

MBA (Day) Course Structure and Syllabus as per AICTE guidelines with effect from 2023-24

MBA (DAY) PROGRAM

FACULTY OF MANAGEMENT
DEPARTMENT OF BUSINESS MANAGEMENT
PALAMURU UNIVERSITY
MAHABUBNAGAR - 509001



(Accredited by NAAC 'B' Grade)
Category Graded Autonomy by UGC

**MBA (DAY) COURSE STRUCTURE AND
SYLLABUS AS PER CBCS & AICTE GUIDELINES**

**REVISED RULES AND REGULATIONS OF
M.B.A. PROGRAM - 2023-24**

K. Nagalakshmi



CHAIRMAN
BOS IN BUSINESS MANAGEMENT
PALAMURU UNIVERSITY
MAHABUBNAGAR-509001, T.S.

RECOMMENDATIONS

Specializations:

All the four specializations Finance, Human Resource, Marketing and Systems may be allowed with atleast ~~05~~ 10 students adopting / choosing the specific specialization

Industrial Visit:

One day Industrial visit local for I years and a Radius of 100 to 120 kms for II years can be taken according to favorable climatic conditions with duly consent of parents or guardians.

Computer Practical:

External and Internal can be allotted the lecturers who have taught the subject or having knowledge and who have completed 10 years of service in the department can be allotted

Project Viva Voce:

External and Internal can be allotted the lecturers who have guided the students or having knowledge and who have completed 10 years of service in the department can be allotted

Online Evaluators:

External and Internal can be allotted the lecturers who have taught the subject atleast for 03 years can be allotted (also having experience in online evaluation)

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CHAIRMAN
BOS IN BUSINESS MANAGEMENT
PALAMURU UNIVERSITY
MAHABUBNAGAR-509001. T.S.



PALAMURU UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT, UNIVERSITY PG COLLEGE
BANDAMEEDIPALLY, MAHABUBNAGAR – 509001

Date: 25.01.2024

BoS Meeting Minutes

Minutes of the BoS meeting held on 25.01.2024 for the academic year 2023-24 regarding the MBA structure and syllabus of Palamuru University in Mahabubnagar at Department of Business Management, Osmania University, Hyderabad campus.

Members Present:

1. Prof. D. Sreeramulu, OU – Chairman, BoS of Palamuru University

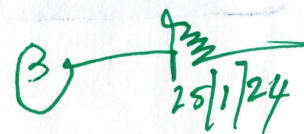


CHAIRMAN

BOS IN BUSINESS MANAGEMENT
PALAMURU UNIVERSITY
MAHABUBNAGAR-509001. T.S.

2. Prof. Aluvala Ravi, MGU – Member, BoS of Palamuru University

3. Prof. Y. Jahangir, OU – Member, BoS of Palamuru University

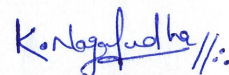

25/1/24

4. Prof. R. Sampath, OU – Member, BoS of Palamuru University


25/1/24

5. Dr. Kalyan Chakravarthy, Dr Reddy Labs – Member, BoS of Palamuru University

6. Head, Department of Business Management, P.U – Member, BoS of Palamuru University


25/1/24

MBA Year-I Semester -I

Course Code	Course Title	Nature	Credits	HPW(T h+Tu+P)	Max Marks(CIE +SEE)
MB101	Management & Organizational Behaviour	Core	4	4Th+2Tu	40+60
MB102	Accounting for Management	Core	4	4Th+2Tu	40+60
MB103	Marketing Management	Core	4	4Th+2Tu	40+60
MB104	Statistics for Management	Core	4	4Th+2Tu	40+60
MB105	Economics for Managers	Core	4	4Th+2Tu	40+60
MB106	IT Applications for Management	Core	4	4Th+2 Tu	40+60
MB107	Computer Practicals	Core	2	2P	Grade
Total credits at the end of I Semester			26	40	600

- **HPW –Hours Per Week**
- **CIE– Continuous Internal Exam**
- **SEE– Semester End Exam**
- **Th-Theory**
- **Tu –Tutorial**
- **P-Practical**

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I -SEMESTER

PAPER CODE – MB101

Course: MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

Course Objectives:

1. This course is designed to introduce the concepts and theories of management
2. To analyze human perceptions and behavior at workplace.
3. The course aims at offering insights into contemporary situations in organizational settings.

Learning Outcomes:

1. By the end of the course, the students would have a comprehensive understanding of management principles
2. The student is exposed to the organizational functions in various organizational settings
3. The Learner may gain insights into individual, inter-personal and group actions in organizations.

Unit-I: Management Philosophy and Approaches:

Management Principles, Process, Functions and Typology, 3D Model of Managerial Approach, Management thought - Classical, Human Relations, Systems and Contingency Approaches, Hawthorne's Experiments, Contributions of Henry Fayol, F. W. Taylor and Peter Drucker.

Unit-II: Organizational Design, Structure and Decision Making:

Basic and advanced Models of Organizational Designs, Main Approaches to Organization Structure -

Decision making under Bounded Rationality, Certainty, Uncertainty, Risk, Conflict. Open and Closed Decision making models, QWL, Quality Circle, Emerging Organizational Architectures.

Unit-III: Organizational Behavior and Emerging aspects of OB:

Personality Traits, Big 5 personality traits, MBTI, the Process of Perception and Attribution, Kelly's personal construct Theory, Cognitive Dissonance, Classical, Operant and Reinforcement Conditioning, Organization culture and Organization climate, Management of change, Organizational Citizenship Behaviour, Organizational Behaviour Modification. Behavioural Entropy in Learning Organization, Behavioural Metrics in Effective Organization.

Unit-IV: Group Dynamics and Leadership:

Group Dynamics & Team Building, Johari window, Transactional analysis, Kurt Lewin contribution, Conflict Resolution models, Attitudinal genesis in mentoring, Worklife balance, Motivational content and process theories, Stress Management and Counselling, Trait and Behavioral Approaches to Leadership, Managerial Grid, Path - Goal Theory, Vroom's Decision Tree Approach to Leadership, Hersey and Blanchard Model.

K. Naga Lakshmi

SEMESTER-
IPAPERCODE–MB102
Course:ACCOUNTINGFORMANAGEMENT

CourseObjectives:

To gain knowledge of the process, principles and conventions of accounting

1. To develop the skill of preparation of final accounts
2. To understand the method of analysis of financial statements
3. To gain knowledge of breakeven analysis and its use to management

LearningOutcomes:

At the end of semester, the student will be able to understand and present the following:

1. Learner may gain knowledge about Journal, Ledger, Trial Balance and Final Accounts
2. Analyze performance of companies using Ratio Analysis
3. Analyze Cash Flow position of companies and can make CVP Analysis.

Unit-I:IntroductiontoFinancialAccounting

Meaning, Definition and Scope of Financial Accounting; Accounting concepts and conventions, their implications on accounting system – Double Entry Accounting System – Accounting Process – Types of Accounts – Primary and Secondary Record – Preparation of Journal, Ledger Posting Balancing and Preparation of Trial Balance (Including Numerical Problems) - Accounting Equation – Static and Dynamic view - Accounting standards – their rationale and growing importance in global accounting environment, International Financial Reporting Standards (IFRS).

