



NARAYANA ENGINEERING COLLEGE::NELLORE



AUTONOMOUS

M.B.A

Course Structures

(2020-21 academic year)

(NECR M.B.A 20)

(w.e.f AY: 2020-21)



NARAYANA
ENGINEERING COLLEGE



NARAYANA ENGINEERING COLLEGE::NELLORE



AUTONOMOUS

VISION

- To be one of the nation's premier Institutions for Technical and Management Education and a key contributor for Technological and Socio-economic Development of the Nation.

MISSION

- To produce technically competent Engineers and Managers by maintaining high academic standards, world class infrastructure and core instructions.
- To enhance innovative skills and multi disciplinary approach of students through well experienced faculty and industry interactions.
- To inculcate global perspective and attitude of students to face real world challenges by developing leadership qualities, lifelong learning abilities and ethical values.

DEPARTMENT OF MBA
COURSE STRUCTURE for MBA w.e.f AY: 2020-21
SEMESTER - 1

Course code	Category	Course Title	Contact Periods per week				Credits	Scheme of Examination Max.Marks		
			L	T	P	Total		Internal Marks	External Marks	Total Marks
20MB101	CC	Management and Organizational Behaviour	3	0	0	3	3	40	60	100
20MB102	CC	Managerial Economics	3	0	0	3	3	40	60	100
20MB103	CC	Legal & Business environment	3	0	0	3	3	40	60	100
20MB104	CC	Financial Accounting for Managers	3	1	0	4	4	40	60	100
20MB105	CC	Business Statistics	3	1	0	4	4	40	60	100
20MB106	CC	Information Technology for managers	2	0	0	2	2	40	60	100
20MB107	CC	Business Communication	2	0	0	2	2	40	60	100
20MB108	CC	IT Lab	0	0	3	3	1.5	40	60	100
20MB109	CC	Communication Lab	0	0	2	2	1	40	60	100
20MB110	CC	Case analysis - I	0	0	2	2	1	40	60	100
20MB111	EEC	Career Competency Development - I	0	0	2	2	1	40	60	100
		Activity Point Programme	During the Semester				25 points			
		Total	19	2	9	30	25.5	440	660	1100



SEMESTER-II

Course code	Category	Course Title	Contact Periods per week				Credits	Scheme of Examination Max. Marks			
			L	T	P	Total		Internal Marks	External Marks	Total Marks	
20MB201	CC	Research Methodology for Business	3	0	0	3	3	40	60	100	
20MB202	CC	Human Resources Management	3	0	0	3	3	40	60	100	
20MB203	CC	Corporate finance	3	1	0	4	4	40	60	100	
20MB204	CC	Marketing Management	3	0	0	3	3	40	60	100	
20MB205	CC	Production & Operations Management	3	0	0	3	3	40	60	100	
20MB206	CC	Operations research	3	1	0	4	4	40	60	100	
20MB207	CC	Management Information System	2	0	0	2	2	40	60	100	
20MB208	CC	Business Analytics lab	0	0	3	3	1.5	40	60	100	
20MB209	CC	Case analysis - II	0	0	2	2	1	40	60	100	
20MB210	EEC	Career Competency Development – II	0	0	2	2	1	40	60	100	
20MB211	EEC	Business news analysis	0	0	1	1	0.5	50	-	50	
20MB212	EEC	Value added course/certificate course – I	0	0	0	0	1	40	60	100	
		Activity Point Programme	During the Semester				25points				
		Total	20	2	8	30	27	490	660	1150	



SEMESTER-III

Course code	Category	Course Title	Contact Periods per week				Credits	Scheme of Examination Max. Marks		
			L	T	P	Total		Internal Marks	External Marks	Total Marks
20MB301	CC	Entrepreneurship Development	3	0	0	3	3	40	60	100
20MB302	CC	Business ethics and corporate governance	3	0	0	3	3	40	60	100
20MB303	PR	Internship	0	0	0	0	2	100	-	100
-	EC	ELECTIVE-I	3	0	0	3	3	40	60	100
-	EC	ELECTIVE-II	3	0	0	3	3	40	60	100
-	EC	ELECTIVE-III	3	0	0	3	3	40	60	100
-	EC	ELECTIVE-IV	3	0	0	3	3	40	60	100
20MB304	CC	Case analysis - III	0	0	2	2	1	40	60	100
20MB305	EEC	Career Competency Development – III	0	0	2	2	1	40	60	100
20MB306	EEC	PMCI analysis	0	0	1	1	0.5	50	-	50
20MB307	EEC	Value added course/certificate course – II	0	0	0	0	1	40	60	100
		Activity Point Programme	During the Semester				25 points			
		Total	18	0	5	23	23.5	510	540	1050



SEMESTER-IV

Course code	Category	Course Title	Contact Periods per week				Credits	Scheme of Examination Max. Marks		
			L	T	P	Total		Internal Marks	External Marks	Total Marks
20MB401	CC	Strategic Management	3	0	0	3	3	40	60	100
20MB402	CC	International Business Management	3	0	0	3	3	40	60	100
-	EC	ELECTIVE-V	3	0	0	3	3	40	60	100
-	EC	ELECTIVE-VI	3	0	0	3	3	40	60	100
-	EC	ELECTIVE-VII	3	0	0	3	3	40	60	100
-	EC	ELECTIVE-VIII	3	0	0	3	3	40	60	100
20MB403	CC	Case analysis – IV	0	0	2	2	1	40	60	100
20MB404	PR	Project Work	0	0	12	12	6	60	140	200
20MB405	EEC	Career Competency Development – IV	0	0	2	2	1	40	60	100
		Activity Point Programme	During the Semester				25 points			
		Total	18	0	16	34	26	380	620	1000



CORE COURSES

S.NO	Course Code	Category	Course Name	Semester	Credits
1	20MB101	CC	Management and Organisational Behaviour	I	3
2	20MB102	CC	Managerial Economics	I	3
3	20MB103	CC	Legal and Business environment	I	3
4	20MB104	CC	Financial Accounting for Managers	I	4
5	20MB105	CC	Business Statistics	I	4
6	20MB106	CC	Information Technology for managers	I	2
7	20MB107	CC	Business Communication	I	2
8	20MB108	CC	IT Lab	I	1.5
9	20MB109	CC	Communication lab	I	1
10	20MB110	CC	Case analysis– I	I	1
11	20MB201	CC	Research Methodology for Business	II	3
12	20MB202	CC	Human Resources Management	II	3
13	20MB203	CC	Corporate finance	II	4
14	20MB204	CC	Marketing Management	II	3
15	20MB205	CC	Production & Operations Management	II	3
16	20MB206	CC	Operations research	II	4
17	20MB207	CC	Management Information System	II	2
18	20MB208	CC	Business Analytics lab	II	1.5
19	20MB209	CC	Case analysis– II	II	1
20	20MB301	CC	Entrepreneurship development	III	3
21	20MB302	CC	Business ethics and corporate governance	III	3
22	20MB304	CC	Case analysis– III	III	1
23	20MB401	CC	Strategic Management	IV	3
24	20MB402	CC	International Business Management	IV	3
25	20MB403	CC	Case analysis – IV	IV	1
Total Credits					63



ELECTIVES - II YEAR III SEMESTER AND IV SEMESTER

MARKETING

Course Code	Category	Course Name	Semester	Credits
20MB308	EC	Consumer behavior	III	3
20MB309	EC	Sales and Distribution management	III	3
20MB310	EC	Product & Brand Management	III	3
20MB311	EC	Rural marketing	III	3
20MB406	EC	Banking and Insurance marketing	IV	3
20MB407	EC	International marketing	IV	3
20MB408	EC	Services marketing	IV	3
20MB409	EC	Retail management	IV	3

FINANCE

Course Code	Category	Course Name	Semester	Credits
20MB312	EC	Indian financial system	III	3
20MB 313	EC	Security analysis & Portfolio management	III	3
20MB 314	EC	Mergers, Acquisitions and Corporate restructuring	III	3
20MB 315	EC	Strategic management accounting	III	3
20MB 410	EC	Auditing & Taxation	IV	3
20MB 411	EC	International financial management	IV	3
20MB 412	EC	Financial derivatives	IV	3
20MB 413	EC	Risk management	IV	3

HUMAN RESOURCE MANAGEMENT

Course Code	Category	Course Name	Semester	Credits
20MB316	EC	Management of industrial relations	III	3
20MB317	EC	Performance and Reward management	III	3
20MB318	EC	Employee Welfare & Legislation	III	3
20MB319	EC	Human resource planning	III	3
20MB414	EC	Leadership & Change management	IV	3
20MB415	EC	International human Resource management	IV	3
20MB416	EC	Knowledge management	IV	3
20MB417	EC	Human resource development	IV	3



SYSTEMS MANAGEMENT

Course Code	Category	Course Name	Semester	Credits
20MB320	EC	Data Base Management Systems	III	3
20MB321	EC	Expert Systems and Artificial Intelligence	III	3
20MB322	EC	Decision Support Systems	III	3
20MB323	EC	E.Business	III	3
20MB418	EC	Enterprise Resource Planning	IV	3
20MB419	EC	Internet of things	IV	3
20MB420	EC	Mobile Commerce	IV	3
20MB421	EC	Digital marketing	IV	3

PROJECT /FILED WORK

Course Code	Category	Course Name	Semester	Credits
20MB303	PR	Internship	III	2
20MB404	PR	Project	IV	6

EMPLOYABILITY ENHANCEMENT COURSES (EEC)

SEMESTER	SUBJECT	CREDI DS
I Sem	Career Competency Development - I	01
		1
II Sem	Career Competency Development - II	01
	Business News Analysis	0.5
	Value added course/Certificate course I	01
		2.5
III Sem	Career Competency Development – III	01
	PMCI analysis	0.5
	Value added course/Certificate course II	01
		2.5
IV Sem	Career Competency Development - IV	01
		1
	TOTAL	07



S.NO	Category	Credits per semester				Credits
		SEM I	SEM II	SEM III	SEM IV	
1	CC	24.5	24.5	07	07	63
2	SE	00	00	12	12	24
3	PR	00	00	02	06	08
4	EEC	01	2.5	2.5	01	07
	Total	25.5	27	23.5	26	102

I SEMESTER

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB101	MANAGEMENT & ORGANIZATIONAL BEHAVIOUR						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
I	3	0	0	48	3	40	60	100

Pre-requisite: Basic knowledge of general Management

Course Objectives:

1. To enable the students to understand the functions and principles of management.
2. To help the students to understand the planning process.
3. To study the system and process of effective controlling in the organization.
4. To help the students to develop cognizance of the importance of organisation behaviour.
5. To enable students to understand the leadership and motivation.
6. To provide the knowledge on the importance of change management..

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1	Understand the managerial functions and have same basic knowledge on international aspect of management. (L2)
CO 2	Understand the planning process in the organization. (L2)
CO 3	Define the organizing and controlling tools to be followed in the organization.(L1)
CO 4	Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization (L2)
CO 5	Demonstrate the ability to directing ,leadership and communicate effectively (L2)
CO 6	Understand the planning and management of mega events successfully. (L2)

CO-PO Mapping

CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1		2		1		3	1	2
CO2		1	1	2		2	1	1
CO3		1		3	2	2	2	1
CO4	1	3		1		2	2	2
CO5		2	1	3		1	1	2
CO6		2		1		3	1	1

1: Low, 2-Medium, 3- High

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO MANAGEMENT	8 Hrs
Nature and Scope, Functions of management- Principles of Management - Roles of a manager. Evolution of Management thought: Theories of Management- Pre-Scientific theory, Classical theory - Scientific, Administrative, Behavioural- Neo-classical theory, Systems and Contingency theory		
At the end of the Module 1, students will be able to: <ul style="list-style-type: none"> 1. List various functions of Management.(L1) 2. List various theories to be followed in Management.(L1) 3. Understand various principles involved in management.(L2) 4. Understand the manager role in organization (L2) 5. Recall the concept of management (L1) 		
MODULE -2	PLANNING AND DECISION MAKING	8 Hrs
Meaning, objectives, Nature and principles of planning - The Planning Process- Decision making: definition, concept, role, significance- steps in decision making process-decision tree analysis – MBO-Need, features of MBO and steps in MBO.		
At the end of the Module 2, students will be able to: <ul style="list-style-type: none"> 1. Recall about the importance of planning.(L1) 2. understand the implementation of planning in the organization.(L2) 3. Interpret the various tools used in planning.(L2) 4. Understand the importance of Management by objectives (L2) 5. List out the principles involved in co ordination (L4) 		
MODULE-3	ORGANIZING AND CONTROLLING	8 Hrs
Meaning, Principles of organizing, Organizational structure, Types of organizational structures, organizational design, relation between authority, power and influence; staffing and directing – controlling –meaning and features, control process, controlling for organizational performance, types of controls		
At the end of the Module 3, students will be able to: <ul style="list-style-type: none"> 1. Understand about the importance of organizing and its principles.(L2) 2. Evaluate the controlling system adopted by the organization. (L5) 3. understand about the power, authority & responsibility and their importance in organization.(L2) 4. Understand the dimensions of the organizing-controlling framework. .(L2) 5. Explain the basic control process and monitoring points (L2) 		
MODULE-4	ORGANIZATIONAL BEHAVIOR	8 Hrs
Nature and scope of organisational behaviour – Individual perspective – Perception and process- Values, Attitudes- Learning and learning theories– Personality, types and models – Johari window – Transitional analysis-Approach to Organizational behavior - models of organizational behavior - Organizational culture and development		

At the end of the Module 4, students will be able to:

1. Identify to know the concept of organizational Behaviour. (L3)
2. classify various types of personality traits in the organization.(L2)
3. Discuss the culture & development of organization to be followed.(L6)
4. Analyze and compare different models used to explain individual behaviour related to motivation and rewards (L4)
5. Demonstrate contemporary issues and topics in organizational behavior (L2)

MODULE-5	LEADERSHIP & MOTIVATION	8 Hrs
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Definition and meaning of leadership, Leadership styles - Leadership theories - Power and Politics-Motivation-objectives, process, theories of motivation -Communication – meaning, Objectives, Communication Process, Organizational Communication, Barriers to Communication.

At the end of the Module 5, students will be able to:

1. Evaluate about leadership & its styles.(L5)
2. Understand the concept of motivation and its importance.(L2)
3. Identify the motivational theories.(L3)
4. Understand the concept of Communication (L2)
- 5.Understand the Barriers to Communication. (L2)

MODULE-6	MEGA EVENTS - PLANNING, MANAGING AND EFFECTIVE IMPLEMENTATION	8 Hrs
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Introduction, Objectives, Planning - Venues ,Transport, Accommodation, Miscellaneous Service, Guest Requirements, Residents versus Delegates - Managing - On-Site Management, Administration On-site Registrations, Providing services at meetings, Spot Management, - Implementation, Event Objectives, Top Management Support, Project/Schedule Plan,Client Consultation, Personnel (Recruitment, selection, and training)Technical Tasks , Client Acceptance, Monitoring and Feedback, Communication , Obstacles to effective strategy implementation

At the end of the Module 6, students will be able to:

1. Understand the concept of Mega events.(L2)
2. Understand various steps to conduct the events .(L2)
3. Apply the management skills. (L3)
4. Define client acceptance (L1)
1. Explain the implementation and evaluation of the event. (L2))

Total hours:		48 Hrs
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Content beyond syllabus:
 Counter productive work behavior.
 Stress management.

Self-Study:
 Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Introduction to	CO1	https://youtu.be/nz0uEZbnrzs

	Management		
2	Planning	CO2	https://youtu.be/Dw5GFTj176w
3	Organizing & Controlling	CO3	https://youtu.be/TQJ0u8uRaOU
4	Organizational Behaviour	CO4	https://youtu.be/-sLHfYnxh8s?list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb
5	Leadership	CO5	https://youtu.be/-ktIjqpHG8k
6	Change Management	CO6	https://youtu.be/iQyTA94kEx0

Text Book(s):

1. L. M. Prasad, Principles and Practices of Management, Revised Edition, Sulthan Chand Publshings.
2. K. Aswathappa: "Organizational Behavior-Text, Cases and Games", Himalaya Publishing House, New Delhi, 2008,
3. Stephen P. Robbins, Timothy: "Organizational Behavior", Pearson 14th Edition, 2012.

Reference Book(s):

1. Subba Rao.P, "Management and organization behavior", TMH, 2/e, 2010.
2. Dr.P.Subba Rao and Prof. N.Sambasiva Rao:"Management and Organizational Behaviour - (Text and Cases)", Himalaya Publishing House, Mumbai
3. Meenakshi Gupta: "Principles of Management", PHI Private Limited, New Delhi, 2009.
4. Gupta R S, Sharma B D Bhalla N S: "Principles and Practice of Management", Kalyani Publications, Hyderabad, 2008.
5. Udai Pareek, Sushma Khanna, Organizational Behavior, 3e, Oxford Publishing .

Web Resources / Online Resources:

1. <https://youtu.be/9daoqvyAob0>
2. <https://youtu.be/WaxhwCvMo8k>
3. <https://youtu.be/-fOBB4vD0QU?list=PL0AHbWqWPns7kadfsZA5rfKwTeTHRqaLX>
4. <https://youtu.be/Zi4SvpAFRmY>
5. <https://youtu.be/JgpXhk9FIZY>
6. <http://hdl.handle.net/10603/72623>
7. <http://hdl.handle.net/10603/27189>
8. <http://hdl.handle.net/10603/282889>

NARAYANA ENGINEERING COLLEGE:NELLORE

20MB102	MANAGERIAL ECONOMICS						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
I	3	0	0	48	3	40	60	100

Pre-requisite: Economics and Management

Course Objectives:

1. To enable the Students to understand and apply the basic Economic concepts,
2. To calculate the Demand and Supply functions in Decision- making.
3. To understand various Production functions.
4. To Analyse the Cost functions and chooses the optimal combination of Input factors.
5. To understand Price Output determination under different Market situations
6. To understand the macro economics conditions and its impact on organisation and society

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1	Apply the basic Concepts and Economic principles in Decision-making.(L3)
CO 2	Understand significance of Demand Elasticity (L2)
CO 3	Select the Least Cost combination of inputs through Production Function.(L5)
CO 4	Compare different Cost concepts and predict Breakeven point (L4)
CO 5	Apply Pricing decisions across Industries characterized by Market Structure(L3)
CO 6	Analyze the Macro Economic Environment of the organization.(L4)

CO-PO Mapping

CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1		3	2	1			1	2
CO2		2		2			1	1
CO3		3	3				2	1
CO4	2	3		2			2	2
CO5	2	3	3	3			1	2
CO6		3	3	3			1	1

1: Low, 2-Medium, 3- High

COURSE CONTENT		
MODULE - 1	INTRODUCTION TO MANAGERIAL ECONOMICS	8 Hrs
Introduction Nature and Scope of Managerial Economics, Definition, Relation with other Disciplines, Objectives of Firm - Profit Maximization Theory, Profit Maximization by Total Revenue and Total Cost Approach, Baumol's Sales Maximization.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Define the concept of economics.(L1) 2. Relate the managerial economics with other disciplines..(L2) 3. Understand the concept of objectives of firm .(L2) 4. Understand the concept of profit maximisation. .(L2) 5. Compare the concepts of sales and profit maximisation.(L4) 		
MODULE -2	THEORY OF DEMAND	8 Hrs
Theory of Demand, Demand Function, Law of Demand, Elasticity of Demand, Types and Significance of Elasticity of Demand, Demand Estimation – Market Research Approaches, Need for Forecasting and Forecasting Techniques, Supply Function, Law of Supply, Elasticity of Supply		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the significance of elasticity of demand..(L2) 2. Illustrate the types of elasticity .(L2) 3. Applying the forecasting techniques.(L3) 4. Understanding the concept of supply.(L2) 5. Compare the concepts of demand and supply.(L4) 		
MODULE-3	THEORY OF PRODUCTION	8 Hrs
Production Function- Law of Variable Proportions, Isoquants, Returns to Scale, Cobb Douglas Production Function, MRTS, Iso-Costs, Optimal Combination of input factors, Economies and Diseconomies of Scale.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the concept of production function.(L2) 2. Explain the Cobb-Douglas production function.(L2) 3. Analyze the concepts of Iso quant and Iso cost(L4) 4. Estimate the optimal combination of inputs.(L5) 5. Understand the concept economies of scale.(L2) 		
MODULE-4	COST THEORY	8 Hrs
Concepts of Costs, Determinants of Cost functions, Cost- Output Relationship in the Short and Long run, Estimation of Cost Function- Breakeven Analysis.(problems)		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Define the concept of cost.(L1) 2. Explain the determinants of cost.(L2) 3. Understand the cost-output relationship.(L2) 4. Explain the concept of break even analysis .(L2) 5. Find the Break Even Point .(L1) 		
MODULE-5	INTRODUCTION TO MARKET STRUCTURES	8 Hrs

Types of Market Structure – Price-Output Determination in Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly in short and long run. Pricing Methods in Practice: Price discrimination, Product Line Pricing, Skimming Pricing, Penetrating Pricing, Loss Leader Pricing, Pricing of Multiple Products, Peak load Pricing, Pricing of Innovative Products.

At the end of the Module 5, students will be able to:

1. Explain the concept of markets.(L2)
2. Explain the concept of price discrimination.(L2)
3. Understand the concepts of price and non price mechanism .(L2)
4. Analyze the pricing mechanism.(L4)
5. Adapt the price methodology(L6)

MODULE-6	MACROECONOMIC CONCEPTS	8 Hrs
Macroeconomic concepts: National Income, Measurement of National Income, Uses of National Income Statistics; Business Cycles, Stages of business cycles; Inflation, Types of Inflation, Impact of inflation, Measures to overcome Inflation.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Define the concept of national income.(L1) 2. Explain the methods to measure the national income .(L2) 3. Analyze the business cycles.(L4) 4. Interpret business cycle phases and their impact on economy .(L2) 5. Understand the concept of inflation.(L2) 		
Total hours:		48 Hrs

Content beyond the syllabus:

Measures to control business cycles.

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Introduction to Managerial economics	CO1	https://nptel.ac.in/courses/110/101/110101005/
2	Theory of demand & supply	CO2	https://nptel.ac.in/courses/110/101/110101005/
3	Theory of production	CO3	https://nptel.ac.in/courses/110/101/110101005/
4	Theory of cost	CO4	https://nptel.ac.in/courses/110/101/110101005/
5	Market structures	CO5	https://nptel.ac.in/courses/110/101/110101005/
6	Macro economic concepts	CO6	https://nptel.ac.in/courses/109/104/109104073/

Text Book(s):

1. H.L.Ahuja, Managerial Economics, McGraw Hill, 2008.
2. Paul G.Keat, Philip K.Y.Young and Sreejata Banerjee, Managerial Economics, Pearson

education, 2009.

3. P.L. Mehta, Managerial Economics, S.Chand& Sons, New Delhi, 2007.

4. D.N. Dwivedi ,Managerial Economics, Vikas Publications, New Delhi-2007.

5. G.S.Gupta, Macro Economics – Theory and Applications, The McGraw – Hill Companies, 2008

Reference Book(s):

1. R.L.Varshney and K.L.Maheswari, “Managerial Economics”, 22nd Edition, Sultan Chand and Sons, New Delhi, 2014

Web resources /Online Resources:

1. <https://www.youtube.com/watch?v=vLPpF0hunwc>
2. <https://durhamtech.libguides.com/macroeconomics/web>
3. <https://www.khanacademy.org/economics-finance-domain/macroeconomics>
4. <https://www.chirueconomy.net/>
5. https://www.tutorialspoint.com/managerial_economics/managerial_economics_overview.htm
6. <https://www.managementstudyguide.com/managerial-economics.htm>

NARAYANA ENGINEERING COLLEGE:NELLORE

20MB103	LEGAL & BUSINESS ENVIRONMENT						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
I	3	0	0	48	3	40	60	100

Pre-requisite: Business Law

Course Objectives:

1. To provide the knowledge of the legal environment in which a consumer and businesses operates and to provide the knowledge of legal principles.
2. To identify the fundamental legal principles behind contractual agreement.
3. Understand the structure of different forms of business organizations and their responsibilities as an employer.
4. To understand the industrial policy 1991 with liberalisation, privatisation and globalisation.
5. To provide the knowledge about trading policies.
6. To understand the economic system with financial markets.

