R Covey, The 7 Habits of Highly Effective People, II Edition, Simon and Schuster UK Ltd., 2004.
- R4** Leo Jones & Richard Alexander, "New International Business English", Cambridge University Press, New Delhi, 2009.

PART-B**COURSE DELIVERY PLAN (LESSON PLAN):****UNIT-I: Introduction**

S. No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to Communication in business	1	30-07-2025		TLM1	
2.	Role of Communication in Business	1	01-08-2025		TLM1	
3.	Introduction, Objectives & Process of Communication	1	02-08-2025		TLM1	
4.	Verbal Vs Nonverbal Communication	1	06-08-2025		TLM1	
5.	Body Language- kinesics	1	13-08-2025		TLM2	
6.	Types of written communication	1	20-08-2025		TLM2	
7.	Types of oral communication	1	22-08-2025		TLM2	
8.	Cross cultural Communication- Problems & challenges	1	23-08-2025		TLM1	
9.	Barriers to Communication	1	27-08-2025		TLM1	
10.	Interpersonal Communication	1	29-08-2025		TLM1	
11.	Intrapersonal Communication	1	30-08-2025		TLM1	
12.	Tutorial - Case study-I	1	02-09-2025		TLM3	
No. of classes required to complete UNIT-I: 12				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	HOD Sign Weekly
13.	Listening Skills - Dynamics & process of listening	1	05-09-2025		TLM1	
14.	Types and traits of listening skills	1	06-09-2025		TLM2	
15.	Listening; Reading Comprehension- Scanning, Skimming,	1	09-09-2025		TLM2	
16.	Reading between lines and Critical Reading;	1	12-09-2025		TLM2	
17.	Tutorial - Case study-II	1	13-09-2025		TLM3	
No. of classes required to complete UNIT-II: 05				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	HOD Sign Weekly
18	Empathy- Understanding the others perception	1	16-09-2025		TLM1	
19	Time management	1	19-09-2025		TLM1	
20	Decision Making	1	20-09-2025		TLM1	
21	Conflict Resolution	1	08-10-2025		TLM1	
22	Team work -Importance - advantages and disadvantages	1	10-10-2025		TLM1	
23	Leadership qualities	1	11-10-2025		TLM 1	
24	Tutorial - Case study-IV	1	15-10-2025		TLM3	
No. of classes required to complete UNIT-III: 07				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	HOD Sign Weekly
25.	Presentation Skills	1	17-10-2025		TLM2	
26	Strategies &Techniques, Types of presentations	1	18-10-2025		TLM2	
27	Participating in meetings	1	22-10-2025		TLM2	
28	Conferencing- Seminars	1	24-10-2025		TLM2	
29	Video Conferencing	1	25-10-2025		TLM1	
30	Technical paper presentations	1	29-10-2025		TLM1	
31	Group Discussions	1	31-10-2025		TLM1	
32	Formal and Informal Interviews	1	05-11-2025		TLM2	
33	Formal and Informal Interviews	1	07-11-2025		TLM2	
34	Interview Techniques , Etiquette	1	08-11-2025		TLM2	
35.	Tutorial - Case study-V	1	12-11-2025		TLM3	
No. of classes required to complete UNIT-V: 11				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	HOD Sign Weekly
36	Introduction to Business Writing Skills	1	14-11-2025		TLM1	
37	Business Writing Skills- Features of Business correspondence	1	15-11-2025		TLM1	
38	Types of Business Letters - Formal, Informal and Official Writing	1	19-11-2025		TLM1	
39	Email writing- significance	1	21-11-2025		TLM1	
40	Report Writing-Objectives and significance	1	22-11-2025		TLM1	
41	Types of Reports, Report Writing	1	26-11-2025		TLM1	
42	Structure of Reports: Progress reports, Annual reports,	1	28-11-2025		TLM1	
43	Synopsis and Thesis writing	1	29-11-2025		TLM1	
No. of classes required to complete UNIT-III: 08				No. of classes taken:		

Teaching Learning Methods

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

PART-C

EVALUATION PROCESS (R20 Regulation):

Evaluation Task	Marks
Assignment-I (Units-I, II & UNIT-III (Half of the Syllabus))	A1=5
I-Descriptive Examination (Units-I, II & UNIT-III (Half of the Syllabus))	M1=15
I-Quiz Examination (Units-I, II & UNIT-III (Half of the Syllabus))	Q1=10
Assignment-II (Unit-III (Remaining Half of the Syllabus), IV & V)	A2=5
II- Descriptive Examination (UNIT-III (Remaining Half of the Syllabus), IV & V)	M2=15
II-Quiz Examination (UNIT-III (Remaining Half of the Syllabus), IV & V)	Q2=10
Mid Marks =80% of Max ((M1+Q1+A1), (M2+Q2+A2)) + 20% of Min ((M1+Q1+A1), (M2+Q2+A2))	M=30
Cumulative Internal Examination (CIE): M	30
Semester End Examination (SEE)	70
Total Marks = CIE + SEE	100

PART-D

PROGRAMME OUTCOMES (POs):

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

Title	Course Instructor	Course Coordinator	Module Coordinator	Head of the Department
Name of the Faculty	Mr. B.Mohan Teja	Dr Padma Venkat	Dr Padma Venkat	Dr. T. Satyanarayana
Signature				



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DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

COURSE HANDOUT

PART-A

Name of Course Instructor	: M. SABITHA	
Course Name & Code	: 23MB71: Information Technology lab	
L-T-P Structure	: 1 – 2	Credits: 2
Program/Sem/Sec	: MBA, I-Sem., Section- A	A.Y: 2025-26

PRE-REQUISITE: Basic Knowledge in Mathematics and Statistics

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

➤ To equip students with basic information technologies available for improving managerial performance.
➤ To identify and operate basic components of the computer and Microsoft Word.
➤ To recognize major components of the power point window and create a presentation.
➤ To point out major components of the excel window.
➤ To create, add, modify, and delete records from a database.

COURSE OUTCOMES:

At the end of the course

CO1	Can understand of computer fundamentals, computer software and functions of OS.
CO2	Students able to study and define MS Office software, learn how to open, save and print existing files and apply formatting techniques to produce professional documents.
CO3	Students can determine layout to achieve desired formatting and calculations for accurate workbook design.
CO4	Students can design and develop presentation content to create presentation slides by entering text, data and graphics.
CO5	Students able to design and create a relational database using given data.

COURSE ARTICULATION MATRIX (Correlation between COs & POs):

CO S	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1		<u>1</u>
CO2	2				1
CO3	3	2			
CO4	2	1	1	2	
CO5	2	1		1	1

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

Text books:

1. Fundamentals of computers by E. Balagurusamy, publisher: McGraw Hill education..
2. Learning Microsoft Office 2013 Deluxe Edition Pearson.
3. Foundations of IT, Dhiraj Sharma, Excel books.

Reference:

1. P.K Vishwanathan, 2003, Business Statistics, An Applied orientation” Pearson.
2. Microsoft office Professional 2010 step by step by joyce cox.

Part-B**COURSE DELIVERY PLAN (LESSON PLAN):**

S.NO	TOPIC TO BE COVERED	No. of Classes		Taken Date	DM
		As per the Schedule	Date		
1	EXERCISE-I: Fundamentals of Computer: CPU, Logic Gates, Computer Memory & Mass Storage Devices, Computer Hierarchy, Input Technologies, Output Technologies	1	28.07.2025 04.08.2025		1,2
2	Number Systems and Arithmetic: Decimal, Binary, Octal, and Hexadecimal Number Systems, Binary Arithmetic. Computer Software: Application and System Software	1	11.08.2025 18.08.2025		1,2
3	Programming Languages and their Classification, Assemblers, Compilers and Interpreters, Process of Software Development. Operating Systems	1	25.08.2025		1,2
4	EXERCISE-II: MSWord: Text Basics, Text Formatting and saving files, Working with Objects, Header & Footers, working with bullets and numbered lists, Tables.	1	01-09-2025		1,2
5	EXERCISE-II:	1	08-09-2025		1,2

	MS-WORD - Merging Documents, Sharing and Maintaining Documents, Proofing the document, Printing.				
6	EXCERCISE-III: MS-EXCEL: Introduction to Excel, formatting Excel workbook, Perform Calculations with Functions, Sort and Filter Data with Excel	1	15-09-2025		1,2
7	EXCERCISE-III: Lookup Functions, Data Validations, Logical Functions, WHAT IF ANALYSIS, Protecting and Sharing the workbook, Use Macros to Automate Task, Proofing and Printing.	1	06-10-2025		1,2
8	EXCERCISE-III: Working with charts: Charts and Slicers, Create Effective Charts to Present Data Visually, Analyze Data Using PivotTables and Pivot Charts, Array Functions, EXCEL DASHBOARD	1	13-10-2025		1,2
9	EXCERCISE-IV: MS POWER POINT: Setting Up PowerPoint Environment, creating slides and applying themes, working with bullets, and numbering, Working with Objects	1	20-10-2025		1,2
10	EXCERCISE-IV: Hyperlinks, and Action Buttons, Working with Movies and Sounds, Animation and Slide Transition, and Slide show options.	1	27-10-2025		1,2
11	EXCERCISE-V: Introduction to MS-ACCESS: creating a Relational Database in Access, Managing Data in a Table, querying a Database, Designing Forms, and Working with Reports.	1	03-11-2025		1,2
12	EXCERCISE-V: Photoshop: Basic utilities and tools, that help them to edit a photograph, toolbars, saving files, Using help and resources.	1	10-11-2025		1,2
13	EXCERCISE-V: Introduction to Google Forms: Creating, sharing.	1	17-11-2025		1,2

Delivery Methods (DM):

1. Chalk & Talk
2. ICT Tools
3. Tutorial
4. Assignment/Test/Quiz
5. Laboratory/Field Visit
6. Web based learning.

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

PEO I: To inculcate the adaptability skills into the students for software design, software development or any other allied fields of computing.

PEO II: To equip the graduates with the ability to analyze, design and synthesize data to create novel products. PEO III: Ability to understand and analyze engineering issues in a broader perspective with ethical responsibility towards sustainable development.

PEO IV: To empower the student with the qualities of effective communication, team work, continues learning attitude, leadership needed for a successful computer professional.

PROGRAM OUTCOMES**Engineering Graduates will be able to:**

1. **Engineering knowledge:** Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
2. **Problem analysis:** Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
3. **Design/development of solutions:** Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
4. **Conduct investigations of complex problems:** 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.
5. **Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modelling to complex engineering activities with an understanding of the limitations.
6. **The engineer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
7. **Environment and sustainability:** Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
8. **Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

9. **Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
10. **Communication:** 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.
11. **Project management and finance:** 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.
12. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES

1. **Programming Paradigms:**

To inculcate algorithmic thinking, formulation techniques and visualization, leading to problem solving skills using different programming paradigms.