Unit–II:PreparationofFinancialStatements

Distinction between capital and revenue expenditure; Depreciation concept and methods. Preparation and presentation of financial statements – Trading, Profit and loss account, Balance Sheet with adjustments for closing stock, outstanding expenses, accrued income, prepaid expenses, advance income, depreciation, loss/profit on sale, bad debts and provision for bad debts (Including Numerical Problems); provisions of the Indian Companies Act regarding preparation and presentation of financial statements; external auditor's report, the report of the Board of Directors, and voluntary disclosures

Unit–III:FinancialStatementAnalysis

Financial Statement analysis – Ratio analysis – Rationale and utility of ratio analysis – classification of ratios - calculation and interpretation of ratios - liquidity ratios, activity/turnover ratios, Profitability ratios, leverage and structural ratios (Including Numerical Problems) - Advantages and disadvantages; common size statement analysis.

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Unit-IV:CashFlowStatement and CVPAnalysis

Cash Flow Statement – Advantages and Utility of Cash flow statement – Preparation of Cashflow statement(Including Numerical problems)- Tax planning – Tax Avoidance – Taxevasion;

CVP analysis – Break-even Point, concept of contribution and P/V Ratio, Margin of Safety(Including Numerical problems) - Managerial uses of Break-even concept – product mix,make or buy decision, capacity utilization, plant shut down decision.

SuggestedReadings:

1. Shukla&Grewal,AdvancedAccounts,VikasPublishers
2. ShashiK.Gupta&R.KSharma,ManagementAccountingPrincipals
3. Ramchandran, RamkumarKakani, Financial Accounting for Management, TataMc GrawHillPublishing,Pvt,Ltd.
4. ShahParesh,BasicFinancialAccounting forBusinessManagers,OxfordUniversity,Press
5. BhattacharyyaAsishK, FinancialAccountingforBusinessManagers,PHI
6. Ambarish Gupta, Financial Accounting for Management - An AnalyticalPerspective,Pearsoneducation
7. EarlK.SticeandJames.D.Stice,FinancialAccounting – ReportingandAnalysis,SouthWestern,CengageLearning.
8. JawaharlalandSeemaSrivastava,“FinancialAccounting:PrinciplesandPractice,”S.Chand
9. S.P.Jainand
K.L.Narang,“CostAccounting,PrinciplesandMethods”,KalyaniPublishers,Ludhiana
10. Maheshwari,BasicAccounting,S.ChandPublication,NewDelhi.

K.NagJadhav/./.

Gupta

B. K. Sharma

D. K. Sharma

Suggested Readings:

1. Harold Koontz and Heinz Weihrich, Essential of Management, TMH.
2. Prasad LM, Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
3. Stephen P. Robbins, "Organizational Behaviour", Prentice Hall.
4. Fred Luthans, "Organizational Behaviour", McGraw Hill International Edition.
5. Udai Pareek, Understanding Organisational Behaviour, Oxford University Press
6. P.C. Tripathi, P.N. Reddy, Principles of Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
7. Robbins & Judge, Organisational Behaviour, Prentice Hall of India.
8. Lauriel J Mullins, Management and Organisational Behaviour, Pearson
9. Ashwathappa, Organisational Behaviour, HPH, Hyderabad
10. LM Prasad, Management Principles and Practices, S. Chand Publications, New Delhi.

SEMESTER-
IPAPERCODE–MB103
Course:MARKETINGMANAGEMENT

CourseObjectives:

To impart the basic tools of marketing and selling

1. To analyze factors affecting business environment and Buyer buying behavior.
2. To analyze markets and competitive structures
3. To assess the value of culture in marketing decisions and make students be aware of global changes.

LearningOutcomes:

1. Students can be equipped with marketing and selling skills of modern environment.
2. Buyer behavior and perceptions are key for a business success that can be thoroughly learnt.
3. Channel Dynamics involved in marketing can be assessed and better control techniques for optimum utilization of resources be learned.

Unit–I:OriginofMarketing:

Origin of Marketing, Barter systems, Markets, Marketing Management, Tasks, Company orientations towards market place, Marketing Mix – expanded, Marketing Mix, Marketing Program and Marketing Strategy, Managing marketing effort, Designing Global marketing, Marketing Environment – Company’s Micro and Macro Environment – Interface with other functional areas.

Unit–II:MarketSegmentation:

Segmentation process, Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, International Markets, Market Targeting – Evaluation of Market Segments, Selecting Market Segments, VALS Segmentation System – Differentiation Strategies, Product Positioning, Positioning Strategies, Building customer Value, Demand Measurement and Sales Forecasting Methods, Estimating Current and Future Demand, Competitive Strategies.

Unit–III:DesigningMarketingProgram:

Decisions involved in Product, Branding, Packaging, Product Line and Product Mix Decisions, New Product Development, Product Life Cycle, Pricing, Strategies, Distribution Channels, Channel Management Decisions, Network Marketing, Promotion Mix – Advertising, social media and Advertising, Sales Promotion, Public Relations, Personal Selling, Online Marketing.

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Unit–IV:ConsumerMarkets and Marketing Controls:

ConsumerBehavior,SevenOsStructure,FactorsaffectingConsumer Behavior, Model of Buyer Behavior, Adoption Process, AIDA Model, IndustrialMarkets – Characteristics, Industrial Buyer Behavior, Services Markets,

TypesofMarketingOrganizationStructures, Digital Marketing, Marketing Control, Annual Plan Control, Efficiency Control, Profitability ControlandStrategic,MarketingAudit.

SuggestedReadings:

1. PhilipKotler,“MarketingManagement”,PearsonEducationPrenticeHallofIndia.
2. PhilipKotler,KevinLaneKeller,“MarketingManagement”PearsonEducation.
3. WilliamJ.Stanton,“FundamentalsofMarketing”,McGrawHillPublications.
4. TapanKPanda,“Marketing Management”,ExcelBooks.
5. RamaswamyV.S.NamakumariS,“MarketingManagement”,TheGlobalperspectiveIndianContextMac millanIndiaLtd.
6. RajanSaxena,“MarketingManagement”,TataMcGrawHill.
7. Ashwatappa,PrinciplesofMarketing”HimalayaPublishingHouse,NewDelhi
8. PaulBaines,Chrisfill,KellyPage,“MarketingManagement”,OxfordUniversityPress.
9. RogerJ.best,“Market-BasedManagement”,PHILearningPvt.Ltd.
10. Kurtz&Boone,“PrinciplesofMarketing”,CengagePublications.

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SEMESTER-
IPAPER CODE – MB104
Subject: STATISTICS FOR MANAGEMENT

Course Objectives:

1. To introduce descriptive statistics to students for gaining knowledge of Business analysis.
2. Understanding sampling and sampling distributions and hypothesis testing framework with small samples and large samples.
3. Introduce concepts related to Correlation, Regression and their relationship, applications of time series data.

