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

Estd. 1998 | NBA ASE,CE,CSE,ECE, EEE, IT & ME Under Tier-I | NAAC CGPA: 3.20/4

MASTER OF BUSINESS ADMINISTRATION

PG Timetable (R24)

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

A.Y: 2026-2027
W.E.F: 08.09.2026

	1	2	3		4	5	6	7
	9.00 Am to 10.00 Am	10.00 Am to 11.00 Am	11.00 Am to 12.00 Pm		1.00 to 2.00	2.00 to 3.00	3.00 to 4.00	4.00Pm to 5.00 Pm
MON	QABD	MPOB	FAA	LUNCH	BE	BCPD	ED	Sports/ Yoga
TUE	BE	MPOB	BCPD		ED	FAA	QABD	
WED	L&BE	ED	QABD		BCPD LAB (FED dept.)			
THUS	ED Project-I Lab (Civil Dept.)				QABD	MPOB	L&BE	
FRI	FAA	MPOB	BE		ED	L&BE	BCPD	
SAT	IT LAB- (CIE Lab)				L&BE	FAA	BE	

S. No	Course Code	Course ID	Name of the Subject	Name of the Faculty
1.	24MB01	MP&OB (4)	Management Perspectives & Organizational Behaviour	Dr. K. Deepika(T838)
2.	24MB02	BE (4)	Business Economics	Dr.A. Adisesha Reddy(T104)
3.	24MB03	FAA (4)	Financial Accounting & Analysis	Mr.B. Kalyan Kumar(T700)
4.	24MB04	QABD (4)	Quantitative Analysis for Business Decisions	Dr.O. Naresh (T903)
5.	24MB05	L&BE (4)	Legal & Business Environment	Dr.D. Venkateswarlu (T472)
6.	24MB06	ED (4)	Entrepreneurship Development	Dr. PB. Lavanya (T1008)
7.	24OE81	BC&PD (3)	Business Communication and Personality Development	Mr.B. Mohan Teja (T998)/ Mrs. K. Samaikya (T807)
8.	24MB51	BCPD-LAB (3)	Business Communication and Personality Development Lab	Mr.B. Mohan Teja (T998)/ Mrs. K. Samaikya (T807)
9.	24MB52	IT-LAB (3)	Information Technology Lab	Dr.U.Rambabu (T595) Ms.T.Meghana (T1006)
10.	24MB53	ED Project-I LAB (3)	Entrepreneur Project-I	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)

Scanned with OKEN Scanner

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
Estd. 1998
ASE,CE,CSE,ECE, EEE, IT & ME Under Tier-I
NAAC CGPA: 3.20/4

MASTER OF BUSINESS ADMINISTRATION
COURSE HANDOUT
Part A

Name of the Course Instructor: Dr. K.Deepika
Course Code & Name: 24MB01 – 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	10-09-26		TLM1/TLM2	
2	Functions of Management	1	12-09-26		TLM1/TLM2	
3	Importance of Management	1	15-09-26		TLM1/TLM2	
4	Evolution of Management Thought – Scientific Management	1	17-09-26		TLM1/TLM2	
5	Evolution of Management Thought – Administrative Management	1	18-09-26		TLM1/TLM2	
6	Hawthorne Experiments	1	21-09-26		TLM1/TLM2	
7	Levels of Management	1	22-09-26		TLM1/TLM2	
8	Managerial Skills	1	24-09-26		TLM1/TLM2	
9	Planning – Steps in Planning Process	1	25-09-26		TLM1/TLM2	
10	Types of Plans – Strategic, Tactical, Operational	1	28-09-26		TLM1/TLM2	
11	Essentials of a Sound Plan	1	29-09-26		TLM1/TLM2	
12	Management by Objectives (MBO)	1	01-10-26		TLM1/TLM2	
13	Decision-Making – Techniques and Process	1	05-10-26		TLM2	
14	Case Study	1	06-10-26		TLM2	
15	Case Study	1	08-10-26		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	09-10-26		TLM1/TLM2	
17	Formal and Informal Organization	1	12-10-26		TLM1/TLM2	
18	Organizational Structure and Design	1	13-10-26		TLM1/TLM2	
19	Delegation of Authority	1	15-10-26		TLM1/TLM2	
20	Span of Control	1	16-10-26		TLM1/TLM2	
21	Decentralization	1	22-10-26		TLM1/TLM2	
22	Line and Staff Structure Conflict	1	23-10-26		TLM1/TLM2	
23	Coordination – Definition and Principles	1	26-10-26		TLM1/TLM2	
24	Controlling – Nature and Importance	1	27-10-26		TLM1/TLM2	
25	Controlling – Process	1	29-10-26		TLM1/TLM2	
26	Requirements of Effective Control	1	30-10-26		TLM1/TLM2	
27	Controlling Techniques	1	02-11-26		TLM1/TLM2	
28	Case Study	1	03-11-26		TLM2	
29	Case Study	1	05-11-26		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	06-11-26		TLM1/TLM2	
31	Linkages with Other Social Sciences	1	06-11-26		TLM1/TLM2	
I Mid-Term Exams		**09-11-26 to 11-11-26**				
32	Individual Roles and Organizational Goals	1	12-11-26		TLM1/TLM2	
33	Perspectives of Human Behaviour	1	13-11-26		TLM1/TLM2	
34	Perception and Perceptual Process	1	16-11-26		TLM1/TLM2	
35	Learning – Process and Pavlov's Theory	1	17-11-26		TLM1/TLM2	
36	Learning Theories – Skinner	1	19-11-26		TLM1/TLM2	
37	Learning Theories – Thorndike	1	20-11-26		TLM1/TLM2	
38	Personality and Individual Differences	1	23-11-26		TLM1/TLM2	
39	Determinants of Personality	1	24-11-26		TLM1/TLM2	
40	Values, Attitudes, and Beliefs	1	26-11-26		TLM1/TLM2	
41	Case Study	1	27-11-26		TLM2	
42	Case Study	1	30-11-26		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	01-12-26		TLM1/TLM2	
44	Theories of Motivation – Maslow	1	03-12-26		TLM1/TLM2	
45	Theories of Motivation – Alderfer	1	04-12-26		TLM1/TLM2	
46	Leadership – Definition, Traits, and Styles	1	07-12-26		TLM1/TLM2	
47	Leadership Skills and Challenges to Leaders	1	08-12-26		TLM1/TLM2	
48	Groups – Stages of Group Formation	1	10-12-26		TLM1/TLM2	