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1	Understand the fundamental legal principles in developing various contracts and commercial laws in the business world (L2)
CO 2	Identify the common forms of business associations and elements of companies Act,1956.(L3)
CO 3	Understand the role of consumer rights and cyber laws in the modern business environment (L2)
CO 4	Understand the concept of the various constituents of environment and their impact on businesses. (L2)
CO 5	Apply the trade theories, investment theories, exchange rate theories and regional trading bloc theories and their impact on economic welfare. (L3)
CO 6	Understand the economic system and GST (L2)

CO-PO Mapping

CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	2			3			1	2
CO2	2			3			2	2
CO3	2	1	1	3			2	1
CO4	3		3	3	2		1	2
CO5	2	3	3	3	2		2	1
CO6	1		2	3			2	2

1: Low, 2-Medium, 3- High

COURSE CONTENT

MODULE – 1	LAW AND CONTRACT ACT,1872 CONTRACT OF AGENCY	8 Hrs
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Definition -Need-classification and sources of Business Law- the Indian contract act 1872 - definition - essential elements and types of a contract -Formation of a contract- performance of contracts- breach of contract and its remedies - Quasi contracts - Nature of agency- Creation and types of agents- Authority and liability of Agent and principal		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the need of Business law (L2). 2. Explain the contract act (L2) 3. Apply the rules of entering into contract (L3) 4. Recall about the types of agents (L1) 5. Understand the liabilities to the agent (L2) 		
MODULE -2	COMPANIES ACT, 1956 & 2013	8 Hrs
Kinds of Companies-Formulation of Companies-Incorporation- Company Documents. Company Management- Directors- Company meetings- Resolutions- Auditors- Modes of Winding-up of a company.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Compare between companies act 1956 and 2013 (L2) 2. Apply the rules in started a company (L3) 3. Understand the formulation of companies. (L2) 4. Explain the role of auditor in company (L2) 5. Outline the procedure for winding up (L2) 		
MODULE-3	CONSUMER PROTECTION ACT,1986 &INFORMATION TECHNOLOGY ACT, 2000	8 Hrs
Consumer rights- Procedures for Consumer grievances redressal- Types of consumer Redressal Machineries and Forums Cyber crimes - IT Act 2000 and 2002 - Cyber Laws-Introduction of IPR- Legal Aspects of Patents- Copy rights- Trademarks- Patent Act - Introduction- Right to Information Act- 2005		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1.Recall the basic legal aspects in society (L1) 2.Understand the consumer protection act (L2) 3.Apply the rules in filing for intellectual property rights (L3) 4.Interpret the importance of IT act 2000 (L5) 5.Classify the intangible assets (L2) 		
MODULE-4	BUSINESS ENVIRONMENT INDUSTRIAL POLICY OF 1991	8 Hrs
Meaning- Importance- Components of Business Environment- Recent Political- Economical and Financial Environment – different forms of business organisations - Liberalization- Privatization and Globalization.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1.Remember the business environment (L1) 2.Explain Various types of trade policy (L2) 3.Understand the types of environments (L2) 4.Understand the LPG (L2) 5.Understand the different forms of business organizations (L2) 		
MODULE-5	MONETARY, FISCAL AND TRADE POLICY	8 Hrs
Monetary & Fiscal Policy –,EXIM Policy- Role of EXIM Bank – balance of payments -Role and functions of WTO in promoting world trade –TRIPS- TRIMS and GATS - Dumping and Anti-dumping measures.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1.Understand the trade policies (L2) 2.Explain about WTO (L2) 		

3.Understand the balance of payments (L2)		
4.Analyze TRIPS – TRIMS & GATS (L4)		
5.Recall dumping measures (L1)		
MODULE-6	ECONOMIC SYSTEMS & GST ACT 2017	8 Hrs
Economic systems and their impact on business – Capital Market – Money Market – Investor Protection and role of SEBI –Stock Exchange and its regulation - GST An introduction including constitutional aspects- Levy and collection of CGST & IGST- Basic concept of time and value of supply- Input tax credit- Computation of - Liability, Registration- Tax Invoice- Credit & Debit Notes- Electronic Way bill- Returns- Reverse Charge.		
At the end of the Module 6, students will be able to:		
1. Understand the economic system in India (L2)		
2. Apply the rules in GST Evaluation (L3)		
3. Understand the types of GST in India (L2)		
4. Compare recent tax policies in our country (L2)		
5. Examine the GST bills (L4)		
		Total hours: 48 Hrs

Content beyond syllabus:
The impact of globalisation on MSMEs in India.
legal risk & GST changes

Self-Study:

Contents to promote self-Learning:

SNO	Topic	CO	Reference
1	business law	CO1	https://youtu.be/oqcAeqwa8C8
2	Company law and competition act	CO2	https://www.youtube.com/playlist?list=PLppTnglmxk1_86x3m3h-wh1mrpkb2-w-Z
3	Consumer protection act and introduction of cyber laws	CO3	https://youtu.be/IPKC4lS4uyo https://youtu.be/1vQhSm5_UqY
4	Business environment	CO4	https://youtu.be/LUEB5hcM9yg
5	Economic system	CO5	https://youtu.be/l8p8PxYbqQ8
6	Corporate tax & GST	CO6	https://youtu.be/76UUB7Vv8s8

Text Book(s):

1. Ravinder Kumar– Legal Aspect of Business.– Cengage Learning, 4 th Edition-2016.
2. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill, 6th Edition 2018.
3. Daniel Albuquerque, Legal Aspect of Business, Oxford,2 nd edition, 2017
4. Shaikh & Saleem, “Business Environment”, Pearson Education.
5. Francis Cherunilam, “Business Environment, Text and Cases”, Himalaya Publishing House.
6. V. Neelamegam, “Business Envirnoment”, Vrinda Publications.

Reference Book(s):

1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2017
2. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 15th edition 2017.
3. Sinha P.K, Dr. Vinod Singhania, Text Book of Indirect Tax, Taxman Publication, New Delhi
4. Taxmann, GST Manual with GST Law Guide & Digest of Landmark Rulings, 11th Edition, 2019

Web resources /Online Resources:

1. <https://www.y.com/watch?v=TdIsk4vc9Hsoutube>
2. <https://www.youtube.com/watch?v=Zwh3gHcuiB4>
3. <https://www.youtube.com/watch?v=IpZ04gs6HI8>
4. <https://www.youtube.com/watch?v=vlk40C91HqQ>
5. <https://www.youtube.com/watch?v=pNUmDHASbUY>
6. <http://hdl.handle.net/10603/217903>
7. <http://hdl.handle.net/10603/103143>
8. <http://hdl.handle.net/10603/70715>
9. <https://doi.org/10.1080/0958493032000123344>

NARAYANA ENGINEERING COLLEGE:NELLORE

20MB104	FINANCIAL ACCOUNTING FOR MANAGERS						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
I	3	1	0	64	4	40	60	100

Pre-requisite: Financial accounting and Management accounting of B.com and BBA level

Course Objectives:

1. To provide the basic knowledge of book keeping and accounting.
2. To understand the process of accounting
3. To know the statutory requirements to prepare the financial statements
4. To understand Depreciation of assets and inventory valuation
5. To appreciate the use of financial information for decision making
6. To understand the funds flow and cash flow statements.

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1	Understand the conceptual knowledge of basics of accounting.(L2)
CO 2	Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.(L3)
CO 3	Understand the mechanisms involved in the preparation of final accounts.(L2)
CO 4	Determine the useful life and value of the depreciable asset, value of inventory and good will .(L5)
CO 5	Understand how to make the decisions by analyzing the financial statements.(L2)
CO 6	Identify the variations between funds flow statement and cash flow statement.(L3)

CO-PO Mapping

CO	PO						PSO	
	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO 2
CO1	1	3		3				1
CO2		3		3			2	1
CO3		3		3			2	3
CO4	1	3		2			2	2
CO5		3		3	2		2	3
CO6				2			2	2

1: Low, 2-Medium, 3- High

COURSE CONTENT		
MODULE – 1	FINANCIAL ACCOUNTING – AN INTRODUCTION	8 hrs (L-6hrs T-2hr)
<p>Book keeping, Accounting- Nature-Objectives-scope & Importance of accounting-book keeping Vs Accounting - Accounting principles - Accounting concepts - Accounting conventions - single entry and double entry system - classification of accounts – rules of debit & credit - Users of accounting statements.</p>		
<p>At the end of the Module 1, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the nature and scope of accounting. (L2) 2. Evaluate the accounting principles and their application in the business. . (L5) 3. Identify the process of single entry and double entry system in the maintaining of accounting Books (L3) 4. Explain the types of accounts and their rules while preparing the journal. (L2) 5. Identify the users of accounting statements. (L3) 		
MODULE -2	ACCOUNTING PROCESS	12hrs(L-9hrs, T-3hrs)
<p>Books of Original Record – Journal - meaning – objectives-steps in journalizing process - problems -a Subsidiary books – types – purchase book – sales book – purchase returns book - sales returns book – problems - ledger - meaning – objectives – steps in ledger process- problems.</p>		
<p>At the end of the Module 2, students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the journal process. (L2) 2. Identify the subsidiary books. (L3) 3. Understand the ledger posting. (L2) 4. Understand the importance of subsidiary books in large scale organizations. (L2) 5. Identify the differences between journal and ledtger. (L3) 		
MODULE-3	TRIAL BALANCE AND FINAL ACCOUNTS	14hrs(L-11hrs,T-3hrs)
<p>Trial balance - Meaning - Objectives of Trial balance- methods of Trial balance - problems – final accounts - Trading accounts- problems - Profit & loss account problems- Balance sheets with adjustments – problems.</p>		
<p>At the end of the Module 3, students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the arithmetical accuracy with the preparation of trial balance. (L3) 2. Understand the importance of trial balance in the preparation of final accounts. (L2) 3. Understand the nature of revenue and capital transactions. (L2) 4. Identify the profitability position the business concern with the preparation of profit & loss account. (L3) 5. Identify the financial position of the business concern with the preparation of balance sheet (L3). 6. Compare the differences between the trading account and profit & loss account. (L2) 		
MODULE-4	VALUATION OF ASSETS	10hrs (L-7hrs,T-3hrs)
<p>Depreciation Concept - methods of depreciation - Problems on straight line & written down value (WDV) methods - Inventory valuation - Concept of Inventory - inventory methods - Problems on LIFO, FIFO & weighted average methods - Valuation of Goodwill - Methods of valuation of Goodwill-simple problems.</p>		
<p>At the end of the Module 4, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the nature and causes of depreciation. (L2) 2. Identify the importance of depreciation calculation on fixed assets. (L3) 3. Understand the calculation of assets value with different methods of depreciation. (L2) 4. Explain the inventory valuation methods. (L2) 5. Understand the importance of good will calculation. (L2) 		

MODULE-5	FINANCIAL STATEMENTS ANALYSIS - I	10hrs (L-8hrs,T-2hrs)
Financial statements analysis - comparative and common size statements - Ratio analysis- Introduction, classification of Ratios – profitability ratios - liquidity ratios - turnover ratios and solvency ratios – problems - Du-Pont analysis - Advantages of Ratio Analysis - Limitation of Ratio analysis.		
At the end of the Module 5 students will be able to:		
<ol style="list-style-type: none"> 1. Understand the analysis of financial statements. (L2) 2. Identify the importance of ratio analysis. (L3) 3. Apply the profitability ratios to understand the profitability position of the organizations (L3) 4. Apply the liquidity ratios to understand the liquidity position of the organizations(L3) 5. Explain the turnover and solvency position of organization by applying turnover ratios and solvency ratios. (L2) 		
MODULE-6	FINANCIAL STATEMENTS ANALYSIS - II	10hrs (L-7hrs,T-3hrs)
Funds flow analysis – Definition - Meaning and Objectives of funds flow statement, steps in preparation of funds flow statement-Schedule of Changes in Working Capital- profit&loss adjustment account- Cash Flow Analysis – Definition - Meaning and objectives of Cash Flow Statement -steps in Preparation of Cash Flow Statement- Cash Flow Statement under Direct and indirect Methods - Differences between Cash Flow statement and Funds Flow statements,		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the flow of funds in the organization (L2) 2. Understand the need of profit & loss adjustment account.. (L2) 3. Analyze the statement of changes in the working capital. (L4) 4. Identify the differences between change in current and fixed assets like increase and decrease.. (L3) 5. Understand the cash inflows and cash out flows in the organization. (L2) 		
Total hours:		64 Hrs

Content beyond syllabus:

1. International accounting system
2. Importance of computerized accounting systems.

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Accounting principles	CO1	https://nptel.ac.in/content/storage2/courses/110101004/downloads/Lecture%20Notes/module4/lec1.pdf
2	Journal and ledger	CO2	https://www.youtube.com/watch?v=OROSNfygmjc
3	Final accounts	CO3	https://nptel.ac.in/courses/110/101/110101131/
4	Depreciation	CO4	https://nptel.ac.in/content/storage2/courses/110101004/downloads/Lecture%20Notes/module5/lec1.pdf
5	Ratio analysis	CO5	https://freevideolectures.com/course/3404/managerial-accounting/15

6	Funds flow and cash flow statements	CO6	https://www.youtube.com/watch?v=JI1WC7JB2Qo	
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Text Book(s):

1. S P Jain & K L Narang, "Financial Accounting", Tenth Edition, Kalyani Publishers, New Delhi
2. An Introduction to Accountancy, 11th Edition, S.N. Maheshwari, S.K. Maheshwari & Sharad K. Maheshwari. Vikas Publishing House,
3. Maheshwari S.N: Management Accounting, Sultan Chand And Sons.

Reference Book(s):

1. Accounting for Managers, Made Gowda, Himalaya publications
2. Accounting for Management , N.P.Srinivasan, & M.Shakthivel Murugan, S.Chand
3. Financial Accounting Reporting & Analysis, Stice & Stice, Thomson
4. Accounting for Management, Vijaya Kumar, TMH
5. Management Accounting, Khan and Jain, Tata McGraw Hill
6. Financial Accounting for Managers, Sanjay Dhmiya, Pearson Publications

Web Resources /Online resources:

1. www.financial accounting book.com
2. <https://www.aafmindia.co.in/CashFlowStatementVsFundFlowStatementDifferenceAdvantageDisadvantageandUses>
3. <https://www.youtube.com/watch?v=5ku5WbfvHzs>
4. <https://www.youtube.com/watch?v=GxqZnvfIZsw>
5. www.financial accounting.com
6. <https://www.accountingcoach.com/financial-accounting/explanation>
7. <https://quickbooks.intuit.com/in/resources/finance-and-accounting/depreciation-methods>

NARAYANA ENGINEERING COLLEGE:NELLORE

20MB105	BUSINESS STATISTICS						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
I	3	1	0	64	4	40	60	100

Pre-requisite: Business Statistics of B.Com, BBA & B.Sc (sta) level

Course Objectives:

1. To provide a basic tool kit of relevant tools which would be necessary for decision-making.
2. To develop students' diagnostic and analytical skills through suitable logical problems to types
3. To develop their ability to find the probability for natural events.
4. To develop their ability to use various types of tests in Researches.
5. To empower the student to make objective, and to take data-driven decisions regarding their processes.
6. To provide the basic knowledge of examining the relationship between one set variables and another set.

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1	Understand the need and importance of statistics in business decision making.(L2)
CO 2	Calculate the averages, median and mode which helps to take the business decisions(L4)
CO 3	Tabulate the data which is used for a specific purpose and also draw the graphs and charts for the given data.(L3)
CO 4	Use of statistical tests to interpret the business results(L2)
CO 5	Examine The relationship between two variables to take the business decisions(L4)
CO 6	Examine The relationship between two sets of variables.(L4)

CO-PO Mapping

CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1		3		3	1			3
CO2		3		3	1			3
CO3		3		3			1	

CO4		3		3				2
CO5		3		3	1			3
CO6		3		2				3
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO STATISTICS	Hours:(8L+2T)
Data, collection and types of data, Tabulation, Data classification, Diagrammatic presentation: One dimensional Diagrammatic presentation, Pie-chart and graphical representation of data, Ogive curves.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Gathering the data (L2) 2. Grouping the data (L2) 3. categorize the data. (L2) 4. Get the knowledge about tabulation of data. (L2) 5. Know The use of tabulation in business decision making. (L2) 6. Give the graphical representation of data. (L2) 		
MODULE -2	MEASURES OF CENTRAL TENDENCES& DISPERSION	Hours:(8L+2T)
Mean, Median, Mode, Dispersion- Range, Quartile deviation, Mean Deviation, Standard deviation and co-efficient of variation. Skewness and Karle Pearson’s co- efficient of skewness, Bowley`s co-efficient of skewness. Kurtosis.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1.calculate the mean for given data (L4) 2.calculate the median for given data (L4) 3.calculate the standard deviation for given data (L4) 4.understand the concepts and estimate the system at which level can be exist through measures of central tendency (L2) 5.acquire the knowledge about all observations how much of variance in our data.(L4) 6. calculate various types of problems on Bowleys co-efficient of skewness. (L4) 		
MODULE-3	INTRODUCTION TO PROBABILITY	Hours: (8L+3T)
Definition, Two events addition theorem, conditional probability, Bayes’ theorem and it’s applications, probability distributions: Binomial, Poisson, Normal distribution applications		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1.understand what is probability. (L2) 2.Know the use of probability for various business decisions.(L2) 3.Calculate the probability for various situations. (L4) 4.Learn some unknown situations, and they can use probability tools to predict some information (L2) 5.understand the probability distributions we can apply business fields to forecast the behaviour of business area.(L2) 6. Assess the risk in the field of business. (L5) 		
MODULE-4	SMALL SAMPLE-TESTS & ANOVA	Hours: (8L+3T)

Population, sample, statistic, Introduction to Sampling distribution and standard error. Hypothesis, critical region, Type-I and Type-II errors. Small Sample Tests: - Testing for one and two means, paired t-test, F-Test, Chi-Square Test are Test for one sample variance test, Test for Goodness of fit, Test for Independence of Attributes. Analysis of Variance-One Way and Two-Way classifications of ANOVA,

At the end of the Module 4, students will be able to:

1. Know what is sample Test (L1)
2. learn the knowledge towards select appropriate test in business decision making. (L3)
3. Know the use of various tests in business researches. (L2)
4. Use the statistical tests in their business researches (L3)
5. Calculate various types of problems. (L4)

MODULE-5	CORRELATION ANALYSIS	Hours: (8L+3T)
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Define Correlation, Positive and Negative correlation, scatter diagram method, Karl Pearson`s coefficient of correlation and its properties, Spearman`s Rank correlation, concept of multiple and partial correlation (only definitions).

At the end of the Module 5, students will be able to:

1. Know what is correlation(L1)
2. Know the use of correlation analysis.(L2)
3. Understand the relationship between two variables(L2)
4. Find the impact of one variable on others.(L2)
5. Apply the concept to real time business practices.(L4)

MODULE-6	REGRESSION & TIME SERIES ANALYSIS	Hours: (8L+3T)
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Concept, least square fit of a linear regression, two lines of regression, Properties of regression coefficients, Time Series Analysis: Components, Models of Time Series–Additive, Multiplicative and Mixed models, Trend Analysis-Free hand curve method, Semi averages, moving averages.

At the end of the Module 6, students will be able to:

1. Know what is regression (L1)
2. Get the knowledge about average relationships between two variables(L2)
3. To forecast and to prepare a perfect business plans and take the decisions to meet the demand in the market (L2)
4. predict the inter and extrapolations (L2)
5. Calculate various types of problems related to regression analysis. (L4)

Total hours: 64 Hrs

Content beyond syllabus:

1. Cover the various purposes of statistics in the field of business.

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Introduction to Statistics	CO1	https://youtu.be/RjilZFZgGjQ https://youtu.be/sjRg6W2awZs
2	Measures of central Tendency	CO2	https://youtu.be/BceFKnWh68Y
3	probability	CO3	http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001409/M022421/ET/1504677233MODULE-3-QUADRANTI.pdf

4	Testing of Hypothesis	CO4	https://youtu.be/4m7_2qorThU
5	Correlation analysis	CO5	http://www.jits.in/MBA-30-12-2015%20REGULATIONS%20AND%20COURSE%20SRUCTURE.pdf
6	Regression Analysis	CO6	https://youtu.be/SxEvQrxjPtM

Text Book(s):

1. J. K Sharma, "Business Statistics", 2015, 2nd Ed. Pearson.
2. S. C. Gupta, "Fundamentals of Statistics", Himalaya publications, 6th edition.

Reference Book(s):

1. Levin R.I., Rubin S. David, "Statistics for Management", 2015, 7th Ed. Pearson.
2. Beri, " Business Statistics ", 2015, 1st Ed, TMH.
3. Amir D. Aczel and Jayavel Sounder pandian, "Complete Business Statistics", TMH,
4. Levine , Stephan , krehbiel , Berenson -Statistics for Managers using Microsoft Excel, PHI

Online Resources/ Web References:

1. <https://youtu.be/rjilzfzggjq>
2. <https://youtu.be/sjrg6w2awzs>
3. <https://youtu.be/bcefnwh68y>
4. https://youtu.be/4m7_2qorThu
5. <http://www.jits.in/mba-30-12-2015%20regulations%20and%20course%20sructure>
6. <https://youtu.be/sxevqrxjptm>
7. www.statistics.com
8. www.indianstatistics.com
9. <http://sqa-us.orgqualitative>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB106	INFORMATION TECHNOLOGY FOR MANAGERS							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
I	2	0	0	32	2	40	60	100
Pre-requisite: COMPUTER APPLICATIONS								
Course Objectives:								
<ol style="list-style-type: none"> 1. To work effectively with a range of current, standard, Office Productivity software applications. 2. To evaluate, select and use office productivity software appropriate to a given situation. 3. To apply basic adult learning and assessment principles in the design, development, and presentation of material produced by office productivity applications. 4. To demonstrate employability skills and a commitment to professionalism. 5. To operate a variety of advanced spreadsheet, operating system and word processing functions. 6. To solve a range of problems using office productivity applications, and adapt quickly to new Software releases. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Apply the software to solve business problems and increase efficiency in the workplace. (L3)							
CO 2	Construct current and emerging word processing technologies to produce organizational documents and presentation materials (L3)							
CO 3	Explain the chart function of Excel to represent numeric data in multiple formats.(L2)							
CO 4	Identify the names and functions of the PowerPoint interface, Add a graphic to a presentation.(L3)							
CO 5	Solve common business problems using appropriate Information Technology applications and systems. (L6)							
CO 6	Demonstrate various types of networks, network standards and communication software.(L2)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1		2	1	3	2	1		
CO2	1	3		2	3			
CO3		1		3	1	1		
CO4	1	1		3	2			
CO5		2		3	1			
CO6		2	1	3				
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	FUNDAMENTALS OF IT	5Hrs
Components of a system- Meaning and nature – Role of IT in various sectors- Information technology management- Strategies for gaining IT advantage		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Explain about the evaluation of computers (L2) 2. Outline about role of IT in present Scenario(L2) 3. Discuss future and developing technologies, such as virtualization, telepresence, and cloud computing(L6) 4. Apply the concept of IT in various sectors (L3) 5. Analyze various strategies implementing in information technology (L4) 		
MODULE -2	MS WORD	6Hrs
Accessing, overview of toolbars, saving files, Using help and resources, rulers, format painter in word. Give a task covering to create project certificate. Features to be covered:-Formatting Fonts in word, Drop Cap in word, Applying Text effects, Using Character Spacing, Borders and Colours, Inserting Header and Footer, Inserting table, using Drawing toolbar in word.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Recall about preparation of work sheets(L1) 2. Construct the preparation of Mail merge(L3) 3. Explain office functions as they contribute to sound business practices and procedures (L2) 4. Apply the concept of Header & footer (L3) 5. Applying the concept in creating the table (L3) 		
MODULE-3	MS EXCEL	6Hrs
overview of toolbars, saving excel files, Using help and resources., Also give a task that is covering the features like Gridlines, Format Cells, Summation, auto fill, Formatting Text.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Construct preparation of spread sheets. (L3) 2. Solve various data calculations by using excel sheet. (L3) 		

<ol style="list-style-type: none"> 3. Demonstrate competency in managing files and folders. (L2) 4. Utilize the formulas in performing the analysis (L3) 5. Asses and manipulate data using the database functions of Excel (L5) 		
MODULE-4	MS POWER POINT	5Hrs
Create basic power point presentation. PPT Orientation, Slide Layouts, Inserting Text, Word Art, Formatting Text, Bullets and Numbering, Auto Shapes, Lines and Arrows in Power point.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Apply techniques used to composite, edit, and manipulate digital images. (L3) 2. Utilize creative software for the Web Design. (L3) 3. Construct print production, electronic publishing and Website images. (L3) 4. Apply in creating power point presentation (L3) 5. Create slide presentations that include text, graphics, animation, and transitions (L6) 		
MODULE-5	EMERGING TRENDS IN IT	5Hrs
Introduction to SAP, IP Addresses, IP Protocol, Various ERP Packages, Implementation of ERP – Introduction to Big Data – Cloud Computing		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Recall the Personnel Management, Organizational Management (OM), Time Management and Pay roll. (L1) 2. Analyzing and reporting of data from various heterogeneous data sources. (L4) 3. Recall about the concept of IP protocol (L1) 4. Asses about the concept Big data (L5) 5. Explain the concept of ERP packages (L2) 		
MODULE-6	DATA COMMUNICATION AND NETWORKS	5Hrs
Concepts of Data Communication, Types of Data-Communication Networks, Communications Media, Concepts of Computer Networks, the Internet, Intranet and Extranets: Operation of the Internet, Services provided by Internet, World Wide Web.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Explain importance of data communication systems and fundamentals. (L2) 2. Distinguish and relate various physical Medias, interfacing standards and adapters. (L4) 3. Explain various flow control techniques. (L2) 4. Analyze various modulation technique in analog and digital career system (L4) 5. Recall the concept of computer networks (L1) 		
Total hours:		32 Hrs

Text Book(s):

1. Fundamentals of Information Technology, Alexis Leon, & Mathews Leon - Vikas.
2. MS Office 2000 for every one, Sanjay Saxena – Vikas
3. Introduction to Computers and Communications, Peter Norton-Sixth Edition-Tata McGraw Hill.