Learning Outcomes:

1. Basic Statistics help the learners in building descriptive analytics.
2. Hypothesis testing is useful in estimation of future market changes and useful in decision making.
3. Correlation, regression techniques are an integral part of planning and controlling business.

Unit-I: Introduction to Statistics

i.) Introduction to Statistics –

Overview, origin and development and Managerial Applications of statistics, Measures of Central Tendency, Dispersion, Skewness and Kurtosis.

ii.) Introduction to probability – Concepts and Definitions of Probability –

Classical, Relative, frequency, subjective and axiomatic. Addition and Multiplication theorems, Statistical independence, Marginal, Conditional and Joint Probabilities.

iii.) Bayes' theorem and its applications.

Unit-II: Probability Distribution

i.) Probability Distribution-Random Variable (RV), Expectation and Variance of a RV. Probability distribution, function, properties, Continuous and Discrete Probability distribution functions.

ii.) Discrete Probability distributions: Binomial Distribution, Properties and applications; Poisson distribution, properties and applications.

iii.) Continuous Probability Distributions – Normal Distribution, Standard Normal Distribution properties, applications and importance of Normal Distribution.

Unit-III: Sampling

i.) Sampling Theory-The basics of sampling-Sampling procedures-Random and Non-Random methods-Sample size determination-Sampling distribution, Standard Error, Central Limit Theorem.

ii.) Hypothesis Testing-Statistical Estimation, Point and Interval Estimation, Properties of a Good Estimator, confidence interval.

iii.) Large Sample tests-Test for one and two proportions, Test for one and two means, Test for two S.D's.

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Unit-IV:CorrelationandRegression

- i.)CorrelationAnalysis-Scatterdiagram,Positiveandnegativecorrelation,limitsforcoefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rankcorrelation,conceptofmultiple andpartialCorrelation.
- ii.)RegressionAnalysis-
Concept,leastsquarefitofalinearregression,twolinesofregression,properties ofregressioncoefficients.
- iii.) Time Series Analysis-Components, Models of Time Series-Additive, Multiplicative andMixed models; Trend analysis-Free hand curve, Semi averages, moving averages, LeastSquare methods.

SuggestedBooks:

1. LevinR.I.,RubinS.David,“StatisticsforManagement”,Pearson.
2. GuptaS.C,“FundametalsofStatistics”,HPH.
3. Keller,G,“Statistics forManagement”,CengageLearning.
4. Amir D.AczelandJayavelSunderpandian,“CompleteBusinessStatistics”,TMH,
5. JohnCLee,“BusinessandFinancialStatisticsUsingMS-Excel”,Cambridge.
6. J.KSharma,“BusinessStatistics”,Pearson.
7. AroraPN&others,“CompleteStatistical methods”,S.Chand.
8. Beri,GC,“BusinessStatistics”,TMH.
9. BlackKen, “BusinessStatisticsforContemporaryDecisionMaking”,Wiley.
10. Levine,DavidMandother,“StatisticsformanagersusingMS.Excel”,PHI.

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SEMESTER-
IPAPERCODE–MB105
Course:ECONOMICSFORMANAGERS

CourseObjectives:

1. TomakestudentsfamiliarizewithEconomicbehaviorofa personformarketanalysis.
2. Tounderstand theenvironmentofBusinessfirms.
3. Toknowthedemandconditions andcontemporaryeconomic policies.

LearningOutcomes:

1. Studentscan learnmicrofactorsofEconomicbehaviorofaconsumer.
2. Studentscanassessopportunitiesandthreatsofbusiness.
3. Studentscanbetterunderstandnatureoftheproductsanddemandconditions thatcanbeusedindecisionmaking.

Unit– I:

Introduction to managerial functions, nature and scope of managerial economics,relationwithothersubjects,fundamentalsconceptsofManagerialEconomics,Decision MakingProcess,Decisionmakingundercertainty,uncertainty andRisk,RoleandFunctionsofManagerialEconomist,UseofEconometricModels.

Unit–II:

Theory of Utility: Demand utility, Marginal Utility, Law of Marginal Utility,

Demandconcepts:Determinantsofdemand,LawofDemand,Elasticityofdemand,TypesofElasticity, Measurement of Elasticity (Numerics), Demand Estimation for Firm & Industry,DemandForecastingMethods.

Unit–III:

Production & Cost structure: production function, Determinants of Production, Theories ofProduction, Benham Theory, Law of Two Variable proportions, Law of Returns to Scale –

Cost Concepts: Types of Costs andcostCurves–Equilibrium–BEPAnalysis(Numeric).

Inflation: Types of Inflation,ControlTechniqueofInflation.Fiscalpolicies–Budget–CurrentBudget.

Unit–IV:

Markets & Market Behavior: Classification of Markets, Virtual Markets, Perfect CompetitionMarket,ImperfectCompetitionMarkets,MonopolisticCompetitionMarket,Monopoly,Oligopoly, Strategies of Oligopolists, Agriculture Markets & Overview of Market Laws,Price Determination under differentmarketstructures.

National Income concepts: Employment andInvestment, Keynesian Theory & Employment and Investment.

K. Nagendra Prasad

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SEMESTER-
IPAPERCODE–MB106
Course:I.TAPPLICATIONSFORMANAGEMENT

CourseObjectives:

1. To provide real-time insights into the fundamentals of computers as business tools
2. To study the role and Value addition of Information Technology in business
3. To enable students to develop proficiency in using certain components of the package includes MS Excel, MS Access

LearningOutcomes:

1. Students can work in IT field to make positive contribution to the organization.
2. Students can take professional responsibilities and make informed judgments in the organizations.
3. Students can get streamline work processes and improve business process in the organization.

Unit–I:InformationSystemsandManagement:

Computers – Definition, Characteristics, Components of Computers, Hardware, Software; Application and System Software, Programming Languages and their Classification, Role of IT in Business, Opportunities and Challenges in IT, Importance of IT in Business

Unit– II:EmergingTrends inIT:

Categories of IS, Management Information System (MIS), Decision Support System (DSS) - Types and architecture of DSS, Data Warehouse and Data Mining, Artificial Intelligence, Intelligent Systems, Cloud Computing, Mobile Apps and Computing, Big Data, Robotics, Virtual Reality, Internet of Things (IoT), 5G,

Unit–III:CommunicationsandNetworks:

Definition, Introduction to Networks, Overview of Networks, Types of Networks, Network Topologies, Components of Networks, Computer Network Models, Applications of Communications: Definition, Internet - Overview of Internet, Architecture and Functioning of Internet, WWW, FTP, Telnet, Gopher, Browsers and Search Engines, Teleconference, Web Conferencing platforms.

Unit–IV:SecurityandEthicalchallengesinIT:

Need for Security - Security Threats and Attacks, Malicious Software, Hacking, Security Services - Security Mechanisms - Cryptography, Digital signature, Firewall - Types of Firewalls - Identification & Authentication - Biometric Techniques - Security policies - Need for legislation, cyber laws, cybersecurity issues, salient features of IT Act. Electronic Fund Transfer (EFT).