49	Group Dynamics and Collaborative Bargaining	1	11-12-26		TLM1/TLM2	
50	Johari Window Theory	1	14-12-26		TLM1/TLM2	
51	Case Study	1	15-12-26		TLM2	
52	Case Study	1	17-12-26		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	18-12-26		TLM1/TLM2	
54	Negotiation & Team Building	1	21-12-26		TLM1/TLM2	
55	Conflict Resolution in Groups	1	22-12-26		TLM1/TLM2	
56	Problem-Solving Techniques	1	24-12-26		TLM1/TLM2	
57	Stress – Types and Causes in Organizations	1	28-12-26		TLM1/TLM2	
58	Preventive Measures for Stress	1	29-12-26		TLM1/TLM2	
59	Communication – Types & Process	1	31-12-26		TLM1/TLM2	
60	Communication – Barriers	1	02-01-27		TLM1/TLM2	
61	Organizational Change – Process, Resistance to Change	1	04-01-27		TLM1/TLM2	
62	Organizational Development (OD) & Interventions	1	05-01-27		TLM1/TLM2	
63	Presentations	1	05-01-27		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 = 20
II-Mid Examination (Half of Unit III, Units IV & V)	M2 = 20
Report Writing & Presentation	RP = 10
Final Mid Marks (AVG (M1, M2))	M = 20
CIE Total (M + RP)	30
Semester End Examination (SEE)	70
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
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision making.
PO3	Ability to develop value-based leadership ability.
PO4	Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

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

MASTER OF BUSINESS ADMINISTRATION
COURSE HANDOUT

PART-A

Name of Course Instructor : Dr. A. Adisesha Reddy
Course Name & Code : **Business Economics-24MB02**
L-T-P Structure : 4-0-0 Credits : 4
Program/Sem/Sec : MBA., I-Sem., A.Y : 2026-27

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 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 market structures and understand pricing methods for effective business decisions.
CO5:	Apply knowledge of Macroeconomic concepts and policies 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 McGraw Hill.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	11-09-2026		TLM1	CO1	T1,R2	
2.	Orientation	1	15-09-2026		TLM1	CO1	T1,R2	
3.	Orientation	1	18-09-2026		TLM1	CO1	T1,R2	
4.	Orientation	1	19-09-2026		TLM1	CO1	T1,R2	
5.	Orientation	1	21-09-2026		TLM1	CO1	T1,R2	
6.	Orientation	1	22-09-2026		TLM1	CO1	T1,R2	
7.	Introduction to Economics	1	25-09-2026		TLM1	CO1	T1,R2	
8.	Explaining about CO-PO	1	26-09-2026		TLM1	CO1	T1,R2	
9.	Definitions of Economics-Wealth, Welfare	1	28-09-2026		TLM1	CO1	T1,R2	
10.	Definitions of Economics-Scarcity, Growth	1	29-09-2026		TLM1	CO1	T1,R2	
11.	Nature and Scope of Economics	1	03-10-2026		TLM3	CO1	T1,R2	
12.	Branches of Economics	1	05-10-2026		TLM3	CO1	T1,R2	

13.	Significance of Economics	1	06-10-2026		TLM3	CO1	T1,R2	
14.	Relationship with other disciplines of economics	1	09-10-2026		TLM3	CO1	T1,R2	
15.	Role of managerial economist in business	1	12-10-2026		TLM3	CO1	T1,R2	
16.	Basic economic principles	1	13-10-2026		TLM3	CO1	T1,R2	
17.	Case Study	1	16-10-2026		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	17-10-2026		TLM1	CO2	T1,R2	
2.	Determinants of demand	1	19-10-2026		TLM1	CO2	T1,R2	
3.	Law of demand	1	23-10-2026		TLM1	CO2	T1,R2	
4.	Assumptions and exceptions of demand	1	24-10-2026		TLM1	CO2	T1,R2	
5.	Types of demand- Elasticity of demand	1	26-10-2026		TLM1	CO2	T1,R2	
6.	Nature and Importance of Elasticity	1	27-10-2026		TLM1	CO2	T1,R2	
7.	Types of Elasticity of Demand	1	30-10-2026		TLM1	CO2	T1,R2	
8.	Factors affecting demand	1	31-10-2026		TLM1	CO2	T1,R2	
9.	Demand forecasting	1	02-11-2026		TLM1	CO2	T1,R2	
10.	Types-Methods of demand forecasting	1	03-11-2026		TLM1	CO2	T1,R2	
11.	Survey method-Statistical method	1	06-11-2026		TLM3	CO2	T1,R2	
12.	Case Study	1	07-11-2026		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	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly

				Completion				
1.	I Mid exam		09-11-2026					
2.	I Mid exam							
3.	I Mid exam							
4.	Definition-Significance	1	10-11-2026		TLM1	CO3	T2,R4	
5.	Production function-Cobb-Douglas Production Function	1	13-11-2026					
6.	Iso-Quants and costs Law of variable proportions &Law of returns to scale	1	16-11-2026					
7.	Scale of production, Economies of scale	1	17-11-2026					
8.	Role of cost in business decisions	1	20-11-2026					
9.	Cost concepts- Cost output relationship- Cost control and its techniques	1	21-11-2026		TLM1	CO3	T2,R4	
10.	Break even analysis	1	23-11-2026		TLM2	CO3	T2,R4	
11.	Break even analysis Problems	1	24-11-2026		TLM2	CO3	T2,R4	
12.	Case Study	1	27-11-2026		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	28-11-2026		TLM1	CO4	T2,R4	
2.	Competitions and its features	1	30-11-2026		TLM1	CO4	T2,R4	
3.	Price output determination in Perfect competition	1	01-12-2026		TLM1	CO4	T2,R4	
4.	Price output determination in Monopoly	1	04-12-2026		TLM1	CO4	T2,R4	
5.	Monopolistic markets	1	05-12-2026		TLM1	CO4	T2,R4	
6.	Oligopoly market and features	1	07-12-2026		TLM1	CO4	T2,R4	
7.	Pricing Methods and Strategies	1	08-12-2026		TLM1	CO4	T2,R4	
8.	Theories of profit	1	11-12-2026		TLM1	CO4	T2,R4	