Reference Book(s):

1. Cox et all- 2007 Microsoft Office System Step-by- Step, First Edition, PHI.
2. David Whigam-Business Data Analysis Using Excel, First Edition, Oxford University Press.
1. Alexisleon, TMH, 2008, Enterprise resource planning.
2. The Oxford Hand Book of Internet studies, William.H.Dulton, Oxford.
3. Basics of Computer Sciences, Behrouz Forouzan, Firoz Mosharraf, Cengage.
4. Information Technology for Management, Ramesh Behi, Mc Graw Hill.
5. V.Rajaraman, Introduction to Information Technology, Prentice Hall India.
6. Information Technology and theory Aksoy, Cengage Learnings.
7. Foundations of IT,Dhiraj Sharma, Excel Books.
8. MS Office 2000 for every one, Sanjay Saxena – Vikas

WebResources/Online Resources:

1. <http://www.ddegjust.ac.in/studymaterial/mcom/mc-107.pdf>
2. <http://www.freetechbook.com/software-engineering-f15.html>
3. <https://businesscasestudies.co.uk/the-use-of-it/>
4. <http://hdl.handle.net/10603/182304>
5. <http://hdl.handle.net/10603/290421>
6. <http://hdl.handle.net/10603/35135>

NARAYANA ENGINEERING COLLEGE :: NELLORE								
20MB107	BUSINESS COMMUNICATION							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
I	2	0	0	32	2	40	60	100
Pre-requisite: Knowledge of fundamentals of English Language & Grammar								
Course Objectives:								
To provide an overview of Prerequisites to Business Communication.								
To develop the ability to research and write a documented paper and/or to give an oral presentation. To provide an outline to effective Organizational Communication.								
To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.								
To impart the correct practices of the strategies of Effective Business writing.								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Apply business communication theory to solve workplace communication issues. (L3)							
CO 2	Understand the communication skills required in the workplace. (L2)							
CO 3	Demonstrate different body language that helps to minimize misunderstanding. (L3)							
CO 4	Understand effective business correspondence with brevity and clarity. (L2)							
CO 5	Interpret communication barriers while developing an understanding of Communication as a process in an organization (L3)							
CO 6	Outline his verbal and non-verbal communication ability through presentations. (L3)							

CO	PO					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1		2		2	3	3
CO2	2	1		2	3	3
CO3		2	1		3	2
CO4			2		3	2
CO5			3		3	2
CO6			3	3	2	2

COURSE CONTENT		
Module – I	Foundations of Business Communication	Hours :05
Significance, Scope and functions of Business Communication – Process and dimensions of communication – Essentials of good communication – Channels of communication Grapevine Phenomenon.		
At the end of the Module 1, students will be able to:		
1.Understand the importance of effective communication in business Effective Communication in Business		
2..Differentiate between different methods of communication Methods of Communication		
3.Lists various communication structures followed in Organization		
4.Recall importance of communication in business		
Module – II	Managing Organizational Communication	Hours :06
Formal and Informal Communication- Interpersonal and Intrapersonal communication- Role of Emotion in Interpersonal Communication- Barriers to Interpersonal Communication- Exchange Theory- Gateways for Effective Interpersonal Communication - Johari Window		
At the end of the Module II, students will be able to:		
1.Understand the communication process and describe the barriers to effective communication		
2.Describe the strengths and weaknesses of the two traditional methods of communication used in organization.		
3.Understand How to reduce barriers in organization		
Module – III	Non verbal communication and Body Language	Hours :05
Kinesics, Proxemics, Paralanguage, Haptics, handshakes, appropriate body language and mannerisms for interviews: business etiquettes- across different cultures.		
At the end of the Module III, students will be able to:		
1.Demonstrate an ability to recognise and use effective non-verbal communication skills.		
2.Interpret a range of non-verbal signals. Increase your awareness of cultural variations.		
3.Understand the importance of Body language during interviews.		
Module – IV	Written communication	Hours :06
Purpose of writing, pros & cons of written communication, principles of effective writing, writing technique. Business Letters, E Mails – Report Writing- Memos - Writing CVs & Application Letter.		
At the end of the Module IV, students will be able to:		
1.Determine the appropriate communication channel for a specific type of message		
2.Compose emails and memos intended for an audience within the same company or team as the writer		
3.Define the purpose of report writing		
4.Understand the concept of persuasive Letters		
Module – V	Corporate communication	Hours :05
Definition, scope, importance & components of corporate communication, professional communicator responsibilities, corporate communication & Public Relation, role of social media in communication		
At the end of the Module V, students will be able to:		
1.identify, analyse and articulate the critical role of corporate communication within cultural, political		

and social contexts.

2. demonstrate a capacity to work independently and with others, to understand and respect diverse opinions and to incorporate this understanding into oral and written work.

3. Plan in constructing communication networks

Module – VI	Presentation skills	Hours :05
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prerequisites of effective presentation, format of presentation; Assertiveness –strategies of assertive behavior; Communication skills for group discussion and interviews, Interview Techniques.

At the end of the Module VI, students will be able to:

- To demonstrate his verbal and non-verbal communication ability through presentations.
- Learn, practice and acquire the skills necessary to deliver effective, presentation with clarity and impact
- Make Use a structured presentation methodology (Pyramid Method) to prepare presentation material and effective visual aids

Understand the concept of designing a presentation

Content beyond syllabus:

Self-Study:

Contents to promote self-Learning:

SNO	Topic	CO	Reference
1	Communication in Management	CO1	https://youtu.be/g1lgPgsVjw
2	Oral & Written communication	CO2	https://youtu.be/BHgQ03UuQvE
3	Business letters and reports	CO3	https://youtu.be/ekFRWnPV6lc
4	Employment communication	CO4	https://youtu.be/JtmM6QyibPU?list=P_LbRMhDVUMngceSXRCxiG9S7nNwk3FQTjw
5	Media management	CO5	https://youtu.be/mTr20eNZGml
6	Presentation skills	CO6	https://youtu.be/thHQtdkRsSA

Text Books:

- Mishra. B, Sharma. S (2011) Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
- Chaturvedi P. D, Chaturvedi M. (2011) Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.

Reference Books

1. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons.
2. Murphy, R. (2007) Essential English Grammar, CUP.
3. C. Muralikrishna and S. Mishra (2011) Communication Skills for Engineers, Pearson education.
4. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972
6. ParagDiwan, Business Communication, Excel Book

Online / Web Resources:

1. <http://www.saylor.org/books> Download
2. <https://open.umn.edu/opentextbooks/textbooks/8>
3. <http://www.saylor.org/books> Download
- 4 <https://open.umn.edu/opentextbooks/textbooks/8>
5. <https://journals.sagepub.com/doi/abs/10.1177/0021943609333523>
6. <https://doi.org/10.1080/01431161.2019.1596342>
7. <https://psycnet.apa.org/record/1982-24266-001>
8. <https://journals.sagepub.com/doi/abs/10.1177/0021943609333523>
9. <https://doi.org/10.1080/01431161.2019.1596342>

NARAYANA ENGINEERING COLLEGE:NELLORE									
20E00108	IT LAB								
Semester	Hours / Week			Total hrs	Credit	Max Marks			
	L	T	P			C	CIE	SEE	TOTAL
III	0	0	3	42	1.5	40	60	100	
Pre-requisite: Basics of Computer									
Course Objectives:									
<ol style="list-style-type: none"> To understand the usage of formatting in preparing the documents. To understand the use of mail-merge in mailing. To study various mathematical and statistical formulae used in spread sheets. To understand the importance of power point presentation. 									
Course Outcomes: After successful completion of the course, the student will be able to:									
CO 1	Design word documents with formatting features.(BL-3)								
CO 2	Implement mail-merge in ms word document (BL-3).								
CO 3	Apply Excel formulae in a spread sheet (BL-3).								
CO 4	Design power point presentation with animation effects.(BL-3)								

CO-PO Mapping														
CO	PO												PSO	
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO1	1												1	
CO2	1												3	
CO3	1												2	
CO4	1												2	
1: Low, 2-Medium, 3- High														

COURSE CONTENT	
Task 1 - Ms Word Basics	3H
1. Create a MS WORD document for curriculum vitae with academic qualification in a tabular format.	
Task -2 Mail-Merge	3H
2. Create a MS-WORD document to send call letters for candidates who are selected in your company using the mail merge feature.	
TASK-3 EXCEL	3H
3. Create a Work Sheet which contains Students Data with subject wise marks. (a)After creation of the sheet insert some more rows in the middle. (b) Calculate total marks for each student. (c) Display the average marks scored in each subject.	
TASK-4SortingData	3H
4. (a)Display subject wise marks in sorted order (Highest to Lowest). (b) Display the subject with highest marks in a separate cell.	
TASK-5Formulae and Filters	3H
5. Create a work sheet for Hero Motors Company which contains sales Data. (a)Display the bike model with highest sales for the month of January 2021. (c)Display the period for which the overall sales are low.	
TASK-6Charts and Graphs	3H
6. Create a work sheet which contains the results in 6 subjects. (a)Display the results using a bar chart. (b) Create a pie chart showing the result percentage in each subject.	
TASK-7Advanced Work sheet	3H
7. Create a work sheet which contains bank customer's data. (a) Specify a condition on balance column so that minimum 1000/- should be entered at the time of data Entry. If balance is < 1000 system should not accept.	
TASK -8Pivot Tables	3H
8. Create a work sheet which contains a pivot table for employee data.	
TASK-9Advanced Functions	3H
9. Create a work sheet which contains the sales information of a company. (a) Predict the sales for the next month using statistical functions based on existing data.	
TASK-10 Measures of Dispersion	3H
10. Calculate the variance for a given set of values.	
Task -11Power Point(3H)	3H
11. Design a slide show in POWER POINT Describing your college. There must be minimum five slides each with different background.	
TASK -12 Animation Effects and Graphics	3H
12. Design a power point presentation describing the new product of your company with animation effects.	

Additional Experiments:	
TASK-1SPSS	3H
1. Create a work sheet which contains admissions data. (a) Implement Statistical package for the social sciences in Excel to predict the Admissions for a particular branch in the coming year.	
TASK -2 Data Validation	3H
2. Create a bus reservation form in Excel with data validations.	

Virtual Labs

https://www.cse.unsw.edu.au/~en1811/19T2/vlabs/vlab1/lab_s.html

Text Book(s):

7. Fundamentals of Information Technology, Alexis Leon, & Mathews Leon - Vikas.
8. MS Office 2000 for every one, Sanjay Saxena – Vikas

Reference Book(s):

1. Introduction to Computers and Communications, Peter Norton-Sixth Edition-Tata McGraw Hill.
2. Cox et al- 2007 Microsoft Office System Step-by- Step, First Edition, PHI.
3. David Whigam-Business Data Analysis Using Excel, First Edition, Oxford University Press.
4. Alexisleon, TMH, 2008, Enterprise resource planning.
5. The Oxford Hand Book of Internet studies, William.H.Dulton, Oxford.
6. Basics of Computer Sciences, Behrouz Forouzan, Firoz Mosharraf, Cengage.
7. Information Technology for Management, Ramesh Behi, Mc Graw Hill.
8. V.Rajaraman, Introduction to Information Technology, Prentice Hall India.
9. Information Technology and theory Aksoy, Cengage Learnings.
10. Foundations of IT, Dhiraj Sharma, Excel Books.
11. MS Office 2000 for every one, Sanjay Saxena – Vikas

Online Resources/ Web References:

1. <https://www.youtube.com/watch?v=penP04k-Lqo&list=PLZxiarL-F2CTPcmTDGAXXJiCWbKJtz0zX>
2. <https://www.youtube.com/watch?v=haVq9ejNzn0>
3. <https://www.youtube.com/watch?v=Zv3XMBb3V6A>
4. <https://www.tutorialspoint.com/word/index.htm>
5. <https://edu.gcfglobal.org/en/subjects/office/>
6. <https://support.microsoft.com/en-us/training>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB109	COMMUNICATION LAB							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
I	0	0	2	30	1	40	60	100
Pre-Requisite: Basic knowledge of English								
Course Objectives:								
<ol style="list-style-type: none"> 1. To hone Communication Skills by giving adequate exposure in reading, writing, listening and speaking 2. To help learners to acquire proficiency, both in spoken and written communication. 3. To build up the learners confidence through interpersonal communication by reinforcing the basics of pronunciation. 4. To help the learners to acquire behavioral skills (Time management, Stress management and Positive thinking) 5. To develop and use the communication skills in order to face interviews, group discussions, public speaking effectively. 6. To enrich the discourse competence, to prepare the learner to be able to produce contextualize written text and speech. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	understand and demonstrate communication skills through invention, organization, drafting, revision, editing, and presentation.(L2)							
CO 2	Use the phonetics for effective oral communication..(L3)							
CO 3	understand the value of listening to identify the three attributes of active listeners and to recognize barriers to effective listening.(L2)							
CO 4	Develop the adequate speaking skills to communicate professionally.(L6)							
CO 5	Develop key reading sub-skills such as skimming, scanning, identifying the main ideas of texts or paragraphs and guessing vocabulary from context..(L6)							
CO 6	Develop written expression of thought and identify opportunities to explore ideas and build connections between content areas..(L6)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1		2			3	3	2	
CO2					3	2	2	1
CO3					3	2	1	
CO4		1			3	3	3	2
CO5					3	1	2	1
CO6		1			3	1	2	
1: Low, 2-Medium, 3- High								

COURSE CONTENT	CO
Task-1 : Phonetic transcription, syllabification	
Objective: Understand an alignment of the transcription to the speech signal on the level of relatively short chunks	CO1
Task-2 : Situational Dialogues.	
Objective: Apply situational dialogues in business communication	CO 1
Task-3: Preparing for group discussion	
Objective: Apply the techniques of Group Discussion to become good leader	CO 2
Task-4: Debate	
Objective : Understand how to participate in Debate for effective presentation	CO 2
Task-5 : listening for meaning (oral comprehension)	
Objective: Apply tools for effective listening	CO 3
Task-6 : intonation	
Objective: Understand the importance of listening skills.	CO 3
Task-7 : Welcome Address ,proposing vote of thanks	
Objective:. Use the language as an effective tool of communication	CO 4
Task-8: Preparing for a speech	
Objective: To Improve the speaking skills	CO 4
Task-9: Practice in writing paragraphs	
Objective: Use the language as an effective tool of communication	CO 5
Task-10: Note making after reading a text	
Objective: Use a variety of accurate sentence structures	CO 5

Task-11: Power point Presentation	
Objective: Demonstrate professional behavior(s) including preparedness, professional attire, and respectful presentation.	CO 6
Task-12: Mock Interview	
Objective: Develop confidence in relationship to their interviewing skills	CO 6

Text Book(s):

1. A Text Book of English Phonetics for Indian Students by, T.Balasubramanian, McMillan.
2. Monipally MM, Business communication strategies, McGraw Hill
3. Bovee, Till and Schatzman, Business Communication today, Pearson

Web Resources /Online Resources:

1. [1.http://www.saylor.org/books](http://www.saylor.org/books) Download
2. <https://open.umn.edu/opentextbooks/textbooks/8>
3. <https://youtu.be/Ls723rwM-rk>
4. <https://youtu.be/ADJAcYTq1us>
5. <https://youtu.be/12Prc9ZA81w>
6. <https://youtu.be/FKs6mA04Dso>

II SEMESTER

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB201	Research Methodology for Business						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
II	3	0	0	48	3	40	60	100
Pre-requisite: Business statistics								
Course Objectives:								
<ol style="list-style-type: none"> 1. Ability to understand, define and explain the various concepts of research and the Research process 2. Ability to apply the knowledge in the process of research design 3. Ability to understand the methods of collection of data and preparation of Questionnaire. 4. Analyze and interpret the data by using descriptive statistical techniques. 5. Ability to analyze the data by using Multi-variate Statistical Techniques 6. Ability to summarize the research findings in the form of writing reports. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Demonstrate a basic understanding of various aspects of business research methodologies.(L2)							
CO 2	Develop the research process to solve business problem. (L3)							
CO 3	Evaluate the literature in a specific topic area.(L5)							
CO 4	Identify appropriate techniques associated with qualitative and quantitative business methodologies. (L3)							
CO 5	Analyze the data by using associational and inferential statistics.(L4)							
CO 6	Design and develop a business research report and to learn how to communicate the results and acknowledge the ethical implications of the research. (L6)							

CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2
CO1				3			2	
CO2		3						3
CO3		2	3	2				2
CO4		3						3
CO5		3						3
CO6	3				3		3	
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO BUSINESS RESEARCH METHODS	8 Hrs
Concepts of Business Research: Characteristics, Objectives, hypothesis and theory – Types of Research - Manager and Researcher Relationship - The Research Process – The Research Problem Development Process - Ethics in research		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of business research.(L2) 2. Identify the research problem.(L3) 3. Understand the research process.(L2) 4. Relate the research development process. (L1) 5. Apply ethics in research. (L3) 		
MODULE -2	RESEARCH DESIGN	8 Hrs
Exploratory, Descriptive and Causal - Experimental Research Design Methods – Measurement and Scaling techniques, survey instrument development.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of research design. (L2) 2. Contrast between exploratory and descriptive research design.(L4) 3. Distinguish between quantitative and qualitative research design. (L4) 4. Define the measurement of variables. (L1) 5. Apply the scaling techniques. (L3) 		
MODULE-3	DATA COLLECTION – SOURCES AND METHODS:	8 Hrs
Primary and secondary sources of data – tools for primary data collection –Sampling Design: Sampling methods and Sample size determination		

At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Distinguish between primary and secondary sources of data. (L4) 2. Identify the tools for data collection. (L3) 3. Plan the sampling design. (L3) 4. Adapt the sampling method. (L6) 5. Determine the sample size. (L5) 		
MODULE-4	DATA ANALYSIS-I	8 Hrs
Processing of Data: (i) Editing – Field and Office Editing, (ii) Coding – Meaning and Essentials and (iii) Tabulation Note. - Analysis of Data: Meaning, Purpose and Types. - Interpretation of Data: Essentials, Importance and Significance of Processing Data. - Descriptive Statistics.- measures of central tendency and measures of dispersion		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the processing of data. (L2) 2. Analyze the data. (L4) 3. Importance of processing data (L5) 4. Measure the central tendency of data (L5) 5. Measure the dispersion of data. (L5) 		
MODULE-5	DATA ANALYSIS-II	8 Hrs
An overview of associational and Inferential statistics- Hypothesis testing, Z-test, t-test,F-test, chi-square test, Analysis of variance., Non-parametric Test – Sign Test, Run test, Krushall – Wallis test, Factor analysis, Multiple Regressions Analysis,		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of hypothesis. (L2) 2. Identify Association between the variables. (L3) 3. Analyze the variance. (L4) 4. Identify the impact of one variable on other. (L3) 5. Categorize the variables through factor analysis. (L4) 		
MODULE-6	REPORT PREPARATION	8 Hrs
Meaning, Importance, Functions of Reports, Essential of a Good Report, Content of Report, Steps in Writing a Report, Types of Reports, Footnotes and Bibliography. Ethics and Research. Objectivity, Confidentiality and Anonymity in Research, Plagiarism.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the different types of reports. (L2) 2. List the guidelines to prepare a good research report. (L4) 3. Find the essentials of good report. (L1) 4. Outline of Confidentiality and Anonymity in Research. (L2) 5. Understand and apply the different bibliography styles and formats. (L2) 		
Total hours:		48 Hrs

Content beyond the syllabus :

Attitude measurement – Likert’s Scale, Semantic Differential Scale, Thurstone-equal appearing interval scale, MDS – Multi Dimensional Scaling.

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Introduction to Business Research Methods:	CO1	https://nptel.ac.in/courses/121/106/1211060
2	Research Design:	CO2	https://nptel.ac.in/courses/109/105/109105115
3	Data Collection – Sources and Methods:	CO3	https://www.youtube.com/watch?v=v35zyKlGgFA
4	Data Analysis-I:	CO4	https://nptel.ac.in/courses/110/105/110105087/
5	Data Analysis-II :	CO5	https://nptel.ac.in/courses/110/105/110105087/
6	Report Preparation and Presentation:	CO6	https://www.youtube.com/watch?v=Xp2PVO3do34 https://www.youtube.com/watch?v=G7sxxZ83WBM

Text Book(s):

1. Cooper D, Schindler P, (2013), Business Research Methods, 12th edition, McGraw-Hill education.
2. Zikmund, Adhikari, (2016), Business Research Methods, Cengage Learning.
3. Saunders M. N, (2012), Research Methods for Business Students, 6th edition, Pearson Education India.

Reference Book(s):

1. O.R.Krishnaswamy; Research methodology in Social Sciences, HPH, 2008.
2. R. Divivedi: Research Methods in Behavior Science, Macmillan India Ltd., 2001.
3. J.K. Sachdeva: Business Research Methodology HPH
4. S.N. Murthy, V. Bhojanna: Business Research Methods Excel Books
5. Levin & Rubin: Statistics for Management, Prentice Hall of India, 2002
6. Gupta S; Research Methodology and Statistical Techniques, Deep & Deep Publication (P) Ltd., 2002
7. Thakur D: Research Methodology in Social Sciences, Deep & Deep Publications (P) Ltd., 1998.
8. Tripathi P.C: A Textbook of Research Methodology, Sultan Chand & Sons, 2002.

Web Sources /Online Resources:

1. <https://nptel.ac.in/courses/121/106/121106007/>
2. <https://nptel.ac.in/courses/110/107/110107080/>
3. <https://nptel.ac.in/courses/109/105/109105115/>
4. www.free-ebooks.net/ebook/Business-Research-Methodology MOOC
5. www.coursera.org
6. www.mooc-list.com/tags/research-methods

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB202	HUMAN RESOURCES MANAGEMENT						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
II	3	0	0	48	3	40	60	100
Pre-requisite: Basic knowledge of general Management								
Course Objectives:								
<ol style="list-style-type: none"> 1. To understand the concept of human resource management and its relevance in organizations. 2. To examine the nature of job analysis and job design process. 3. To analyse the techniques to know the demand and supply of human resource while HR Planning and retention strategies. 4. To analyse the recruitment and selection process and performance appraisal methods. 5. To develop and design the training and development program and compensation management. 6. To integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understand the basic concept of Human Resource Management.(L2)							
CO 2	Explain the job analysis and job design methods.(L2)							
CO 3	Understand the demand and supply of HR & concept of employee retention.(L2)							
CO 4	Understand the sources of Recruitment, Selection process and Performance appraisals methods.(L2)							
CO 5	Examine the training & development methods and compensation management process.(L4)							
CO 6	Analyze the Contemporary Issues in HRM.(L4)							

CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO 2
CO1	3			3		2		2
CO2	2			3		3		2
CO3	3			3		3		2
CO4	3			2		3		2
CO5	3			3		2		2
CO6	2			2		1		2
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	HUMAN RESOURCE MANAGEMENT: CONCEPT AND CHALLENGES	8hrs
Introduction- Meaning - Objectives – Scope & Features of HRM – Importance & - Functions of HRM- Challenges of HRM. Personnel Management Vs HRM – Role of HR manager - Strategic Human Resource Management.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the concept of HRM (L2) 2. Understand the functions of Human resources management. (L2) 3. Explain role of HR manager in organizations.(L2) 4. Identify the differences between the PM and HRM.(L3) 5. Understand the concept of SHRM. (L2) 		
MODULE -2	JOB ANALYSIS & JOB DESIGN	8hrs
Job Analysis Process – Contents of Job Description & Job Specification - Job description Vs job specification - Job design - Factors affecting Job design - Job enrichment Vs job enlargement.		

At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the Job Analysis Process. (L2) 2. Understand the Job Description & Job Specification. (L2) 3. Examine the job design process. (L4) 4. Identify the differences between the job enrichment and job enlargement.(L3) 		
MODULE-3	HUMAN RESOURCE PLANNING & EMPLOYEE RETENTION	8hrs
Definition, Objective, Need and Importance, HR Planning Process - Barriers to HR Planning - Employee turnover - Employee retention - Importance of retention - strategies of retention.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Define HR planning and outline the HR planning process. Understand the HR planning process.(L1) 2. Determine the means for assessing the external and internal workforce in HR planning.(L5) 3. Identify methods for forecasting HR supply and demand levels.(L3) 4. Understand the employee turnover. (L2) 5. Understand the importance and strategies of retention. (L2) 		
MODULE-4	HR ACQUISITION &MANAGING EMPLOYEE PERFORMANCE	8hrs
Recruitment - definition - Objectives and Sources of recruitment - Selection - definition - Objectives - Selection Procedure - Difference between recruitment and selection - Induction and Placement - Performance Appraisal – Definition – Objectives & Importance, Appraisal Process and Appraisal Methods – Constraints Performance Appraisal & Performance Management.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept and sources of recruitment. (L2) 2. Examine the selection procedure.(L4) 3. Define the induction and placement.(L1) 4. Identify the need of performance appraisal.(L3) 5. Understand the performance appraisal methods. (L2) 		
MODULE-5	HR DEVELOPMENT & COMPENSATION MANAGEMENT	8hrs
Training - definition - Objectives –Need – Methods of Training – Evaluation of Training – HR Development concept - Career Planning-Process of career planning and career development - Compensation Management – Concept- Objectives – Importance & Process of Compensation Management and fringe benefits.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the need for training and methods of training.(L2) 2. Understand the human resources development. (L2) 3. Define the Career planning and development.(L1) 4. Understand the Compensation Management process. (L2) 5. Determine the fringe benefits.(L5) 		
MODULE-6	CONTEMPORARY ISSUES IN HRM	8hrs

HR Information System- concept - Need & Advantages of HRIS - HR Accounting- Concept-Objective, Advantage, Limitation & Methods of HR accounting - HR Audit- Concept, Objective, Scope & Process.