2. **Data Engineering:**

To inculcate an 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.

	Course Instructor	Course Coordinator	Module Coordinator	HOD
Signature				
Name of the Faculty	M.SABITHA			



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

FRESHMAN ENGINEERING DEPARTMENT

COURSE HANDOUT

PART-A

Name of Course Instructor : Mr. B.Mohan Teja

Course Name & Code : Business Communication & Personality Development Lab-1
(23MB72)

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

Credits : 2

Program/Sem/Sec : MBA., I-Sem., Section- A

A.Y : 2025-26

Pre-Requisites: Students should have fundamental knowledge in making conversations in English and be with readiness to speak

COURSE EDUCATIONAL OBJECTIVES (CEOs):

CEO 1	To demonstrate a high level of proficiency in administrative and professional skills, including time management, organization, and effective use of tools and software.
CEO 2	To interpret and present ideas relevantly within team discussions.
CEO 3	To deliver engaging and effective presentations and public speeches using appropriate language and communication techniques.
CEO 4	To possess the skills to craft impressive resumes and exhibit proper etiquette and confidence during job interviews.
CEO 5	To develop highly effective communication skills, both written and verbal, which are essential for success in administrative and professional roles.

Course Outcomes (COs): At the end of the course, students are able to

CO 1	Acquire proficiency in Administrative and Professional Skills
CO 2	Interpret and present ideas relevantly while discussing in teams
CO 3	Acquire expertise in presentations and public speeches with effective language
CO 4	Prepare impressive resume and face interviews with etiquette and confidence

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

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

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

Lab Manual:

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

PS LAB SCHEDULE (LESSON PLAN): Section-A
PART-B

S.No.	Activity	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome Cos	HOD Sign Weekly
1.	Self-Introduction	3	02-08-2025		TLM8	CO1	
2.	JAM	3	23-08-2025		TLM7	CO2	
3.	Extempore speeches	3	30-08-2025		TLM4,TLM7	CO1	
4.	Group Discussions	6	06-09-2025 & 13-09-2025		TLM7	CO2	
5.	T.V. Programme Analysis	3	20-09-2025		TLM2	CO1	
6.	Ad-making	3	11-10-2025		TLM4,TLM7	CO2	
7.	Poster Presentations	3	18-10-2025		TLM2	CO3	
8.	PPT Presentations	3	25-10-2025		TLM2,TLM3	CO1	
9.	Resume Writing and Cover letter	3	08-11-2025		TLM3	CO3	
10.	Interview Skills-Types and process of interviews	3	15-11-2025		TLM1,TLM3	CO3	
11.	Mock Interviews	3	22-11-2025		TLM7	CO3	
12.	Lab Internal Exam	3	29-11-2025		TLM7	CO4	
	Total	39					

Teaching Learning Methods					
TLM1	Chalk and Talk	TLM4	Problem Solving	TLM7	Seminars or GD
TLM2	PPT	TLM5	Programming	TLM8	Lab Demo
TLM3	Tutorial	TLM6	Assignment or Quiz	TLM9	Case Study

PART-C

EVALUATION PROCESS:

Evaluation Task		Marks
Day to Day work (Observation)	A11 - 10	A1 = 20
Record Writing	A12 - 10	
Viva – Voce during Lab Sessions		A2 = 05

Internal Lab Examination	A3 = 10
Attendance	A4 = 05
Cumulative Internal Examination (CIE) : A1+A2+A3+A4	40
Semester End Examinations (SEE)	60
Total Marks: CIE + SEE	100

PART-D

PROGRAMME OUTCOMES (POs):

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

Title	Course Instructor	Course Coordinator	Module Coordinator	Head of the Department
Name of the Faculty	Mr.B.Mohan Teja	Dr Padma Venkat	Dr PadmaVenkat	Dr T Satyanarayana
Signature				



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(An Autonomous Institution since 2010)

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



ASSOCIATION HANDOUT

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

A.Y: 2025-2026

Sub: ASSOCIATION

Faculty: B. KALYAN KUMAR

S. No	Date	No. of hrs.	Topic	Remarks
1	31/07/2025	3	B. quiz, young manager, B Plan	6 teams
2	07/08/2025	3	B. quiz, Case study, Market makers	6 teams
3	14/08/2025	3	B. quiz, Poster, Stock market	6 teams
4	21/08/2025	3	B. quiz, paper Presentation, B Plan	6 teams
5	28/08/2025	3	B. quiz, Product launch, Case study	6 teams
6	04/09/2025	3	B. quiz, Micro Teaching, Group Discussion	6 teams
7	11/09/2025	3	B. quiz, Debate, Story Narration	6 teams
8	18/09/2025	3	B. quiz, Case study, Treasure Hunt	6 teams
9	25/09/2025	3	B. quiz, Champion, Young manager	6 teams
10	9/10/2025	3	B. quiz, Paper Presentation, Group discussion	6 teams
11	16/10/2025	3	B. quiz, Investigation, B. Plan	6 teams
12	23/10/2025	3	B. quiz, young manager, Market makers	6 teams
13	30/10/2025	3	B. quiz, case study, Rapid fire	6 teams
14	6/11/2025	3	Convincing, Confusing, corrupting	6 teams
15	13/11/2025	3	B. quiz, Case study, Market makers	6 teams
16	20/11/2025	3	B. quiz, Poster, Stock market	6 teams
17	27/11/2025	3	B. quiz, paper Presentation, B Plan	6 teams
18	01/12/2025	3	B. quiz, Product launch, Case study	6 teams

Faculty

HOD



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

Class: M.B.A,

Semester: I

A.Y: 2025-26

Sub: CL - A SECTION

Dr. R. JEYALAKSHMI

S.NO	Date	Topic	Remarks
1	02.08.25	COUNSELLING	
2	23.08.25	COUNSELLING	
3	30.08.25	COUNSELLING	
4	06.09.25	COUNSELLING	
5	13.09.25	COUNSELLING	
6	20.09.25	COUNSELLING	
7	27.09.25	I ST MID EXAMS	
8	4.10.25	COUNSELLING	
9	11.10.25	COUNSELLING	
10	18.10.25	COUNSELLING	
11	25.10.25	COUNSELLING	
13	1.11.25	COUNSELLING	
14	08.11.25	COUNSELLING	
15	15.11.25	COUNSELLING	
16	22.11.25	COUNSELLING	
17	29.11.25	COUNSELLING	

Faculty

HOD



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Class: M.B. A,

Semester: I

A.Y: 2025-26

Sub: SL A SECTION

M.S. CHAKRAVARTHY

S.NO	Date	Topic	Remarks
1	1.08.25	Green economy	
2	08.08.25	Global energy crisis Stock Market	
3	22.08.25	Analysis of stock market	
4	29.08.25	Effect of Climate Change on Indian Economy	
5	12.09.25	India's Tourism Industry Post-Covid	
6	19.09.25	Stock Market	
7	26.09.25	Ist mid exam	
8	10.10.25	India as a developed country by 2047	
9	17.10.25	Impact of 5G in india	
10	24.10.25	India – Sri Lanka relations	
11	31.10.25	Challenges for the FinTech industry	
13	7.11.25	China's economic slowdown	
14	14.11.25	UKRAINE RUSSIA WAR	
15	21.11.25	Canada crisis	
16	28.11.25	India Pakistan war	
17	5.12.25	IIND MID EXAMS	

Faculty

HOD



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



CGPA: 3.20/4


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


Course/ Section : MBA-I Sem.A/S
Classroom : 5S03

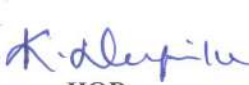
A.Y : 2025-2026
W.E.F : 28.07.2025

Classroom	: SS05				4	5	6	7
	1	2	3		4	5	6	7
	9.00 to 10.00	10.00 to 11.00	11.00 to 12.00		1.00 to 2.00	2.00 to 3.00	3.00 to 4.00	
MON	IT-LAB (Civil Dept..)			LUNCH	BE	MPOB	QABD (T)	Sports/ Yoga
TUE	QABD	FAA	MPOB		QABD	BE	L&BE	
WED	BCPD	QABD	L&BE		BE	MPOB	FAA	
THUS	L&BE	FAA	BE		Association			
FRI	BCPD	L&BE	QABD		FAA	MPOB	SL	
SAT	BCPD LAB-(Mech Dept..) CAD Lab				BCPD	FAA(T)	CL	


S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
1	23MB01	MP&OB (4)	Management Perspectives & Organizational Behaviour	Dr. K. Deepika (T838)
2	23MB02	BE (4)	Business Economics	Dr.A. Adishesha Reddy(T104)
3	23MB03	FAA (5)	Financial Accounting & Analysis	Mr.B. Kalyan Kumar(T700)
4	23MB04	QABD (5)	Quantitative Analysis for Business Decisions	Dr.O. Naresh (T903)
5	23MB05	L&BE (4)	Legal & Business Environment	Dr.D. Venkateswarlu (T472)
6	23MB06	BC&PD (3)	Business Communication and Personality Development	Mr.B. Mohan Teja (T998)/ Mr. B. Sreenivasa Reddy (T466)
7	23MB71	IT-LAB (3)	Information Technology Lab	Mrs.M.Sabitha (T953) Mr.G.Rambabu (T1001)
8	23MB72	BCPD-LAB (3)	Business Communication and Personality Development Lab	Mr.B.Mohan Teja (T998)/ Mr. B. Sreenivasa Reddy (T466)
9		ASSOC (3)	Association	Mr.B. Kalyan Kumar(T700) Ms.T.Meghana (T1006) Dr.K. Bhanu Prakash (Adjunct faculty)
11		SL(1)	Self-learning (Library/Swayam)	Mr.S. Chakravarthy (T451)
12		CL(1)	Counselling	Dr.R. Jeyalakshmi (T471)


Class Teacher
(Dr.O. Naresh)


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



CGPA: 3.20/4

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

Course/ Section : MBA-I Sem.B/S
Classroom : 5S04

A.Y : 2025-2026
W.E.F : 28.07.2025

Classroom : 5S04				7A20				
	1	2	3		4	5	6	7
	9.00 to 10.00	10.00 to 11.00	11.00 to 12.00		1.00 to 2.00	2.00 to 3.00	3.00 to 4.00	Sports/ Yoga
MON	MPOB	BE	L&BE	LUNCH	QABD	FAA(T)	SL	
TUE	BE	QABD	FAA		MPOB	CL	BCPD	
WED	BCPD LAB (IT Dept.)				FAA	L&BE	QABD(T)	
THUS	QABD	MPOB	L&BE		Association			
FRI	FAA	QABD	BE		L&BE	MPOB	BCPD	
SAT	BCPD	BE	FAA		IT-LAB (IT Dept.)			