9.	Case Study	1	14-12-2026		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	15-12-2026		TLM1	CO5	T2,R4	
2.	Theories of macro economics	1	18-12-2026		TLM1	CO5	T2,R4	
3.	National Income-Measurements	1	19-12-2026		TLM1	CO5	T2,R4	
4.	Inflation and Deflation	1	21-12-2026		TLM1	CO5	T2,R4	
5.	Types-Causes-factors influencing and Measures	1	22-12-2026		TLM1	CO5	T2,R4	
6.	RBI in India	1	26-12-2026		TLM1	CO5	T2,R4	
7.	Monetary Policies - Types-Case Study	1	28-12-2026		TLM1	CO5	T2,R4	
8.	Report and Presentations	1	29-12-2026		TLM1	CO5	T2,R4	
9.	II Mid exams	1	07-01-2027					
10.	II Mid exams	1						
11.	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	01-12-26					
2.	Behavioral economics	1	04-12-26					
		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=20
II-Mid Examination (Descriptive) =**B**	3,4,5	B=20
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)

- 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. PO1: Apply knowledge of management theories and practices to solve business problems.
2. PO2: Foster Analytical and critical thinking abilities for data-based decision making.
3. PO3: Ability to develop value-based leadership ability.
4. PO4: Ability to understand, analyse and communicate global, economical, legal and ethical aspects of business.
5. PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr.A.Adisesha Reddy	Dr.A.Adisesha Reddy	Dr.A.Adisesha Reddy	
Course Instructor	Course Coordinator	Module Coordinator	HOD

Master of Business Administration
COURSE HANDOUT

PART-A

Section-A

PROGRAM : MBA. I-Sem.
ACADEMIC YEAR : 2026-27
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 financialperspective
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	11-09-26		TLM2	
2.	UNIT-I:Introduction to Accounting for Managers	1	12-09-26		TLM2	
3.	Definitions	1	15-09-26		TLM1	
4.	Nature and Scope of Financial Accounting	1	18-09-26		TLM1	
5.	Nature and Scope of Financial Accounting, Cost Accounting and Management Accounting	1	19-09-26		TLM1	
6.	Objectives and Principles	1	21-09-26		TLM1	
7.	Accounting Concepts and Conventions	1	22-09-26		TLM1	
8.	Generally Accepted Accounting Principles (GAAP)	1	25-09-26		TLM1	
9.	Accounting Standards	1	26-09-26		TLM2	
10.	Accounting Standards	1	28-09-26		TLM1	
11.	Concept of Shares,	1	29-09-26		TLM1	
12.	Debentures	1	03-10-26		TLM2	
13.	Amalgamation	1	05-10-26		TLM1	
14.	Unit-I Revision	1	06-10-26			
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	09-10-26		TLM2	
2.	Journal entries Format	1	10-10-26		TLM1	
3.	Journal entries problems	1	12-10-26		TLM1	
4.	Subsidiary Books	1	13-10-26		TLM1	
5.	Subsidiary Books	1	16-10-26		TLM1	
6.	Ledger	1	17-10-26		TLM2	
7.	Ledger	1	23-10-26		TLM1	
8.	Trial Balance	1	24-10-26		TLM2	
9.	Trial Balance	1	26-10-26		TLM1	
10.	Final Accounts with adjustments	1	27-10-26		TLM1	
11.	Final Accounts with adjustments	1	30-10-26		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	31-10-26		TLM2	
2.	Depreciation of Fixed assets	1	02-11-26		TLM1	
3.	Methods of Depreciation	1	03-11-26		TLM1	
4.	Straight Line Method	1	06-11-26		TLM1	
5.	Straight Line Method	1	07-11-26		TLM1	
6.	Written down value methods	1	13-11-26		TLM2	
7.	Written down value methods	1	14-11-26		TLM1	
8.	Annuity Method	1	16-11-26		TLM2	
9.	Valuation of Inventory	1	17-11-26		TLM1	
10.	FIFO	1	20-11-26		TLM1	
No. of classes required to complete UNIT-III		10			No. of classes taken:	

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	21-11-26		TLM2	
2.	Meaning, Advantages and Limitations	1	23-11-26		TLM1	
3.	Statement of changes in working Capital	1	24-11-26		TLM1	
4.	Statement of changes in working Capital	1	27-11-26		TLM1	
5.	Analysis and Interpretation from Investor and Company	1	28-11-26		TLM1	
6.	Analysis and Interpretation from Investor and Company	1	30-11-26		TLM1	
7.	Analysis and Interpretation from Investor and Company	1	01-12-26		TLM1	
8.	Du Pont Chart	1	04-12-26		TLM2	
9.	Du Pont Chart	1	05-12-26		TLM1	
10.	Du Pont Chart	2	07-12-26		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	08-12-26		TLM2	
2.	Ratio Analysis-Classifications	1	11-12-26		TLM1	
3.	Liquidity, Activity, Profitability	1	12-12-26		TLM1	
4.	Liquidity, Activity, Profitability	1	14-12-26		TLM1	
5.	Solvency and Structural Ratios	1	15-12-26		TLM1	
6.	Calculation and Interpretation of Ratios	1	18-12-26		TLM1	
7.	Advantages and Limitations of ratio analysis	1	19-12-26		TLM1	
8.	Ratio Analysis-Classifications	1	21-12-26		TLM2	
9.	Ratio Analysis-Classifications	1	22-12-26		TLM1	
10.	Liquidity, Activity, Profitability	1	26-12-26		TLM2	
11.	Liquidity, Activity, Profitability	1	28-12-26		TLM1	
12.	Solvency and Structural Ratios	1	29-12-26		TLM2	

13.	Calculation and Interpretation of Ratios	1	01-01-27		TLM1	
14.	Case study5	1	02-01-27		TLM1	
15.	Revision and Presentations	3	04-01-27 to 06-01-27		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) =**A**	1,2,3	A=20
II-Mid Examination (Descriptive) =**B**	3,4,5	B=20
Evaluation of Mid Marks: **Avg (Mid1&Mid2)**	1,2,3,4,5	A+B=20
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=30**
Semester End Examinations =D	**1,2,3,4,5**	**D=70**
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)
Approved by AICTE, New Delhi and Permanently affiliated to JNTUK, Kakinada
L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230
Estd. 1998
ASE,CE,CSE,ECE, EEE, IT & ME Under Tier-I
NAAC CGPA: 3.20/4

MASTER OF BUSINESS ADMINISTRATION

COURSE HANDOUT

PART-A

Name of Course Instructor : Dr. O. Naresh
Course Name & Code : 24MB04: Quantitative Analysis for Business Decisions
L-T-P Structure : 4-1-0 Credits : 4
Program/Sem/Sec : MBA., I-Sem., Section- A A.Y : 2026-27

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 effectivedecision- making.	L3
CO2	Demonstrate the topic of linear programming problem and its use in practicalproblems for optimization.	L2
CO3	Solve Transportation and Assignment problems using appropriate method.	L3
CO4	Analyze various simple & advanced statistical tools andinterpret data	L4
CO5	Evaluate various components of a queuing system anddescription 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. Sharma, J. K. (2026). Business Statistics (6th ed.). Vikas Publishing House.
2. Doane, D. P., Seward, L. E., & Chowdhury, S. (2026). Applied Statistics in Business and Economics (8th ed.). McGraw Hill.
3. Black, K. (2025). Business Statistics: For Contemporary Decision Making (11th ed., Indian adaptation). Wiley.