At the end of the Module 6, students will be able to:

1. Understand the HR information system.(L2)
2. Determine the HR Accounting process.(L5)
3. Explain the HRA methods.(L2)
4. Define Understand the HR Audit.(L1)

Total hours: 48 Hrs

Content beyond syllabus:

1. GHRM.
2. HRM matrix

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	HRM introduction	CO1	https://www.youtube.com/watch?v=w_wIMveGrl
2	job analysis & Job design	CO2	https://www.youtube.com/watch?v=S_1FyWMYBoo
3	HR planning and Employee Retention	CO3	https://www.youtube.com/watch?v=zv2jKnaY2YU https://www.youtube.com/watch?v=innjjJ3Qvu4
4	Recruitment & selection and Performance Appraisal Methods	CO4	https://www.youtube.com/watch?v=o2SiQ2EBrs8 https://www.youtube.com/watch?v=sCI7-ZnGDI
5	Training and development	CO5	https://www.youtube.com/watch?v=FiPPfxWgefA
6	Contemporary Issues in HRM	CO6	https://www.youtube.com/watch?v=bg4agsL601I

Text Book(s):

1. Uday Kumar Haldar and Guthika Sarkar – “Human Resource Management” (Oxford)
2. Aswathappa. K – “Human Resource Management” (Tata McGraw Hill)
3. Subba Rao. P - “Personnel and Human Resource Management” (Himalaya)
4. Human Resource Management, C.B.Mamoria , Himalaya Publishing House

Reference Book(s):

1. David A. Decenzo and Stephen P. Robbins – “Personnel: Human Resource Management” (Prentice Hall of India)
2. Garry Dessler – “Human Resource Management” (Pearson Education)

3. John M Ivancevich - "Human Resource Management" (Tata McGraw Hill)
4. Rao VSP : Human Resource Management Text & Cases (Excel)
5. Human Resource Management, Deepak Bhattacharya, Sage Publishing Ltd.

Web resources/Online Resources:

1. <https://www.youtube.com/watch?v=Fa8E3tCDIpo>
2. <https://www.youtube.com/watch?v=7kXdbXGYhWc>
3. <https://www.youtube.com/watch?v=wcP976S8DsM>
4. <https://www.youtube.com/watch?v=mwi95z6xffY>
5. <https://www.youtube.com/watch?v=EthJBz6NWE0>
6. <https://www.slideshare.net/cc85/human-resource-information-system-accounting-and-auditing>
7. <https://www.toppr.com/guides/business-management-and-entrepreneurship/human-resource-management/training-and-development>
8. <https://www.managementstudyguide.com/human-resource-management.htm>
9. <http://www.whatishumanresource.com/human-resource-management>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB203	CORPORATE FINANCE							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
II	3	1	0	64	4	40	60	100
Pre-requisite: Basic knowledge of Fundamentals of Finance								
Course Objectives:								
<ol style="list-style-type: none"> 1. To understand the concept of financial management and various functions, goals of financial Management. 2. To explain about various investment decisions to select various proposals available for the Company. 3. To understand the purpose of capital structure decisions in evaluating various financial plans. 4. To explain how to compute the weighted average cost of capital and its component costs of capital. 5. To evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives. 6. To understand the Mechanics of mergers and acquisitions in corporate world. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Demonstrate the applicability of the concept of Financial Management to Understand the managerial Decisions. (L2)							
CO 2	Apply the Capital Budgeting Techniques like IRR, NPV and PI for managerial decisions (L3)							
CO 3	Understanding of EBIT-EPS Analysis, evaluation of various financing plans, importance of leverages.(L2)							
CO 4	Analyze the concept of cost of capital, dividend policy decisions for managerial decision making.(L4)							
CO 5	Evaluate working capital effectiveness of a company based on its operating and cash conversion cycles, and compare the company's effectiveness with that of peer companies.(L5)							
CO 6	Analyze the various issues involved in mergers and acquisitions and takeovers (L4)							

CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2
CO1	1	2		3			1	1
CO2		3		3		1	3	2
CO3		2		2	1	1	2	3
CO4	1	3		3	1		2	2
CO5	1	2		2			3	2
CO6	2	2		3	1	2	2	1

1: Low, 2-Medium, 3- High

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO BUSINESS FINANCE	9hrs (L-8hrs T-1hr)
<p>Meaning, Definition of Financial Management, Goals of Financial Management -(Profit Maximization and Wealth Maximization)- Modern approaches to Financial Management – Investment Decision, Financing Decision and Dividend Policy Decisions - Finance and other related disciplines- Functions of finance manager- Key strategies of financial management - Financial Planning – Principles and Steps in Financial Planning.</p>		
<p>At the end of the Module 1, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand concepts of financial management.(L2) 2. Recall the basic concepts in finance.(L1) 3. Explain various functions of financial manager.(L2) 4. Apply the strategies of financial management (L3) 5. Understand the approaches of financial management (L2) 		
MODULE -2	THE INVESTMENT DECISIONS	12 hrs (L-9hrs T-3hrs)
<p>Investment decision process- Project generation, project evaluation, project selection and project Implementation. Developing Cash Flow -Data for New Projects - Capital Budgeting Techniques – Traditional and DCF methods. The NPV vs. IRR Debate;</p>		
<p>At the end of the Module 2, students will be able to:</p> <ol style="list-style-type: none"> 1. Interpret financial and Investment decisions in organization. (L2) 2. Understand the basic investment decisions (L2) 3. Understand the basic financial decisions such as financing. (L2) 4. Define the applicability of capital budgeting decisions in selecting the project. (L1) 5. Compare NPV, IRR and PI methods (L4) 		
MODULE-3	LEVERAGE AND CAPITAL STRUCTURE	10 hrs (L-8hrs T-2hrs)
<p>Meaning - Types of leverages - Deciding Optimum Capital structure (case studies);Theories of Capital structure - NI,NOI, MM approach and order pecking and its relevance.(case studies on NI,NOI and MM approach), EBIT- EPS Analysis</p>		

At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of capital structure decisions.(L2) 2. Analyze various capital structure decisions in practice.(L4) 3. Apply the concept of Leverage in business decisions (L3) 4. Explain EBIT - EPS Analysis associate with Financial Data in corporate world. (L2) 5. Compare Traditional and modern theories of capital structure. (L5) 		
MODULE-4	COST OF CAPITAL & DIVIDEND DECISIONS	12 hrs (L-8hrs T-4hrs)
Meaning and Definition of cost of capital - Types of Capital - Cost of Debenture, cost of term loan, cost of preference capital - cost of equity capital-cost of retained earnings - Computation of WACC and WMCC -.Introduction, Issues in dividend policy, Aspects of dividend policy, Practical Consideration in dividend policy - stability of dividends, stock dividends and stock split, Walter's Model, Modigliani and Miller's Hypothesis.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Recall different dividend policies in Indian corporate sector.(L1) 2. Explain the concept of capital and its importance in organization. (L2) 3. Understand the concept of weighted average cost of capital. (L2) 4. Compare the Walters and Modigliani Theory of dividends. (L5) 5. Apply the concept of dividend policy in organization. (L3) 		
MODULE-5	WORKING CAPITAL MANAGEMENT	12 hrs (L-8hrs T-4hrs)
Introduction of working capital management-Characteristics of current Assets- Factors Influencing working Capital requirements- Operating Cycle and Cash Cycle. Cash Management: need for cash- cash budget; cash management models- Receivables Management- costs of maintaining receivables- factors influencing the size of receivables; Inventory Management: meaning of inventory; benefits of holding inventory- objects of inventory management; techniques of inventory management		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Recall various techniques in inventory management. (L1) 2. Understanding of operating cycle and other aspects of working capital management (L2) 3. Understanding the procedure of inventory techniques and its usefulness. (L2) 4. Compare working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility (L5) 5. Define methods used in monitoring accounts receivable. (L1) 		
MODULE-6	MERGERS AND ACQUISITIONS	9 hrs (L-7hrs T-2hrs)
Meaning of Mergers; Types of Mergers; Reasons of Mergers; Mechanics of a merger; Costs and Benefits of a Merger; Terms of a Merger. Takeovers: Meaning; Pros and Cons; Regulation of Takeovers; SEBI Takeover Code; Anti-Takeover Defenses.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand various corporate restructuring techniques in practice.(L2) 2. Analyse the takeover position take place in the organization. (L4) 3. Recall the process take place in mergers. (L1) 4. Distinguish the mergers, take over and acquisition. (L4) 5. Recall the regulatory process of takeovers. (L1) 		

Total hours: 64 Hrs

Content beyond syllabus:

1. Financial Technology (FINTECH)
2. Preparation of Budget for post-pandemic world

Self-Study:

Contents to promote self-Learning:

SNO	Topic	CO	Reference
1	Introduction to business Finance	CO1	https://youtu.be/CCQwz_Gwo6o?list=PLLy_2iUCG87CXY2B6fPex1SOIqxzzD5Wj
2	Investment Decisions	CO2	https://youtu.be/g6UCv4rkZ_Y?list=PLLy_2iUCG87CXY2B6fPex1SOIqxzzD5Wj
3	Leverage and capital Structure	CO3	https://youtu.be/V7YbVzRP-8Q
4	Cost of Capital & Dividend decisions	CO4	https://youtu.be/G0KagC5UA7o
5	Working Capital Policy	CO5	https://youtu.be/-wK0WtRtMVQ
6	Mergers and Acquisitions	CO6	https://youtu.be/nkhYG9wqGFO

Text Book(s):

1. Financial Management-Sudarshan Reddy- Himalay publishing House
2. Khan & Jain, Financial Management, Tata McGraw Hill

Reference Book(s):

1. I.M. Pandey, Financial Management, Vikash Publications.
2. P. Chandra, Financial Management, Tata McGraw Hill.
3. Sharma and Gupta- Financial Management- Kalyani Publishers
4. V.K. Bhalla , Working Capital Management Anmol Publication
5. RM Srivastava, Financial Management, Himalaya Publishing house, 4th edition.

Web Resources /Online Resources:

1. <https://youtu.be/fSyrXG6j81M>
2. <https://youtu.be/nit39qOQHds?list=PL2k3wOJ4OEzDpLCQhEYtgDIS7sHF7Xa1j>
3. <https://youtu.be/xKBdJX-rHMg>
4. https://youtu.be/p9GEehRy_yo
5. https://youtu.be/QGGQMHK9r_l
6. <https://www.tandfonline.com/doi/full/10.1080/23322039.2018.1468232>
7. <https://journals.sagepub.com/doi/full/10.1177/2278682118823312>
8. <https://journals.sagepub.com/doi/full/10.1177/2319510X19825729>
9. <https://www.worldwidejournals.com/international-journal-of-scientific-research->

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB204	MARKETING MANAGEMENT							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
II	3	0	0	48	3	40	60	100
Pre-requisite: General business management knowledge								
Course Objectives:								
<ol style="list-style-type: none"> 1. To understand the changing business environment and the fundamental premise underlying market driven strategies. 2. To identify the indicators of management thoughts and practices. 3. Understand consumers' requirements and their behaviors. 4. Communicate and defend your recommendations and critically examine and build upon the recommendations of your classmates both quantitatively and qualitatively. 5. To understand the tools used by marketing managers in decision situations 6. To learn about marketing process for different types of products and services 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Recall Comprehend basic marketing concepts (L1)							
CO 2	Examine marketing strategies for consumer and industrial marketing (L4)							
CO 3	Apply and develop Marketing Strategies and Plans (L3)							
CO 4	Analyze the nature of consumer buying behavior (L4)							
CO 5	Understanding of the marketing research and new trends in the arena of marketing.(L2)							
CO 6	Develop skills to understand the current global and digital aspect of marketing. (L3)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	3	2		1	2	2	2	2
CO2	3	2		2	1	2	3	2
CO3	3	3		2	1	2	2	3
CO4	3	2		1	2	2	3	3
CO5	2	3		2	2	2	3	2
CO6	3	2	2	1	1	2	3	3
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO MARKETING	8Hrs
Nature and scope of marketing, Various marketing orientations, Need, Want, Demand, Elements of Marketing mix, customer value and the value delivery process. Understanding Consumer Behavior: Buying motives, factors influencing buying behavior, buying habits, stages in consumer buying decision process, types of consumer buying decisions.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Recall Knowledge in market consumer behavior (L1) 2. Understand the market Areas (L2) 3. Compare the types of buying decisions (L2) 4. Explain the factors of consumer behavior (L2) 5. Interpret the marketing mix (L2) 		
MODULE -2	MARKETING STRATEGY	8Hrs
Marketing strategy formulations Key Drivers of Marketing Strategies Strategies for Industrial Marketing Consumer Marketing Services marketing Competition Analysis Analysis of consumer and industrial markets Influence of Economic and Behavioral Factors Strategic Marketing Mix components.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the market strategy (L2) 2. Summaries the market mix components (L2) 3. Explain the competition analysis (L2) 4. Identify the Economic environment (L3) 5. Develop the strategic marketing mix (L3) 		
MODULE-3	PRODUCT DECISIONS	8Hrs
Concept, product hierarchy, new product development, diffusion process, Product Life cycle, Product mix strategies. Packaging / Labeling: Packaging as a marketing tool, requirement of good packaging, Role of labeling in packaging. Pricing Decisions: Pricing concepts for establishing value, Pricing Strategies-Value based, Cost based, Market based, Competitor based, New product pricing – Price Skimming & Penetration pricing		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the product decision (L2) 2. Compare the types of packages and pricing methods (L2) 3. Analyze about new product (L4) 4. Identify the pricing decisions (L3) 5. Apply the new product Pricing (L3) 		
MODULE-4	BUYER BEHAVIOUR	8Hrs
Understanding Industrial and Consumer Buyer Behavior Influencing factors Buyer Behaviour Models Online buyer behaviour Building and measuring customer satisfaction Customer relationships management Customer acquisition, Retaining, Defection Creating Long Term Loyalty Relationships.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the buyer behavior (L2) 2. Analyze the behavior models (L4) 3. Understand the customer relationship (L2) 		

4. Summarize the loyalty relationships (L2)		
5. Interpret the online buyer behavior (L2)		
MODULE-5	MARKETING RESEARCH & TRENDS IN MARKETING	8Hrs
Marketing Information System Marketing Research Process Concepts and applications: Product Advertising Promotion Consumer Behaviour Retail research Customer driven organizations Cause related marketing Ethics in marketing Online marketing trends social media and digital marketing		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the marketing research (L2) 2. Apply in the society (L3) 3. Analyze the present trends in marketing (L3) 4. Examine a marketing plan that will meet the needs or goals of a business or organization (L4). 5. Understand the Consumer Behaviour (L2) 		
MODULE-6	CUSTOMER RELATIONSHIP MANAGEMENT	8Hrs
Meaning, Relationship Marketing Vs. Relationship Management, Types of Relationship Management, Significance of Customer Relationship Management. Global Marketing: current scenario, Global Marketing environment, Entry strategies, Global P's of Marketing., Recent trends and Innovation in Marketing Green Marketing, Agile Marketing		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the CRM (L2) 2. Explain the global marketing environment (L2) 3. Classify the types of relationship management (L2) 4. Interpret the global marketing environment (L5) 5. Identify the Green Marketing (L3) 		
		Total hours: 48 Hrs

Content beyond syllabus:
<ol style="list-style-type: none"> 1. The marketing management, E retailing, E commerce, mobile marketing, green marketing, marketing channel, & promotions, etc.,
Self-Study:
Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	INTRODUCTION MARKETING AND CONCEPTS	CO1	https://youtu.be/NUnOd-Vf4RA
2	MARKETING STRATEGY	CO2	https://youtu.be/hZLMv5aexto
3	PRODUCT DECISIONS	CO3	https://youtu.be/HN9GtL21rb4
4	BUYER BEHAVIOUR	CO4	https://youtu.be/bDFFO6Zaqyo
5	MARKETING RESEARCH & TRENDS IN MARKETING	CO5	https://youtu.be/ABLHV5Ce6TI
6	CRM	CO6	https://youtu.be/6phsw8hLeeE

Text Book(s):

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
2. Marketing Management - Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd., 2018.
3. Philip T. Kotler and Kevin Lane Keller, Marketing Management, Prentice Hall India, 15th Edition, 2017
4. Paul Baines, Chris Fill, Kelly Page, Marketing, Asian edition, Oxford University Press, 5th edition, 2019.

Reference Book(s):

1. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill Education, 2012
2. Micheal R.Czinkota, Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2nd edition 2006
3. Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007.
4. Marketing: Asian Edition Paul Bainies, Chris Fill Kelly Page third edition, Oxford .
5. Philip Kotler , Gay Armstrong, Prafulla Agnihotri, Principles of marketing, 7 th edition, 2018.

Web resources/ Online Resources:

1. <https://www.economicdiscussion.net/marketing-management/what-is-marketing->
2. <https://www.kbmanage.com/concept/marketing-management>
3. <https://www.coursera.org/learn/marketing-management>
4. [https://d1wqtxts1xzle7.cloudfront.net/58052402/marketing-management-an-asian-perspective-5th-edit.](https://d1wqtxts1xzle7.cloudfront.net/58052402/marketing-management-an-asian-perspective-5th-edit)
5. <https://journals.sagepub.com/doi/abs/10.1177/002224298705100201>
6. <https://www.yourarticlelibrary.com/decision-making/product-decision-making-in-global-marketing-management/5836>
7. <https://www.tandfonline.com/doi/abs/10.1080/10696679.2004.11658527>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB205	PRODUCTION & OPERATIONS MANAGEMENT						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
II	3	0	0	48	3	40	60	100
Pre-requisite: Basic Knowledge of General Management								
Course Objectives:								
<ol style="list-style-type: none"> To impart the knowledge of factors associated with designing of products and the associated production processes. To familiarize the students with the factors influencing plant location and layout To be familiar with well-known optimization problems in the field of sequencing and scheduling To develop Skills necessary to understand Work study and know the Techniques to Manage Inventory To acquaint the students with the functions of materials and stores management. To explain the importance of quality and its control and select the appropriate Sampling Techniques for the purpose of quality management. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Apply knowledge of basic Concepts of Operations Management (L3)							
CO 2	Analyze the selection of the plant location and layout (L4)							
CO 3	Apply Scheduling and Sequencing techniques to minimize total Elapsed Time. (L3)							
CO 4	Identify key activities and develop methods of doing a Work or Job and set Standard Time to finish the same. (L3)							
CO 5	Analyze Quantitative techniques to manage Materials or Inventory and Utilize the concepts of material management. (L4)							
CO 6	Build knowledge on Total Quality Management and to effectively implement the conventional Quality techniques in an organisation. (L6)							
CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1		2		3	2		3	
CO2	1	2		3	2	1	2	
CO3		3		2	2		2	1
CO4		2		3	1	1	2	2
CO5	1	3		2		1	3	2
CO6		2	1	3	2		2	1

1: Low, 2-Medium, 3- High

COURSE CONTENT

MODULE – 1

**INTRODUCTION TO PRODUCTION & OPERATIONS
MANAGEMENT**

8Hrs

Importance of Production and Operations Management (POM) Functions and Roles of Production Manager- Transformation process- Recent trends in POM- Concepts of Product Design and Process Design procedure- Types and features of Production Systems - Basic functions of Production Planning and Control- Introduction to Supply Chain Management.

At the end of the Module 1, students will be able to:

1. Develop a systematic product development process in designing a product or system. (L3)
2. Apply Measure product benchmarking as a product development tool. (L3)
3. Apply Design for Manufacturing and Design for Assembly techniques. (L3)
4. Demonstrate product profit model as a product economic tool. (L2)
5. Assess the elements, applications, and benefits of Flexible Manufacturing Systems and identify techniques for the analysis of FMS designs (L5)

MODULE -2

FACILITIES AND MAINTENANCE MANAGEMENT

8 Hrs

Plant layout –Types of layout- Features of Layouts- Principles of Layout design- Load distance Analysis- Facility Location and factors influencing location- Location Models- Capacity Planning – Types of Capacity- Capacity Utilization- Aggregate Planning -Maintenance Management -Objectives- Failure Concepts- Reliability-Preventive and break down maintenance- Replacement policies.

At the end of the Module 2, students will be able to:

1. Recommend appropriate tools to generate and evaluate layout alternatives during the facilities planning process.(L5)
2. Solve facility location problems using relevant techniques.(L3)
3. Develop and analyze material handling systems.(L3)
4. Identify, formulate, and solve facility layout problems using relevant software. Students will be able to identify appropriate tools for solving facility layout problems.(L3)
5. understand how changes in one facilities planning and material handling system impact the integrated production system.(L2)

MODULE-3

SCHEDULING AND SEQUENCING

8Hrs

Scheduling – Importance of - Elements and information needed for scheduling- Forward and Backward scheduling- Sequencing Priority Rules – Johnson’s Method- Use of Gantt Charts in Scheduling- Assembly Line Balancing.

At the end of the Module 3, students will be able to:

1. Justify optimization problems in the field of sequencing and scheduling.(L5)
2. Develop mixed integer linear programming formulations for basic sequencing and scheduling problems.(L3)
3. Explain existing exact solvers for solving optimization models related to sequencing and scheduling problems.(L2)
4. Develop a heuristic solution method for basic sequencing and scheduling problems.(L3)
5. Apply performance attributes of manufacturing systems such as measures of production rate, capacity, and manufacturing lead-time;(L3)

MODULE-4	INTRODUCTION TO WORK STUDY	8 Hrs
<p>Work Study - Method Study and Work Measurement - Objectives of Work Study - Relationship of Time and Motion Study to Work Study - Basic Work Study procedure- VarioustechniquesinMethodStudyforidentifyingthemost appropriate method. Work measurement - its uses and different methods, computationofallowanceandStandardTime</p>		
<p>At the end of the Module 4, students will be able to:</p> <ol style="list-style-type: none"> 1. Show standardise the method of doing a work (L1) 2. Plan minimise the unit cost of production,(L3) 3. Demonstrate the standard time for doing a task,(L2) 4. Plan minimise the material movement, and operators movement (L3) 5. Demonstrate conceptual domain knowledge of the logistics sector.(L2) 		
MODULE-5	MATERIALS AND INVENTORY MANAGEMENT	8 Hrs
<p>Objectives of Materials Management- Materials Requirement Planning [MRP- I], Manufacturing Resource Planning[MRP-II]-Sources of Supply of Materials-Selection. Value Analysis: Aims, Procedure, Advantages andApplication areas. Inventory Control - Need for Inventory, EOQ Model, and Economic Production QuantityModel.</p>		
<p>At the end of the Module 5, students will be able to:</p> <ol style="list-style-type: none"> 1. Analyze and apply measures of efficiency and utilization;(L4) 2. Apply inventory management techniques including inventory valuation using financial statements, performance measures and inventory audits, lot-size and safety stock decision rules, ABC classification, and aggregate and item inventory methodologies (L3) 3. Evaluate make-or-buy decisions and purchasing and supplier relations(L5) 4. Analyze factors affecting product and process development.(L4) 5. apply decision-support tools to decision making in logistics sector(L3) 		
MODULE-6	QUALITY MANAGEMENT	8 Hrs
<p>Quality - Need for Quality, Quality Gurus, Quality Awards, Bureau of Indian Standards, International Organization for Standardization .Quality Dimensions- Product and Service. Concept of TQM, Evolution of TQM-TQM Framework- Conventional vs. Total Quality Management. Quality Costs.</p>		
<p>At the end of the Module 6, students will be able to:</p> <ol style="list-style-type: none"> 1. understand the concept of Quality (L2) 2. understand the Implication of Quality on Business(L2) 3. interpret the Quality Implementation Programs (L2) 4. explain the challenges in Quality Improvement Programs (L2) 5. Analyse the quality assurance control (L4) 		
Total hours:		48 Hrs

Content beyond syllabus:			
<ol style="list-style-type: none"> 1. Discuss the recent evaluation in operation management 2. Explain the supply chain management in the production area 			
Self-Study:			
Contents to promote self-Learning:			
SNO	Topic	CO	Reference
1	Production and operations management	CO1	https://www.youtube.com/watch?v=_VJkKZFuRvE&list=PL4FjpOEssq4HuaN7Q3pU9mL5uZuPBV_tF
2	Facilities and maintenance management	CO2	https://www.youtube.com/watch?v=aQeu5fynOLE
3	Scheduling and sequencing	CO3	https://www.youtube.com/watch?v=FvhlM9BI5CE
4	Work study	CO4	https://www.youtube.com/watch?v=K-t5bTLU6rc
5	Materials and inventory management	CO5	https://www.youtube.com/watch?v=ge0IGPg0cpw
6	Quality management	CO6	https://www.youtube.com/watch?v=yWIAOFs04go

Text Book(s):

1. Aswathappa K and Shridhara Bhat K (2010). *Production and Operations Management (2nd Revised Edition)*. Mumbai: Himalaya Publishing House PVT Ltd.
2. Kanishka Bedi (2013). *Production and Operations Management (3rd Edition)*. New Delhi: Oxford University Press.
3. Mart and T. Telsang (2009). *Production Management (2nd Revised Edition)*.
4. R. Panneeselvam. *Production and Operations Management*. PHI Learning Private Limited

Reference Book(s):

1. Stevenson J. William, "Operations Management", 11th Ed., Tata McGraw-Hill, 2012.
2. Panneerselvam K, "Production and Operations Management", 3rd Ed., Prentice Hall India Learning Private Limited, 2012.
3. Dale H. Besterfield, Carol Besterfield-Michna, Glen H Besterfield and Mary Besterfield-Sacre, "Total Quality Management", 3rd Ed., PHI, 2006.
4. Robert S. Russel, Bernard W III Taylor, "Operations Management", 7th Ed., Hoboken, Wiley, 2011.
5. Lee J., Krajewski, "Operations Management", 9th Edition, PHI, 2009.

6. Everett, Adam, Jr. and Ronald J. Elbert, "Production and Operations Management Concepts", 5th Ed, Prentice-Hall, 2006.