S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
1	23MB01	MP&OB (4)	Management Perspectives & Organizational Behaviour	Mrs P.B.Lavanya (T1008)
2	23MB02	BE (4)	Business Economics	Dr.A. Adishesha Reddy(T104)
3	23MB03	FAA (5)	Financial Accounting & Analysis	Mr.B. Kalyan Kumar(T700)
4	23MB04	QABD (5)	Quantitative Analysis for Business Decisions	T.Meghana (T1006)
5	23MB05	L&BE (4)	Legal & Business Environment	Dr.D. Venkateswarlu (T472)
6	23MB06	BC&PD (3)	Business Communication and Personality Development	Mr.D. Ashok Kumar (T996)/ Dr.B. Samrajyalakshmi (T405)
7	23MB71	IT-LAB (3)	Information Technology Lab	Mrs.M.Sabitha (T953) Mr. R. Sivannarayana (T1007)
8	23MB72	BCPD-LAB (3)	Business Communication and Personality Development Lab	Mr.D. Ashok Kumar (T996)/ Dr.B. Samrajyalakshmi (T405)
9		ASSOC (3)	Association	Mrs.Y.Nagamanai (T922)/ Mr.B. Kalyan Kumar(T700)/ Mr.L.Venugopal (T805)
11		SL(1)	Self-learning (Library/Swayam)	Mr.S. Chakravarthy (T451)
12		CL(1)	Counselling	Mr.S. Chakravarthy (T451)

Class Teacher
(Mrs.P.B.Lavanya)

Timetable In-charge
(Dr.O. Naresh)

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



CGPA: 3.20/4

MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

Part A

Name of the Course Instructor: Mrs. Lavanya P B

Course Code & Name: 23MB01 – Management Perspectives and Organizational Behaviour

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

Course Credits: 4

Program/Sem/Sec: MBA, I-Sem, Section – B

Academic Year: 2025–26

Pre-requisite: Basic knowledge of Business & Organizations

Course Educational Objectives (CEOs):

- CEO1: To highlight the evolution of management and pioneering contributions in management practices for getting clarity and applying.
- CEO2: To know the relevance of functions of the management in making decisions.
- CEO3: To know Individual and group behavior in learning, personality, etc in the organizational context.
- CEO4: To understand the Motivation, leadership, and group-related perspectives in organizations.
- CEO5: To study organizational behavior – conflict, stress communication, and development in management.

Course Outcomes (COs):

- CO1: Describe the functions and importance of management.
- CO2: Understand the difference between formal and informal organizations for making effective decisions.
- CO3: Interpret the scope of organizational behaviour and its significance.
- CO4: Demonstrate the impact of motivation and leadership in group dynamics.
- CO5: Solve organizational conflicts through negotiation and team building.

CO-PO Articulation Matrix:

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

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

Textbooks:

1. Knootz Herald, Weihrich. Henz and Arya Sri, "Principles of Management", MH, New Delhi. 2010.
2. Meenakshi Gupta: "Principles of management", PHI Pvt., Ltd., New Delhi. 2009.
3. Robbins.P. Stephen (2006), Organizational Behaviour, Pearson Education, New Delhi.
4. Luthans Fred (1998), Organizational Behaviour, Tata Mc Graw Hill International Edition, New Delhi.

References:

1. Dilip Kumar Bhattacharya, Principles of Management, Pearson, 2012.
2. Kumar, Rao, Chhaalill "Introduction to Management Science" Cengage Publications, New Delhi
3. V.S.P.Rao, Management Text and Cases, Excel, Second Edition, 2012.
4. K.Anbuvelan, Principles of Management, University Science Press, 2013.
5. K.Aswathappa "Organizational Behaviour-Text, Cases and Games", Himalaya Publishing House, New Delhi, 2008.
6. Steven L Mc Shane, Mary Ann Von Glinow, Radha R Sharma: "Organizational Behaviour", TMH Education, New Delhi, 2008.

Part B:**COURSE DELIVERY PLAN (LESSON PLAN)**

UNIT – I: Introduction to Management						
S. No	Topics to be Covered	No. of Classes	Tentative Date	Actual date	Teaching-Learning Methods	HoD Sign weekly
1	Definition & Nature of Management	1	28/07/2025		TLM1/TLM2	
2	Functions of Management	1	29/07/2025		TLM1/TLM2	
3	Importance of Management	1	31/07/2025		TLM1/TLM2	
4	Evolution of Management Thought – Scientific Management	1	01/08/2025		TLM1/TLM2	
5	Evolution of Management Thought – Administrative Management	1	04/08/2025		TLM1/TLM2	
6	Hawthorne Experiments	1	05/08/2025		TLM1/TLM2	
7	Levels of Management	1	07/08/2025		TLM1/TLM2	
8	Managerial Skills	1	08/08/2025		TLM1/TLM2	
9	Planning – Steps in Planning Process	1	11/08/2025		TLM1/TLM2	
10	Types of Plans – Strategic, Tactical, Operational	1	12/08/2025		TLM1/TLM2	
11	Essentials of a Sound Plan	1	14/08/2025		TLM1/TLM2	
12	Management by Objectives (MBO)	1	18/08/2025		TLM1/TLM2	
13	Decision-Making – Techniques and Process	1	19/08/2025		TLM2	
14	Case Study – Planning/Decision-Making Scenario	1	21/08/2025		TLM2	
15	Revision and Unit I Assessment (Quiz/Test)	1	22/08/2025		TLM2	
No. of classes required to complete UNIT-I-15				No. of classes taken:		

UNIT – II: Organizing and Controlling						
S. No	Topics to be Covered	No. of Classes	Tentative Date	Actual date	Teaching-Learning Methods	HoD Sign weekly
16	Organizing – Introduction & Principles	1	25/08/2025		TLM1/TLM2	
17	Formal and Informal Organization	1	26/08/2025		TLM1/TLM2	
18	Organizational Structure and Design	1	28/08/2025		TLM1/TLM2	
19	Delegation of Authority	1	29/08/2025		TLM1/TLM2	
20	Span of Control	1	01/09/2025		TLM1/TLM2	
21	Decentralization	1	02/09/2025		TLM1/TLM2	
22	Line and Staff Structure Conflict	1	04/09/2025		TLM1/TLM2	
23	Coordination – Definition and Principles	1	05/09/2025		TLM1/TLM2	
24	Controlling – Nature and Importance	1	08/09/2025		TLM1/TLM2	
25	Controlling – Process	1	09/09/2025		TLM1/TLM2	
26	Requirements of Effective Control	1	11/09/2025		TLM1/TLM2	
27	Controlling Techniques	1	12/09/2025		TLM1/TLM2	
28	Case Study – Organizational Structure & Control	1	15/09/2025		TLM2	
29	Revision and Unit II Assessment (Quiz/Test)	1	16/09/2025		TLM2	
No. of classes required to complete UNIT-II-14				No. of classes taken:		
UNIT – III: Organizational Behaviour						
S. No.	Topic	No. of Classes	Tentative Date		Teaching-Learning Method	HoD Sign weekly
30	Organizational Behaviour – Nature and Scope	1	18/09/2025		TLM1/TLM2	
31	Linkages with Other Social Sciences	1	19/09/2025		TLM1/TLM2	
I Mid-Term Exams		23-09-2025 to 04-10-2025				
32	Individual Roles and Organizational Goals	1	06/10/2025		TLM1/TLM2	
33	Perspectives of Human Behaviour	1	07/10/2025		TLM1/TLM2	
34	Perception and Perceptual Process	1	09/10/2025		TLM1/TLM2	
35	Learning – Process and Pavlov's Theory	1	10/10/2025		TLM1/TLM2	
36	Learning Theories – Skinner	1	13/10/2025		TLM1/TLM2	
37	Learning Theories – Thorndike	1	14/10/2025		TLM1/TLM2	
38	Personality and Individual Differences	1	16/10/2025		TLM1/TLM2	
39	Determinants of Personality	1	17/10/2025		TLM1/TLM2	
40	Values, Attitudes, and Beliefs	1	20/10/2025		TLM1/TLM2	
41	Case Study – Perception and Personality in Workplace	1	21/10/2025		TLM2	
42	Review, Q&A, and Unit III Assessment	1	23/10/2025		TLM2	
No. of classes required to complete UNIT-III-12				No. of classes taken:		
UNIT – IV: Motivation and Leadership						
S. No.	Topic	No. of Classes	Tentative Date	Actual date	Teaching-Learning Method	HoD Sign weekly
43	Definition and Nature of Motivation	1	24/10/2025		TLM1/TLM2	
44	Theories of Motivation – Maslow	1	27/10/2025		TLM1/TLM2	
45	Theories of Motivation – Alderfer	1	28/10/2025		TLM1/TLM2	
46	Leadership – Definition, Traits, and Styles	1	30/10/2025		TLM1/TLM2	
47	Leadership Skills and Challenges to Leaders	1	31/10/2025		TLM1/TLM2	
48	Groups – Stages of Group Formation	1	03/11/2025		TLM1/TLM2	

49	Group Dynamics and Collaborative Bargaining	1	04/11/2025		TLM1/TLM2	
50	Johari Window Theory	1	06/11/2025		TLM1/TLM2	
51	Case Study – Leadership or Motivation at Work	1	07/11/2025		TLM2	
52	Review, Q&A, and Unit IV Assessment	1	10/11/2025		TLM2	
No. of classes required to complete UNIT-IV-10				No. of classes taken:		
UNIT – V: Organizational Conflict and Development						
S. No	Topic	No. of Classes	Tentative Date	Actual date	Teaching-Learning Method	HoD Sign weekly
53	Organizational Conflicts – Causes & Consequences	1	11/11/2025		TLM1/TLM2	
54	Negotiation & Team Building	1	13/11/2025		TLM1/TLM2	
55	Conflict Resolution in Groups	1	14/11/2025		TLM1/TLM2	
56	Problem-Solving Techniques	1	17/11/2025		TLM1/TLM2	
57	Stress – Types and Causes in Organizations	1	18/11/2025		TLM1/TLM2	
58	Preventive Measures for Stress	1	20/11/2025		TLM1/TLM2	
59	Communication – Types & Process	1	21/11/2025		TLM1/TLM2	
60	Communication – Barriers	1	24/11/2025		TLM1/TLM2	
61	Organizational Change – Process, Resistance to Change	1	25/11/2025		TLM1/TLM2	
62	Organizational Development (OD) & Interventions	1	27/11/2025		TLM1/TLM2	
63	Case Study / Review / Wrap-Up Session	1	28/11/2025		TLM1/TLM2	
No. of classes required to complete UNIT-V-11				No. of classes taken:		

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

PART – C

Evaluation PROCESS (R23 REGULATIONS)

Evaluation Task	Marks
I-Mid Examination (Units I, II & half of Unit III)	M1 = 30
II-Mid Examination (Half of Unit III, Units IV & V)	M2 = 30
Report Writing & Presentation	RP = 10
Final Mid Marks (80% Max (M1, M2) + 20% Min (M1, M2))	M = 30
CIE Total (M + RP)	40
Semester End Examination (SEE)	60
Total Marks (CIE + SEE)	100

PART – D:

PROGRAM EDUCATIONAL OBJECTIVES (PEOs) AND PROGRAM OUTCOMES (POs)

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):

PO Code	Program Outcome Statement
P01	Apply knowledge of management theories and practices to solve business problems.
P02	Foster Analytical and critical thinking abilities for data-based decision making.
P03	Ability to develop value-based leadership ability.
P04	Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
P05	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



MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

PART-A

Name of Course Instructor : Dr. A. Adishesha Reddy
Course Name & Code : **Business Economics-23MB02**
L-T-P Structure : 4-0-0
Program/Sem/Sec : MBA., I-Sem., **Section- B**

Credits: 4
A.Y : 2025-26

Prerequisite: Basic Knowledge in business activities.