Reference:

1. Sharma, J. K. (2026). Business Statistics (6th ed.). Vikas Publishing House.
2. Doane, D. P., Seward, L. E., & Chowdhury, S. (2026). Applied Statistics in Business and Economics (8th ed.). McGraw Hill.
3. Black, K. (2025). Business Statistics: For Contemporary Decision Making (11th ed., Indian adaptation). Wiley.
4. Camm, J. D., et al. (2024). Statistics for Business and Economics (15th ed.). Cengage.

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	10-09-2026 To 16-09-2026		TLM2	
2.	**Syllabus orientation**	1	17-08-2025		TLM1	
3.	**Introduction to Quantitative analysis:**		21-09-2026		TLM1	
4.	History and development of Quantitative Approach	1	22-09-2026		TLM1	
5.	Definitions of Operations Research, Quantitative analysis and Decision Making	1	23-09-2026		TLM1	

6.	Quantitative analysis Vs Qualitative Analysis.	1	24-09-2026		TLM1	
7.	**Decision Theory**	1	28-09-2026		TLM1	
8.	Steps of Decision-Making process	1	29-09-2026		TLM1	
9.	Types of Decision-Making environments	1	30-09-2025		TLM1	
10.	DMUU	1	01-10-2025		TLM2	
11.	DMUR, DMQA	1	05-10-2025		TLM1	
12.	Decision Trees Analysis	1	06-10-2025		TLM1	
13.	Case Study 1	1	07-10-2026		TLM2	
No. of classes required to complete UNIT-I		18			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	08-10-2026		TLM2	
2.	Introduction, Basic Assumptions	1	12-10-2026		TLM1	
3.	Structure of linear Programming model	1	13-10-2026		TLM1	
4.	Formulation of LPP	1	14-10-2026		TLM1	
5.	Formulation of LPP	1	22-10-2026		TLM1	
6.	Solution by the Graphical method	1	26-10-2026		TLM2	
7.	Multiple Optimal Solutions	1	27-10-2026		TLM1	
8.	Multiple Optimal Solutions	1	28-10-2026		TLM2	
9.	Infeasible Solution; Simplex method	1	29-10-2026		TLM1	
10.	Applications, Advantages, Limitations	1	02-11-2026		TLM1	
11.	Case study 2	1	03-11-2026		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	04-11-2026		TLM2	
2.	Mathematical model	1	05-11-2026		TLM1	
3.	IBFS	1	12-11-2026		TLM1	
4.	Test for Optimality	2	13&14-11-2026		TLM1	
5.	Test for Optimality	1	18-11-2026		TLM1	
6.	Managerial applications	1	19-11-2026		TLM1	
7.	**Assignment Problem**	1	23-11-2026		TLM2	
8.	Mathematical model, Solutions of A.P	1	24-11-2026		TLM1	
9.	Variations of A. P	1	25-11-2026		TLM2	
10.	Travelling Salesman Method.	1	26-11-2026		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	30-11-2026		TLM2	
2.	Introduction, Hypothesis and Hypothesis testing	1	01-12-2026		TLM1	
3.	Introduction, Hypothesis and Hypothesis testing	1	02-12-2026		TLM1	
4.	Directions and errors in hypothesis testing	1	03-12-2026		TLM1	
5.	parametric vs. non-parametric tests	1	07-12-2026		TLM1	
6.	Hypothesis Testing for population Parameters with Large Samples (z-test),	1	08-12-2026		TLM1	
7.	Hypothesis Testing for population with Small samples (t-test)	1	09-12-2026		TLM1	
8.	Hypothesis testing based on F	1	10-12-2026		TLM2	
9.	Hypothesis testing based on F	1	14-12-2026		TLM1	
10.	Chi Square test	1	15-12-2026		TLM1	

11.	Case Study	1	16-12-2026		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	17-12-2026		TLM2	
2.	Types of Correlation, Methods of Studying Correlation	1	21-12-2026		TLM1	
3.	Scatter diagram method	1	22-12-2026		TLM1	
4.	Karl Pearson's coefficient of correlation- Rank correlation	1	23-12-2026		TLM1	
5.	**Linear Regression Analysis**	1	24-12-2026		TLM1	
6.	Linear and Non-linear regression	1	28-12-2026		TLM1	
7.	lines of regression, coefficients of regression	1	29-12-2026		TLM1	
8.	**Queuing theory**	1	30-12-2026		TLM2	
9.	Queuing Structure and basic component of Queuing Model	1	31-12-2026		TLM1	
10.	Distributions in queuing model, Different in Queuing Model with FCFS	1	04-01-2027		TLM2	
11.	Queue Discipline, Single and Multiple service server with finite and infinite population	1	05-01-2027		TLM1	
12.	Special purpose Queuing Models.	1	06-01-2027		TLM2	
No. of classes required to complete UNIT-V		12			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

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(Autonomous)
Approved by AICTE, New Delhi and Permanently Affiliated to JNTUK, Kakinada
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-24MB05**
L-T-P Structure : 4-0-0 Credits: 4
Program/Sem/Sec : MBA., I-Sem., A.Y : 2026-27