Web Resources/Online Resources:

1. <https://www.poms.org/journal/>
2. <https://onlinelibrary.wiley.com/journal/19375956>
3. https://www.researchgate.net/journal/1937-5956_Production_and_Operations_Management
4. <http://citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.727.5849>
5. <https://www.sciencedirect.com/science/article/abs/pii/S0272696303000202>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB206	OPERATION RESEARCH							R2020
Semester	Hours / Week			Total hrs	Credit C	Max Marks		
	L	T	P			CIE	SEE	TOTAL
II	3	1	0	60	4	40	60	100
Pre-requisite: Business statistics								
Course Objectives:								
<ol style="list-style-type: none"> 1. To familiarize the students about the concept of operations research. 2. To provide the knowledge about various methods of LPP to deal with the business problems. 3. To provide the knowledge about transportation problems to minimize the cost of transportation. 4. To inculcate the knowledge about assignment problem for giving optimal solution. 5. To create awareness about uncertainty in decision making. 6. To provide sound knowledge about optimum utilization of machinery to increase the level of productivity. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understand the concept of operations research (L2)							
CO 2	Solve the LPP (L6)							
CO 3	Calculate the cost of transportation by using various methods(L4)							
CO 4	Solve the assignment problem (L6)							
CO 5	Asses the uncertainty in business decision making.(L5)							
CO 6	Understand the concept of sequencing. (L2)							

CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2
CO1		1		3				1
CO2		3		2				3
CO3		3		2				3
CO4		3		1				2
CO5		3		2				3
CO6		3		1				2
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	NATURE AND SCOPE OF OPERATIONS RESEARCH	10hrs
Origins of OR, Applications of OR in different Managerial areas, Defining a model, types of model, Process for developing an operations research model, Practices, opportunities and short comings of using an OR model.		
At the end of the Module 1, students will be able to: <ul style="list-style-type: none"> 1. Understand the concept of Operations research. (L2) 2. Understand the Applications of OR in different Managerial areas. (L2) 3. Understanding the opportunities and short comings of using an OR model. (L2) 4. Explain the history of operations research. (L2) 5. Understand the use of operations research in business decision making. (L2) 		
MODULE -2	LINEAR PROGRAMMING METHOD	10hrs
Structure of LPP, Assumptions of LPP, Application areas of LPP, Guidelines for formulation of LPP, Formulation of LPP For different areas, solving of LPP by Graphical Method: simplex method, two phase method, Big-M method, converting primal LPP to dual LPP, Limitations of LPP.		
At the end of the Module 2, students will be able to: <ul style="list-style-type: none"> 1. Understand the concept of Linear Programming Method (L2) 2. Formulate the LPP.(L6) 3. Identify the constraints in business problem.(L3) 4. Identify the Application areas of LPP.(L3) 5. Solve various problems by using LPP. (L6) 		
MODULE-3	TRANSPORTATION PROBLEM	10hrs
Mathematical Model of transportation problem, Methods for finding Initial feasible solution: Northwest corner Method, Least Cost Method, Vogel’s approximation Method, Test of optimality by Modi Method, Variation transportation, Problems like unbalanced Supply and demand, Degeneracy and its resolution.		
At the end of the Module 3, students will be able to: <ul style="list-style-type: none"> 1. Understand the concept of Transportation Problem.(L2) 2. Solve various problems by using Transportation Problem.(L6) 3. Find the ways to minimize the cost of transportation(L1) 4. Find the balance between supply and demand.(L1) 5. Solve unbalanced Transportation Problem.(L6) 		
MODULE-4	ASSIGNMENT MODEL	10hrs
Algorithm for solving assignment model, Hungarians Method for solving assignment problem, variations of assignment problem: Multiple Optimal Solutions, Maximization case in assignment problem, unbalanced assignment problem, travelling salesman problem, simplex method for solving assignment problem.		
At the end of the Module 4, students will be able to:		

<ol style="list-style-type: none"> 1. Understand the concept of Assignment Model.(L2) 2. Solve various problems by using Assignment Model. (L6) 3. Solve travelling salesman problem.(L6) 4. Understand the use of Assignment Model in taking business decision making.(L2) 5. Find the optimal solution for the given problem.(L1) 		
MODULE-5	DECISION THEORY	10hrs
<p>Decision Theory: Introduction, ingredients of decision problems. Decision making – under uncertainty, cost of uncertainty, under risk, under perfect information, decision tree, construction of decision tree.</p>		
<p>At the end of the Module 5, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of Decision Theory.(L2) 2. Understand the concept of cost of uncertainty.(L2) 3. Interpret the decisions under uncertainty.(L2) 4. Evaluate the risk while taking the decision.(L5) 5. Find the essential things followed in construction of decision tree.(L1) 		
MODULE-6	SEQUENCING	10hrs
<p>Introduction – Optimal solution for processing ‘n’ jobs through two machines and ‘n’ jobs through three machines – Processing two jobs through ‘m’ machines.</p>		
<p>At the end of the Module 6, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of Sequencing .(L1) 2. choose the machinery in an order for processing the jobs.(L1) 3. Estimate the elapsed time for given problem.(L5) 4. Find the Optimal solution for processing ‘n’ jobs through two machines.(L1) 5. Find the Optimal solution for processing ‘n’ jobs through three machines (L1) 		
Total hours: 60 hours		

<p>Term work:</p> <ol style="list-style-type: none"> 1. Select a real time Business problems and apply OR concepts on it. 2. Write a report on applications of operations research with examples. 3. Students are supposed to take one business problem and give resolution for it by applying The OR techniques. 4. Discuss any uncertainty by using OR tools and techniques.
<p>Content beyond syllabus:</p> <ol style="list-style-type: none"> 1. Exercise problems relates to industry.
<p>Self-Study: Contents to promote self-Learning:</p>

SN O	Topic	CO	Reference
1	Operations Research	CO1	https://nptel.ac.in/courses/111/107/111107128/
2	Linear Programming Method	CO2	https://nptel.ac.in/courses/111/107/111107128/
3	Transportation Problem	CO3	https://nptel.ac.in/courses/111/107/111107128/
4	Assignment Model	CO4	https://nptel.ac.in/courses/111/107/111107128/
5	Decision Theory	CO5	https://nptel.ac.in/courses/111/107/111107128/
6	Sequencing	CO6	https://nptel.ac.in/courses/111/107/111107128/

<p>Text Book(s):</p> <ol style="list-style-type: none"> 1. J.K. Sharma, "Operations Research: Theory and applications, 5th edition, Macmillian, 2013. Journal : Udyog Pragati : The Journal for Practising Managers, NITIE, Mumbai.
<p>Reference Book(s):</p> <ol style="list-style-type: none"> 1. Anand Sharma, " Quantitative Techniques for Decision Making", HPH, 2010 R. Pannarselvam : Operations Research, PHI, 3rd revised edition, 2012. 2. Prem Kumar Gupta "Introduction to Operations Research" S.Chand, 2012. 3. K.L Schgel "Quantitative Techniques and Statistics", 2012. 4. Hillier / Lieberman: Introduction to operations research, 9th edition, TMH, 2012. 5. Hamdy A Taha : Operations Research: An Introduction, 9th edition, Pearson, 2013. 6. Pradeep Prabhakar Pai : Operations Research : Principles and Practice, 1st edition, Oxford University Press, 2012. 7. C.R. Kothari, Quantitative Techniques, 3rd revised edition, Vikas, 2012. 8. A M Natarajan, P Balasubramani, A Tamarasi, "Operations Research" Pearson, 2012. 9. M P Gupta, R B Khanna, " Quantitative Techniques for Decision Making" PHI, 2011.
<p>Web resources /Online resources:</p> <ol style="list-style-type: none"> 1. www.managementstudyguide.com 2. www.geektonight.com 3. www.mbamcq.com. 4. www.scribd.com 5. www.iaritoppers.com 6. https://www.journals.elsevier.com/operations-research-for-health-care

CO6	1				1							1	
1: Low, 2-Medium, 3- High													

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO MIS	6 Hrs
Importance of information for management decisions – Systems Approach and Information – System Development – Information System Architecture – Quantitative Techniques and Management Information Systems interfacing		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of management information system. (L2) 2. Explain the role of MIS in Management Decisions. (L2) 3. Define the Architecture of Management information system. (L1) 4. List out various systems interfacing in MIS. (L1) 		
MODULE -2	STRUCTURE OF MIS	5 Hrs
Basic structural concepts: formal and informal information systems; public and private information systems; Information Systems– MIS Office automation – Decision Support System – Expert system- Knowledge Work Systems, Artificial Intelligence, Group Decision Support Systems (GDSS).		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the structure of MIS. (L2) 2. Recall the MIS Office automation. (L1) 3. Construct the Decision Support System. (L3) 4. Define Artificial Intelligence. (L1) 		
MODULE-3	FUNCTIONAL INFORMATION SYSTEMS	5 Hrs
Manufacturing information systems-marketing information systems-Human resource information systems- Financial information systems- Logistics and supply chain Management-CRM		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the overview functional information system. (L2) 2. Understand the manufacturing information systems. (L2) 3. Define about marketing information system. (L1) 4. Compare logistics and supply chain management. (L2) 		
MODULE-4	MIS DEVELOPMENT AND SYSTEM METHODOLOGY	5 Hrs
System development methodologies; SDLC approach; prototyping approach LCSF method, case methodology and user development approach- Concepts of database and database design.		
At the end of the Module 4, students will be able to:		

<ol style="list-style-type: none"> 1. Understand the concept of System development Methodologies. (L2) 2. Explain the concept of SDLC approach. (L2) 3. Understand the importance of Prototyping approach. (L2) 4. Apply concept of Database Design through system methodology. (L3) 		
MODULE-5	IMPLEMENTATION OF MIS	6 Hrs
Maintenance and Control of MIS –Implementation process, evaluation, pitfalls of MIS implementation, maintenance, need and approaches-IS security		
At the end of the Module 5, students will be able to: <ol style="list-style-type: none"> 1. Understand the concept of implementation of MIS. (L2) 2. Define the Implementation process. (L1) 3. Explain about various feature of evaluation process. (L2) 4. Understand the pitfalls of MIS Implementation. (L2) 		
MODULE-6	ENTERPRISE RESOURCE PLANNING (ERP)	5 Hrs
Concepts, architecture, Generic modules, Applications; CRM (Customer Relationship Management): Concepts, Features; SCM (Supply Chain Management): Concepts, drivers, inbound & outbound SC, Concept of: e- Procurement, e-Tailing, e-Logistics, e-Collaboration, e-Integration		
At the end of the Module 6, students will be able to: <ol style="list-style-type: none"> 1. Understand the concept of ERP. (L2) 2. Explain differences between CRM and SCM (L2) 3. Understand the concept of drivers in ERP. (L2) 4. Distinguish between e- procurement and e- logistics. (L2) 		
Total hours:		32 hours

Content beyond syllabus:			
<ol style="list-style-type: none"> 1. Information system applications 			
Self-Study:			
Contents to promote self-Learning:			
SN O	Topic	CO	Reference
1	INTRODUCTION TO MIS	CO1	https://www.youtube.com/watch?v=0CtHixFhXOE
2	STRUCTURE OF MIS	CO2	https://www.youtube.com/watch?v=aWn9rX12yC8
3	FUNCTIONAL	CO3	https://www.youtube.com/watch?v=5MtIr_ICmL8

	INFORMATION SYSTEMS		
4	MIS DEVELOPMENT AND SYSTEM METHODOLOGY	CO4	https://www.youtube.com/watch?v=0wwEX7hDYMc
5	IMPLEMENTATION OF MIS	CO5	https://www.youtube.com/watch?v=dK5TzX5VV6k
6	ENTERPRISE RESOURCE PLANNING (ERP)	CO6	https://www.youtube.com/watch?v=9x6yOwR7lSk

Text Book(s):

1. C Laudon and Jane P. Laudon, Management Information Systems, et al, Pearson Education.

2. Hossein Bidgoli, Nilanjan Chattopadhyay, MIS, Cengage Learning

Reference Book(s):

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.

2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2002.

Web Resources/Online Resources:

1. https://www.tutorialspoint.com/management_information_system/management_information_system.htm
2. <https://scialert.net/fulltext/?doi=itj.2014.1709.1715>
3. https://www.pnas.org/content/104/suppl_1/8574.short
4. <https://www.tandfonline.com/doi/abs/10.1080/07421222.1992.11517938>
5. <https://ecomputernotes.com/mis/implementation-and-evaluation/implementationofmis>
6. <https://www.researchgate.net/publication/325502779> Overview of Enterprise Resource Planning ERP System in Higher Education Institutions **HEIs**

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB208	BUSINESS ANALYTICS LAB							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
II	0	0	1	30	1	40	60	100
Pre-Requisite: Nil								
Course Objectives:								
<ol style="list-style-type: none"> 1. To understand the creation of company accounts. 2. To understand the creation of tables and graphs by using Ms Excel. 3. To create the payroll procedure by using MS- Access. 4. To calculate the data analysis by using SPSS. 5. Construct the statistical tools by using MS Excel. 6. To understand the procedure of calculating frequency distribution by applying MS Excel. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Construct the Final accounts by using company accounts. (L6)							
CO 2	Designing of graphs and tables by using MS Excel. (L6)							
CO 3	Categorize the payroll system. (L4)							
CO 4	Apply SPSS tools in calculating data analysis. (L3)							
CO 5	Construct various sample tests by using MS Excel. (L6)							
CO 6	Build frequency distribution tools by using MS Excel. (L3)							

CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1		3		2			3	2
CO2		2		2			3	2
CO3		3		2			3	2
CO4		2		3			2	2
CO5		2		2			2	2
CO6		3		2			3	2

COURSE CONTENT	CO
Task-1 :Creation of company accounts in Tally	
Objective: Explain decision making with financial data and information about the business	CO1
Task-2 : Preparation of Ledger	
Objective: Explain Trial balance is prepared on the basis of ledger accounts which help to check the arithmetical accuracy of financial records.	CO 1
Task-3: Trial Balance	
Objective: The trial balance is to ensure that the total of all debits equals the total of all the credits.	CO 2
Task-4: Profit and loss account and Balance sheet	
Objective :	CO 2
Task-5 : Calculations of NPV- IRR- Profitable Index- preparation of budget	
Objective: Explain the procedure of calculating capital budgeting tools by using finance tools	CO 3
Task-6 : Sorting and querying data Ms Excel	
Objective: To understand the function of sorting & querying Ms Excel.	CO 3
Task-7 : Basic Formulas and Use of Functions Ms Excel	
Objective: To apply the formulas in preparing the data analysis tools implement.	CO 4
Task-8: Data Analysis Using Charts and Graphs Retrieving of data of customers	
Objective: To understand the concept of creating charts and graphs and Retrieving of data of customers	CO 4
Task-9: Create the payroll system for salary administration using Ms Excel	
Objective: To apply spreadsheet software to prepare various charts--pie, bar, line, column, & area.	CO 5
Task-10: calculate payroll procedure	
Objective: To create employees data with unique code and apply mechanical records.	CO 5
Task-11: Statistical tools for execution using excel	
Objective: To apply the t- test and f-test to find significance of the data through SPSS.	CO 6
Task-12 Measure of dispersion	
Objective: To identify the names and functions of the.	CO 6
Additional Experiments	
Task-1: SPSS	
Objective: To construct formulas to manipulate numeric data in an Excel Worksheet.	CO 6
Task-2: Creating and using formulas and functions	
Objective: To identify the names and functions of the Excel interface components.	CO 3
Virtual Labs:	

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Finance & Accounting	CO1	https://youtu.be/19n-4yf9jIE
2	Marketing	CO2	https://youtu.be/Ok7bChbIefg
3	Human Resource Management	CO3	https://youtu.be/DdDNX0SMnag
4	Overview of SPSS	CO4	https://youtu.be/GuUJtJKBems
5	Sample test for (means, Correlation, Regression)	CO5	https://youtu.be/zoAEkmbW4ak
6	Simulation of frequency distribution	CO6	https://youtu.be/5rxY3PUuk7o

Text Book(s):

- Ms Office Excel-Frye, PHI publications
- Ms Office Access- Step by step, PHI publications

Reference Book(s):

- Reading material on accounting packages.
- SPSS User manual
- D P Apte : Statistical Tools for Managers USING MS EXCEL, Excel Books.
- David M Levine, David. F. Stephan & Kathryn A. Szabat, Statistics for Managers – Using MS
- Cox et all- 2007 Microsoft Office System Step-by- Step, First Edition, PHI.
- David Whigam-Business Data Analysis Using Excel, First Edition, Oxford University Press.
- Alexisleon, TMH, 2008, Enterprise resource planning.

•The Oxford Hand Book of Internet studies, William.H.Dulton, Oxford

Online Resources:

1. <https://youtu.be/4wlzzEvnzgA>
2. <https://youtu.be/vFcxExzLfZI>

Web Resources:

1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3117575/>
2. https://www.researchgate.net/publication/9002110_Statistics_review_7_Correlation_and_Regression
3. https://www.researchgate.net/publication/262151892_Introduction_to_SPSS

III SEMESTER

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB301	ENTREPRENEURSHIP DEVELOPMENT						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100
Pre-requisite: General Management								
Course Objectives:								
<ol style="list-style-type: none"> 1. To develop and strengthen entrepreneurial quality and motivation amongst the students. 2. To develop Entrepreneurship Skills in the Students by giving an overview of who the entrepreneurs are and what competences are needed to become an Entrepreneur or Entrepreneur. 3. To give the insights into the Management of Small Family Business based on 3S Model: Stimulate Sustain and Support. 4. To motivate the entrepreneurial instinct and to develop necessary knowledge and skills among the students. 5. To understand the nature of entrepreneurship, and transform energy to students to take unexplored career paths. 6. To provide the knowledge about the international entrepreneurship. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understanding of the evolution of industries and economies and the role of the entrepreneur. (L2)							
CO 2	Understanding the components of a business plan. Ability to scan the environment and assess opportunities and threats. Develop creativity and innovation in thought and action. (L2)							
CO 3	Examine the Enterprise Launching Formalities and project planning and development. (L4)							
CO 4	Understand the role of supporting institutions for MSMEs.(L2)							
CO 5	Develop thoughts to start Rural and women entrepreneurship. (L3)							
CO 6	Find the opportunities for international entrepreneurship.(L1)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	3	2		1			2	2
CO2	3	2		2			3	2
CO3	3	3		2			2	3
CO4	3	3		2			3	3
CO5	3	3		2			3	2
CO6	3	2	2	2			3	3
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	ENTREPRENEURSHIP: CONCEPT AND DEFINITIONS	8Hrs
<p>Entrepreneurship and Economic Development; Classification and Types of Entrepreneurs; Entrepreneurial Competencies; Factor Affecting Entrepreneurial Growth Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training; Traits Qualities of an Entrepreneurs; Entrepreneur; Manager Vs. Entrepreneur</p> <p>At the end of the Module 1, students will be able to:</p> <ol style="list-style-type: none"> 1. Remember the Entrepreneurship (L1) 2. Understand the entrepreneurial competencies (L2) 3. Compare the types of manager and entrepreneur (L2) 4. Analyze the Economic and Non Economic growth (L4) 5. Explain the EDP Programmes (L2) 		
MODULE -2	OPPORTUNITY / IDENTIFICATION AND PRODUCT SELECTION	8Hrs
<p>Entrepreneurial Opportunity Search and Identification; Criteria to Select a Product; Conducting Feasibility Studies; Project Finalization; Sources of Information</p> <p>At the end of the Module 2, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the opportunities in environment (L2) 2. Interpret the idea and selection procedure (L2) 3. Identify the feasibility studies (L3) 4. Evaluate the project (L5) 5. Apply the sources of Information (L3) 		

MODULE-3	SMALL ENTERPRISES AND ENTERPRISE LAUNCHING FORMALITIES	8Hrs
Definition of Small Scale enterprises – Rationale, Objectives, Scope - Role of SSI in Economic Development of India- SSI; Registration, NOC from Pollution Board, Machinery and Equipment Selection - Project Report Preparation, Specimen of Project Report, Project Planning and Scheduling using Networking Techniques of PERT / CPM, Methods of Project Appraisal		
At the end of the Module 3, students will be able to: <ol style="list-style-type: none"> 1. Understand the small enterprises (L2) 2. Compare the types of enterprise launching formalities (L3) 3. Analyze about PERT/CPM methods in project appraisal (L4) 4. Explain the methods of Project Appraisal (L2) 5. Interpret the registration process (L2) 		
MODULE-4	ROLE OF SUPPORT INSTITUTIONS AND MANAGEMENT OF SMALL BUSINESS	8Hrs
Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUD; State Financial Corporation SIC; Marketing Management; Production Management; Finance Management; Human Resource Management; Export Marketing;		
At the end of the Module 4, students will be able to: <ol style="list-style-type: none"> 1. Explain the role of institutions to start small business (L2) 2. Identify the different schemes in institutions (L3) 3. Understand the utilize the different management (L2) 4. Interpret the schemes choosing (L3) 5. Compare the schemes with corporations (L2) 		
MODULE-5	WOMEN &RURAL ENTREPRENEURSHIP	8Hrs
Women Entrepreneurship: Meaning, Characteristic features, Problems of Women Entrepreneurship in India, Developing Women Entrepreneurship in India, Concept of Social Enterprise and Social Entrepreneurship, Social Entrepreneurs, Sustainability Issues in Social Entrepreneurship, Rural Entrepreneurship, Family Business Entrepreneurship, Concepts of Entrepreneurship Failure, Issues of Entrepreneurial failure, Fading of Entrepreneurial success among once leading corporate groups,.		
At the end of the Module 5, students will be able to: <ol style="list-style-type: none"> 1. Understand the rural entrepreneurship (L2) 2. Identify in the society (L3) 3. Analyze the present trends in entrepreneurship(L4) 4. Explain the opportunities for woman entrepreneurship (L2) 5. Classify the rural entrepreneurship schemes (L4) 		
MODULE-6	PROJECT FINANCE & VENTURE CAPITAL	8Hrs
Project Finance: Need for finance, sources of finance, Venture capital, Nature and Overview, Venture capital process, locating venture capitalists. International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business		

to the firm, International versus domestic entrepreneurship, Stages of economic development. Institutional support for new ventures: Supporting Organizations; Incentives and facilities.

At the end of the Module 6, students will be able to:

1. Understand the venture capital (L2)
2. Compare the domestic and international entrepreneurship (L2)
3. Choose the various types of institutions support for venture capital (L3)
4. Explain the opportunities invest in project finance (L2)
5. Interpret the start up support schemes (L2)

Total hours: 48 hours

Content beyond syllabus:

1. Green entrepreneurship
2. Corporate and strategic entrepreneurship

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Entrepreneurship Concept and Definitions	CO1	https://youtu.be/hnBla1FfcLo https://youtu.be/NeflIOH-qvQ
2	Opportunity / Identification and Product Selection	CO2	https://youtu.be/61n5wQWiDLs
3	Small Enterprises and Enterprise Launching Formalities	CO3	https://youtu.be/pyvwYee1dTA
4	Role of Support Institutions and Management of Small Business	CO4	https://youtu.be/8c8PUK1oHCA https://youtu.be/2I0XdF_uOuA
5	Women & Rural Entrepreneurship	CO5	https://youtu.be/oWhvMhRQIuo
6	Project Finance & Venture Capital	CO6	https://youtu.be/KBhREhTe82Q https://youtu.be/qieDyvn6q0Q

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Text Book(s):

1. Rajshankar, Entrepreneurship Theory and practice, Vijay Nicole Imprints Private limited, 2015
2. Jayshree Suresh, Entrepreneurial Development, Margam Publications, 2015
3. NVR Naidu and T.Krishna Rao, Management and Entrepreneurship, IK Int Pub House, New Delhi
4. Timmons and Spinelli, New Venture Creation:Entrepreneurship for 21stCentury, TMH, ND

Reference Book(s):

1. Poornima M. Charantimath-Entrepreneurship Development and Small Business Enterprises-Pearson-Latest Edition
2. P. C. Jain-Hand book for New entrepreneurs-Oxford University Press-Latest Edition
3. Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.
4. Peter F. Drucker , Innovation and Entrepreneurship
5. N.P.Srinivasan & G.P.Gupta," Entrepreneurial Development ", Sultanchand &Sons.