K. Nagajudha //:

Suggested Books:

1. Dominik Salvatore, "Managerial Economics", Oxford University Press.
2. H. Craig Petersen, W. Cris Lewis, Sudhir K. Jain, "Managerial Economics", Pearson Publication.
3. D.M. Mithani, "Managerial Economics", Himalayan Publishing House.
4. Joel Dean, "Managerial Economics", Tata McGraw Hill.
5. R.L. Varshney, K.L. Maheshwari, "Managerial Economics", Sultan Chand Publications.
6. P.L. Mehatha, "Managerial Economics", S. Chand Publishing.

SEMESTER-
IPAPERCODE-MB106
Course:COMPUTERPRATICAL

MICROSOFT EXCEL:

Unit – I: Microsoft Excel: Introduction to Excel, Introduction to data, Cell address, Cellreference; Excel Data Types; Introduction to formatting, number, text and date formatting; Conceptofworksheetandworkbook; Understandingformulas, OperatorsinExcel; Understanding Common Excel Functions such as sum, average, min, max, date, transpose, In,And, Or, Square Root, Power, Upper, Lower; Introduction to charts and different types ofcharts; Conceptofprintarea,margins,header,footerandotherpagesetupoptions.

Unit–II: AdvanceExcel: CreatingPivottables, Macros- Relative&AbsoluteMacros.

MICROSOFT POWERPOINT:

Unit – I: Presentation Slides: Create Slide Presentation, Design Theme, Add Text, Add New Slide, **Editing Techniques:** View Modes, Edit Bulleted List, Add Clip Art.

Slide Master: Edit Slide Master, Format Slide, Replace Font, Format Text, Format Placeholder Change Bullets Change Theme ModifyTheme, Add Footer and Header.

Unit – II: Transition and Animation: Slide Transition, Text Animation, Custom Filter, Slide Illustrations and Shapes, Illustration Features, Create Shapes.

Slide Show: Launch Slide Show, Navigation Slide Show, Print Presentation, Print, Sample Output

SuggestedBooks

1. DavidWhigham,"BusinessDataAnalysisUsingExcel",OxfordUniversityPress,IndianEdition.
2. PaulCornell,"Accessing&AnalyzingDATAwithMS-EXCEL".
3. R&D,"ITToolsandApplications",MacmillanIndiaLtd.
4. SanjaySaxena,"AFirstCourseinComputers-BasedonWindowsOfficeXP",SecondEdition-VikasPublshingHouse.
5. P.Sudharsan&J.Jeyaalan,"ComputersSystems&Applications",JaicoStudentEdition-JaicoPublshingHouse.
6. D.P.Apte,"StatisticalToolsforManagers-UsingMSExcel",ExcelBooks

K. Nagajudha//:

SuggestedBooks:

1. Lucas, Henry C. Jr. "Information Technology for Management", McGraw Hill Education.
2. Efraim Turban, Linda Volonino, Gregory R. Wood, "Information Technology for Management-Advancing Sustainable, Profitable Business Growth", Wiley
3. Anita Goel, "Computer Fundamentals", Pearson Publishing
4. B. Muthukumar, "Information Technology for Management", Oxford
5. Westerman, George, et al., "Leading Digital: Turning Technology into Business Transformation", Harvard Business Publishing.
6. Williams, B. K., & Sawyer, S. C., "Using Information Technology: A Practical Introduction to Computers & Communications", McGraw Hill Education.

Table1

S.No	% ofMarksinaSubject	Grade	LetterGrade	GradePoints
1	85to100	Outstanding	O	8.5-10
2	70to84	Excellent	A	7-8.49
2	60to69	VeryGood	B	6-6.99
3	55to59	Good	C	5.5-5.99
4	50to54	AboveAverage	D	5-5.49
5	40to49	Average	E	4-4.99
6	<40	Fail(Re appear)	F	
9	Absent	Absent	Ab	0

A student who has obtained an 'F' grade in any subject shall be deemed to have 'failed' and is required to reappear as a 'supplementary student' in the End Semester Evaluation, as and when offered. In such cases, internal marks in those subjects shall remain the same as those obtained earlier.

To a student who has not appeared for an examination in any subject, 'Ab' grade shall be allocated in that subject, and he/she is deemed to have 'failed'. A student shall be required to reappear as a 'supplementary student' in the End Semester Examination, as and when a student earns grade point (GP) in each subject/course, on the basis of the letter grade secured in that subject/course. The corresponding 'credit points' (CP) are computed by multiplying the grade point with credits for that particular subject/course as shown below.

$$\text{Credit points (CP)} = \text{grade point (GP)} \times \text{credits}$$

For a subject/course a student passes the subject/course only when $GP \geq 4$ ('D' grade or above)

15. 3 Cumulative Grade Point Average (CGPA)

The Cumulative Grade Point Average (CGPA) is a measure of the overall cumulative performance of a student in all semesters considered for registration. The CGPA is the ratio of the total credit points secured by a student in all registered courses in all semesters, and the total number of credits registered in all the semesters. CGPA is rounded off to two decimal places. CGPA is thus computed from the year II semester onwards at the end of each semester.

Computation of SGPA and CGPA are done using the procedure listed above. For Final % of Marks equivalent to the computed final CGPA, as :

$$\% \text{ of Marks} = (\text{final CGPA} - 0.5) \times 10.$$

As a measure of the performance of a student, a 10-point absolute grading system using the following letter grades (as per UGC/AICTE guidelines) and corresponding percentage of marks shall be followed.

16. General Clause:

It may be noted that beside the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in Post-Graduate courses in Osmania University will be applicable as amended from time to time by the University. The students shall abide by all such Rules and Regulations. This includes Plagiarism rules notified by the University.

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7. Award of Grades For Seminars, Project Report and Viva Voce Examinations:

Seminars: Students are expected to give a presentation on a relevant topic of any subject of II semester. Seminars are evaluated by internal faculty of the college concerned. Seminars will be evaluated for 100 marks and the same will be converted into equivalent grades as per the University norms. The assessment will be done based on Content, Communication, Presentation, and Ability to answer related questions.

Project Assessment for 150 Marks

Marks distributed for Project Assessment shall be as follows:

Internal Assessment

Research Design Seminar (III Semester)	1 Credit	25 Marks
Progress Seminar (III Semester)	1 Credit	25 Marks

IV Semester end Assessment

Dissertation	1 Credit	25 Marks
Final Presentation	2 Credits	50 Marks
Viva Voce during Final Presentation	1 Credit	25 Marks

8. Instructional Work Load For Theory, Practical Courses and 'Mentoring & Project Work':

Each of the Theory Courses of the MBA Program shall have instructional workload of 4 periods of 60 Minutes duration per week in addition to mentoring and project work as specified in the course curriculum. The Instructional workload for each of the Practical and Lab Courses shall be 1 Period of 60 Minutes duration respectively per week. Tutorial for each subject shall be for one hour per week. All subjects must have one period of Tutorial each per week.

9. Tutorial: Individual and Group assignments, Case Studies, presentations, Quizzes, Book Reviews, Article Reviews, Management Games etc.