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

1.	To impart the basic knowledge about the concepts of economics and to equip the students with the analytical tools of economics and apply the same to rational Managerial decision-making
2.	To delineate the role of demand and demand forecasting for effective decision making.
3.	To develop economic way of thinking while dealing with production and cost analysis to solve business problems and challenges.
4.	To understand the concept of market intelligence and to evaluate the nature of different Market structures for sensible economic managerial decisions.
5.	To infuse the basic knowledge about the concepts of macro-economic principles and the skills needed to apply them in making informed, strategic business decisions.

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

CO1:	Determine the fundamentals of Economics and Managerial Economics and able to apply them for effective managerial decision making.
CO2:	Evaluate the various decisions of the managers using demand, elasticity demand and Demand forecasting.
CO3:	Analyze different theories, principles, and concepts of production and cost so that the cost benefits can be examined for economic decision making.
CO4:	Analyze the price output conditions in each market structure and also evaluate in which Type of market the organization achieves abnormal profits.
CO5:	Apply knowledge of Macroeconomics concepts and examine monetary policies usage in business decisions.

Co-Po Articulation Matrix:

Course Outcomes (COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	2	3	1	2	-
CO2	2	3	2	1	1
CO3	3	2	1	2	2
CO4	3	2	1	2	1
CO5	2	3	2	1	3

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

Text Books

1. G S Gupta, “*Managerial Economics*”, Tata McGraw Hill.
2. P. L.Mehta “*Managerial Economics– Analysis, Problems & Cases*”-Sulthan Chand & Sons
3. H L Ahuja, Business Economics, S. Chand & Co, 13e, 2016.

Reference

1. Dean. Joel: “*Managerial Economics*”, PHI.
2. R.L.Varshney and K.L.Maheshwari, “*Managerial Economics*”, 17th Edition, Sultan Chand&Sons
3. Henry and Haynes, “*Managerial Economics*”: Analysis and Cases, Business Publications
4. Keat, 2007, “*Managerial Economics*”, 4th Edition, Thomson
5. H.Craig Petersen, W.C. Lewis, S K Jain, 2006, “*Managerial Economics*”, Pearson Managerial Economics and Financial Accounting by Rama chandran Arya sri- Tata McGrawHill.2008.
6. Chaturvedi, Business Economics, International Book House, 2012

Relevant Case Studies should be discussed in each unit

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

S.No.	Topics to be covered	No. of Class es Requi red	Tentative Date of Completi on	Actual Date of Completi on	Teach ing Learn ing Metho ds	Learnin g Outcom e COs	Text Book followed	HOD Sign Week ly
1.	Orientation	1	28/7/2025		TLM1	CO1	T1,R2	
2.	Orientation	1	1/8/2025		TLM1	CO1	T1,R2	
3.	Orientation	1	02/8/2025		TLM1	CO1	T1,R2	
4.	Orientation	1	4/8/2025		TLM1	CO1	T1,R2	
5.	Orientation	1	5/8/2025		TLM1	CO1	T1,R2	
6.	Orientation	1	8/8/2025		TLM1	CO1	T1,R2	
7.	Introduction to Economics	1	9/8/2025		TLM1	CO1	T1,R2	
8.	Explaining about CO-PO	1	11/8/2025		TLM1	CO1	T1,R2	
9.	Definitions of Economics- Wealth, Welfare	1	12/8/2025		TLM1	CO1	T1,R2	
10.	Definitions of Economics- Scarcity, Growth	1	18/8/2025		TLM1	CO1	T1,R2	
11.	Nature and Scope of Economics	1	19/8/2025		TLM3	CO1	T1,R2	
12.	Branches of Economics	1	22/8/2025		TLM3	CO1	T1,R2	
13.	Significance of Economics	1	23/8/2025		TLM3	CO1	T1,R2	
14.	Relationship with other disciplines of economics	1	25/8/2025		TLM3	CO1	T1,R2	
15.	Role of managerial economist in business	1	26/8/2025		TLM3	CO1	T1,R2	
16.	Basic economic principles	1	29/8/2025		TLM3	CO1	T1,R2	
17.	Case Study	1	30/8/2025		TLM3	CO1	T1,R2	
No. of classes required to complete UNIT-I		17		No. of classes taken:				

UNIT-II: Demand analysis

S.No.	Topics to be covered	No. of Class es Requi red	Tentative Date of Completi on	Actual Date of Comple tion	Teach ing Learn ing Metho ds	Learnin g Outcom e COs	Text Book followed	HOD Sign Week ly
1.	Demand analysis- Demand Function	1	1/9/2025		TLM1	CO2	T1,R2	
2.	Determinants of demand	1	2/9/2025		TLM1	CO2	T1,R2	
3.	Law of demand	1	5/9/2025		TLM1	CO2	T1,R2	
4.	Assumptions and exceptions of demand	1	6/9/2025		TLM1	CO2	T1,R2	
5.	Types of demand- Elasticity of demand	1	8/9/2025		TLM1	CO2	T1,R2	
6.	Nature and Importance of Elasticity	1	9/9/2025		TLM1	CO2	T1,R2	
7.	Types of Elasticity of Demand	1	12/9/2025		TLM1	CO2	T1,R2	
8.	Factors affecting demand	1	13/9/2025		TLM1	CO2	T1,R2	
9.	Demand forecasting	1	15/9/2025		TLM1	CO2	T1,R2	
10.	Types-Methods of demand forecasting	1	16/9/2025		TLM1	CO2	T1,R2	
11.	Survey method-Statistical method	1	19/9/2025		TLM3	CO2	T1,R2	
12.	Case Study	1	20/9/2025		TLM1	CO2	T1,R2	
No. of classes required to complete UNIT-II		12		No. of classes taken:				

UNIT-III: Production & Cost analysis

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1	Definition-Significance	1	20/9/2025		TLM1	CO3	T2,R4	
	MID-1		22/09/2025					
	MID-1							
	MID-1							
	MID-1		27/9/2025					
2	Production function-Cobb-Douglas Production Function	1	29/9/2025		TLM1	CO3	T2,R4	
3	Iso-Quants and costs Law of variable proportions & Law of returns to scale	1	3/10/2025		TLM2	CO3	T2,R4	
4	Scale of production, Economies of scale	1	4/10/2025		TLM2	CO3	T2,R4	
5	Role of cost in business decisions	1	6/10/2025		TLM2	CO3	T2,R4	
6	Cost concepts- Cost output relationship- Cost control and its techniques	1	7/10/2025		TLM1	CO3	T2,R4	
7	Break even analysis	1	10/10/2025		TLM2	CO3	T2,R4	
8	Break even analysis Problems	1	11/10/2025		TLM2	CO3	T2,R4	
9	Case Study	1	13/10/2025		TLM2	CO3	T2,R4	
No. of classes required to complete UNIT-III		09		No. of classes taken:				

UNIT-IV: Market Structures and pricing

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.	Market Structures and pricing- Classification of markets	1	14/10/2025		TLM1	CO4	T2,R4	
2.	Competitions and its features	1	17/10/2025		TLM1	CO4	T2,R4	
3.	Price output determination in Perfect competition	1	18/10/2025		TLM1	CO4	T2,R4	
4.	Price output determination in Monopoly	1	20/10/2025		TLM1	CO4	T2,R4	
5.	Monopolistic markets	1	24/10/2025		TLM1	CO4	T2,R4	
6.	Oligopoly market and features	1	25/10/2025		TLM1	CO4	T2,R4	
7.	Pricing Methods and Strategies	1	31/10/2025		TLM1	CO4	T2,R4	
8.	Theories of profit	1	1/11/2025		TLM1	CO4	T2,R4	
9.	Case Study	1	2/11/2025		TLM1	CO4	T2,R4	
No. of classes required to complete UNIT-IV		09	No. of classes taken:					

UNIT-V: Macro Economics and Business decisions

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.	Macroeconomics concept & Nature	1	5/11/2025		TLM1	CO5	T2,R4	
2.	Theories of macro economics	1	6/11/2025		TLM1	CO5	T2,R4	
3.	National Income- Measurements	1	8/11/2025		TLM1	CO5	T2,R4	
4.	Inflation and Deflation	1	9/11/2025		TLM1	CO5	T2,R4	
5.	Types-Causes-factors influencing and Measures	1	12/11/2025		TLM1	CO5	T2,R4	
6.	RBI in India	1	13/11/2025		TLM1	CO5	T2,R4	
7.	Monetary Policies -Types- Case Study	1	15/11/2025		TLM1	CO5	T2,R4	
8.	Report and Presentations	1	16/11/2025		TLM1	CO5	T2,R4	
9.	Report and Presentations	1	19/11/2025		TLM1	CO5	T2,R4	
10.	Report and Presentations	1	20/11/2025		TLM1	CO5	T2,R4	
11.	Report and Presentations	1	22/11/2025		TLM1	CO5	T2,R4	
12.	Report and Presentations	1	23/11/2025		TLM1	CO5	T2,R4	
13.	Report and Presentations	1	27/11/2025		TLM1	CO5	T2,R4	
10.	II Mid exams		1/12/2025					
11.	II Mid exams							
12.	II Mid exams							
13.	II Mid exams		6/12/2025					
No. of classes required to complete UNIT-V		09	No. of classes taken:					

Content beyond syllabus

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completi on	Actual Date of Completi on	Teach ing Learn ing Metho ds	Learnin g Outcom e COs	Text Book followed	HOD Sign Week ly
1.	Financial economics	1	9/08/2025					
2.	Behavioral economics	1	7/10/2025					
		02						

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

Part - C

EVALUATION PROCESS:

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

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

PROGRAM OUTCOMES

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyses 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.