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 Publishers4.
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	10.9.26		TLM1	CO1	T1,R1	
2.	Concept of Business Environment-	1	11.9.26		TLM1	CO1	T1,R1	
3.	Definition-Characteristics-	1	12.9.26		TLM2	CO1	T1,R1	
4.	Environmental factors,	1	17.9.26		TLM2	CO1	T1,R1	
5.	Importance at national and international level	1	18.9.26		TLM2	CO1	T1,R1	
6.	Problems and challenges	1	19.9.26		TLM2	CO1	T1,R1	
7.	Environmental Scanning: Importance, Process of Scanning	1	24.9.26		TLM2	CO1	T1,R1	
8.	NITI Aayog: It's Role in Economic Development of India	1	25.9.26		TLM2	CO1	T1,R1	
9.	Technological Environment: Features, Its impact on Business	1	26.9.26		TLM2	CO1	T1,R1	
10.	Restraints on Technological Growth.	1	1.10.26		TLM2	CO1	T1,R1	
11.	Tutorial	1	3.10.26		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 Completion	Teaching Learning Methods	Learning Outcome COs	Text Book followed	HOD Sign Weekly
1.	Concept-Definition of Economic Environment	1	8.10.26		TLM2	CO2	T1,R1	
2.	Economic Systems- Relative merits and demerits of each systems	1	8.10.26		TLM2	CO2	T1,R1	
	I MID EXAMS		**9.11.26 to 12.11.26**		TLM2			
3.	Economic Policies-Monetary	1	9.10.26		TLM2	CO2	T1,R1	
4.	Fiscal policies	1	10.10.26		TLM2	CO2	T1,R1	
5.	Industrial policies	1	15.10.26		TLM2	CO2	T1,R1	
6.	significance – regulatory and promotional framework of policies	1	16.10.26		TLM2	CO2	T1,R1	
7.	Structure of Indian Economy-Nature and significance.	1	17.10.26		TLM2	CO2	T1,R1	
8.	Economic Planning-Objectives, Merits, Limitations	1	22.10.26		TLM2	CO2	T1,R1	
9.	Concept and Meaning of Political Environment	1	23.10.26		TLM2	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	24.10.26		TLM2	CO3	T2,R4	
2.	Source of Business Law	1	29.10.26		TLM2	CO3	T2,R4	
3.	Indian Contract Act 1872: Its Essentials	1	30.10.26		TLM2	CO3	T2,R4	
4.	Classification of contracts	1	31.10.26		TLM2	CO3	T2,R4	
5.	Breach of Contract and remedies	1	5.11.26		TLM2	CO3	T2,R4	
6.	Breach of Contract and remedies	1	6.11.26		TLM2	CO3	T2,R4	
7.	Intellectual Property Rights.	1	7.11.26		TLM2	CO3	T2,R4	
8.	Intellectual Property Rights.	1	13.11.26		TLM2	CO3	T2,R4	
13.	Negotiable Instruments Act-1881	1	14.11.26		TLM2	CO3	T2,R4	
14.	Negotiable Instruments Act-1881	1	19.11.26		TLM2	CO3	T2,R4	
No. of classes required to complete UNIT-III				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	20.11.26		TLM1	CO4	T2,R4	
2.	Memorandum of Association	1	21.11.26		TLM1	CO4	T2,R4	
3.	Articles of Association	1	26.11.26		TLM1	CO4	T2,R4	
4.	Winding up of companies	1	27.11.26		TLM1	CO4	T2,R4	
5.	Partnership Act 1932	1	3.12.26		TLM1	CO4	T2,R4	
6.	Duties of Partners	1	4.12.26		TLM1	CO4	T2,R4	
7.	Dissolution of Partnership	1	5.12.26		TLM1	CO4	T2,R4	
8.	Information Technology Act 2000	1	10.12.26		TLM1	CO4	T2,R4	
9.	Digital signature	1	11.12.26		TLM1	CO4	T2,R4	
10.	Cyber Frauds.	1	12.12.26		TLM1	CO4	T2,R4	
11.	Tutorial	1	17.12.26		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	18.12.26		TLM1	CO5	T2,R4	
2.	Sales of Goods Act 1930-Sale-agreement to Sale	1	19.12.26		TLM1	CO5	T2,R4	
3.	Sales of Goods Act 1930-Sale-agreement to Sale	1	24.12.26		TLM1	CO5	T2,R4	
4.	Implied Conditions and Warranties	1	26.12.26		TLM1	CO5	T2,R4	
5.	Consumer Protection Act 1986	1	31.12.26		TLM1	CO5	T2,R4	
6.	Consumer Protection Act 1986	1	31.12.26		TLM1	CO5	T2,R4	
7.	Competition Act- Environment Act	1	31.12.26		TLM1	CO5	T2,R4	
8.	Competition Act- Environment Act	1	1.1.27		TLM1	CO5	T2,R4	
9.	Foreign Exchange Management Act	1	1.1.27		TLM1	CO5	T2,R4	
10.	Foreign Exchange Management Act	1	1.1.27		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	1.1.27					
2.	Review of topics	1	1.1.27					
3.	Review of topics	1	1.1.27					
4.	Report writing & Presentation		1.1.27					
5.	**II MID EXAMS**		7.1.27 to 11.1.27					
		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=20
II-Mid Examination (Descriptive) =**B**	3,4,5	B=20
Evaluation of Mid Marks: **A+B**=average of A and B	1,2,3,4,5	A+B=20
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=30**
Semester End Examinations =D	**1,2,3,4,5**	**D=70**
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.D.Venkateswarlu**	**Dr.K.Deepika**
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 : Mrs. Lavanya P B
Course Name & Code : 24MB06: Entrepreneurship Development
L-T-P Structure : 4-0-0 Credits : 4
Program/Sem/Sec : MBA., I-Sem., **Section- A** A.Y : 2026-27

PRE-REQUISITE: Basic knowledge on Entrepreneurship

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

CEO1	To enable students to understand the concept of entrepreneurship, entrepreneurial motivation, barriers, theories, and classifications, and to develop entrepreneurial values and attitudes relevant to developing economies.
CEO2	To familiarize students with the problems faced by new ventures during incubation and take-off stages and to create awareness about institutional support systems, financial institutions, government policies, and the role of SIDBI in project management.
CEO3	To help students analyze different types of entrepreneurs, understand the challenges of sick industries, and examine the roles of professionalism, BIFR, and bank syndication in industrial revival.
CEO4	To equip students with knowledge of project concepts, life cycle, feasibility analysis, and project report preparation for effective project planning and evaluation.
CEO5	To develop students' ability to plan and initiate an enterprise by making informed startup decisions related to project selection, enterprise choice, and market assessment.

COURSE OUTCOMES:

At the end of the course

CO1	To provide an understanding of the concept, theories, motivation, barriers, and values of entrepreneurship in a developing economy.
CO2	To familiarize students with the problems faced by new ventures and the institutional, financial, and policy support available for small-scale industries.
CO3	To enable students to analyze different types of entrepreneurs and understand the causes, remedies, and revival mechanisms of sick industries.
CO4	To equip students with knowledge of project analysis, feasibility studies, and preparation of project reports.
CO5	To develop the ability to plan and start an enterprise through informed decision-making and market assessment.

COURSE ARTICULATION MATRIX (Correlation between COs&POs):

Course Outcomes	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
CO1	3	1	2	1	1
CO2	2	2	1	1	1

CO3	2	2	-	1	2
CO4	1	2	2	3	1
CO5	1	2	2	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).