10. Evaluation System:

1. All courses of MBA Program will carry a Maximum of 100 Marks each.
2. Duration of the university examination for all the courses is three hours each.
3. All the courses will have 60% marks for university semester end examination and 40% marks for internal examination (CIE).
4. The Guidelines, Rules and Regulations framed by the University in this regard will be applicable to the MBA (Day) Program.

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11. Conduct of Examinations:

Examination will be conducted based on the existing rules of examination Branch that are applicable to other PG Courses

12. Award of Degrees and Division:

Candidates will be awarded MBA Degree on successful completion of all Theory Courses, Practical Courses, Viva Voce and Project Report. The Division / Class will be awarded as per the University norms.

13. Readmission for Pursuing Additional Elective Courses:

A student can be given readmission for pursuing additional electives after completion of MBA programs subject to payment of requisite fee prescribed by the college/Department. Such candidates have to satisfy all the rules including attendance rule in vogue on par with regular students.

- a. The additional elective must be pursued in the same college in which the student studied and completed the MBA Program.
- b. The admission must be done within four weeks of the commencement of the III Semester.

14. Total number of credits to be completed to be eligible for the award of MBA Degree:

Total number of credits at the end of fourth semester (MBA-Day) = 26+26+26+26 = 104

15. Awarding Cumulative Grade Point Average (CGPA) and Semester Grade Point Average (SGPA):

15.1 Subject-wise Grading

Grades shall be awarded to indicate the performance of students in each of subjects studied. Based on the percentage of marks obtained in both Continuous Internal Evaluation and End Semester Evaluation, a corresponding letter grade shall be given as shown in Table 1.

15.2. Semester Grading

The Semester Grade Point Average (SGPA) is calculated by dividing the sum of credit points (ΣCP) secured from all subjects/courses registered in a Semester, by the total number of credits registered during that Semester. SGPA is rounded to two decimal places and is computed as

$$SGPA = \text{For each Semester, } \Sigma CP / \text{Total no. of credits}$$

As a measure of the performance of a student, a 10-point absolute grading system using the following letter grades (as per UGC/AICTE guidelines) and corresponding percentage of marks shall be followed.

K. Nagarajulu //:

RULES AND REGULATIONS OF M.B.A. PROGRAM-2023

The Master of Business Administration (M.B.A.) is a Post-Graduate course offered as:

- I. Two-year i.e., four semester Full Time Day program

1. Eligibility Conditions

M.B.A.(Day)

Candidates seeking admission into Full Time M.B.A.(Day) program must be:

1. Bachelor degree holder of Palamuru University or a degree recognized by the university as equivalent thereto and / (or) as per the rules laid down by the University;
2. The candidates seeking admission must qualify in the Entrance Examination, conducted by the appropriate authority in the year of admission as per the norms prescribed by the University.
3. The admission of Non-resident Indians and candidates admitted in lieu of them will be as per the University Rules in force on the date of the admission.
4. Foreign candidates' admission is based on the Screening Process of the University currently in vogue.

2. Instruction Schedule:

Instruction will be provided as per the workload indicated in the structure, Rules and regulations of M.B.A. Program for all Theory, Practical and Project Work course requirements. The almanac will be as follows for all semesters.

Duration of Instruction : 14

Weeks Preparation Holidays: 7-10 Days

Total No of Hours (Theory +

Tutorial + Practicals) Per Semester: **420 Hours**

Rules of Attendance

Students must attend 75% of the total classes conducted for all the courses put together in a semester. Relaxation of 10% of attendance might be given to a student on medical grounds on the basis of a valid medical certificate and payment of condonation fee prescribed by the university.

3. Promotion Rules


A student will be promoted subject to the following rules:

a. I Semester to II Semester:

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and should be registered for the University exam for the I semester.

b. II Semester to III Semester

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and should have passed at least 50% of Theory courses of I & II Semesters put together. (Viva Voce and Lab courses not considered for this purpose).

Konlagudh/11: 



c. III Semester to IV Semester:

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and having registered for the University Examination.

4. Cancellation of Admission:

The admission of a candidate admitted to the MBA Course stands cancelled

if: He/She does not put in at least 40% of attendance in Semester-I.

Or

He/She puts in at least 40% of attendance in Semester-I, but failed to register for 1st Semester Examinations

Or

He /She fails to fulfill all the requirements for the award of the degree as specified, within 4 academic years from the time of admission in case of full time 2 year MBA program.

5. Project Work:

The students should undertake the Project internship during the summer vacation (For 6 weeks of duration) intervening between II & III Semesters of MBA Day Program. Project Report Work should be carried out in the Final Year of MBA Program i.e., III & IV Semesters for Day Program.

The students are required to do project work in any area of Management under the active guidance of Internal Faculty Member assigned to the student.

The Project work usually consists of selecting a Topic / Problem / Theme in any area of management, gather relevant data, analyze and interpret the same in a systematic and scientific manner.

The Project Work should be undertaken under the supervision of the Faculty Member assigned for the purpose. The Project Report should be submitted to the University 30 days (one month) before commencement of Final Semester Examinations.

6. Scheme of Evaluation:

Internal Assessment: 40 Internal Marks are divisible into 4 parts (each carries 40 marks and reduction into 10 marks X 4 Internal Exams after each unit).

- 20 Marks that consist of 5 short questions each carrying 2 marks and 2 long questions each carrying 5 marks.
- 10 marks for class seminar / Group Discussion
- 10 marks for attendance
- 10 marks for Theory Assignments

Semester End Examination for 60 Marks divisible as Part 'A' and 'B'.

- Part A – 20 Marks (4 Questions each carrying 5 marks) without choice.
- Part B – 40 Marks (4 Questions each carries 10 Marks) with internal choice.

K. Nagajudha//i:

II -SEMESTER

MBA Year-I Semester-II

Course Code	Course Title	Nature	Credits	HPW(T h+Tu+P)	Max Marks(CIE +SEE)
MB201	Human Resources Management	Core	4	4Th+2Tu	30+70
MB202	Financial Management	Core	4	4Th+2Tu	30+70
MB203	Operations Research	Core	4	4Th+2Tu	30+70
MB204	Entrepreneurship and Development	Core	4	4Th+2Tu	30+70
MB205	Business Research Methods	Core	4	4Th+2Tu	30+70
MB206	Business Law and Ethics	Core	4	4Th+2Tu	30+70
MB207	Seminar Presentation*	Core	2	2 Tu	Grade
Semester Credits			26	40	600
Total Credits at the end of II Semester			50		1200

- HPW –Hours Per Week
- CIE– Continuous Internal Exam
- SEE– Semester End Exam
- Th-Theory
- Tu –Tutorial
- P-Practical

*Seminar should be evaluated for 50 marks and then converted to Grade.

* Student Seminars will be done by students on Semester I and II subjects.

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SEMESTER-
IIPAPERCODE–MB202
Course:FINANCIALMANAGEMENT

CourseObjectives:

1. To learn about the scope and goal of financial management.
2. To familiarize the student with the concepts of long term and short-term investment decisions.
3. To understand the dividend decisions of firms.

LearningOutcomes:

1. To understand project appraisal methods to build healthy cash flows.
2. To understand the corporate practices in inventory and dividend policies.
3. To learn about corporate events like mergers, acquisitions and alliances.