Course Instructor	Course Coordinator	Module Coordinator	OD

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

PROGRAM	: MBA. I-Sem.
ACADEMIC YEAR	: 2025-26
COURSE NAME & CODE	: Financial Accounting and Analysis
L-T-P STRUCTURE	: 4-0-0
COURSE CREDITS	: 4
COURSE INSTRUCTOR	: Mr.B. Kalyan Kumar
COURSE COORDINATOR	: Mr.B. Kalyan Kumar
PREREQUISITE	: Basic concepts of accounting and its fundamentals

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

CEO 1	To provide information about fundamental concepts of financial accounting and make them to learn the generally accepted Accounting Principles and Accounting Standards issued by IFRS.
CEO 2	To acquaint the students with the fundamentals principles of financial, cost and Management accounting and to enable the students to prepare, analyze and interpret Financial statements.
CEO 3	To enable the students gain knowledge about concepts, principles and techniques of computing depreciation on fixed assets
CEO 4	To create an understanding about funds flow and cash flow statements and make them to prepare these statements and to enable the students to use financial data in planning, decision making and control
CEO 5	To enable them to do the financial statement analysis by using the tool financial ratios and able to draw meaningful conclusions about company's financial position.

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

CO1	Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements
CO2	Interpret and analyze financial accounting and combine financial analysis with other information to assess the financial performance and position of a company.
CO3	Apply course concepts to analyze common business management decisions such as valuation of fixed assets and outsourcing decisions from a financial perspective
CO4	Define the nature and role of the financial statements and able to make financial Decision regarding cash and funds flow.
CO5	Identify the problem areas in business through various ratio techniques and can take decisions using management accounting tools

Co-Po Articulation Matrix:

Course Outcomes (COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	2	-	-	2	-
CO2	2	3	1	1	1
CO3	3	2	-	2	1
CO4	2	2	1	2	-
CO5	-	2	1	3	-

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

Part-B**COURSE DELIVERY PLAN (LESSON PLAN):****UNIT-I: Introduction to Accounting for Managers**

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.	Programme Orientation	5	28-07-25		TLM2	
2.	UNIT-I: Introduction to Accounting for Managers	1	29-07-25		TLM2	
3.	Definitions	1	30-07-25		TLM1	
4.	Nature and Scope of Financial Accounting	1	01-08-25		TLM1	
5.	Nature and Scope of Financial Accounting, Cost Accounting and Management Accounting	1	02-08-25		TLM1	
6.	Objectives and Principles	1	04-08-25		TLM1	
7.	Accounting Concepts and Conventions	1	05-08-25		TLM1	
8.	Generally Accepted Accounting Principles (GAAP)	1	06-08-25		TLM1	
9.	Accounting Standards	1	11-08-25		TLM2	
10.	Accounting Standards	1	12-08-25		TLM1	
11.	Concept of Shares,	1	13-08-25		TLM1	
12.	Debentures	1	18-08-25		TLM2	
13.	Amalgamation	1	19-08-25		TLM1	
14.	Unit-I Revision	1	20-08-25			
No. of classes required to complete UNIT-I		16			No. of classes taken:	

UNIT-II: FINANCIAL ACCOUNTING SYSTEM

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to Journal	1	22-08-25		TLM2	
2.	Journal entries Format	1	23-08-25		TLM1	
3.	Journal entries problems	1	25-08-25		TLM1	
4.	Subsidiary Books	1	29-08-25		TLM1	
5.	Subsidiary Books	1	30-08-25		TLM1	
6.	Ledger	1	01-09-25		TLM2	
7.	Ledger	1	02-09-25		TLM1	
8.	Trial Balance	1	03-09-25		TLM2	
9.	Trial Balance	1	05-09-25		TLM1	
10.	Final Accounts with adjustments	1	06-09-25		TLM1	
11.	Final Accounts with adjustments	1	08-09-25		TLM1	
No. of classes required to complete UNIT-II		11			No. of classes taken:	

UNIT-III: VALUATION OF FIXED ASSETS

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to Valuation of Assets	1	09-09-25		TLM2	
2.	Depreciation of Fixed assets	1	10-09-25		TLM1	
3.	Methods of Depreciation	1	12-09-25		TLM1	
4.	Straight Line Method	1	13-09-25		TLM1	
5.	Straight Line Method	1	15-09-25		TLM1	
6.	Written down value methods	1	16-09-25		TLM2	
7.	Written down value methods	1	17-09-25		TLM1	
8.	Annuity Method	1	19-09-25		TLM2	
9.	Valuation of Inventory	1	20-09-25		TLM1	
10.	FIFO	1	20-09-25		TLM1	
No. of classes required to complete UNIT-III		10			No. of classes taken:	

UNIT-IV: FUNDS FLOW AND CASH FLOW STATEMENTS

UNIT-IV: FUNDS FLOW AND CASH FLOW STATEMENTS						
S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to Funds flow and Cash Flow analysis	1	06-10-25		TLM2	
2.	Meaning, Advantages and Limitations	1	07-10-25		TLM1	
3.	Statement of changes in working Capital	1	08-10-25		TLM1	
4.	Statement of changes in working Capital	1	10-10-25		TLM1	
5.	Analysis and Interpretation from Investor and Company	1	13-10-25		TLM1	
6.	Analysis and Interpretation from Investor and Company	1	14-10-25		TLM1	
7.	Analysis and Interpretation from Investor and Company	1	15-10-25		TLM1	
8.	Du Pont Chart	1	17-10-25		TLM2	
9.	Du Pont Chart	1	18-10-25		TLM1	
10.	Du Pont Chart	2	20-10-25		TLM1	
No. of classes required to complete UNIT-IV		11			No. of classes taken:	

UNIT-V: Financial Statement 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
1.	Ratio Analysis-Classifications	1	22-10-25		TLM2	
2.	Ratio Analysis-Classifications	1	24-10-25		TLM1	
3.	Liquidity, Activity, Profitability	1	25-10-25		TLM1	
4.	Liquidity, Activity, Profitability	1	27-10-25		TLM1	
5.	Solvency and Structural Ratios	1	28-10-25		TLM1	
6.	Calculation and Interpretation of Ratios	1	24-10-25		TLM1	
7.	Advantages and Limitations of ratio analysis	1	25-10-25		TLM1	
8.	Ratio Analysis-Classifications	1	27-10-25		TLM2	
9.	Ratio Analysis-Classifications	1	28-10-25		TLM1	
10.	Liquidity, Activity, Profitability	1	29-10-25		TLM2	
11.	Liquidity, Activity, Profitability	1	31-10-25		TLM1	
12.	Solvency and Structural Ratios	1	01-11-25		TLM2	

13.	Calculation and Interpretation of Ratios	1	03-11-25		TLM1	
14.	Case study5	1	04-11-25		TLM1	
15.	Revision and Presentations	6	05-11-25		TLM1	
No. of classes required to complete UNIT-V		20			No. of classes taken:	

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

Part - C

EVALUATION PROCESS:

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

Programme Outcomes (PO's)

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

Note: These PO statements are used at the end of each course, an articulation matrix table will display the mapping of Course Outcomes (CO) to Program Outcomes (PO)

B.Kalyan Kumar	B.Kalyan Kumar	Dr. A ADISESHA REDDY	Dr. A ADISESHA REDDY
Course Instructor	Course Coordinator	Module Coordinator	HOD



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

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

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

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

Master of Business Administration

COURSE HANDOUT

PART-A

Name of Course Instructor : T. Meghana
Course Name & Code : 23MB04: Quantitative Analysis for Business Decisions
L-T-P Structure : 4-1-0 Credits: 4
Program/Sem/Sec : MBA., I-Sem., Section- B A.Y : 2025-26

PRE-REQUISITE: Basic Knowledge in Mathematics and Statistics

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

➤ To apply the quantitative methods for business decision making.
➤ To understand the topic of linear programming problem and its use in practical problems for optimization.
➤ To assess the transportation and assignment concepts and limitations as applied to problems in industry.
➤ To analyze the usage of various statistical tools to interpret the data.
➤ To identify and evaluate the parts of queuing system and different types of queuing models.

COURSE OUTCOMES:

At the end of the course the students are able to

CO. NO	CO STATEMENT	Bloom's Level
CO1	Apply the need of using quantitative approach for effective decision- making.	L3
CO2	Demonstrate the topic of linear programming problem and its use in practical problems for optimization.	L2
CO3	Solve Transportation and Assignment problems using appropriate method.	L3
CO4	Analyze various simple & advanced statistical tools and interpret data	L4
CO5	Evaluate various components of a queuing system and description of each of them.	L5

COURSE ARTICULATION MATRIX (Correlation between COs&POs):

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

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

Text books:

1. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, 2011.
2. Aczel A.D. and Sounder pandian J., "Complete Business Statistics", 6th edition, Tata McGraw – Hill Publishing Company Ltd., New Delhi, 2012.
3. J K SHARMA, Operations research theory and applications, Macmillan publications, fifth edition.

Reference:

1. Anand Sharma, Quantitative techniques for decision making, Himalaya publishing house
2. Srivatsava TN and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 2008.
3. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012.
4. Anderson, Sweeney, Williams, Camm, Martin, Quantitative methods for Business, 12e, Cengage Learning, 2013.