Textbooks

1. Couger, C-Creativity and Innovation (IPP, 1999)
2. Nina Jacob, -Creativity in Organizations (Wheeler, 1998)
3. Jonne Ceserani -Innovation &Creativity (Crest) 2001.
4. Bridge Setal-Understanding Enterprise: Entrepreneurship and Small Business (Palgrave,2003)

References:

1. Singh P& Bhanderkar A-Winning the Corporate Olympiad: The Renaissance Paradigm(Vikas) Dollinger M J-Entrepreneurship (Prentice-Hall, 1999).
2. Tushman, M.L. & Lawrence, P.R. (1997)-Managing Strategic Innovation & Change Oxford.
3. Jones T. (2003)-Innovating at the Edge: How Organizations Evolve and Embed Innovation Capability. Butterwork Heinemann, U. K.
4. Amidon, D. M.(1997)-Innovation Strategy for the Knowledge Economy: TheKanawakening. Butterwork-Heinemann, New Delhi, India.

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.	Ice Breaking session, Backdrop of the Subject, Vision, Mission, Pos, PEOs, CEOs and Cos	1	11.09.2026		TLM1	
2.	Definition of Entrepreneur, Entrepreneurial motivation	1	15.09.2026		TLM2	
3.	Barriers to Entrepreneurship - Internal and external factors	1	16.09.2026			
4.	Economic Barriers to Entrepreneurship	1	18.09.2026			
5.	Non-Economic Barriers to Entrepreneurship-	1	21.09.2026		TLM2	
6.	Theories of entrepreneurship;	1	22.09.2026		TLM2	
7.	Theories of entrepreneurship	1	23.09.2026		TLM2	
8.	Classification of Entrepreneurship	1	25.09.2026			
9.	Entrepreneurship in Developing Economy	1	28.09.2026		TLM2	
10.	Entrepreneurial Values and Attitudes and case study	1	29.09.2026		TLM2	

11.	Case Study	1	30.09.2026		TLM2	
No. of classes required to complete UNIT-I		11			No. of classes taken:	

UNIT-II: Problems & Support

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
12.	Incubation and Take-off	1	05.10.2026		TLM2	
13.	Problems encountered - Structural	1	06.10.2026			
14.	Problems encountered - Financial and Managerial Problems	1	07.10.2026		TLM2	
15.	Types of Uncertainty	1	09.10.2026		TLM2	
16.	Institutional support for new ventures	1	12.10.2026			
17.	Supporting organizations - Incentives and facilities	1	13.10.2026		TLM2	
18.	Financial Institutions and Small-scale Industries	1	14.10.2026		TLM2	
19.	Govt. Policies for SSIs.	1	23.10.2026		TLM2	
20.	Role of SIDBI in Project Management	1	26.10.2026		TLM2	
21.	Case study	1	27.10.2026		TLM6	
No. of classes required to complete UNIT-II		10			No. of classes taken:	

UNIT-III: Types of Entrepreneurs

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
22.	Family non-family entrepreneurs	1	28.10.2026		TLM2	
23.	Role of Professionals	1	30.10.2026		TLM2	
24.	Professionalism vs. family entrepreneurs	1	02.11.2026		TLM2	
25.	Report & Presentation	1	03.11.2026		TLM6	
26.	Report & Presentation	1	04.11.2026		TLM6	
27.	Report & Presentation	1	06.11.2026		TLM6	

I Mid Examinations 09.11.2026 to 11.11.2026						
28.	Sick industries	1	13.11.2026		TLM2	
29.	Reasons for Sickness	1	16.11.2026		TLM2	
30.	Remedies for Sickness	1	17.11.2026		TLM2	
31.	Role of BIFR in revival	1	18.11.2026		TLM2	
32.	Bank Syndications	1	20.11.2026		TLM2	
33.	Case study	1	23.11.2026		TLM6	
No. of classes required to complete UNIT-III		9			No. of classes taken:	

UNIT-IV: Project 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
34.	Meaning and Definition of Project	1	24.11.2026		TLM2	
35.	Types & Characteristics of Project	1	25.11.2026		TLM2	
36.	Project Phases	1	27.11.2026		TLM2	
37.	Project Life Cycle	1	30.11.2026		TLM2	
38.	Project Family Tree	1	01.12.2026		TLM2	
39.	Feasibility Analysis	2	02.12.2026 04.12.2026		TLM2	
40.	Project Report	2	07.12.2026 08.12.2026		TLM2	
41.	Case study	1	09.12.2026		TLM6	
No. of classes required to complete UNIT-IV		10			No. of classes taken:	

UNIT-V: Development of Enterprise

S.No.	Topics to be covered	No. of Classes Required	Tentative Date of Completion	Actual Date of Completion	Teaching Learning Methods	HOD Sign Weekly
42.	Concept and development of Enterprise	1	11.12.2026		TLM2	
43.	Procedure of starting Enterprise	1	14.12.2026		TLM2	
44.	Vital Decision to make during start up	2	15.12.2026 16.12.2026		TLM2	

45.	Project Report Preparation	2	18.12.2026 21.12.2026		TLM2	
46.	Choice of Enterprise	1	22.12.2026		TLM2	
47.	Market Assessment of Enterprise	1	23.12.2026		TLM2	
48.	Report & Presentation	1	28.12.2026		TLM2	
49.	Report & Presentation	1	29.12.2026			
50.	Report & Presentation	1	04.01.2027			
51.	Report & Presentation	1	05.01.2027			
52.	Report & Presentation	1	06.01.2027			
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/SwayamPrabha/MOOCS)
TLM3	Tutorial	**TLM6**	Group Discussion/Project

Part - C

EVALUATION PROCESS:

Evaluation Task	**COs**	**Marks**
I-Mid Examination (Descriptive+ Report and Presentation) =**A**	1,2.3	A=20+10
II-Mid Examination (Descriptive+ Report and Presentation) =**B**	3,4,5	B=20+10
Evaluation of Mid Marks: **A+B**/2	1,2,3,4,5	A+B=30
Semester End Examinations =C	**1,2,3,4,5**	**C=70**
Total Marks: A+B+C	**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, analyse 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.