Unit–I:TheFinancefunction:

Nature and Scope; Evolution of finance function – Its new role in the contemporary scenario – Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare; the Agency relationship and costs; Risk-Return trade off; Concept of Time Value of Money – Future Value and Present value.

Unit–II:TheInvestmentDecision:

Investment decision process- Project generation, project evaluation, project selection and project implementation. Developing Cash Flow; Data for New Projects; Using Evaluation Techniques – Traditional and DCF methods. The NPV vs. IRR Debate; Approaches for reconciliation. Capital budgeting decision under conditions of risk and uncertainty; Measurement of Risk – Risk adjusted Discount Rate, Certainty Equivalents and Beta Coefficient, Probability tree approach, Sensitivity analysis.

Unit–III:TheFinancingDecision:

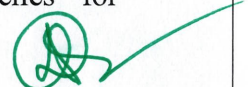
Sources of finance – a brief survey of financial instruments; Capital Structure Theories, Concept and financial effects of leverage; The capital structure decision in practice: EBIT – EPS analysis. Cost of Capital: The concept – Average vs. Marginal Cost of Capital; Measurement of Cost of Capital – Component Costs and Weighted Average Cost of Capital

Unit–IV:CurrentAssetsManagement, DividendDecision and corporate restructuring:

Concept of current assets, characteristics of working capital. Factors determining working capital. Estimating working capital requirements. Working capital policy. Management of current assets: Cash Management, Receivables Management and Inventory Management. The Dividend Decision: Major forms of dividends, Dividends and valuation; Major theories centered on the work of Gordon, Walter, and Lintner. A brief discussion on dividend policies of Indian companies. Corporate Mergers, acquisitions and takeovers: Types of mergers, Economic rationale of Mergers, motives for mergers; financial evaluation of mergers; Approaches for valuation: DCF approach and Comparable Company approach (No practical exercises).

K. Nagarajulu/11: 





SEMESTER-
IIPAPERCODE–MB203
Course:OPERATIONSRESEARCH

CourseObjectives:TheobjectiveofthecourseistogiveanoverviewofdifferentOptimizationTechniquesusefulforproblemsolvinganddecisionmaking.

1. To introduce OR techniques like LPP for business planning.
2. To study network Concepts and techniques like PERT and CPM.
3. To study quantitative competitive strategy models such as game theory, simulation and queuing theory for understanding markets.

LearningOutcomes:

1. Helps in formulating real life situations in organizations in Quantitative form.
2. Helps in formulating strategies for optimal use of various resources within the organizations.
3. Application of optimization tools for decision-making.

Unit–I:Introduction

- i. Introduction to OR- Origin, Nature, definitions, Managerial applications and limitations of OR.
- ii. Linear Programming: Mathematical model, Formulation of LPP, assumptions underlying LPP, Solution by the Graph, Exceptional cases.
- iii. LPP-Simplex Method-Solution to LPP problems Maximisation and Minimisation

Unit– II:Allocation Model -II

- i. Transportation Problem (TP) - Mathematical model, IBFS using northwest corner rule, Row and Column Minimum methods, Matrix minimum method (LCM) and Vogel's approximation method, Unbalanced TP, Degeneracy, Optimality Test and Managerial applications.
- ii. Assignment Problem (AP): Mathematical model, Unbalanced AP, Restricted AP, method of obtaining solution-Hungarian method.
- iii. Travelling salesman problem, Managerial applications of AP and TSP.

Unit–III:Network Models

- i. Network fundamentals- scheduling the activities -Fulkerson's Rule –CPM- earliest and latest times -determination of ES and EF in the Forward Pass - LS and LF in backward pass determination of Critical Path, Crashing, time cost tradeoff.
- ii. PERT-Beta Distribution, probabilistic models, Calculation of CP, resource analysis and allocation.

K. Nagendra Prasad







Unit–IV:WaitingLine/CompetitiveStrategyModels

- i. Queuing Theory - Concepts of Queue/Waiting Line - General structure of a Queuing system-Operating characteristics of Queues, deterministic Queuing models- Probabilistic Queuing Model –Cost Analysis - Single Channel Queuing model - Poisson arrival and exponential service times within finite population.
- ii. Game Theory- concepts, saddle point, Dominance, Zero-sum game, two, three and more Person's games, analytical method of solving two person zero sum games, graphical solutions for $(m \times 2)$ and $(2 \times n)$ games.
- iii. Simulation- Process of simulation, Applications of simulation to different management Problems.

Suggested Books:

1. N.D.Vohra, "Quantitative Techniques in Management", TMH.
2. J.K.Sharma, "Operations Research Theory and Applications, Macmillan.
3. Kasana, HS & Kumar, KD, "Introductory Operations Research theory and applications", Springer.
4. Chakravarty, P, "Quantitative Methods for Management and Economics", HPH.
5. Barry Render, Ralph M. Stair, Jr. and Michael E. Hanna, "Quantitative analysis for Management", Pearson.
6. Pannerselvam, R, "Operations Research", PHI.
7. Selvaraj, R, "Management Science Decision Modeling Approach", Excel.
8. Ravindren, A, Don T. Phillips and James J. Solberg, "Operations Research Principles and Practice", John Wiley and Sons.
9. Hillier, Frederick S. & Lieberman, "Introduction to Operations Research Concepts and Cases", TMH.
10. Prem Kumar Gupta & others, "Operations Research", S.Chand.

SuggestedBooks:

1. Jonathan Berk, Peter DeMarzo, Ashok Thampy, “Financial Management”, Pearson.
2. Brigham, E. F. and Ehrhardt. M. C., “Financial Management Theory and Practice”, Thomson South-Western.
3. Ross Westerfield Jaffe, “Corporate Finance”, TMH Publishers
4. Vishwanath S. R., “Corporate Finance: Theory and Practice”, Sage Publications.
5. Prasanna Chandra, “Financial Management Theory and Practice”, Tata McGraw Hill,
6. I.M. Pandey, “Financial Management”, Vikas Publishing House.
7. Sudershana Reddy, “Financial Management”, HPH.
8. Rajiv Srivastava and Anil Misra, “Financial Management”, Oxford Higher Education.

SEMESTER-
IIPAPERCODE–MB204
Course:ENTREPRENUERSHIPDEVELOPMENT

CourseObjectives:

1. TomakethestudentslearntheimportanceofEntrepreneurship
2. TomotivatethestudentstowardsEntrepreneurship
3. Tomakethemlearnaboutentrepreneurialenvironment
4. Toimparttrainingtowriteabusinessplan

CourseOutcomes:

1. AstudentlearnsthecuesandmotivesofEntrepreneurship
2. StudentscanlearnmoreabouttypesofEnterprisesandgrowth
3. Knowledgeofentrepreneurshippreparestheentrepreneurialbentofmind
4. Problemsandperspectivesoftheentrepreneurshipcanbeunderstood

UNIT–I:ENTREPRENEURANDENTREPRENEURSHIP:

Understanding Concept of Entrepreneurship, Evolution of Entrepreneurship, Characteristics ofEntrepreneur, Types of Entrepreneurs, Recent Trends in Entrepreneurship Development, Role ofEntrepreneurshipinEconomicdevelopmentinIndia;RuralEntrepreneurship,NeedandImportanceo fRuralEntrepreneurship–ProblemsandPerspectivesofRuralEntrepreneurship.