Web Resources/ Online Resources

1. https://youtu.be/jV_Ti88-Cqk
2. <https://youtu.be/vXKoRWAhJVg>
3. <https://journals.sagepub.com/doi/abs/10.1111/j.1540-6520.2007.00213.x>
4. <https://www.sciencedirect.com/science/article/abs/pii/S0959652604000605>
5. <https://ideas.repec.org/p/ess/wpaper/id2475.html>
6. <https://www.tandfonline.com/doi/abs/10.1080/08985626.2015.1015457>
7. <https://www.sciencedirect.com/science/article/abs/pii/S0883902610000200>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB302	BUSINESS ETHICS AND CORPORATE GOVERNANCE						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100
Pre-requisite: basic knowledge of business ethics and corporate governance								
Course Objectives:								
COB1. To inculcate ethical behavior in all walks of life.								
COB2. To help in understanding the importance of ethics in business.								
COB3. To help in analyzing the effects of unethical behavior.								
COB4. To create awareness about ethical issues in HRM and FINANCE.								
COB5. To provide the knowledge about corporate governance.								
COB6. To help in understanding the Corporate Governance Indian Scenario.								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Demonstrate the meaning of Business Ethics and Corporate Governance (L2)							
CO 2	Explain the importance of globalization on Business ethics.(L2)							
CO 3	Distinguish ethics in Marketing(L4)							
CO 4	Distinguish ethics in HRM and Finance.(L4)							
CO 5	Compare and contrast the practical applications of corporate governance.(L4)							
CO 6	Make use of Research corporate governance issues in Indian context(L3)							

CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2
CO1	3			3		3	2	1
CO2	3		2	2		3	3	1
CO3	3			1		3	3	2
CO4	3		1	2		3	3	1
CO5	3			2	2	3	3	1
CO6	3			2		3	2	1
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	IMPORTANCE OF BUSINESS ETHICS	8 Hrs
Values and Ethics- Business Ethics and Law – Ethics in Work Place – Ethical Decision Making- Theories of Business Ethics – Management and Ethics- Indian Ethical Traditions		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. understand the concept of ethics.(L2) 2. make use of the ethical Business decisions(L3) 3. Understand the various Indian ethical traditions.(L2) 4. Examine the Indian ethical traditions.(L4) 5. Take part in ethical decision making (L4) 		
MODULE -2	IMPACT OF GLOBALIZATION ON INDIAN BUSINESS ETHICS	8 Hrs
Impact of Globalization on Indian Business Ethics- Reasons for Unethical Practices among Indian companies – Development of Indian Capital Markets – Various studies on Ethical Attitudes of Managers Major Indian Scams.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the need of business ethics in the globalization scenario. (L2) 2. Identify the reasons for doing unethical practices in Indian companies.(L3) 3. Evaluate the attitude of managers in major Indian scams.(L5) 4. Analyze various studies on ethical attitudes of managers in major indian scams.(L4) 5. Appraise the development of Indian capital markets (L5) 		
MODULE-3	ETHICS IN MARKETING	8 Hrs

Ethics in Marketing : Product safety and Pricing-Ethical responsibility in Product- Advertising and Target Marketing Ethics of sales, advertising and product placement and Consumer Autonomy.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. understand the concept of ethics in marketing (L2) 2. Tell the use of ethical guidelines in the field of marketing.(L1) 3. Find how to give the consumer autonomy.(L1) 4. Make use of Advertising and Target Marketing Ethics of sales(L3) 5. understand the product safety and pricing (L2) 		
MODULE-4	ETHICS IN HRM & FINANCE	8 Hrs
Ethics in HRM & Finance – HR related ethical issues - Institutional Culture – Frauds in Banks - Measures against Bank Frauds – Frauds in Insurance sector.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of ethics in HRM.(L2) 2. Find the need of ethics in the area of finance.(L1) 3. Identify the unethical practices followed by various institutions in the area of HR and Finance.(L3) 4. Identify the frauds in financial sector.(L3) 5. Demonstrate the HR related ethical issues (L2) 		
MODULE-5	CORPORATE GOVERNANCE	8 Hrs
An overview – Theory and Practice of Governance- Indian model of Governance - Good Corporate Governance – Land marks in emergence of Governance OECB Principles – Sarbanes-Oxley Act 2002-SEBI Initiatives		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of corporate governance.(L2) 2. Explain the practices of good governance system.(L2) 3. Identify the essential things followed by SEBI in the existence of good Governance. (L3) 4. Demonstrate the good corporate governance.(L2) 5. Make use of SEBI initiatives.(L3) 		
MODULE-6	CORPORATE GOVERNANCE INDIAN SCENARIO	8 Hrs
Corporate Governance Indian Scenario: Role of Government in Ensuring Corporate Governance – Governance issues relating to Board of Directors – Duties and responsibilities of Auditors – Governance under limited competition – Role of Media – Corporate Governance in Developing and Transiting Economies.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the corporate governance in Indian scenario.(L2) 2. Identify the role of board of directors in corporate governance.(L3) 3. Identify the role of Media in developing corporate governance system.(L3) 4. Assess the role of Corporate Governance in Developing and Transiting Economies.(L5) 5. Understand the duties and responsibilities of auditors.(L2) 		

Total hours: 48 Hrs

Content beyond syllabus:

1. Cover the various governance systems other than the india.

Self-Study:

Contents to promote self-Learning:

SNO	Topic	CO	Reference
1	Importance of Business Ethics	CO1	https://swayam.gov.in/nd2_cec19_mg24/preview
2	Impact of Globalization on Indian Business Ethics	CO2	https://swayam.gov.in/nd2_cec19_mg24/preview
3	Ethics in Marketing	CO3	https://swayam.gov.in/nd2_cec19_mg24/preview https://www.managementstudyguide.com/ethics-in-sales-marketing.htm
4	Ethics in HRM & Finance	CO4	https://www.managementstudyguide.com/ethics-in-human-resource-management.htm https://managementstudyguide.com/portal/courses
5	Corporate Governance	CO5	https://www.youtube.com/watch?v=3aXjtAbaeCO
6	Corporate Governance Indian Scenario	CO6	https://www.youtube.com/watch?v=FN0kRR985I8

Text Book(s):

- 1 A.C.Fernando: "Business Ethics and Corporate Governance", Pearson

Reference Book(s):

- 1 S.K.Mandal: "Ethics in Business and Corporate Governance", TMH, New Delhi, 2012.
2. Marianne M Jennings: "Cases in Business Ethics", Cengage Learning, New Delhi, 2012.
3. S.Prabhakaran: "Business Ethics and Corporate Governance", Excel Books, New Delhi, 2011.
4. N.Balasubramanyam: "A Case Book on Corporate Governance and Stewardship", TMH., New Delhi, 2011.

Web Resources/Online resources:

1. www.thefreedictionary.com/ethics
2. www.himpub.com.
3. www.ethics.org
4. https://en.wikipedia.org/wiki/Business_ethics
5. www.ethics.org
6. https://www.researchgate.net/publication/305604526_Business_Ethics_and_Corporate_Governance
7. <http://www.himpub.com/documents/Chapter2975.pdf>

NARAYANA ENGINEERING COLLEGE : NELLORE								
20MB 308	CONSUMER BEHAVIOUR						R2020	
Semester	Hours / Week			Total hrs.	Credit C	Max Marks		
	L	T	P			CIE	SEE	TOTAL
III	3	0	0	48	3	40	60	100
Pre-requisite: marketing management								
Course Objectives:								
<ol style="list-style-type: none"> 1. To understand the consumer behaviour in an informed and systematic way. 2. To analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making. 3. To understand the consumer motivation, personality and consumer learning. 4. To identify the major factors that influences the consumer behaviour. 5. To understand the marketing ethics towards consumers. 6. To give the students a perspective to understand the application of market research in framing effective marketing strategies. 								

Course Outcomes (CO): After successful completion of the course, the student will be able to:	
CO 1	Demonstrate how knowledge of consumer behaviour can be applied to marketing (L2)
CO 2	Explain the environmental influences on consumer behaviour (L2)
CO 3	Understand the internal dynamics such as personality, perception, learning motivation and attitude to the choice's that consumers make. (L2)
CO 4	Identify and explain the factors which influence consumer decision making process. (L3)
CO 5	Understand the consumerism and ethics in marketing. (L2)
CO 6	Recall a research reports on consumer behavioural issues within a specific context(L1)

CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO 2
CO1	2			3	1	3	1	2
CO2	1	2	1	3	2	1	2	3
CO3		3		2	1	2	3	1
CO4		2	2	3		3	2	2
CO5		2		2		2	3	3
CO6		2		3		2	1	2
1- Low, 2-Medium, 3- High,								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO CONSUMER BEHAVIOR	8 Hrs
Defining consumer behavior, need and importance of consumer behavior, understanding consumer through research process, consumer behavior in a world of economic instability, rural consumer behavior, consumer segmentation, targeting and positioning, segmentation and branding, rural markets.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Define the consumer behaviour(L1) 2. Distinguish between different consumer behaviour influences and their relationships(L4) 3. Explain the relevance of consumer behaviour theories and concepts to marketing decisions(L2) 4. Improve appropriate combinations of theories and concepts(L6) 5. Understand the consumer behaviour through research process (L2) 		
MODULE -2	ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOUR	8 Hrs
Influence of culture, sub culture, social class, social group, family and personality, cross cultural consumer behaviour.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Explain culture, its types and characteristics(L2) 2. Evaluate the role of culture in shaping consumer behaviour in a market(L5) 3. Understand the concept of sub- culture. Its nature, types and role in influencing consumer behaviour.(L2) 4. Explain the influence of social class on the purchasing behaviour of buyers(L2) 5. Analyse the impact of reference group and opinion leaders on consumer behaviour(L4) 		
MODULE-3	CONSUMER AS AN INDIVIDUAL	8 Hrs
Personality and self-concept, consumer motivation, consumer perception. Consumer attitudes and changing attitudes, consumer learning and information processing		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. understand personality and self - concept.(L2) 2. Explain the consumer motivation that influence consumer decisions making.(L2) 3. Analyse the consumer perception (L4) 4. Understand the consumer attitudes and changing attitudes(L2) 5. Identify the consumer learning and information processing(L3) 		
MODULE-4	CONSUMER DECISION MAKING PROCESSES	8 Hrs
Problem recognition, search and evaluation, purchasing processes, post purchase behavior, models of consumer decision making, consumers and the diffusion of innovations.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Demonstrate how knowledge of consumer behaviour can be applied to marketing.(L2) 2. Identify and explain factors which influence consumer behaviour.(L3) 3. Understand the internal dynamics such as personality, perception, learning motivation and attitude to the choice's consumers make.(L2) 4. Apply appropriate research approaches including sampling, data collection and questionnaire(L3) 5. Define for specific marketing situations.(L1) 		

MODULE-5	CONSUMERISM AND ETHICS	8 Hrs
Roots of consumerism, consumer safety, consumer information, consumer responsibilities, marketer responses to consumer issues, marketing ethics towards consumers		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the Roots of consumerism (L2) 2. Understand the consumer responsibilities and consumer information. (L2) 3. Utilize action planning and presentation skills to raise awareness for ethical consumerism(L3) 4. Recall how they can collaborate with others to enact local and global change(L1) 5. Demonstrate the actions individuals can take to become more ethical consumers(L2) 		
MODULE-6	RESEARCHING CONSUMER	8 Hrs
Researching consumer behaviour, models of consumer behaviour Nicosia, Howard sheet consumer research strategies, methods of gathering consumer information's, measuring consumer characteristics		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Demonstrate how knowledge of consumer behaviour can be applied to marketing.(L2) 2. Identify the way of research to understand the consumer behaviour.(L3) 3. Analyse the Nicosia model of consumer behaviour.(L4) 4. Solve appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.(L6) 5. Explain consumer behavioural issues within a specific context(L2) 		
Total hours:		48 Hrs

Content beyond syllabus:

- 1.social media influence on consumer behaviour
- 2.Attitude-Behavior Consistency

Self-Study:

Contents to promote self-Learning:

S.NO	Topic	Reference
1	Introduction to consumer behaviour	https://www.youtube.com/watch?v=jP3XVgrSNsM
2	Environmental influences on consumer behaviour	https://www.youtube.com/watch?v=uJHajXOm44c
3	Consumer as an individual	https://www.youtube.com/watch?v=q_aD3CcdDzU

4	Consumer decision making processes	https://www.youtube.com/watch?v=-VEYbyVZh7E
5	Consumerism and ethics	https://www.youtube.com/watch?v=GAG-t-kXcqE
6	Researching consumer	https://www.youtube.com/watch?v=ZJLFn68i8Ik

Text Book(s):

1. Schiffman & Kanuk: Consumer Behaviour (Prentice Hall of India)
2. Blackwell, Miniard & Engel: Consumer Behaviour (Thomson)
3. Ramesh Kumar: Consumer Behaviour (Pearson Education)

Reference Book(s):

1. Leon G. Schistman & Leslie Leaserkarmal: Consumer Behaviour (Prentice Hall of India)
2. Subhash Mehta: Consumer Behaviour (Tata McGraw Hill)
3. Majumdar Ramanuj: Consumer Behaviour: Insights from Indian Market (Phi Learning)
4. Donald F. Kuratko, T.V. Rao: Entrepreneurship: A South –Asian Perspective (South Western)
5. Rama Bijapurkar: Entrepreneurship: Understanding the Logic of Consumer India (Penguin Books India)

Web Resources/ Online Resource:

1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_CB_Lecture%20Notes.pdf
2. <https://www.studocu.com/in/document/1/view>
3. <https://nptel.ac.in/courses/110/105/110105029/>
4. <https://books.google.co.in/books?id>
5. <https://onlinelibrary.wiley.com/loi/14791838>
6. <https://www.researchgate.net/publication/25641220>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB312	INDIAN FINANCIAL SYSTEM							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100
Pre-requisite: Indian economy ,monetary system and financial markets								
Course Objectives:								
<ol style="list-style-type: none"> 1. To understand the components in the Indian Financial System. 2. To understand the regulatory bodies in Indian financial system. 3. To provide the knowledge about financial markets. 4. To gain knowledge on banking and non- banking institutions. 5. To understand the various fund based services. 6. To provide the knowledge about the importance of fee based service institutions. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understand the structure of Indian financial system (L2)							
CO 2	Understand the role of RBI, SEBI and IRDA in Indian financial system. (L2)							
CO 3	Explain the structure and functioning of financial market in India (L2)							
CO 4	Develop the knowledge on banking & non-banking institutions. (L3)							
CO 5	Understand the nature and importance of various fund based services.(L2)							
CO 6	Analyze the role and importance of fee based financial services (L4)							

CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2
CO1				3				1
CO2	3	1		3				2
CO3	2	3		3				2
CO4	2	2		3				2
CO5		2		3			2	2
CO6		2		3				2
1- Low, 2- Medium, 3- High,								

COURSE CONTENT		
MODULE – 1	INDIAN FINANCIAL SYSTEM - INTRODUCTION	8 Hrs
Introduction and meaning of Indian financial system – Structure of Indian financial system- financial institutions – financial markets – financial instruments and financial services - Financial System and economic development.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the elements in the Indian financial system (L2) 2. Understand the role of financial institutions, financial markets in Indian financial system. (L2) 3. Analyze the relationship between financial system and economic growth (L4) 4. Examine recent developments takes place in financial system. (L4) 		
MODULE -2	REGULATORY INSTITUTIONS	8 Hrs
Reserve Bank of India (RBI) – Organization – Objectives – Role and Functions of RBI, Monetary Policy and techniques of RBI - The Securities Exchange Board of India (SEBI) – Organization, Objectives and role of SEBI .Insurance regulatory and development authority (IRDA). Organization, Objectives and role of IRDA.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Examine the role and importance of regulatory institutions. (L4) 2. Understand the role of Reserve bank of India. (L2) 3. Analyze monetary policy and techniques of RBI. (L4) 4. Examine the role of SEBI. (L4) 5. Understand the importance of IRDA. (L2) 		
MODULE-3	FINANCIAL MARKETS	8 HRS
Definition and Structure of financial markets – money markets and capital markets - Primary Market (New issue market) - Treasury Bills - Commercial Bills - Commercial Papers and Certificates of Deposit - Secondary Market (stock exchange) – organisation and structure of stock exchange - Listing, trading - SEBI - Regulations..		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the role of financial markets in Indian financial system .(L2) 2. Analyse the concept of money market.(L4) 3. Explain the functions of stock exchange.. (L2) 4. Compare the primary and the secondary markets. (L4) 5. Understand about SEBI regulations.(L2) 		
MODULE-4	BANKING AND NON - BANKING INSTITUTIONS	8 Hrs
Definition – structure of financial institution - Banking and Non - Banking Institutions - Commercial banks – Growth and structure of commercial Banks- Bank capital –Banking Innovations- Co-operative banks- Features, Structure and Growth. – Insurance -Definition, Features and Growth - Mutual funds - Concept - Types of Mutual Funds - Role of AMFI		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of non-banking financial services(L2) 2. Understand the concept of banking institutions.(L2) 3. Understand the mutual funds and role of AMFI.(L2) 		

4. Compare the differences between public and private sector banks (L4)		
5. Define the insurance and role of Insurance. (L1)		
MODULE-5	FUND BASED SERVICES	8 Hrs
Leasing and Hire Purchase - Definition, Functions, uses and methods for evaluation. Venture Capital -Factoring – housing finance – consumer credit - Definition, Functions, uses and evaluation.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the concept of various financial services.(L2) 2. Understand the concept of Leasing and Hire Purchase. (L2) 3. Explain about the about venture capital. (L2) 4. Understand the importance of factoring. (L2) 5. Analyze the consumer credit.. (L4) 		
MODULE-6	FEE-BASED SERVICES	8Hrs
Merchant banking– Credit rating- underwriting, - portfolio services- Stock broking – depository services- Challenges faced by investment bankers.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Explain about various fee based services (L2) 2. Understand the concept of Merchant banking. (L2) 3. Examine the role of portfolio services. (L4) 4. Understand the underwriting and stock broking process. (L2) 5. Explain the credit rating system. (L2) 6. Analyze the depository services. (L4) 		
		Total hours: 48 hours

Content beyond syllabus:			
<ol style="list-style-type: none"> 1. New Regulations of Capital markets 2. Taxation system of money markets 			
Self-Study:			
Contents to promote self-Learning:			
SNO	Topic	CO	Reference
1	Indian Financial System	CO1	https://www.youtube.com/watch?v=p1KD-Y1e2Hg&list=PLDfJoyVy2hk71YkWCfjK60cvUZehyXQW
2	Regulatory Institutions	CO2	https://www.youtube.com/watch?v=9uAU8x2qALM
3	Financial Markets	CO3	https://www.youtube.com/watch?v=p1KD-Y1e2Hg&list=PLDfJoyVy2hk71YkWCfjK60cvUZehyXQW
4	Banking and Non - Banking	CO4	https://www.youtube.com/watch?v=YxrKLXj4aHo

	Institutions		
5	Fund based Services	CO5	https://www.youtube.com/watch?v=jwLwbn9wPO
6	Fee-based services	CO6	https://www.youtube.com/watch?v=tP_P29mG0Fc

Text Book(s):

1. M.Y.Khan: Indian Financial System, Fifth edition, Tata McGraw Hill.
2. L.M.Bhole: Financial Institutions and Markets, Fourth edition, Tata McGraw Hill
3. Gordon and Natrajan (2011). Financial Markets and Services (6th ed.). New Delhi: Himalaya Publishing House.

Reference Book(s):

1. P.N.Varshney, D.K. Mittal: Indian Financial System, Fifth edition, Sultan Chand & sons.
2. Khan, M. Y. (2008). Financial Services (4thed.).New Delhi: Tata McGraw Hill.
3. Kohn, Meir (2003). Financial Institutions and Markets.New Delhi: Tata McGraw Hill.
4. Madura, Jeff (2006). Financial Institutions and Markets (7thed.). New Delhi: CengageLearning

Web Resources/Online Resources:

1. https://www.youtube.com/watch?v=epg4R7J-3Fg&list=PLDfJoyVy2hk71YkWCfjK60cvUZe_hyXQW&index=5
2. https://youtu.be/p1KD-Y1e2Hg?list=PLDfJoyVy2hk71YkWCfjK60cvUZe_hyXQW
3. https://youtu.be/jqCfhCb5fZI?list=PLDfJoyVy2hk71YkWCfjK60cvUZe_hyXQW
4. <https://youtu.be/YI2BudAw3oo>
5. <https://www.sciencedirect.com/science/article/abs/pii/S0378426620302168>
6. [https://www.worldwidejournals.com/indian-journal-of-applied-research-\(IJAR\)/article/a-study-of-performance-evaluation-of-selected-equity-mutual-funds-in-india/MTExnDE=?is=1&b1=237&k=60](https://www.worldwidejournals.com/indian-journal-of-applied-research-(IJAR)/article/a-study-of-performance-evaluation-of-selected-equity-mutual-funds-in-india/MTExnDE=?is=1&b1=237&k=60)
7. <https://www.sciencedirect.com/science/article/pii/S2212567114002147>
8. http://www.ijirset.com/upload/june/27_Article%20on%20Portfolio%20Management.pdf

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB316	MANAGEMENT OF INDUSTRIAL RELATIONS						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100
Pre-requisite: Human Resource Management sem II								
Course Objectives:								
<ol style="list-style-type: none"> 1. To know the basic concepts relating to industrial relations and significance of cordial industrial relation for industrial and economic growth of the country. 2. To understand the concept and causes of industrial disputes and prevention of Industrial Disputes 3. To explain the role and function of management and union strategies and structures for collective bargaining. 4. To understand the role of Trade Unions in business organisations. 5. To learn how to manage both a disciplinary and a grievance. 6. To establish and promote industrial democracy by encouraging employee participation in the sharing of profits and of management and decision making. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understand the industrial relation in India(L2)							
CO 2	outline the important causes & impact of industrial disputes and settlement mechanism of industrial disputes (L2)							
CO 3	Understand and be able to apply a framework for analyzing collective bargaining and negotiations (L2)							
CO 4	Define trade union and identify forms of industrial action (L1)							
CO 5	Explain organizational procedures for the management of discipline and grievance (L2)							
CO 6	Understand the concept of Participative Management and importance in industrial relations(L2)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1		2		3		2	2	2
CO2	1	3		2		2	3	2
CO3	2	2		3		2	2	3
CO4	1	2		2		1	3	2
CO5	3	3		3		3	3	2
CO6		2		3		3	3	3
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	INDUSTRIAL RELATIONS	8Hrs
Industrial Relations - Concept, Scope, Significance, Approaches - Industrial Relations System. Role of Industrial Relation Officer- Evolution of Industrial Relations in India - Economic Reforms and IR		
At the end of the Module 1, students will be able to: <ul style="list-style-type: none"> 1. Define the concept of industrial relations (L1) 2. Analyze the approaches of industrial relations (L4) 3. Understand the role of industrial relation officer. (L2) 4. Explain the Industrial Relations system (L2) 5. Identify the importance of Industrial relations (L3) 		
MODULE -2	INDUSTRIAL DISPUTES	8Hrs
Meaning, causes and classification of industrial disputes – Adverse effects of industrial disputes and good effects of industrial disputes - prevention of Industrial Disputes –statutory and non statutory preventive measures – machinery for resolution/ settlement of industrial disputes. – strikes and lock – outs .		
At the end of the Module 2, students will be able to: <ul style="list-style-type: none"> 1. Understand the nature of industrial conflict (L2) 2. Analyze the causes of industrial disputes (L4) 3. Apply the statutory and non statutory preventive measures (L3) 4. Analyse the Adverse effects of industrial disputes. (L4) 5. Compare the strikes, lockouts and layoff (L2) 		
MODULE-3	COLLECTIVE BARGAINING	8Hrs

Meaning ,nature and significance of collective bargaining –process of collective bargaining – levels of collective bargaining – conditions for success of collective bargaining - Role, Methods of collective Bargaining – Gain Sharing – Negotiation, Conciliation, Arbitration, Adjudication. – growth of collective bargaining in India.

At the end of the Module 3, students will be able to:

1. Understand the nature of collective bargaining (L2)
2. Examine the levels of collective bargaining (L4)
3. Analyze the process of collective bargaining (L4)
4. Understand the importance in industrial relations. (L2)
5. Explain the methods of collective bargaining (L2)

MODULE-4	TRADE UNIONS	8Hrs
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Definition, features, objectives and functions of trade unions – principles of trade unionism – types and structure of trade unions –Employee Federations - strategies of trade unions – Trade unions movement in India and recent developments - Trade unions act -1926

At the end of the Module 4, students will be able to:

1. Understand the nature of trade unions(L2)
2. Analyze the principles of trade unionism (L4)
3. Examine the types and structure of trade unions (L4)
4. Apply the strategies of trade unions (L3)
5. Evaluate the trade unions movement in India (L5)

MODULE-5	DISCIPLINE & GRIEVANCE MANAGEMENT	8Hrs
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Meaning , objectives and approaches to discipline – meaning and Causes of Grievances and Disputes, Machinery for Redressal of Grievances – Discipline – Code of Conduct - Process of Domestic Enquiry – Grievance management in Indian industries.

At the end of the Module 5, students will be able to:

1. Explain the difference between a discipline and a grievance and the implications for their management (L2)
2. Explain the legal obligations of employers and the rights of employees in relation to discipline and grievance cases (L2)
3. Examine the Machinery for Redressal of Grievances (L4)
4. Explain the Process of Domestic Enquiry (L2)
5. Analyse the Grievance management in Indian industries (L4)

MODULE-6	PARTICIPATIVE MANAGEMENT	8Hrs
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Meaning, concept of participative management – Forms of workers participation in management - Joint Management Councils - Works Committees – Empowerment and Quality Management - Industrial Relations and Technological Change.

At the end of the Module 6, students will be able to:

1. Understand the concept of participative management (L2)
2. Analyze the Forms of workers participation in management (L4)

3. Examine the Joint Management Councils - Works Committees (L4)
4. Explain the Empowerment and Quality Management (L2)
5. Understand the relationship between the Industrial Relations and Technological Change. (L2)
Total hours: 48 Hrs

Content beyond syllabus:

1. Fringe benefits and industrial relations.

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Industrial relations	CO1	https://www.youtube.com/watch?v=6J-VvleH06k
2	Industrial disputes	CO2	https://www.youtube.com/watch?v=IG3B_wbaTa4
3	Collective bargaining	CO3	https://www.youtube.com/watch?v=Zb2eveLBQeI
4	Trade unions	CO4	https://www.youtube.com/watch?v=ERTC3xaOHZ4
5	Discipline & Grievance Management	CO5	https://www.youtube.com/watch?v=4KvsfwS9bgw
6	Participation management	CO6	https://www.youtube.com/watch?v=h2h7vgbE8VI

Text Book(s):

1. Singh, P. & Kumar, N. (2011). Employee Relations Management. New Delhi: Pearson Education India
2. Arun Monappa, Industrial Relations, Tata McGraw Hill, New Delhi.
3. Varma Pramod, Management of Industrial Relations, Oxford and IBH
4. Punekar, Labour Welfare Trade Unionism and Industrial Relations, Himalaya publications

Reference Book(s):

1. Dwivedi, R.S. (2002). Managing Human Resources: Industrial Relations in Indian Enterprises. New Delhi: Galgotia Publishing Company
2. Mamoria, C.B. & Mamoria, S. (2016). Dynamics of Industrial Relations in India. Mumbai: Himalaya Publishing House.
3. Ramaswamy, E.A. The Rayon Spinners (1997). Strategic Management of Industrial Relations. New Delhi: Oxford University Press.
4. Sen, R. (2009). Industrial relations: text and cases. New Delhi: Macmillan Publishers.
5. Sharma, A.M., Industrial Relations: Conceptual and Legal Framework, Himalaya Publishing House, Mumbai.