Part-B**COURSE DELIVERY PLAN (LESSON PLAN):****UNIT-I: Introduction to Quantitative 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
1.	Orientation	6	28-07-2025 To 04-08-2025		TLM2	
2.	Syllabus orientation	1	05-08-2025			
3.	Introduction to Quantitative analysis:		05-08-2025			
4.	History and development of Quantitative Approach	1	06-08-2025		TLM1	
5.	Definitions of Operations Research, Quantitative analysis and Decision Making	1	08-08-2025		TLM1	
6.	Quantitative analysis Vs Qualitative Analysis.	1	11-08-2025		TLM1	
7.	Decision Theory	1	12-08-2025		TLM1	
8.	Steps of Decision-Making process	1	12-08-2025		TLM1	

9.	Types of Decision-Making environments	1	13-08-2025		TLM1	
10.	DMUU	1	18-08-2025		TLM2	
11.	DMUR	1	19-08-2025		TLM1	
12.	DMQA	1	20-08-2025		TLM1	
13.	Decision Trees Analysis	1	22-08-2025		TLM2	
14.	Decision Trees Analysis	1	25-08-2025		TLM1	
15.	Case Study 1	1	26-08-2025		TLM2/6	
No. of classes required to complete UNIT-I		20			No. of classes taken:	

UNIT-II: Linear Programming

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.	Linear Programming	1	26-08-2025		TLM2	
2.	Introduction, Basic Assumptions	1	29-08-2025		TLM1	
3.	Structure of linear Programming model	1	01-09-2025		TLM1	
4.	Formulation of LPP	1	01-09-2025		TLM1	
5.	Formulation of LPP	1	02-09-2025		TLM1	
6.	Solution by the Graphical method	1	03-09-2025		TLM2	
7.	Multiple Optimal Solutions	1	04-09-2025		TLM1	
8.	Multiple Optimal Solutions	1	08-09-2025		TLM2	
9.	Infeasible Solution; Simplex method	1	09-09-2025		TLM1	
10.	Applications, Advantages, Limitations	1	10-09-2025		TLM1	
11.	Case study 2	1	11-09-2025		TLM2/6	
No. of classes required to complete UNIT-II		10			No. of classes taken:	

UNIT-III: Transportation & Assignment

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.	Transportation Problem	1	12-09-2025		TLM2	

2.	Mathematical model	1	15-09-2025		TLM1	
3.	IBFS	1	16-09-2025		TLM1	
4.	Test for Optimality	1	17-09-2025		TLM1	
5.	Test for Optimality	1	18-09-2025		TLM1	
6.	Managerial applications	1	19-09-2025		TLM1	
7.	Assignment Problem	1	06-10-2025		TLM2	
8.	Mathematical model, Solutions of A.P	1	07-10-2025		TLM1	
9.	Variations of A. P	1	08-10-2025		TLM2	
10.	Travelling Salesman Method.	1	09-10-2025		TLM1	
No. of classes required to complete UNIT-III		10			No. of classes taken:	

UNIT-IV: Statistical Inference

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.	Statistical Inference	1	10-10-2025		TLM2	
2.	Introduction, Hypothesis and Hypothesis testing	1	13-10-2025		TLM1	
3.	Introduction, Hypothesis and Hypothesis testing	1	14-10-2025		TLM1	
4.	Directions and errors in hypothesis testing	1	15-10-2025		TLM1	
5.	parametric vs. non-parametric tests	1	16-10-2025		TLM1	
6.	Hypothesis Testing for population Parameters with Large Samples (z-test),	1	17-10-2025		TLM1	
7.	Hypothesis Testing for population with Small samples (t-test)	1	21-10-2025		TLM1	
8.	Hypothesis testing based on F	1	22-10-2025		TLM2	
9.	Hypothesis testing based on F	1	24-10-2025		TLM1	
10.	Chi Square test	1	27-10-2025		TLM1	
11.	Case Study	1	28-10-2025		TLM2	
No. of classes required to complete UNIT-IV		11			No. of classes taken:	

UNIT-V: Linear correlation, Linear Regression Analysis & Queuing theory

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.	Linear correlation	1	29-10-2025		TLM2	
2.	Types of Correlation, Methods of Studying Correlation	1	31-10-2025		TLM1	
3.	Scatter diagram method	1	03-11-2025		TLM1	
4.	Karl Pearson’s coefficient of correlation- Rank correlation	2	04-11-2025		TLM1	
5.	Linear Regression Analysis	1	04-11-2025		TLM1	
6.	Linear and Non-linear regression	1	05-11-2025		TLM1	
7.	lines of regression, coefficients of regression	1	07-11-2025		TLM1	
8.	Queuing theory	1	10-11-2025		TLM2	
9.	Queuing Structure and basic component of Queuing Model	1	11-11-2025		TLM1	
10.	Distributions in queuing model, Different in Queuing Model with FCFS	1	11-11-2025		TLM2	
11.	Queue Discipline, Single and Multiple service server with finite and infinite population	1	12-11-2025		TLM1	
12.	Special purpose Queuing Models.	1	14-11-2025		TLM2	
13.	Revision and Presentations	1	17-11-2025 to 29-11-2025		TLM1	
No. of classes required to complete UNIT-V		13			No. of classes taken:	

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

Part - C

EVALUATION PROCESS:

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

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

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.

T. Meghana	Dr .O. Naresh	Dr .O. Naresh	Dr. K. Deepika
Course Instructor	Course Coordinator	Module Coordinator	HOD



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



College Code:

76

MASTER OF BUSINESS ADMINISTRATION COURSE HANDOUT

PART-A

Name of Course Instructor : Dr. D. VENKATESWARLU
Course Name & Code : **Legal and Business Environment-23MB05**
L-T-P Structure : 4-0-0
Program/Sem/Sec : MBA., I-Sem., **Section- B**

Credits: 4
A.Y : 2025-26

Prerequisite: Basic Knowledge in business activities.

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

1. To make students to understand the issues of Indian business environment in an integrated manner.
2. To familiarize students with the various political and economic environmental issues.
3. To understand the basic issues of legal environment in legitimate manner.
4. To know the legal documentations and procedures required to run the business firms such as partnership and company.
5. To acknowledge the information regarding miscellaneous act and to manage business by duly following legality.

Course Outcomes: At the end of the course,

- CO1** Students will be able to analyze and study the impact of environmental issues while operating business.
- CO2** Students will be able to evaluate the political and economic environments of business.
- CO3** Student will be able to understand fundamental laws of business to operate firms effectively.
- CO4** Students will be able to analyze documentation process while formation and operation of partnership and company business.
- CO5** Students will be able to apply knowledge of business concepts and functions in an integrated manner through miscellaneous act.

Course Articulation Matrix:

Course Outcomes(COs)	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	1	2			
CO2				1	
CO3	2				
CO4	1	2		1	
CO5	1	2			

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

Text Book

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

References:

3. Francis Cherunillam, Business Environment, Himalaya Publishers.
4. K. Aswathappa, Essentials of Business Environment, Himalaya Publishers.
5. P.K. Dhar, Indian Economy Growing Dimensions, Kalyani Publishers.
6. N.D. Kapoor, Mercantile Law, Sultan Chand Publishers.

Relevant Case Studies should be discussed in each unit

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

UNIT-I: Introduction

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	1	28-7-25		TLM1	CO1	T1,R1	
2.	Concept of Business Environment-	1	29-7-25		TLM1	CO1	T1,R1	
3.	Definition-Characteristics-	1	30-7-25		TLM1	CO1	T1,R1	
4.	Environmental factors,	1	1-8-25		TLM1	CO1	T1,R1	
5.	Importance at national and international level	1	4-8-25		TLM1	CO1	T1,R1	
6.	Problems and challenges	1	5-8-25		TLM1	CO1	T1,R1	
7.	Environmental Scanning: Importance, Process of Scanning	1	6-8-25		TLM1	CO1	T1,R1	
8.	NITI Aayog: It's Role in Economic Development of India	1	11-8-25		TLM1	CO1	T1,R1	
9.	Technological Environment: Features, Its impact on Business	1	12-8-25		TLM1	CO1	T1,R1	
10.	Restraints on Technological Growth.	1	13-8-25		TLM1	CO1	T1,R1	
11.	Tutorial	1	18-8-25		TLM3	CO1	T1,R1	
No. of classes required to complete UNIT-I		11		No. of classes taken:				

UNIT-II: Economic and Political Environment

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completi on	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Concept-Definition of Economic Environment	1	19-8-25		TLM1	CO2	T1,R1	
2.	Economic Systems- Relative merits and demerits of each systems	1	20-8-25		TLM1	CO2	T1,R1	
	I MID EXAMS		22.8.25- 27.9.25					
3.	Economic Policies-Monetary	1	29-8-25		TLM1	CO2	T1,R1	
4.	Fiscal policies	1	1-9-25		TLM1	CO2	T1,R1	
5.	Industrial policies	1	2-9-25		TLM1	CO2	T1,R1	
6.	significance – regulatory and promotional framework of policies	1	3-9-25		TLM1	CO2	T1,R1	
7.	Structure of Indian Economy- Nature and significance.	1	5-9-25		TLM1	CO2	T1,R1	
8.	Economic Planning- Objectives, Merits, Limitations	1	8-9-25		TLM1	CO2	T1,R1	
9.	Concept and Meaning of Political Environment	1	9-9-25		TLM1	CO2	T1,R1	
No. of classes required to complete UNIT-II		09		No. of classes taken:				

UNIT-III: Legal Environment

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.	Business Law: Meaning, scope and need for Business Law-	1	10-9-25		TLM1	CO3	T2,R4	
2.	Source of Business Law	1	12-9-25		TLM1	CO3	T2,R4	
3.	Indian Contract Act 1872: Its Essentials	1	15-9-25		TLM1	CO3	T2,R4	
4.	Classification of contracts	1	16-9-25		TLM1	CO3	T2,R4	
5.	Breach of Contract and remedies	1	17-9-25		TLM1	CO3	T2,R4	
6.	Breach of Contract and remedies	1	19-9-25		TLM1	CO3	T2,R4	
7.	Intellectual Property Rights.	1	22-9-25		TLM1	CO3	T2,R4	
8.	Intellectual Property Rights.	1	23-9-25		TLM1	CO3	T2,R4	
13.	Negotiable Instruments Act-1881	1	24-9-25		TLM1	CO3	T2,R4	
14.	Negotiable Instruments Act-1881	1	26-9-25		TLM1	CO3	T2,R4	
No. of classes required to complete UNIT-III		10		No. of classes taken:				

UNIT-IV: Company Act 2013

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Introduction to company law	1	6-10-25		TLM1	CO4	T2,R4	
2.	Memorandum of Association	1	7-10-25		TLM1	CO4	T2,R4	
3.	Articles of Association	1	8-10-25		TLM1	CO4	T2,R4	
4.	Winding up of companies	1	10-10-25		TLM1	CO4	T2,R4	
5.	Partnership Act 1932	1	13-10-25		TLM1	CO4	T2,R4	
6.	Duties of Partners	1	14-10-25		TLM1	CO4	T2,R4	
7.	Dissolution of Partnership	1	15-10-25		TLM1	CO4	T2,R4	
8.	Information Technology Act 2000	1	17-10-25		TLM1	CO4	T2,R4	
9.	Digital signature	1	20-10-25		TLM1	CO4	T2,R4	
10.	Cyber Frauds.	1	22-10-25		TLM1	CO4	T2,R4	
11.	Tutorial	1	24-10-25		TLM3	CO4	T2,R4	
No. of classes required to complete UNIT-IV		11		No. of classes taken:				