UNIT–II:FACTORSAFFECTINGENTREPRENEURIALGROWTH:

Economic Environment – Economic, Non- Economic and Psychological factors – Growth ofEntrepreneurshipinIndia– RoleofGovernmentinpromotionofEntrepreneurship;EntrepreneurialMotivation,RoleofHigherlear ningInstitutesinEntrepreneurialcapacitybuilding – Importance of workshops; Entrepreneurship Development Programs (EDPs) – Need, Objectives, course content and instruction – Evaluation of EDPs – Phase wise development ofEDPCurriculum.

UNIT–III:IDEAGENERATIONANDEVALUATION:

Idea Generation strategies,Entrepreneurial Opportunity Recognition and Evaluation; Designthinkingforfindingsolutions,prototyping,ideaevaluation,entrepreneurialOutlook,valueprop osition design, customer insight, ideas development. Product/Service Feasibility Analysis,Industry&competitionanalysis,environmentanalysis,financialfeasibilityanalysis.

K. Nagalakshmi







UNIT-IV:SOCIALENTREPRENEURSHIP AND BUSINESSPLAN:

Meaning, definition; Characteristics of Social Entrepreneurship - Differences between Business and Social entrepreneur, Mindset and motivation of Entrepreneur, Qualities and Skills of Social Entrepreneur, The Timmons Model of the Entrepreneurship Process, The PCDO (The People, Context, Deal, and opportunity) frame work, The Social Entrepreneurship Frame work; Sources of Social Entrepreneurship-Public Sector, Private Sector, Voluntary Sector.

Business plan components, Iterating the MVP, Digital Presence for Ventures, Guidelines for writing BP, Business Model Canvas.

Suggested Readings

1. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Hyd.
2. S. S. Khanka, Entrepreneurial Development, S. Chand Publishing House, New Delhi.
3. Vasanth Desai, Small Scale Industry and Entrepreneurship, Himalaya Publishing House, Hyd.
4. A. Sahay and A. Nirjar, Entrepreneurship, Excel Books.
5. Poornima M Charinthmath, Entrepreneurial Development and Small Business Enterprises, Pearson Education Publisher.
6. David H. Hott, Entrepreneurship and New Venture Creation, PHI New Delhi.
7. S. R. Bowmick & M. Bhowmik, Entrepreneurship, New Age International Books.
8. Morse E. A. Mitchel, Cases in Entrepreneurship, Sage Publishers.
9. Raj Aggarwal, Business Environment, Excel Books New Delhi.
10. Donald G. Kurato and Richard M. Hodgetts, Entrepreneurship, Thompson Publications.
11. Ramachandran, Entrepreneurship Development, McGraw Hill
12. Katz, Entrepreneurship Small Business, McGraw Hill
13. Byrd Megginson, Small Business Management An Entrepreneur's Guidebook 7th ed, McGraw Hill
14. Fayolle A, Entrepreneurship and new value creation, Cambridge, Cambridge University Press
15. Hougard S., The business idea. Berlin, Springer
16. Lowe R & S. Mariott, Enterprise: Entrepreneurship & Innovation. Burlington, Butterworth Heine mann
17. Léo-Paul Dana, World Encyclopedia of Entrepreneurship, Edward Elgar

K. Nagasudha/:







SEMESTER-II
PaperCode –MB205
Course:BUSINESSRESEARCHMETHODS

CourseObjectives:

1. ToinvolestudentsinactivitiesrelatedtoResearch
2. TotrainthemonDatacollectionand dataprocessingmethods
3. Toimpart Reportwritingskillstobuildbetterbusinessmodels.

LearningOutcomes:

1. Togainunderstanding ofvariouskindsofresearchdesignsandmethods.
2. Toenablelearnerstobeabletoformulatetheresearchproblem and analyticalapproaches.
3. Toacquireknowledgeonqualitativeandquantitativeveresearchforunderstandingchangingmarketbehav
ior.

Unit–I:INTRODUCTION TORESEARCH

BusinessResearch:Definition,Significance,Nature&Importance–Criteria ofBusiness Research
– Marketing Information System, paradigm shift in Research –
ResearchDesignTypesofResearchDesigns–
Descriptive,Exploratory,Diagnostic,andCausalResearch – Types of research, Theoretical and
Empirical Research – Cross-sectional andTime-series Research — Research Objectives –
Research Hypotheses – Characteristics -ResearchfromanEvolutionaryPerspective–
theRoleofLiteratureReviewinResearch

Unit–II:RESEARCHPROCESS&DATACOLLECTION

ResearchProcess–DataSources-PrimaryData–SecondaryData-DataCollectionMethods
–Types of DataCollection-QuestionnaireDesign–QuestionnaireLayout–QuestionContent-
Wording–TargetPopulationIdentification–SamplingProcess–SamplingDesign – Sampling
techniques – Sampling Procedure – Sampling Types – Pilot Study – Pre-Test.

Unit–III:SCALINGANDMEASUREMENT

MeasurementandScalingTechniques–Differenttypesof Scales–Nominal,Ordinal,Interval and
Ratio Scales – Purpose and Benefits of Scaling – Construction of InstrumentAttitudinal
Scales – Number of Dimensions in Scaling - Construction and Application - DataAnalysis -
Editing–Tabulation –Cross Tabulation –Data
ContentValidity,ConstructValidityandReliability

K. Nagarajudhara

Sujal

B. S. S.

D. S. S.

Unit-IV:STATISTICAL DATAANALYSISANDREPORT DESIGN.

Testof Hypothesis-Type-I,Type-IIErrors-SmallSamplesandLargeSamples-Parametric and Non-Parametric Tests – Chi Square Test – Mc Nemar Test – ANOVA – OneWay and Two-Way Analysis - Bivariate and Multivariate Statistical Techniques – FactorAnalysis-DiscriminantAnalysis-ClusterAnalysis-CorrelationandMultipleRegressionAnalysis-MultidimensionalScaling.

Report Preparation - Different Types of Reports – Contents of Report –Chapterization-ContentsofChapter-ReportWriting-Final Proof –ReportFormat-TitleoftheReport –Ethicsin Research-Plagiarism –EssentialsofReferencing.

SuggestedBooks:

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research Methods,TataMcGrawHill,New Delhi.
2. AlanBrymanandEmmaBell, Business Research Methods, Oxford UniversityPress,NewDelhi.
3. Uma Sekaran and Roger Bougie, Research Methods for Business, Wiley India, NewDelhi.
4. WilliamGZikmund,BarryJBabin,JonC.Carr,AtanuAdhikari,MitchGriffin,Business Researchmethods,ASouthAsianPerspective,Cengage Learning,NewDelhi.
5. Bordens, K. S. and Abbott, B. B., Research Design and Methods - A Process Approach,NewYork,McGraw-Hill.
6. Green&Tull,ResearchforMarketingDecisions,TataMcGrawHill,NewDelhi.
7. Creswell,J.W.,
QualitativeInquiry&ResearchDesign:ChoosingAmongFiveApproaches,California,SagePu blications,Inc.
8. Charmaz,K.,
ConstructingGroundedTheory:APracticalGuidethroughQualitativeAnalysis,London,SAG EPublicationsLtd.
9. G.C.Beri,MarketingResearch,PearsonEducation,NewDelhi.
10. Kothari,ResearchMethodology,S.ChandPublication,NewDelhi.