Web Resources/ Online Resources:

1. <https://www.youtube.com/watch?v=Y4XHzX5VE7g>
2. <https://www.youtube.com/watch?v=ywfl1cJLgAE>
3. <https://www.youtube.com/watch?v=SI7Ws7dgByM>
4. <https://www.youtube.com/watch?v=zThmek--ItA>
5. <https://www.youtube.com/watch?v=Jr3B9f86rNo>
6. <https://www.youtube.com/watch?v=NrF6CzVgfm8>
7. <http://www.whatishumanresource.com/industrial-relations>
8. <https://www.economicdiscussion.net/industries/industrial-relations/32249>
9. <https://labour.gov.in/industrial-relations>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB320	DATA BASE MANAGEMENT SYSTEMS							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100
Pre-requisite: Nil								
Course Objectives:								
<ol style="list-style-type: none"> 1. To acquire skills on modern hardware and software tools necessary for taking and implementing managerial decisions. 2. To teach about the role of Database systems in modern business. 3. To construct database queries using relational algebra and calculus and SQL. 4. To provide skills on online transaction management systems. 5. To make students understand about normalization. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Describe the need and applications of Database systems in modern business. (BL-2)							
CO 2	Develop conceptual design for large scale enterprise systems. (BL-3)							
CO 3	Summarize Relational calculus. (BL-2)							
CO 4	Apply SQL commands to create data base schema (BL-3).							
CO 5	Apply normalization on database. (BL-3)							
CO 6	Demonstrate transaction management techniques. (BL-2)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1					1			
CO2					1			
CO3					1			
CO4					1			
CO5					1			
CO6					1			
1: Low, 2-Medium, 3- High								

COURSE CONTENT

MODULE – 1	INTRODUCTION TO DATABASE MANAGEMENT SYSTEMS	8 hours
Database Environment, working of a Simple Centralized Database System, Traditional File Systems vs. Modern Database Management Systems, Properties of Database, Types of Database Users, Advantages of using DBMS, Applications of traditional Database.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the Purpose of Database Systems. (L-2) 2. Compare files systems with DBMS. (L-2) 3. Summarize the concept of Users, Architecture of DBMS. (L-2) 		
MODULE -2	DATABASE CORE CONCEPTS & ER MODEL	8 hours
Data Model, Schemas and Instances, three schema architecture, Languages and Interfaces, DBMS Components, Classification of Database Management Systems, Conceptual Data model for Database Design, ER Model Concept with an example, Components of an ER Model, Relationships, Roles and Structural Constraints, Constraints on Relationship Types.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand Data Models, and View of Data. (L-2) 2. Develop ER models for database. (L-3) 3. Explain conceptual design for enterprise systems (L-2) 		
MODULE-3	RELATIONAL ALGEBRA, RELATIONAL CALCULUS& SQL	8 hours
Relational Model Constraints, Update Operation on Relations, The Relational Algebra. Introduction, Tuple Relational Calculus, Domain Relational Calculus.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand various Relational Model constraints(BL-2) 2. Understand Relational Algebra in query languages(BL-2) 3. Describe relational calculus operations. (BL-2) 		
MODULE-4	STRUCTURED QUERY LANGUAGE	8 hours
SQL, Multi table Queries, Nested Queries or Sub queries, Multiple Row Nested Queries, Data Manipulation Language, The Create Table Statement.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the Basic SQL(BL-2) 2. Apply SQL commands to design a Database(BL-3) 3. Discuss the need of Nested Queries(BL-2) 		
MODULE-5	NORMALIZATION FOR RELATIONAL DATABASES	8 hours
Information Design Guide Lines for Relational DB, Levels of Relation Schema, First Normal Form, Second Normal Form, Third Normal Form, Boyce Codd Normal Form, Fourth Normal Form, Multi valued Dependencies, Normalization using Join Dependencies.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand Basics of Relational Model. (BL-2) 2. Understand the problems of redundant data(BL-2) 3. Apply Normalization to build Relations(BL-2) 		
MODULE-6	TRANSACTION PROCESSING	8 hours
Transaction Processing Concepts, Transactions in a multiuser system, Desirable Properties of Transactions, Schedules and conflicts, Serializability.		

At the end of the Module 6, students will be able to:	
<ol style="list-style-type: none"> 1. Understand Atomicity and Durability, Concurrent Executions. (BL-2) 2. Discuss the concept of Transaction, Transaction States. (BL-2) 3. Understand schedules and conflicts. (BL-2) Understand the need for serializability. (BL-2) 	
Total hours:	48 hours
Content beyond syllabus:	
TERM WORK:	
<ol style="list-style-type: none"> 1. Conduct survey on theory of normalization for multimedia databases emphasizing on functional dependencies between different types of media data and submit report. 2. Design and implementation of Railway Reservation 3. Design and implementation of Employee Database in College 4. Conduct survey on following topics related to oracle DBMS <ol style="list-style-type: none"> a. Implementation of Aggregate Functions for Interval-Valued Java Data Type in the Oracle DBMS b. Towards a new approach for an effective image retrieval based on Oracle DBMS 5. Conduct survey on query processing and its optimization for mobile computing environment and submit report. 	

Self-Study:		
Contents to promote self-Learning:		
SNO	Module	Reference
1	Introduction to Database Management Systems	https://nptel.ac.in/courses/106/105/106105175/ Week 1 – Lecture 1,2
2	Database Core Concepts & ER Model	https://nptel.ac.in/courses/106/105/106105175/ Week 1 – Lecture 3,4
3	Relational Algebra, Relational Calculus	https://nptel.ac.in/courses/106/106/106106220/ Week-3 Lecture 5
4.	Structured Query Language	https://nptel.ac.in/courses/106/105/106105175/ Week 4 – Lecture 6,7,8,9,10
5	Relational Database Design	https://nptel.ac.in/courses/106/105/106105175/ Week 5 – Lecture 31,32,33,34,35
6	Transaction Processing,	https://nptel.ac.in/courses/106/105/106105175/ Week 6 – Lecture 6,7,8.

Text Book(s):
<ol style="list-style-type: none"> 1. Database System Concepts, Abraham Silberschatz, Henry F. Korth, S. Sudarshan, 6th Edition, 2017, Tata McGraw-Hill Publishing Company. 2. Database Management Systems (for JNTU), 2011, Peter Rob, A.Ananda Rao, Corlos Coronel, Cengage Learning. 3. Database Management System, Raghu Ramakrishnan, Tata McGraw-Hill Publishing Company, 3rd Edition, 2014.
Reference Book(s):

1. Database System Implementation, Hector Garcia Molina, Jeffrey D. Ullman, Jennifer Widom, Pearson Education, United States, 1st Edition, 2000.
2. Database Systems: Design, Implementation, and Management, Carlos Coronel and Steven Morris, 12th edition, 2016, Cengage Learning.
3. Fundamental of Database Systems, E. Ramez and Navathe, 7th Edition, Pearson Education
4. Database Management Systems, R.P. Mahapatra & Govind Verma, 2016, Khanna Publishing House

Online Resources/ Web References:

<https://www.coursera.org/learn/database-management>

<https://www.coursera.org/learn/sql-data-science>

<https://www.w3schools.com/sql/>

<https://www.youtube.com/watch?v=fHAfc7Hjq28&list=PLWPirh4EWFpGrpcMfZ6UcdI786QdtSxV8>

<https://www.youtube.com/watch?v=HwmEcudlv44&list=PL4OCRJojkV1jN-Ed6RkQpWfBvqe0utRd6>

<http://www.w3schools.in/dbms/>

<https://www.geeksforgeeks.org/dbms/>

<https://www.javatpoint.com/dbms-tutorial>

<https://www.edureka.co/blog/dbms-tutorial/>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB309	SALES AND DISTRIBUTION MANAGEMENT						R2020	
Semester	Hours / Week			Total hrs.	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100
Pre-requisite: Marketing management sem II								
Course Objectives:								
<ol style="list-style-type: none"> To understand the Sales & Distribution functions as integral part of marketing functions in a business firm To provide students about the selling process, organizational structures followed in the organization. To know the role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services. To provide the knowledge about Integrating advertising, sales force and channel members by building non-conflicting and non overlapping routes to fulfil the needs of the consumer To provide the knowledge on supply chain, logistics and warehouse management. To provide knowledge on various intermediaries in distributing the products & services. 								
Course Outcomes(CO): After successful completion of the course, the student will be able to:								
CO 1	Understand the concept of sales & distribution management (L2)							
CO 2	Apply and enhance the sales force productivity and performance (L3)							
CO 3	Plan and implement an effective sales strategy for their organizations.(L3)							
CO 4	Develop and implement distribution channel strategy.(L3)							
CO 5	Determine the Channels efficiency and effectiveness; wholesaling, and retailing (L5)							
CO 6	Apply to link distribution with other marketing variables (L3)							

CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO 2
CO1	1			2		3	3	
CO2		2	1		2		2	
CO3	3		2			1	3	1
CO4		2		1	3		2	1
CO5	1		3		2		2	1
CO6		1		2		3	2	
3- High, 2-Medium, 1- Low								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO SALES & DISTRIBUTION MANAGEMENT	8 Hrs
Nature and scope of sales management, personal selling objectives, Types of sales management positions, Theories of personal selling, personal selling strategies, sales forecasting and budgeting decisions, emerging trends in selling, ethical leadership, case analysis.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Identify issues related to design and implementation of Sales Strategy. (L3) 2. Apply concepts related to improving performance of Sales Team. (L3) 3. Analyze roles and responsibilities of a Sales and Marketing Manager.(L4) 4. Design and implement channel strategies. (L6) 5. Evaluate, classify, imagine and plan the successful service marketing(L5) 		
MODULE -2	PERSONAL SELLING PROCESS	8 Hrs
Sales Territories & Quotas: Selling process, relationship selling, Designing Sales Territories, sales quotas and sales organisation structures.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the student to the industrial selling process, including the activities and techniques involved with each stage of the selling process.(L2) 2. Understand Design Sales territories, Quotas & Objectives (L2) 3. Apply an appreciation for the professionalism needed to perform in the industrial selling field.(L3) 4. Understanding of the career potential provided by the industrial selling field (L2) 5. Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans(L4) 		
MODULE-3	SALES FORCE MANAGEMENT	8 Hrs
Recruitment and selection of sales force, Training, motivating and compensating the sales force, controlling the sales force. An Overview of Marketing Channels; Structure, Functions and Relationships of channels of Distribution.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Distinguish between Sales Strategy and corporate strategy (L4) 2. Recall the Characteristics of Sales person (L1) 3. Understand Frameworks & Practical learning's for an effective Sales force design(L2) 4. Understanding the concept of marketing channels (L2) 5. Understanding the functions of distribution channels (L2) 		
MODULE-4	DISTRIBUTION MANAGEMENT	8 Hrs
Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, institutions for channels- retailing wholesaling, designing channel systems, channel management, Channel Design Process and Channel Management Decisions		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Analyze the major role of distribution in managing supply chains.(L4) 		

<ol style="list-style-type: none"> 2. Apply specialised knowledge of distribution management to review channels of distribution, their main participants and their relative importance. (L3) 3. How the distribution function provides the key link between manufacturers and suppliers on the inbound side and retail and customers on the outbound side.(L1) 4. Understanding the concept of distribution management (L2) 5. Apply channel management decisions in marketing (L3) 		
MODULE-5	MARKET LOGISTICS AND SUPPLY CHAIN MANAGEMENT	8 Hrs
Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, channel information systems, distribution management in international markets.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand Logistics and SCM basics and its business application. (L2) 2. Understand 3PL and 4 PL, Reverse Logistics concepts and use in practice. Importance of Green SCM Practices especially in today's Global warming scenario. (L2) 3. Understand functions of Transport Department, Constituents of Transportation cost. Discuss different methods of Transport and its applicability, Transport Documents. (L2) 4. Understand basic key terms in logistics and Supply Chain Management.(L2) 5. Recall the components of inventory and warehouse management (L1) 		
MODULE-6	CHANNEL INTERMEDIARIES	8 Hrs
Role and Types; Wholesaling- Types of Wholesalers, Wholesaler marketing decisions; Retailing- Types of retailers, retailer marketing decisions; Market Logistics- Logistics objectives, Market logistics decisions for Distribution Channels; Role of Information System in Distribution Channel Management; Assessing Performance of Marketing Channels.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Recall the functions of agents, wholesalers, distributors and retailers.(L1) 2. Understand the different elements that help streamline the logistics and distribution process.(L2) 3. Understand the methods used in organizing channels (L2) 4. Understand the management of underlying behavioral dimensions present in most channels (L2) 5. Apply information system in designing channel management (L3) 		
Total hours:		48 hours

Content beyond syllabus:

1. Developing Sales Training Programmes
2. Compensating sales personnel

Self-Study:

Contents to promote self-Learning:

SNO	Topic	Reference
1	Introduction To Sales & Distribution Management	https://www.youtube.com/watch?v=tTB52_VMCTc

2	Personal Selling Process	https://www.youtube.com/watch?v=zr46j40GgoI
3	Sales Force Management	https://www.youtube.com/watch?v=E0IXtOXMAZ8
4	Distribution Management	https://www.youtube.com/watch?v=a1bjFcT3S2Q
5	Market Logistics And Supply Chain Management	https://www.youtube.com/watch?v=rivvbQCP2UQ
6	Channel Intermediaries	https://www.youtube.com/watch?v=YsEsrkNkhQI

Text Book(s):

1. Sales and Distribution Management: An Indian Perspective. Pingali Venugopal
2. Sales and Distribution Management(Text and Cases)- Krishna K Havaladar, Vasant M Cavale, Tata McGraw Hill

Reference Book(s):

1. Sales Management –Decisions, Strategies and Cases- by Richard R Still, Edward W. Cundiff and Norman A.P.Govani, Prentice Hall of India
2. The Management of Business logistics- a supply chain perspective- by Coyle, Bardi, Langley, (Thomson-South western edition)
3. Marketing Channels (7/E) Author(s): Anne T. Coughlan , Erin Anderson, Louis W Stern and Ansary (Pearson)
4. Selling and Sales Management- by David Jobber and Jeoff Lancaste, Pearson Education
5. Marketing Logistics-A supply chain approach – Kapoor & Kansal pearson Education
6. Logistics by David Bloomberg, Stephan Lemay & Hanna PHI
7. Marketing Channels by Stern and El-Ansari & Coughlan PHI
8. Sales Management- Douglas Dalrymple, William Cron & De Carlo- JohnWiley & Sons7/e,

Web Resources/Online Resources:

1. https://www.tutorialspoint.com/sales_and_distribution_management/sales_and_distribution_management
2. https://www.academia.edu/36645956/Sales_and_Distribution_Management
3. <https://www.icmrindia.org/courseware/Sales%20and%20Distribution%20Management1/Sales%20&%20Dis%20Mgmt.htm>
4. <https://www.emerald.com/insight/publication/issn/0959-0552>
5. <https://onlinelibrary.wiley.com/journal/1745493x>
6. <https://www.sciencedirect.com/science/article/pii/S1877042812006520>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB313	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100
Pre-requisite: Financial Management & Business Statistics.								
Course Objectives:								
<ol style="list-style-type: none"> To provide students with Working Knowledge of Investments. To familiarize students with various Investment alternatives and stock exchange operations. To provide students with a conceptual and analytical framework of evaluating a financial security. To provide students a framework of using Fundamental Analysis and Technical Analysis. To familiarize students with Portfolio Selection by using various models. To provide students with Portfolio Evaluation Techniques & Strategies. 								
Course Outcomes(CO): After successful completion of the course, the student will be able to:								
CO 1	Understand investment objectives, identify the sources of investment information.(L2)							
CO 2	Explain the process of Investment alternatives and stock Exchanges operations.(L2)							
CO 3	Analyse Risk & Return using Statistical tools.(L4)							
CO 4	Determine the Equity and bond valuation its risks and returns.(L5)							
CO 5	Analyze the importance of investment decisions by using Fundamental and technical Analysis.(L4)							
CO 6	Analyze the portfolios and Mutual Funds, Performance.(L4)							

CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO 6	PSO1	PSO 2
CO1	3			3				
CO2	2			3				
CO3		3		2				
CO4		2	2	2				
CO5		3		3				
CO6		3						
3- High,2-Medium,1- Low								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO INVESTMENTS	8 Hrs
Investment, Speculation and Gambling, Features of Investment, Investment Avenues, Investment Process. The Investment Environment.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand Different types of Investment.(L2) 2. Distinguish Between Investors – Speculators – Gamblers. (L4) 3. Explain Various Investment Avenues. (L2) 		
MODULE -2	SECURITIES MARKETS	8 Hrs
Global Securities Markets-Securities Market of India - Global Stock Market Indices – Indian Stock Market Indices – Securities Trading and Settlement – Types of Orders - Margin Trading.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand Important Global Securities Markets.(L2) 2. Demonstrate Global and Indian Stock Market Indices. (L2) 3. Understand the Trading and Settlement Process. (L2) 		
MODULE-3	MEASUREMENT OF RISK AND RETURN	8 Hrs
Revenue Return and Capital appreciation, holding period –Calculation of expected return, Risk factors, risk classification – systematic risk – unsystematic risk – standard deviation – variance– Beta.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Analyze Risk & Return. (L4) 2. Distinguish between Systematic and Unsystematic Risk. (L4) 3. Construct Risk using Statistical tools. (L3) 		
MODULE-4	FUNDAMENTAL ANALYSIS & TECHNICAL ANALYSIS	8 Hrs
Framework of FundamentalAnalysis- Economic analysis, Industry analysis-Industry Life cycle - Company analysis, Fundamental Analysis Vs Technical Analysis- Basic Indicators for Technical Analysis – Moving Averages – RSI – ADX – MACD- Efficient Market Hypothesis(EMH).		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Distinguish between Fundamental Analysis & Technical Analysis.(L4) 2. Understand Basic Indicators For Technical Analysis. (L2) 3. Explain Economic-Industry-Company Analysis. (L2) 		
MODULE-5	VALUATION OF SECURITIES	8 Hrs
Types of Securities - Equity Analysis & Valuation, Equity Valuation Models, Relative Valuation techniques – Earnings Multiplier Approach, Valuation using P/E ratio, Price to Book Value, Price/sales ratio - Bond valuation – Preference share Valuation.		

At the end of the Module 5, students will be able to:

1. Define various types of securities. (L1)
2. Understand valuation Models. (L2)
3. Apply Models to Equity – Preference – Preference Shares – Bonds. (L3)

MODULE-6	PORTFOLIO MANAGEMENT	Hour:8h
Process of Portfolio Management, Modern Portfolio – Portfolio models – Sharpe single index model, Capital Asset Pricing Models.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand Portfolio Management. (L2) 2. Apply the Pricing Models to Portfolios. (L3) 3. Explain the Capital Asset Pricing Model. (L2) 		
		Total hours: 48 Hrs

Content beyond syllabus:

1. Investment Strategies of Global Fund Managers (Like Warren Buffet, Peter Lynch, George Soros etc...)

Self-Study:

Contents to promote self-Learning:

SNO	Topic	Reference
1	Understanding Stock Market	https://www.youtube.com/watch?v=Fk1INY4gNk0
2	Technical Analysis - I	https://www.youtube.com/watch?v=OLZgVDNvLxE&list=PLEC357A2BC142F57E&index=19
3	Risk and Return	https://www.youtube.com/watch?v=fGrS8fRiIS4&list=PLEC357A2BC142F57E&index=3
4	Valuation of investments	https://www.youtube.com/watch?v=7FkgWE1hG4U
5	Markowitz Optimal Portfolio Selection Model	https://www.youtube.com/watch?v=ptXRZpyqyaA&list=PLEC357A2BC142F57E&index=27
6	Portfolio Performance	https://www.youtube.com/watch?v=pJOeL-wR5zE

Text Book(s):

1. PrasannaChandra:InvestmentanalysisandPortfolioManagement”4thEdition, TMH,2013.
2. Punithavathy Pandian, Security Analysis &Portfolio Management, Vikas,2014

Reference Book(s):

1. William. F. Sharpe, Gordon J Alexander & Jeffery V Bailey: Fundamentals of Investments, Prentice Hall,2012.
2. ZVIBodie,AlexKane,AlanJMarcus,PitabasMohantyInvestments, McGrawHill,11e,2019
3. Donald E Fischer, Ronald J Jordan: Security Analysis and Portfolio Management, 6th Edition, Pearson.

Web Resources / Online Resources:

1. www.nseindia.com
2. www.moneycontrol.com
3. <https://www.investing.com/>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB317	PERFORMANCE AND REWARD MANAGEMENT							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100
Pre-requisite: Human resource management sem II								
Course Objectives:								
<ol style="list-style-type: none"> 1. To understand the role and importance of performance management. 2. To understand the importance of mentoring, coaching, and counselling to improve the performance improvement. 3. To know the concept, role and importance of reward management. 4. To understand the wage determination factors and job evaluation methods. 5. To know the various components in wage structure and the role of incentives. 6. To focus on different issues in reward management and statutory provisions. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understand the concept of Performance management and performance appraisal. (L2)							
CO 2	Examine the role of mentoring, coaching and counselling in order to improve the performance. (L4)							
CO 3	Define the concept of reward management. (L1)							
CO 4	Analyze the wage determinant factors in the process of wage fixation. (L4)							
CO 5	Examine the important elements in wage structure. (L4)							
CO 6	Analyze the reward issues and statutory provisions. (L4)							
CO-PO MAPPING								
CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2
CO1		2		3		2	2	2
CO2		2		3		2	3	1
CO3		3		3		1	2	
CO4	2	2		3			2	1
CO5	2	3		3		1	3	
CO6		3		3		2	2	2
1-Low, 2- Medium, 3-High								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO PERFORMANCE MANAGEMENT	8 Hrs
Meaning- Scope and Significance – Advantages of Performance Management - Performance management process – Performance Planning – Performance Appraisal - Methods -		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of performance management (L2) 2. Understand the stages in performance management process. (L2) 3. Analyze the advantages of performance management. (L4) 4. Understand the performance planning process. (L2) 5. Apply the performance appraisal methods (L3) 		
MODULE -2	PERFORMANCE IMPROVEMENT TECHNIQUES	8 Hrs
Mentoring- Meaning – Benefits - Characteristics -Mentoring process-Group mentoring - Coaching for performance improvement - Concept - Tips for effective coaching -Counseling - Functions of counseling- Steps in counseling process.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the role of mentoring, coaching and counselling to improve the performance. (L2) 2. Define the group mentoring concept. (L1) 3. Analyze the benefits of mentoring, monitoring, coaching and counseling. (L4) 4. Examine the functions of counselling. (L4) 5. Apply the tips for effective mentoring, coaching and counselling. (L3) 		
MODULE-3	INTRODUCTION TO REWARD MANAGEMENT	8 Hrs
Compensation Meaning – Significance – Behavioural Aspects of Employee Compensation and Concepts of Equity – wage Theories – Wage Policy– Factors Influencing Wage Policy - National Commission on Labour on Wage Policy –Wage Structure–Wage Differentials – Wage Levels.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of compensation management. (L2) 2. Analyze the behavioral aspects of employee compensation.(L4) 3. Understand the importance of wage theories in wage fixation. (L2) 4. Explain the wage policy and role of National Commission on Labour. (L2) 5. Analyze the wage differentials and wage levels. (L4) 		
MODULE-4	WAGE DETERMINATION	8 Hrs
Wage Determination–Factors Influencing Wage Fixation – Methods of Job Evaluation– Job Pricing–Wage and Salary Surveys–Rationalising and Developing Wage Structures.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Define the concept of wage determination.(L1) 2. Understand the factors which influence the wage fixation. (L2) 3. Explain the concept of job evaluation and job evaluation methods. (L2) 4. Understand the job pricing process. (L2) 5. Define the role of wage and salary surveys. (L1) 		

MODULE-5	COMPONENTS OF PAY	8 Hrs
Basic pay – Dearness Allowance –House Rent Allowance–Fringe Benefits – Money and Real Wages – Consumer Price Index. Bonus – Concept – Bonus Regulations –Negotiations with Unions - Wage Incentives – Linking Wages with Productivity – Individual and Group Incentives		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of Indian wage structure. (L2) 2. Analyze the various components in Indian wage structure. (L4) 3. Examine basic pay, Dearness allowance and other allowances in the wage structure. (L4) 4. Distinguish minimum wage, fair wage and real wages. (L4) 5. Understand the role of bonus and its regulations. (L2) 6. Understand the concept of incentives which link with productivity. (L2) 		
MODULE-6	REWARD ISSUES	8 Hrs
Issues – Statutory Provisions – Institutions like Wage Boards and Pay Commissions – Machinery for Resolving Disputes – Compensation for Managers – Domestic and Multinational Companies – Rewarding Women.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the importance of reward issues. (L2) 2. Apply the machinery to resolve the disputes. (L3) 3. Analyze the importance of rewarding of women.(L4) 4. Apply the statutory provisions in reward system. (L3) 5. Distinguish the reward system of domestic and multinational firms. (L4) 		
		Total hours: 48 hours