UNIT-V: Miscellaneous Acts

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.	Sales of Goods Act 1930-Sale-agreement to Sale	1	27-10-25		TLM1	CO5	T2,R4	
2.	Sales of Goods Act 1930-Sale-agreement to Sale	1	28-10-25		TLM1	CO5	T2,R4	
3.	Sales of Goods Act 1930-Sale-agreement to Sale	1	29-10-25		TLM1	CO5	T2,R4	
4.	Implied Conditions and Warranties	1	31-10-25		TLM1	CO5	T2,R4	
5.	Consumer Protection Act 1986	1	3-11-25		TLM1	CO5	T2,R4	
6.	Consumer Protection Act 1986	1	4-11-25		TLM1	CO5	T2,R4	
7.	Competition Act- Environment Act	1	5-11-25		TLM1	CO5	T2,R4	
8.	Competition Act- Environment Act	1	7-11-25		TLM1	CO5	T2,R4	
9.	Foreign Exchange Management Act	1	10-11-25		TLM1	CO5	T2,R4	
10.	Foreign Exchange Management Act	1	11-11-25		TLM1	CO5	T2,R4	
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 Weekly
1.	Review of topics	1	12-11-25					
2.	Review of topics	1	14-11-25					
3.	Review of topics	1	17-11-25					
4.	Report writing & Presentation		18-11-25- 29-11-25					
5.	II MID EXAMS		1-12-25 - 6.12.25					
		3						

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

Part - C

EVALUATION PROCESS:

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

PROGRAM EDUCATION OBJECTIVES (PEO's)

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

PROGRAM OUTCOMES

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

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



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

FRESHMAN ENGINEERING DEPARTMENT

COURSE HANDOUT

PART-A

Name of Course Instructor: Mr. D. Ashok Kumar

Course Name & Code : Business Communication & Personality Development (23MB06)

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

Credits: 4

Program/Sem/Sec : MBA/Sem I/B

A.Y.: 2025-26

PREREQUISITE:

COURSE EDUCATIONAL OBJECTIVES (CEOs):

CEO 1	To communicate effectively in a business context by demonstrating strong interpersonal skills and appropriate body language. They will be able to engage in professional interactions, build rapport, and convey information with clarity
CEO 2	To comprehend and engage with various forms of written and spoken business communication, including reports, presentations, and discussions.
CEO 3	To gain the skills to identify areas for improvement, set personal development goals, and take steps to enhance their overall professional growth.
CEO 4	To develop confidence in students and to participate in job interviews, group discussions, and other professional settings.
CEO 5	To make the students proficient in various forms of written business communication.

COURSE OUTCOMES (COs): At the end of the course, student will be able to

CO1	Communicate effectively in business by exhibiting good interpersonal skills and appropriate body language.
CO2	Enhance listening and reading skills employing wide range of business vocabulary.
CO3	Asses their strengths and weakness, both in their personality development and productivity.
CO4	Face interviews and group discussions with confidence and attain their realistic goals and objectives.
CO5	Write business letters, memos, reports, e-mails, synopsis, etc., using appropriate language.

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

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

1= Slight (Low)

2= Moderate (Medium)

3=Substantial (High)

TEXTBOOKS:

T1 Meenakshi Raman, "Business Communication", Oxford University Press, New Delhi., 2008

T2 Lokesh Mehra etal "Corporate Employability Skills" CEGR, 2016

T3 Wallace and Masters "Personality Development"- Cengage Publishers.

REFERENCE BOOKS:

- R1** Ramesh & Ramesh, "Ace of Soft Skills", Pearson Education, New Delhi, 2009
- R2** Rizvi Ashraf M., "Effective Technical Communication", Tata Mc Graw Hill, New Delhi, 2008
- R3** Stephen R Covey, The 7 Habits of Highly Effective People, II Edition, Simon and Schuster UK Ltd., 2004.
- R4** Leo Jones & Richard Alexander, "New International Business English", Cambridge University Press, New Delhi, 2009.

PART-B**COURSE DELIVERY PLAN (LESSON PLAN):****UNIT-I: Introduction**

S. No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
1.	Introduction to Communication in business	1	29-07-2025		TLM1	
2.	Role of Communication in Business	1	01-08-2025		TLM1	
3.	Introduction, Objectives & Process of Communication	1	02-08-2025		TLM1	
4.	Verbal Vs Nonverbal Communication	1	05-08-2025		TLM1	
5.	Body Language- kinesics	1	08-08-2025		TLM2	
6.	Types of written communication	1	09-08-2025		TLM2	
7.	Types of oral communication	1	12-08-2025		TLM2	
8.	Cross cultural Communication- Problems & challenges	1	19-08-2025		TLM1	
9.	Barriers to Communication	1	22-08-2025		TLM1	
10.	Interpersonal Communication	1	23-08-2025		TLM1	
11.	Intrapersonal Communication	1	26-08-2025		TLM1	
12.	Tutorial - Case study-I	1	29-08-2025		TLM3	
No. of classes required to complete UNIT-I: 12				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	HOD Sign Weekly
13.	Listening Skills - Dynamics & process of listening	1	30-08-2025		TLM1	
14.	Types and traits of listening skills	1	02-09-2025		TLM2	
15.	Listening; Reading Comprehension- Scanning, Skimming,	1	05-09-2025		TLM2	
16.	Reading between lines and Critical Reading;	1	06-09-2025		TLM2	
17.	Tutorial - Case study-II	1	09-09-2025		TLM3	
No. of classes required to complete UNIT-II: 05				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	HOD Sign Weekly
18	Empathy- Understanding the others perception	1	12-09-2025		TLM1	
19	Time management	1	13-09-2025		TLM1	
20	Decision Making	1	16-09-2025		TLM1	
21	Conflict Resolution	1	19-09-2025		TLM1	
22	Team work -Importance - advantages and disadvantages	1	20-09-2025		TLM1	
23	Leadership qualities	1	07-10-2025		TLM 1	
24	Tutorial - Case study-IV	1	10-10-2025		TLM3	
No. of classes required to complete UNIT-III: 07				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	HOD Sign Weekly
25.	Presentation Skills	1	11-10-2025		TLM2	
26	Strategies &Techniques, Types of presentations	1	14-10-2025		TLM2	
27	Participating in meetings	1	17-10-2025		TLM2	
28	Conferencing- Seminars	1	18-10-2025		TLM2	
29	Video Conferencing	1	24-10-2025		TLM1	
30	Technical paper presentations	1	25-10-2025		TLM1	
31	Group Discussions	1	28-10-2025		TLM1	
32	Formal and Informal Interviews	1	31-10-2025		TLM2	
33	Formal and Informal Interviews	1	01-11-2025		TLM2	
34	Interview Techniques , Etiquette	1	04-11-2025		TLM2	
35.	Tutorial - Case study-V	1	07-11-2025		TLM3	
No. of classes required to complete UNIT-V: 11				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	HOD Sign Weekly
36	Introduction to Business Writing Skills	1	08-11-2025		TLM1	
37	Business Writing Skills- Features of Business correspondence	1	11-11-2025		TLM1	
38	Types of Business Letters - Formal, Informal and Official Writing	1	14-11-2025		TLM1	
39	Email writing- significance	1	15-11-2025		TLM1	
40	Report Writing-Objectives and significance	1	18-11-2025		TLM1	
41	Types of Reports	1	21-11-2025		TLM1	
42	Report Writing	1	22-11-2025		TLM1	
43	Structure of Reports: Progress reports, Annual reports,	1	25-11-2025		TLM1	
44	Synopsis and Thesis writing	1	28-11-2025		TLM1	
No. of classes required to complete UNIT-III: 09				No. of classes taken:		

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

PART-C

EVALUATION PROCESS (R20 Regulation):

Evaluation Task	Marks
Assignment-I (Units-I, II & UNIT-III (Half of the Syllabus))	A1=5
I-Descriptive Examination (Units-I, II & UNIT-III (Half of the Syllabus))	M1=15
I-Quiz Examination (Units-I, II & UNIT-III (Half of the Syllabus))	Q1=10
Assignment-II (Unit-III (Remaining Half of the Syllabus), IV & V)	A2=5
II- Descriptive Examination (UNIT-III (Remaining Half of the Syllabus), IV & V)	M2=15
II-Quiz Examination (UNIT-III (Remaining Half of the Syllabus), IV & V)	Q2=10
Mid Marks =80% of Max ((M1+Q1+A1), (M2+Q2+A2)) + 20% of Min ((M1+Q1+A1), (M2+Q2+A2))	M=30
Cumulative Internal Examination (CIE): M	30
Semester End Examination (SEE)	70
Total Marks = CIE + SEE	100

PART-D

PROGRAMME OUTCOMES (POs):

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

Title	Course Instructor	Course Coordinator	Module Coordinator	Head of the Department
Name of the Faculty	D. Ashok Kumar	Dr Padma Venkat	Dr Padma Venkat	Dr.Satyanarayana
Signature				



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DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

COURSE HANDOUT

PART-A

Name of Course Instructor	: M. SABITHA	
Course Name & Code	: 23MB71: Information Technology lab	
L-T-P Structure	: 1 – 2	Credits: 2
Program/Sem/Sec	: MBA, I-Sem., Section- B	A.Y: 2025-26

PRE-REQUISITE: Basic Knowledge in Mathematics and Statistics

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

➤ To equip students with basic information technologies available for improving managerial performance.
➤ To identify and operate basic components of the computer and Microsoft Word.
➤ To recognize major components of the power point window and create a presentation.
➤ To point out major components of the excel window.
➤ To create, add, modify, and delete records from a database.

COURSE OUTCOMES:

At the end of the course

CO1	Can understand of computer fundamentals, computer software and functions of OS.
CO2	Students able to study and define MS Office software, learn how to open, save and print existing files and apply formatting techniques to produce professional documents.
CO3	Students can determine layout to achieve desired formatting and calculations for accurate workbook design.
CO4	Students can design and develop presentation content to create presentation slides by entering text, data and graphics.
CO5	Students able to design and create a relational database using given data.

COURSE ARTICULATION MATRIX (Correlation between COs & POs):

CO S	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1		<u>1</u>
CO2	2				1
CO3	3	2			
CO4	2	1	1	2	
CO5	2	1		1	1

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

Text books:

1. Fundamentals of computers by E. Balagurusamy, publisher: McGraw Hill education..
2. Learning Microsoft Office 2013 Deluxe Edition Pearson.
3. Foundations of IT, Dhiraj Sharma, Excel books.

Reference:

1. P.K Vishwanathan, 2003, Business Statistics, An Applied orientation” Pearson.
2. Microsoft office Professional 2010 step by step by joyce cox.