K. Nagendra Prasad

S. Prasad

B. Prasad

D. Prasad

SEMESTER-II
PaperCode –MB206
Course:BUSINESSLAWANDETHICS

CourseObjectives:

1. Thiscourseisdesignedtointroducethelegalaspectsofbusinessfromthenationalandtransnationalperspective.
2. ThisCoursealsoprovidesknowledgeoftradeagreementsandtradepartnerships.
3. Thecoursealsointendstoofferinsightsintotheethical considerationsin Businessentitiesandtheirresponsibilitytowards society.

LearningOutcomes:

1. Thestudentswouldhaveacomprehensiveunderstandingofbusinesslaw.
2. Thelegalandethicalconsiderations inbusinessorganizationsareimpartedforbusinessintegrity.
3. Thelearners maygainknowledgeofprovincialandinternationalbusinesslawinchangingscenario.

Unit-I:LawofContracts:

DefinitionofContractandAgreement–ClassificationofContracts,Essentialelements of avalidContract–Offer-Acceptance-Consideration -Capacity toContract - Free consent-Legality of Object-Performance of Contract–RemediesforbreachofContract.

Unit-II:LawrelatingtoSpecialContracts:

Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee.Sale of Goods Act – Distinction between Sale and agreement to sell - Conditions andWarranties.NegotiableInstrumentsAct-Definitions,EssentialelementsanddistinctionsbetweenPromissory Note,Bill ofExchange,andCheques-Typesofcrossing.

Unit-III:CompaniesAct,2013:

Definitionofcompany–Characteristics- Classification of Companies-Formationof Company -Memorandum andArticles of Association – Prospectus -Share holders and theirmeetings - Board meetings -Law relating to meetings andproceedings- Management of a Company - Qualifications, Appointment, Powers andlegalpositionofDirectors-Board-M.DandChairman-Theirpowers.

Unit-IV:ConsumerProtectionLaw andBusiness Ethics:

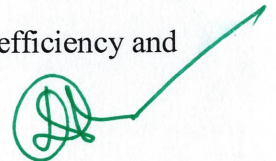
Introduction toconsumer protection lawin India - Consumercouncils -Redressalmachinery- Rightsofconsumers-Consumerawareness.

EthicalandValuebasedConsiderationsinBusiness,Needand justification of ethics, efficiency and integrity in business operations –Corporate SocialResponsibility.

K. Nagarajulu/..:







Suggested Readings:

1. M.C.Kuchchal,VivekKuchchal,“MercantileLaw”,VikasPublishingHous
e Pvt.Ltd.
2. AkhileshwarPathak,“LegalAspectsofBusiness”,TataMcGrawHill.
3. K.R.Bulchandani,“BusinessLawforManagement”,HPH.
4. C.RamaGopal,“ExportImportProcedures–
DocumentationandLogistics”,New Age International(P)Limited.
5. SonyPellissery,BenjaminDavy,HarveyM.Jacobs,“LandPoliciesinIndia:Pro
mises,PracticesandChallenges”,SpringerNature.
6. S.R. Myneni, “International Trade Law: International Business
Law”,AllahabadLawAgency
7. Margaret L. Moses, “The Principles and Practice of
InternationalCommercial
Arbitration”,CambridgeUniversityPress.
8. N.D.Kapoor,“ElementsofMercantileLaw”,SultanChand&Co.
9. PPSGogna,“ATextBookofCompanyLaw”,S.Chand
10. Marianne Moody Jennings,“The Legal,Ethical and Global
EnvironmentofBusiness”,SouthwesternCengagelearning,New Delhi.

SEMESTER-
IIPAPERCODE:MB20
1

Course:HUMANRESOURCEMANAGEMENT

CourseObjectives

1. TheObjectiveofthecourseistodevelop anunderstanding HumanResources
2. To learnvariousapproachesandpractices ofHumanResourceManagement.
3. ToprovideSkillsandabilitiestoidentifypotential employeesand evaluatecompetences.

LearningOutcomes:

1. TransformHumanbeingsintoHumanResources
2. BuildGlobalLevelHRManagers
3. CreateAgile WorkforceforattainingInnovationinbusinessorganizations.

Unit-I:HRMEvolution.

Functions of HRM. Typology, system & matrix of HR. HRM models. Aligning HR strategywith corporate strategy, HRIS, e-HRM, HRMS, Strategic HR metrics & Interactive HRDashboards. Humane Values & Competency Framework for innovative HR. Measure ofHuman Assets Potential. Human Capability Management. Survival Capacity Building forPandemics &DisruptiveTechnologies.

Unit-II:HRPlanning&Design.

Traditional,Functional&StrategicJobanalysis,Positionanalysisquestionnaire,JobDesign&Redesign.Jobevaluation:CompetencyModelling,Cognitivetaskanalysis.PerformanceAppraisal,HRPlanning:Strategic Designing of Hybrid, Blended, Virtual & Gig workforces. Recruitment: Virtual VsReal.SelectionProcess:PsychometricsinAptitude&Psychologicaltesting.Global HRM, SustainableHRM,StrategicHRM&AgileHRM.

Unit-III:HRTraining &Development

Trainingneedsanalysis.Off-the-job training:Vestibule,Simulation,Casestudy,Designthinking, Behaviour Modelling, Business Games, Adventure and Action Learning.On-the-job training: Job instruction, Job rotation, Apprenticeship, Demonstration, Psychodrama &Role Play. HRD. HR Accounting: Lev and Schwartz, Flamholtz and Hermanson's Models.HR Audit: Philips RoI model. Career planning model. Employee Development & Transition.MDP.

K. N. Nagarajulu

Geetha

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Unit-IV:EffectiveHRSystems and EmergingHRTrends.

LearningOrganization,QWL,StandingOrders,StrategicRewards& Compensation Management,EmployerBranding,EmployeeValueProposition.Grievanceredressal,StressManagement,PsychologicalContract: Employee Engagement, Involvement & Loyalty. Workforce Diversity, Inclusivity & Equity. HR analytics, Empowering skills by EmotionalIntelligence, Work life conflicts & integration.HRScorecard.

SuggestedBooks:

1. DavidLepak,MaryGower,HumanResourceManagement,Pearson.
2. PaulBanfield,RebeccaKay,HumanResourceManagement,Oxford.
3. Decenzo,HumanResourceManagement,Wiley.
4. Wayne&Caseia,RanjeetNambudri, "ManagingHumanResource,TMH.
5. GomezMejiaet.al, Managing HumanResource,PHI.

K. Naggludte//.

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