Mrs. LAVANYA P B	Dr. R. JEYALAKSHMI	Dr. R. JEYALAKSHMI	Dr. K. DEEPIKA
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

FRESHMAN ENGINEERING DEPARTMENT

COURSE HANDOUT

PART-A

Name of Course Instructor: Mr. B. MOHAN TEJA
Course Name & Code : Business Communication & Personality Development (24OE81)
L-T-P Structure : 3-0-0 **Credits:** 4
Program/Sem/Sec : MBA/Sem I/A Sec **A.Y.:** 2026-27

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, Siomn 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):

U NIT-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	11-09-2026		TLM1	
2.	Role of Communication in Business	1	15-09-2026		TLM1	
3.	Introduction, Objectives & Process of Communication	1	18-09-2026		TLM1	
4.	Verbal Vs Nonverbal Communication	1	21-09-2026		TLM1	
5.	Body Language- kinesics	1	22-09-2026		TLM2	
6.	Types of written communication	1	25-09-2026		TLM2	
7.	Types of oral communication	1	28-09-2026		TLM2	
8.	Cross cultural Communication- Problems & challenges	1	29-09-2026		TLM1	
9.	Barriers to Communication	1	05-10-2026		TLM1	
10.	Interpersonal Communication	1	06-10-2026		TLM1	
11.	Intrapersonal Communication	1	09-10-2026		TLM1	
12.	Tutorial - Case study-I	1	10-10-2026		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	12-10-2026		TLM1	
14.	Types and traits of listening skills	1	13-10-2026		TLM2	
15.	Listening; Reading Comprehension- Scanning, Skimming,	1	16-10-2026		TLM2	
16.	Reading between lines and Critical Reading;	1	23-10-2026		TLM2	
17.	Tutorial - Case study-II	1	26-10-2026		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	27-10-2026		TLM1	
19	Time management	1	30-10-2026		TLM1	
20	Decision Making	1	02-11-2026		TLM1	
21	Conflict Resolution	1	03-11-2026		TLM1	
22	Team work -Importance - advantages and disadvantages	1	06-11-2026		TLM1	
23	Leadership qualities	1	14-11-2026		TLM 1	
24	Tutorial - Case study-IV	1	16-11-2026		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	17-11-2026		TLM2	
26	Strategies &Techniques, Types of presentations	1	20-11-2026		TLM2	
27	Participating in meetings	1	23-11-2026		TLM2	
28	Conferencing- Seminars	1	24-11-2026		TLM2	
29	Video Conferencing	1	27-11-2026		TLM1	
30	Technical paper presentations	1	30-11-2026		TLM1	
31	Group Discussions	1	01-12-2026		TLM1	
32	Formal and Informal Interviews	1	04-12-2026		TLM2	
33	Formal and Informal Interviews	1	07-12-2026		TLM2	
34	Interview Techniques, Etiquette	1	08-12-2026		TLM2	
35.	Tutorial - Case study-V	1	11-12-2026		TLM3	
No. of classes required to complete UNIT-IV: 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	14-12-2026		TLM1	
37	Business Writing Skills- Features of Business correspondence	1	15-12-2026		TLM1	
38	Types of Business Letters - Formal, Informal and Official Writing	1	18-12-2026		TLM1	
39	Email writing- significance	1	21-12-2026		TLM1	
40	Report Writing-Objectives and significance	1	22-12-2026		TLM1	
41	Types of Reports, Report Writing	1	28-12-2026		TLM1	
42	Structure of Reports: Progress reports, Annual reports,	1	29-12-2026		TLM1	
43	Synopsis and Thesis writing	1	04-01-2027		TLM1	
No. of classes required to complete UNIT-V: 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 (R24 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.MohanTeja**	**Dr B.Samrajyalakshmi**	**Dr B.Samrajyalakshmi**	**Dr.T.Satyanarayana**
Signature				

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 : 2026-27

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	16-09-2026		TLM8	CO1	
2.	JAM	3	23-09-2026		TLM7	CO2	
3.	Extempore speeches	3	30-09-2026		TLM4, TLM7	CO1	
4.	Group Discussions	6	07-10-2026 & 14-10-2026		TLM7	CO2	
5.	T.V. Programme Analysis	3	28-10-2026		TLM2	CO1	
6.	Ad-making	3	04-11-2026		TLM4, TLM7	CO2	
7.	Poster Presentations, PPT Presentations	6	11-11-2026 & 25-11-2026		TLM2	CO3	
8.	Resume Writing and Cover letter	3	02-12-2026		TLM3	CO3	
9.	Interview Skills-Types and process of interviews	3	09-12-2026 & 16-12-2026		TLM1, TLM3	CO3	
10.	Mock Interviews	3	23-12-2026		TLM7	CO3	
11.	Lab Internal Exam	3	30-12-2026		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 B.Samrajyalakshmi**	**Dr B.Samrajyalakshmi**	**Dr.T.Satyanarayana**
Signature				

Master of Business Administration

COURSE HANDOUT

Part-A

Name of Course Instructor	**Dr. U. Rambabu & Ms.T.Meghana**		
Course Name & Code	**Information Technology Lab &** 24MB52		
L–T–P Structure	0-0-4	**Credits**	2
Programme / Semester / Section	**MBA, I Semester, Section – A**	**Academic Year**	**2026–27**

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 PowerPoint window and create a presentation.
To identify major components of the Excel window.
To create, add, modify and delete records from a database.

COURSE OUTCOMES:

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

CO1	Understand computer fundamentals, computer software and functions of an operating system.
CO2	Study MS Office software; open, save and print files; and apply formatting techniques to produce professional documents.
CO3	Determine layouts to achieve desired formatting and calculations for accurate workbook design.
CO4	Design and develop presentation content by entering text, data and graphics into presentation slides.
CO5	Design and create a relational database using given data.

CO–PO Articulation Matrix

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

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

Textbooks

1. Fundamentals of Computers by E. Bala Gurusamy, Publisher: McGraw Hill Education
2. Learning Microsoft® Office 2013 Deluxe Edition Pearson.
3. Foundations of IT, Dhiraj Sharma, Excel books.

References

4. P.K. Vishwanathan, 2003, Business Statistics, An applied orientation" Pearson.
5. Microsoft Office Professional 2010 Step by Step eBook by Joyce Cox, Joan Lambert, and Curtis Frye.
6. Introduction to Computers and Communications, Peter Norton-Sixth Edition-Tata McGraw-Hill.