Part-B**COURSE DELIVERY PLAN (LESSON PLAN):**

S.NO	TOPIC TO BE COVERED	No. of Classes		Taken Date	DM
		As per the Schedule	Date		
1	EXERCISE-I: Fundamentals of Computer: CPU, Logic Gates, Computer Memory & Mass Storage Devices, Computer Hierarchy, Input Technologies, Output Technologies	1	02.08.2025		1,2
2	Number Systems and Arithmetic: Decimal, Binary, Octal, and Hexadecimal Number Systems, Binary Arithmetic. Computer Software: Application and System Software	1	23.08.2025		1,2
3	Programming Languages and their Classification, Assemblers, Compilers and Interpreters, Process of Software Development. Operating Systems	1	30.08.2025		1,2
4	EXERCISE-II: MSWord: Text Basics, Text Formatting and saving files, Working with Objects, Header & Footers, working with bullets and numbered lists, Tables.	1	06-09-2025		1,2
5	EXERCISE-II:	1	13-09-2025		1,2

	MS-WORD - Merging Documents, Sharing and Maintaining Documents, Proofing the document, Printing.				
6	EXCERCISE-III: MS-EXCEL: Introduction to Excel, formatting Excel workbook, Perform Calculations with Functions, Sort and Filter Data with Excel	1	20-09-2025		1,2
7	EXCERCISE-III: Lookup Functions, Data Validations, Logical Functions, WHAT IF ANALYSIS, Protecting and Sharing the workbook, Use Macros to Automate Task, Proofing and Printing.	1	11-10-2025		1,2
8	EXCERCISE-III: Working with charts: Charts and Slicers, Create Effective Charts to Present Data Visually, Analyze Data Using PivotTables and Pivot Charts, Array Functions, EXCEL DASHBOARD	1	18-10-2025		1,2
9	EXCERCISE-IV: MS POWER POINT: Setting Up PowerPoint Environment, creating slides and applying themes, working with bullets, and numbering, Working with Objects	1	25-10-2025		1,2
10	EXCERCISE-IV: Hyperlinks, and Action Buttons, Working with Movies and Sounds, Animation and Slide Transition, and Slide show options.	1	01-11-2025		1,2
11	EXCERCISE-V: Introduction to MS-ACCESS: creating a Relational Database in Access, Managing Data in a Table, querying a Database, Designing Forms, and Working with Reports.	1	08-11-2025		1,2
12	EXCERCISE-V: Photoshop: Basic utilities and tools, that help them to edit a photograph, toolbars, saving files, Using help and resources.	1	15-11-2025		1,2
13	EXCERCISE-V: Introduction to Google Forms: Creating, sharing.	1	22-11-2025		1,2

Delivery Methods (DM):

1. Chalk & Talk
2. ICT Tools
3. Tutorial
4. Assignment/Test/Quiz
5. Laboratory/Field Visit
6. Web based learning.

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

PEO I: To inculcate the adaptability skills into the students for software design, software development or any other allied fields of computing.

PEO II: To equip the graduates with the ability to analyze, design and synthesize data to create novel products. PEO III: Ability to understand and analyze engineering issues in a broader perspective with ethical responsibility towards sustainable development.

PEO IV: To empower the student with the qualities of effective communication, team work, continues learning attitude, leadership needed for a successful computer professional.

PROGRAM OUTCOMES**Engineering Graduates will be able to:**

1. **Engineering knowledge:** Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
2. **Problem analysis:** Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
3. **Design/development of solutions:** Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
4. **Conduct investigations of complex problems:** 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.
5. **Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modelling to complex engineering activities with an understanding of the limitations.
6. **The engineer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
7. **Environment and sustainability:** Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
8. **Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

9. **Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
10. **Communication:** 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.
11. **Project management and finance:** 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.
12. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES

1. **Programming Paradigms:**

To inculcate algorithmic thinking, formulation techniques and visualization, leading to problem solving skills using different programming paradigms.

2. **Data Engineering:**

To inculcate an 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.

	Course Instructor	Course Coordinator	Module Coordinator	HOD
Signature				
Name of the Faculty	M.SABITHA			



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

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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

FRESHMAN ENGINEERING DEPARTMENT

COURSE HANDOUT

PART-A

Name of Course Instructor : Mr. D. Ashok Kumar

Course Name & Code : Business Communication & Personality Development Lab-1
(23MB72)

L-T-P Structure : 1-0-2 Credits : 2

Program/Sem/Sec : MBA., I-Sem., Section- B A.Y : 2025-2026

Pre-Requisites: Students should have fundamental knowledge in making conversations in English and be with readiness to speak

COURSE EDUCATIONAL OBJECTIVES (CEOs):

CEO 1	To demonstrate a high level of proficiency in administrative and professional skills, including time management, organization, and effective use of tools and software.
CEO 2	To interpret and present ideas relevantly within team discussions.
CEO 3	To deliver engaging and effective presentations and public speeches using appropriate language and communication techniques.
CEO 4	To possess the skills to craft impressive resumes and exhibit proper etiquette and confidence during job interviews.
CEO 5	To develop highly effective communication skills, both written and verbal, which are essential for success in administrative and professional roles.

Course Outcomes (COs): At the end of the course, students are able to

CO 1	Acquire proficiency in Administrative and Professional Skills
CO 2	Interpret and present ideas relevantly while discussing in teams
CO 3	Acquire expertise in presentations and public speeches with effective language
CO 4	Prepare impressive resume and face interviews with etiquette and confidence

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

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

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

Lab Manual:

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

PS LAB SCHEDULE (LESSON PLAN): Section-A
PART-B

S.No.	Activity	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	Learning Outcome COs	HOD Sign Weekly
1.	Self-Introduction	3	30-07-2025		TLM8		
2.	JAM	3	06-08-2025		TLM7	CO2	
3.	Extempore speeches	3	13-08-2025		TLM4,TLM7	CO1	
4.	Group Discussions	6	20-08-2025 & 03-09-2025		TLM7	CO2	
5.	T.V. Programme Analysis	3	10-09-2025		TLM2	CO1	
6.	Ad-making	3	17-09-2025		TLM4,TLM7	CO2	
7.	Poster Presentations	6	01-10-2025 & 08-10-2025		TLM2	CO3	
8.	PPT Presentations	6	15-10-2025 & 22-10-2025		TLM2,TLM3	CO1	
9.	Resume Writing and Cover letter	6	29-10-2025 & 05-11-2025		TLM3	CO3	
10.	Interview Skills-Types and process of interviews	3	12-11-2025		TLM1,TLM3	CO3	
11.	Mock Interviews	3	19-11-2025		TLM7	CO3	
12.	Lab Internal Exam	3	26-11-2025		TLM7	CO4	
	Total	48					

Teaching Learning Methods					
TLM1	Chalk and Talk	TLM4	Problem Solving	TLM7	Seminars or GD
TLM2	PPT	TLM5	Programming	TLM8	Lab Demo
TLM3	Tutorial	TLM6	Assignment or Quiz	TLM9	Case Study

PART-C

EVALUATION PROCESS:

Evaluation Task		Marks
Day to Day work (Observation)	A11 - 10	A1 = 20
Record Writing	A12 - 10	
Viva – Voce during Lab Sessions		A2 = 05
Internal Lab Examination		A3 = 10
Attendance		A4 = 05
Cumulative Internal Examination (CIE) : A1+A2+A3+A4		40
Semester End Examinations (SEE)		60
Total Marks: CIE + SEE		100

PART-D

PROGRAMME OUTCOMES (POs):

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

Title	Course Instructor	Course Coordinator	Module Coordinator	Head of the Department
Name of the Faculty	D. Ashok Kumar	Dr. Padma Venkat	Dr. Padma Venkat	Dr. Satyanarayana
Signature				



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



ASSOCIATION HANDOUT

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

A.Y: 2025-2026

Sub: ASSOCIATION

Faculty: Mrs. Y NAGAMANI

S. No	Date	No. of hrs.	Topic	Remarks
1	31/07/2025	3	B. quiz, young manager, B Plan	6 teams
2	07/08/2025	3	B. quiz, Case study, Market makers	6 teams
3	14/08/2025	3	B. quiz, Poster, Stock market	6 teams
4	21/08/2025	3	B. quiz, paper Presentation, B Plan	6 teams
5	28/08/2025	3	B. quiz, Product launch, Case study	6 teams
6	04/09/2025	3	B. quiz, Micro Teaching, Group Discussion	6 teams
7	11/09/2025	3	B. quiz, Debate, Story Narration	6 teams
8	18/09/2025	3	B. quiz, Case study, Treasure Hunt	6 teams
9	25/09/2025	3	B. quiz, Champion, Young manager	6 teams
10	9/10/2025	3	B. quiz, Paper Presentation, Group discussion	6 teams
11	16/10/2025	3	B. quiz, Investigation, B. Plan	6 teams
12	23/10/2025	3	B. quiz, young manager, Market makers	6 teams
13	30/10/2025	3	B. quiz, case study, Rapid fire	6 teams
14	6/11/2025	3	Convincing, Confusing, corrupting	6 teams
15	13/11/2025	3	B. quiz, Case study, Market makers	6 teams
16	20/11/2025	3	B. quiz, Poster, Stock market	6 teams
17	27/11/2025	3	B. quiz, paper Presentation, B Plan	6 teams
18	01/12/2025	3	B. quiz, Product launch, Case study	6 teams

Faculty

HOD



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

Class: M.B.A,

Semester: I

A.Y: 2025-26

Sub: CL - B SECTION

M.S CHAKRAVARTHY

S.NO	Date	Topic	Remarks
1	02.08.25	COUNSELLING	
2	23.08.25	COUNSELLING	
3	30.08.25	COUNSELLING	
4	06.09.25	COUNSELLING	
5	13.09.25	COUNSELLING	
6	20.09.25	COUNSELLING	
7	27.09.25	I ST MID EXAMS	
8	4.10.25	COUNSELLING	
9	11.10.25	COUNSELLING	
10	18.10.25	COUNSELLING	
11	25.10.25	COUNSELLING	
13	1.11.25	COUNSELLING	
14	08.11.25	COUNSELLING	
15	15.11.25	COUNSELLING	
16	22.11.25	COUNSELLING	
17	29.11.25	COUNSELLING	

Faculty

HOD



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

Class: M.B. A,

Semester: I

A.Y: 2025-26

Sub: SL B SECTION

M.S. CHAKRAVARTHY

S.NO	Date	Topic	Remarks
1	1.08.25	Green economy	
2	08.08.25	Global energy crisis Stock Market	
3	22.08.25	Analysis of stock market	
4	29.08.25	Effect of Climate Change on Indian Economy	
5	12.09.25	India's Tourism Industry Post-Covid	
6	19.09.25	Stock Market	
7	26.09.25	Ist mid exam	
8	10.10.25	India as a developed country by 2047	
9	17.10.25	Impact of 5G in india	
10	24.10.25	India – Sri Lanka relations	
11	31.10.25	Challenges for the FinTech industry	
13	7.11.25	China's economic slowdown	
14	14.11.25	UKRAINE RUSSIA WAR	
15	21.11.25	Canada crisis	
16	28.11.25	India Pakistan war	
17	5.12.25	IIND MID EXAMS	

Faculty

HOD