PART-B

COURSE DELIVERY PLAN (LESSON PLAN):

S.NO	TOPIC TO BE COVERED	No. of Classes		TLM
		As per the Date Schedule	Taken Date	
1	**Exercise I:** Fundamentals of Computer – CPU, Logic Gates, Memory, Mass Storage Devices, Computer Hierarchy, Input Technologies and Output Technologies.	3	19-09-2026	1,2,
2	Number Systems and Arithmetic – Decimal, Binary, Octal and Hexadecimal number systems; Binary Arithmetic; Computer Software – Application and System Software.	3	26-09-2026	1,2
3	Programming Languages – Classification; Assemblers, Compilers and Interpreters; Software Development; Operating System.	3	03-10-2026	1,2
4	**Exercise II:** MS Word – Text Basics, Formatting and Saving; Working with Objects; Headers and Footers; Bullets and Numbered Lists; Tables.	3	17-10-2026	2,4
5	MS Word – Merging Documents, Sharing and Maintaining Documents, Proofing and Printing.	3	24-10-2026	2,4
6	**Exercise III:** MS Excel – Introduction, Workbook Layout and Formatting, Calculations and Functions, Sorting and Filtering.	3	31-10-2026	2,4
7	MS Excel – Lookup Functions, Data Validation, Logical Functions, What-if Analysis, Protecting and Sharing Workbooks, Macros, Proofing and Printing.	3	07-11-2026	2,4
8	MS Excel – Charts and Slicers, Visual Charts, PivotTables and Pivot Charts, Array Functions and Excel Dashboard.	3	21-11-2026	2,4
9	**Exercise IV:** PowerPoint – Introduction to PowerPoint Environment, Slides and Themes, Bullets and Numbering, Inserting Objects.	3	28-11-2026	2,4
10	PowerPoint – Hyperlinks and Action Buttons, Movies and Sounds, Animations, Transitions and Slide Show.	3	05-12-2026	2,4
11	**Exercise V:** MS Access – Relational Database, Tables, Queries, Forms and Reports.	3	19-12-2026	2,4
12	Photoshop – Utilities and Tools, Photo Editing, Toolbars, Saving Files, Help and Resources.	3	26-12-2026	2,4
13	Google Forms – Introduction, Creating Forms and Sharing Forms.	3	02-01-2027	2,4

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
Internal Evaluation = A	1,2,3,4,5	**A = 20**
Day-to-day Work	1,2,3,4,5	5
Record	1,2,3,4,5	5
Internal Laboratory Test	1,2,3,4,5	10
External Evaluation = B	1,2,3,4,5	**B = 30**
Procedure	1,2,3,4,5	5
Experimentation	1,2,3,4,5	15
Results	1,2,3,4,5	5
Viva-voce	1,2,3,4,5	5
Total Marks: A + B	1,2,3,4,5	50

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)	
PEO1	Train students to adopt a logical and practical approach to problem-solving and function effectively as skilled managers capable of responding to changing business environments in social and global contexts.
PEO2	Groom students to work effectively in multicultural and multidisciplinary teams by understanding the principles of group dynamics, teamwork, and professional growth in management.
PEO3	Encourage students to pursue higher education, become entrepreneurs, and contribute significantly to the fields of education and business.
PROGRAM OUTCOMES (POs)	
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster analytical and critical thinking abilities for data-based decision making.
PO3	Develop value-based leadership abilities.
PO4	Understand, analyse, and communicate the global, economic, legal, and ethical aspects of business.
PO5	Lead themselves and others in achieving organizational goals while contributing effectively to a team environment.

Dr. U. Rambabu	**Mr.B. Kalyan Kumar**	**Mr.B. Kalyan Kumar**	**Dr. K. Deepika**
Course Instructor	**Course Coordinator**	**Module Coordinator**	**HOD**

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(An Autonomous Institution since 2010)
Approved by AICTE, New Delhi and Permanently Affiliated to JNTUK, Kakinada
L.B. Reddy Nagar, Mylavaram, NTR District, Andhra Pradesh - 521230

Master of Business Administration

COURSE HANDOUT

Part-A

Name of the course instructor : Dr.D.Venkateswarlu/Dr.K.Deepika
COURSE NAME & CODE : ENTREPRENEUR PROJECT-I & 24MB57
L-T-P Structure : 0-0-2 Credits: 1
Program /Sem/Sec : MBA., I Sem., Section – A
A.Y : 2026-27

Course Educational Objectives: In this course, the students are able

CEO1	Develop entrepreneurial competency through business opportunity identification and business plan preparation.
CEO2	Provide experiential learning through interaction with entrepreneurs and industry exposure.
CEO3	Enhance analytical and managerial skills for identifying business opportunities and solving real-world business problems

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

CO1	Develop a feasible business plan with market, operational, and financial analysis
CO2	Analyze entrepreneurial practices through interaction with business entrepreneurs.
CO3	Evaluate industrial operations and management practices through an industrial visit.

COURSE ARTICULATION MATRIX (Correlation between COs& POs):

COs	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	2
CO2	2	3	3	2	2
CO3	3	2	2	2	3

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

Part-B

COURSE DELIVERY PLAN (LESSON PLAN):

S.No.	Topics to be Covered	No. of Classes	Tentative Date	Actual Date	TLM	HOD Sign
1	Course Orientation CEOs, Cos & POs	01	**10-09-26**		TLM1, TLM4	
2	Group formation and discussion	01	**17-09-26**		TLM1, TLM4	
3	Orientation and idea generation	01	**24-09-26**		TLM2, TLM4	
4	Idea screening and firm selection	01	**01-10-26**		TLM1, TLM4	
5	Field visit 1 Entrepreneur Interaction	01	**08-10-26**		TLM2, TLM4	
6	Field visit 2 Entrepreneur Interaction	01	**15-1026**		TLM2, TLM4	
7	Data consolidation and debrief	01	**22-10-26**		TLM1, TLM4	
8	New idea and business model	01	**29-10-26**		TLM2, TLM4	
9	Feasibility and estimation	01	**05-11-26**		TLM2, TLM4	
10	Report writing and presentation prep	01	**19-11-26**		TLM2, TLM4	
11	Seminar Presentation Preparation	01	**26-11-26**		TLM1, TLM4	
12	Final seminar and presentation	01	**03-12-26**		TLM1, TLM4	
13	Final seminar and presentation	01	**10-12-26**		TLM2, TLM4	
14	Mock Presentation and Review	01	**17-12-26**		TLM2, TLM4	

15	Review-I on Submitted Report	01	**24-12-26**		TLM2, TLM4	
16	Final Seminar / Viva Preparation	01	**31-12-26**		TLM2, TLM4	

Contents beyond the Syllabus

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

PROGRAM EDUCATION OBJECTIVES(PEO's)

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

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

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

PROGRAM OUTCOMES

PO1: Apply knowledge of management theories and practices to solve business problems.
PO2: Foster Analytical and critical thinking abilities for data-based decision making.
PO3: Ability to develop value-based leadership ability
PO4: Ability to understand, analyze and communicate global, economical, legal and ethical aspects of business.
PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Dr.D.Venkateswarlu	**Dr.D.Venkateswarlu**	**Mr. B. Kalyan Kumar**	**Dr. K. Deepika**
Course Instructor	Course Coordinator	Module Coordinator	**HOD**