Content beyond syllabus:			
<ol style="list-style-type: none"> 1. HR auditing. 2. Human Resource payroll system. 			
Self-Study:			
Contents to promote self-Learning:			
SNO	Topic	CO	Reference
1	Performance Management	CO1	https://youtu.be/YV3BjBlcPzM
2	Performance Improvement Techniques	CO2	https://www.youtube.com/watch?v=06lmlv7DZak
3	Introduction to Reward Management	CO3	https://www.youtube.com/watch?v=CZeITbr-eWQ

4	Wage Determination	CO4	
5	Components of Pay	CO5	https://www.youtube.com/watch?v=WsqIMe8b8Ms
6	Reward Issues	CO6	https://www.youtube.com/watch?v=LqV8yY9yp1M

Text Book(s):

1. Milkovich & Newman : Compensation (Tata McGraw Hill)
2. Michael Armstrong :Performance management (Kogan page)
3. Cynthia D Fisher. (2005).Human Resource Management
4. Richard I. Derson. I. Richard, Compensation Management, Pearson Education

Reference Book(s):

1. Barry Gerhart & Sara L Rynes : Compensation (Sage)
2. Devinder Sharma:performance appraisal and management (Himalaya publications)
3. Sibson : Wages and Salaries (American Management Association)
4. Michael Armstrong : Reward Management (Kogan)
5. Goel Dewakar, Performance Appraisal and Compensation Management, PHI Learning, New Delhi

Web Resources/Online Resources:

1. <https://www.youtube.com/watch?v=tmPR585RTsU>
2. <https://www.youtube.com/watch?v=NjvCki0FzG0>
3. <https://www.youtube.com/watch?v=EthJBz6NWE0>
4. <https://www.youtube.com/watch?v=O0VJ0IOvqzg>
5. <https://www.youtube.com/watch?v=BNgrRa0ENzE>
6. <https://www.valamis.com/hub/performance-management-process>
7. <https://www.mbaknol.com/human-resource-management/compensation-management-process/>
8. <https://www.businessmanagementideas.com/wage/wage-board/20848>

NARAYANA ENGINEERING COLLEGE:NELLORE

20MB321	EXPERT SYSTEMS AND ARTIFICIAL INTELLIGENCE						R2020	
Semester	Hours / Week			Total hrs	Credit C	Max Marks		
	L	T	P			CIE	SEE	TOTAL
III	3	0	0	48	3	40	60	100
Pre-requisite: Basic knowledge of Statistics, Ability to understand complex algorithms.								
Course Objectives:								
<ol style="list-style-type: none"> 1. To learn the difference between optimal reasoning vs human like reasoning 2. To understand the notions of state space representation, exhaustive search, heuristic search along with the time and space complexities 3. To learn different knowledge representation techniques 4. To understand the applications of AI: namely Game Playing, Theorem Proving, Expert Systems, Machine Learning and Natural Language Processing 5. To learn about syntax and semantics of LISP programming. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Explain basic principles that drive complex real world intelligence applications.(L-2)							
CO 2	Solve complex engineering problems with suitable state space representation easily.(L-3)							
CO 3	Interpret the role of knowledge representation, problem solving, and learning.(L-2)							
CO 4	Understand the fundamentals of Natural Language Processing.(L-2)							
CO 5	Build solutions using Probability & Bayes Theorem.(L-3)							
CO 6	Apply Artificial Intelligence techniques in expert systems.(L-3)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1					2			
CO2					2			
CO3					2			
CO4					2			
CO5					2			
CO6					2			
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
Module – 1	GENERAL ISSUES AND OVERVIEW OF AI	7h
The AI problems; what is an AI technique; Characteristics of AI applications Problem Solving, Search and Control Strategies General Problem solving; Production systems.		
At the end of the Module 1, students will be able to: <ul style="list-style-type: none"> 1. Relate the scope and limits of AI to identify the solvable and unsolvable problems.(L-2) 2. Recall the skill for representing knowledge using the appropriate technique.(L-1) 3. Understand about various control strategies.(L-2) 		
Module -2	HEURISTIC SEARCH TECHNIQUES	8h
Hill climbing; Branch and Bound technique; Best first search and A* algorithm; AND/OR Graphs; Problem reduction and AO* algorithm; Constraint Satisfaction problems Game Playing Minmax search procedure.		
At the end of the Module 2, students will be able to: <ul style="list-style-type: none"> 1. Select a search algorithm for a problem and characterize its time and space complexities(L-3). 2. Find a value for each one of a set of problem variables using constraint satisfaction problem.(L-1) 3. Select an optimal move for a player using min-max search method.(L-3) 		
Module-3	KNOWLEDGE REPRESENTATION	9h
First Order Predicate Calculus; Skolemisation; Resolution Principle and Unification; Inference Mechanisms,Horn clauses, Semantic Networks; Frame Systems and Value Inheritance; Scripts;Conceptual Dependency		
At the end of the Module 3, students will be able to: <ul style="list-style-type: none"> 1. Relate resolution principle and unification in skolemisation.(L-2) 2. Understand list manipulation functions in lisp.(L-2) 3. Relate the relationship between a fact and statements using PROLOG.(L-2) 		
Module-4	AI PROGRAMMING LANGUAGES	9h
Introduction to LISP, Syntax and Numeric Functions; List manipulation functions; Iteration and Recursion; Property list and Arrays, Introduction to PROLOG.		
At the end of the Module 4, students will be able to: <ul style="list-style-type: none"> 1. Define context free grammar during parsing.(L-1) 2. Outline the Computational linguistic using Augmented Transition Nets.(L-2) 3. Understand linear and non linear planning for semantic analysis.(L-2) 		
Module-5	NATURAL LANGUAGE PROCESSING PARSING TECHNIQUES	7h
Context free Grammar; Recursive Transition Nets (RTN); Augmented Transition Nets (ATN); Semantic Analysis, Case and Logic Grammars; Planning Overview “ An Example Domain: The Blocks World; Component of Planning Systems; Goal Stack Planning (linear planning); Non-linear Planning using constraint posting		

At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand about statistical reasoning.(L-2) 2. Understand fuzzy logic with its applications.(L-2) 3. Define about Certainty factors and Rule Based Systems.(L-1) 		
Module- 6	EXPERT SYSTEMS	8h
Introduction to Expert Systems, Architecture of Expert Systems; Expert System Shells; Knowledge Acquisition; Case Studies: MYCIN, Learning, Rote Learning; Learning by Induction; Explanation based learning.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand about architecture of Expert systems.(L-2) 2. Compare Learning by Induction and Rote Learning.(L-2) 3. Define about Expert system shells.(L-1) 		
		Total hours: 48 h

Content beyond syllabus:
1.Design of agents and intelligent Agents.
TERM WORK:
<ol style="list-style-type: none"> 1. Implementing AI in IOT-based health care application for logistics. 2. Use of NLP models in marketing and advertising. 3. Use of AI for agriculture and farming. 4. AI for data analysis on traffic safety

Self-Study:		
Contents to promote self-Learning:		
SNO	Topic	Reference
1	Overview of AI	https://www.innoarchitech.com/blog/artificial-intelligence-explained-ai-simplified
2	Constraint Satisfaction problems	https://study.com/academy/lesson/constraint-satisfaction-problems-definition-examples.html
3	LISP Programming	https://www.youtube.com/watch?v=emYfTkmSO1E
4	Natural Language Processing.	https://en.wikipedia.org/wiki/Natural_language_processing
5	Fuzzy logic	https://www.youtube.com/watch?v=xD1c8jTFF78&t=945s
6	Expert systems	https://www.techslang.com/what-is-an-expert-system-in-ai/

Text Book(s):

1. Stuart Russell and Peter Norvig. Artificial Intelligence – A Modern Approach, Pearson Education Press, 2001.
2. Kevin Knight, Elaine Rich, B. Nair, Artificial Intelligence, McGraw Hill, 2008.

Reference Book(s):

1. Rich, Knight, Nair: Artificial intelligence, Tata McGraw Hill, Third Edition 2009.
2. Introduction to Artificial Intelligence by Eugene Charniak, Pearson.
3. Introduction to Artificial Intelligence and expert systems Dan W.Patterson. PHI.
4. Artificial Intelligence by George Fluger Pearson fifth edition.

Online Resources / Web References :

1. <https://nptel.ac.in/courses/106/105/106105078/#>
2. <https://www.javatpoint.com/forward-chaining-and-backward-chaining-in-ai>
3. https://en.wikipedia.org/wiki/Constraint_satisfaction_problem
4. <https://www.tutorialspoint.com/lisp/index.htm>
5. https://www.tutorialspoint.com/artificial_intelligence/artificial_intelligence_fuzzy_logic_systems.htm
6. https://www.tutorialspoint.com/artificial_intelligence/artificial_intelligence_expert_systems.htm

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB310	PRODUCT & BRAND MANAGEMENT							2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100
Pre-requisite: Marketing Management sem II								
Course Objectives:								
<ol style="list-style-type: none"> To understand the applications of product decisions and concept of product management. To understand the concepts & processes involved in product development process To understand the role and importance of brand image. To develop the process and methods of brand management, including how to establish brand identity and build brand equity. To understand the brand equity management system. To Formulate effective branding strategies for both consumer and business products/services 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Apply the fundamental concepts of product mix and product strategies. (L3)							
CO 2	Evaluate and implement different aspects of product management and product marketing management strategy. (L5)							
CO 3	Formulate and justify brand development decisions. (L6)							
CO 4	Demonstrate knowledge of the nature and processes of branding and brand management. (L2)							
CO 5	Understand and conduct the measurement of brand equity and brand performance. (L2)							
CO 6	Examine insights into how to create profitable brand strategies by building, measuring and managing brand equity. (L4)							
CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1		1		3	1	1	2	1
CO2	1	2		3	1	3	2	2
CO3	1	3		3	1	3	3	2
CO4		1		3		2	2	1
CO5		3		3	1	2	3	
CO6		2		3	2	3	2	1
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	PRODUCT DECISIONS	8 Hrs
Product Concepts – Product Classification – Consumer Goods and Industrial Goods Classification – Product Line and Product Mix – Product Characteristics – Responsibility of Product Manager – Types of Product Strategies		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the role and importance of Product classification. (L2) 2. Distinguish the consumer goods and industrial goods. (L4) 3. Apply the concept of product mix in classifying the goods. (L3) 4. Explain various characteristics of product. (L2) 5. Understand various product strategies in practice. (L2) 		
MODULE -2	PRODUCT MANAGEMENT	8 Hrs
Product differentiation – Product Strategies – Stages in the New Product Development – Product Positioning Strategies – Packaging Management		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand product management and analytics concepts. (L2) 2. Apply the concept of new product development in developing the product. (L3) 3. Explain various product strategies. (L2) 4. Understand about the packaging management. (L2) 5. Apply the positioning strategies in promoting the product in market. (L3) 		
MODULE-3	BRANDING DECISIONS	8 Hrs
Essentials of Good Brand Name – Types of Brands – Advantages of branding – Brand Loyalty – Brand Valuation Methods – Approaches to Brand Revitalization		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the role of creating brand management. (L2) 2. Understand about various types of brands in branding decisions. (L2) 3. Apply the concept of brand valuation methods to create brand for products. (L3) 4. Understand about brand revitalization. (L2) 5. Distinguish between brand loyalty and brand revitalization. (L4) 		
MODULE-4	BRANDING & BRAND MANAGEMENT	8 Hrs
The concept of Brand Equity, Creating brands in a competitive market, Brand Positioning and Brand Associations, Using Brand Elements to create brand equity, Leveraging Secondary Brand Associations		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.(L6) 2. Identify important issues related to planning and implementing brand strategies. (L3) 3. Plan how to identify brand meaning and to measure brand strength for any particular 		

market offering.(L3)		
4. Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.(L3)		
5. Apply brand elements to create brand equity. (L3)		
MODULE-5	GROWING AND SUSTAINING BRAND EQUITY	8 Hrs
Designing and Implementing Branding Strategies, Launching Brand Extensions Products, Managing brands overtime and Geographic boundaries. Developing a Brand Equity Management System.		
At the end of the Module 5, students will be able to:		
1. Apply various branding strategies to create brand towards products/ services. (L3)		
2. Understand the concept of brand extensions. (L2)		
3. Explain about brand equity in designing the management system. (L2)		
4. Apply the concept of designing the brand equity. (L3)		
5. Understand about the environmental factors which effect the brand management. (L2)		
MODULE-6	BRANDING IN DIFFERENT SECTORS	8 Hrs
Branding in Industrial sector, Retail Sector, Service sector, Banking Sector and Insurance Sector. Global branding: Definition, advantages and disadvantages. Building a global brand. Limits of global marketing.		
At the end of the Module 6, students will be able to:		
1. Outline the factors shaping a company's brand structure(L2)		
2. Explain the role of firm-based, product-market, and market dynamic characteristics in global branding(L2)		
3. Define contemporary context and culture of global advertising and branding, and the creative industries (L1)		
4. Explain the role of branding in insurance sector. (L2)		
5. Distinguish between retail sector and service sector. (L4)		
		Total hours: 48hours

Content beyond syllabus:
1. Key Sources of Innovation
2. Recent trends in product and brand management.
Self-Study:
Contents to promote self-Learning:

SNO	Topic	CO	Reference
1	Product Decisions	CO1	https://www.youtube.com/watch?v=CfRs60MHpEM
2	Product Management	CO2	https://www.youtube.com/watch?v=i69U0lvi89c
3	Branding Decisions	CO3	https://www.youtube.com/watch?v=JF2l-5r7stc
4	Branding & Brand Management	CO4	https://www.youtube.com/watch?v=nwc68CNAXTM&list=PLP1K8RwG01-eTBzOSDvpQOjiCZ3Z8Hn08
5	Growing and Sustaining Brand Equity	CO5	https://www.youtube.com/watch?v=sKuIPHJh7C4
6	Branding in Different Sectors	CO6	https://www.youtube.com/watch?v=6nUF0Sd0RgU

Text Book(s):

1. Marketing Management –Philip Kotler, Kevin Lane Keller ,15th Edition, Pearson
2. Product Strategy and Management, Michael Baker and Susan Hart, Pearson Education, Second Edition.
3. Strategic Brand Management, Kevin Lane Keller, M.G. Rameswaram and Isaac Jacob, Pearson Education, Third Edition.
4. Product & Brand Management – Text & Cases, Prof.K.Venugopal Rao,Himalaya

Reference Book(s):

1. Product Management in India, Ramanuj Majumdar, PHI
2. Product Management ,C.Nandan, , TMH.
3. Building Brand Value : Five Steps of Building Powerful Brands, M. G.Parameswaran, 2006, New Delhi: Tata McGraw Hill
4. Brand Management, , H. V. Verma, 2004, New Delhi: Excel Books
5. Branding, A reference guide to solving your toughest branding problems and strengthening your market position, B. VanAuken, 2007. Jaico Publishing House
6. Managing Indian Brands-Concepts and Strategies, S Ramesh Kumar, 2001, Vikas Publications
7. Successful Branding, Prank K Chaudhary, University (India) Press Limited, Hyderabad,
8. What's in a Brand? , John Philip Jones, TMH
9. Brand Management – Text & Cases , Harsh V Verma , Excel
10. Become the Brand of Choice, Jason Hartman, Jaico.

NARAYANA ENGINEERING COLLEGE:NELLORE

Web Resources/Online Resources:

1. <https://www.coursera.org/learn/brand-management>
2. <https://www.emerald.com/insight/publication/issn/1061-0421>
http://ebooks.lpude.in/management/mba/term_4/DMGT508_PRODUCT_AND_BRAND_MANAGEMENT.pdf
3. <https://www.emerald.com/insight/publication/issn/1061-0421>
4. <https://link.springer.com/article/10.1057/s41262-020-00209-3>
5. <https://www.emerald.com/insight/content/doi/10.1108/07363769510095270/full/html>

20MB314	MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100
Pre-requisite: Financial management and Strategic Management								
Course Objectives:								
<ol style="list-style-type: none"> 1. To make aware of the various concepts of mergers and acquisitions. 2. To help in understanding the importance of mergers and acquisitions. 3. To help in analyzing the role of corporate Restructuring. 4. To create the knowledge about merger process. 5. To make familiarize about various valuation approaches. 6. To inculcate the knowledge about accounting and amalgamation. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Define the meaning and concepts of mergers and acquisitions.(L1)							
CO 2	Explain about issues in managing mergers and acquisitions. (L2)							
CO 3	Distinguish between various factors affecting corporate Restructuring (L4)							
CO 4	Explain the merger process(L2)							
CO 5	Compare and contrast various valuation approaches.(L4)							
CO 6	Explain about accounting and amalgamation (L2)							

CO-PO MAPPING								
CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2
CO1	2	3					1	2
CO2	1	3	2				1	3
CO3	2	3		1			2	3
CO4	2	3	1				2	3
CO5		3	2	1			1	3
CO6	1	2		3			1	2
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	MERGERS	8 Hours
Mergers in the nature of acquisitions and amalgamations. types of merger – motives behind mergers – theories of mergers – operating, financial and managerial synergy of mergers – value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M & A activities.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of Mergers.(L2) 2. Understand the concept of acquisitions.(L2) 3. Utilize the knowledge about operating, financial and managerial synergy of mergers.(L3) 4. understand the internal and external change forces contributing to M&A activities.(L2) 5. Explain the theories of mergers.(L2) 		
MODULE -2	MERGERS & ACQUISITION	8 Hours
A strategic perspective- industry life cycle and product life cycle analysis in M&A decision, strategic approaches to M&A- SWOT analysis, BCG matrix.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the need and importance of M&A.(L2) 2. Apply the concept of industry life cycle and product life cycle analysis in M&A.(L3). 3. Explain about strategic approaches to M&A.(L2) 4. Analyse the SWOT for a given company.(L4) 5. Utilise the knowledge about BCG matrix. (L3) 		
MODULE-3	CORPORATE RESTRUCTURING	8 Hours
Meaning - different methods of restructuring – joint ventures – sell off and spin off – divestitures – equity carve out – leveraged buy outs (LBO) – management buy outs – master limited partnerships – employee stock ownership plans (ESOP)		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of corporate restructuring.(L2) 2. Distinguish between different methods of restructuring.(L4) 3. Understand the role of ESOP. (L2) 4. Utilise the employee stock ownership plan (L3) 5. Explain about management buy outs (L2) 		
MODULE-4	MERGER PROCESS	8 Hours
Dynamics of M&A process- identification of targets-negotiation-closing the deal. Five-stage model – due diligence (detailed discussion).Process of merger integration – organizational and human aspects – managerial challenges of M & A.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Identify the Dynamics of M&A process.(L3) 		

<ol style="list-style-type: none"> 2. Understand the concept of targets, negotiation and closing the deal.(L2) 3. Assess the organizational and human aspects.(L5) 4. Understand the managerial challenges of M&A.(L2) 5. Understand the process of merger integration.(L2) 		
MODULE-5	VALUATION	8 Hours
<p>valuation approaches – discounted cash flow valuation – relative valuation – valuing operating and financial synergy – valuing corporate control – valuing of LBO Methods of financing mergers – cash offer, share exchange ratio – mergers as a capital budgeting decision.</p>		
<p>At the end of the Module 5, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of valuation.(L2) 2. Understand the concept of discounted cash flow valuation.(L2) 3. Make use of the essential things followed in mergers as a capital budgeting decision.(L3) 4. Outline the valuing corporate control.(L2) 5. Asses the valuation approaches.(L5) 		
MODULE-6	ACCOUNTING FOR AMALGAMATION	8 Hours
<p>: pooling of interest method, purchase method – procedure laid down under Indian companies act of 1956.</p>		
<p>At the end of the Module 6, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of accounting for amalgamation.(L2) 2. Find the pooling of interest method.(L1) 3. Explain about Indian companies act of 1956. (L2) 4. Understand the purchase method(L2) 5. Explain the procedure for laid down under Indian companies act of 1956.(L2) 		
Total hours: 48 hours		

Content beyond syllabus:			
<ol style="list-style-type: none"> 1. Mergers and acquisitions in India. 			
Self-Study:			
Contents to promote self-Learning:			
SN O	Topic	CO	Reference
1	Mergers	CO1	https://www.youtube.com/watch?v=NtXV3YGr988
2	M&A	CO2	https://www.youtube.com/watch?v=NtXV3YGr988
3	Corporate	CO3	https://www.youtube.com/watch?v=FNBA0R4EWO

	Restructuring		
4	Merger Process	CO4	https://www.youtube.com/watch?v=axonFO5Vb2I
5	Valuation	CO5	https://www.youtube.com/watch?v=VUz0CZbsfEY
6	Accounting For Amalgamation	CO6	https://www.youtube.com/watch?v=bkWw-3zpBel

Text Book(s):

1. Mergers, Restructuring And Corporate Control, Fred Weston, Kwang S Chung, Susan E Hoag, 4/e, Pearson Education.
2. Corporate Finance-Theory And Practice – AswathDamodaran – John Wiley & Sons.
3. Takeovers, Restructuring And Corporate Governance, Weston, Mitchell And Mulherin - 4/e, Pearson Education, 2003.
4. Mergers, Ramanujam et al, TMH, 2003. • Advanced Accounts Vol. 2 – Shukla & Grewal, S.Chand& Sons.
5. Mergers and Acquisitions, Rajinder S. Aurora, Kavita Shetty and Sharad R. Kale, Oxford University Press, 2011.

Reference Book(s):

1. Value Creation from Mergers And Acquisitions, SudiSudarsanam – 1/e, Pearson Education, 2003.
2. Merger Acquisitions & Corporate Restructuring – Chandrashekar Krishna Murthy & Vishwanath. S.R – Sage Publication.
3. Mergers, acquisitions and Corporate Restructuring, NishikantJha, Himalaya Publishing House, 2011.
4. Corporate Restructuring, Bhagaban Das, DebdasRaskhit and SathyaSwaroopDebasish, Himalaya Publishing, 2009.
5. Business Legislation for Management, M.C. Kuchhal and VivekKuchhal, 4/e, Vikas Publishing House, 2013.

Web resources/Online resources:

1. www.courseera.org
2. www.classcentral.com
3. <https://www.youtube.com/watch?v=1JSPUNFVoGs>
4. http://eacharya.inflibnet.ac.in/data-server/eacharya-documents/55dabf56e4130146162caeb7_INFIEP_214/1431/ET/214-1431-ET-V1-S1_m6111.pdf
5. https://onlinecourses.swayam2.ac.in/cec20_mg17/preview
6. https://www.researchgate.net/publication/312104015_Mergers_and_Acquisitions_A_Conceptual_Review

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB318	EMPLOYEE WELFARE & LEGISLATION						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100
Pre-Requisite: Human Resource Management								
Course Objectives:								
<ol style="list-style-type: none"> 1. To create an understanding of the different social security and welfare programmes offered by organizations. 2. To gain knowledge on the regulatory framework related to employee welfare and security. 3. To understand the issues related to labour administration and management. 4. To know the development and the judicial setup of Labour Laws. 5. To learn the laws relating to Industrial Relations, Social Security and Working conditions. 6. To understand the laws relating to wages and Discharge, Misconduct, Domestic Enquiry and Disciplinary. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understand the concept of employee welfare and its significance in the organisations.(L2)							
CO 2	Explain the employee welfare programmes as statutory and non statutory.(L2)							
CO 3	Analyse the employee welfare administration in India. (L4)							
CO 4	Understand the concept of employee legislation.(L2)							
CO 5	Summarize the important provisions of Employee Legislation relating to Working Conditions and wages. (L2)							
CO 6	Summarize the important provisions of Social Security Legislation and Laws relating to – Discharge, Misconduct, Domestic Enquiry and Disciplinary.(L2)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	1			2		2		3
CO2	2			2		2		3
CO3	2			2		3		2
CO4	3			2				3
CO5	3			2				2
CO6	3			2				2
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	EMPLOYEE WELFARE	8 Hrs
Employee Welfare - Meaning, Definition, Scope and Significance - Welfare Policy and Five Year Plans - Role of Employee Welfare Agencies – State, Employers, Trade Unions and Voluntary Agencies - Historical Development of Employee Welfare in India; Impact of ILO on Employee welfare in India.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the meaning and definition of employee welfare.. (L2) 2. Analyse the welfare policy and five years plans.(L4) 3. Evaluate the role of welfare agencies (L5) 4. Understand the role of trade unions and voluntary agencies.(L2) 5. Explain the impact of ILO on employee welfare in India.(L2) 6. Analyse the historical developments of Employee welfare in India. .(L4) 		
MODULE -2	EMPLOYEE WELFARE PROGRAMMES	8 Hrs
Employee Welfare Programmes - Statutory and Non-Statutory – Intra Moral, Extra Moral – Social Security – Social Assistance and Social Insurance - Financing of Welfare Program - Welfare Officer - Role, Status and functions - Workers Education Schemes in India.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the employee welfare programmes and schemes(L2) 2. Explain the concept of social security.(L2) 3. Analyse the social assistance and social insurance(L4) 4. Understand the workers education schemes in India(L2) 5. Examine the role of welfare officer in the organisations.(L4) 		

MODULE-3	EMPLOYEE WELFARE ADMINISTRATION	8 Hrs
Central Labour Administrative Machinery in India - Chief Labour Commissioner, Director General of Employment and Training - Director General of Factory Advice Service; Employee Provident Fund Organization - ESI Corporation - Labour administration in A.P.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Examine the central labour administrative in India.(L4). 2. Understand the role of chief labour commissioner.(L2) 3. Explain about the employee provident fund organisation.(L2) 4. Understand the role of Employee State Insurance corporation relating to employee welfare.(L2) 5. Analyse the Labour administration in A.P.(L4) 		
MODULE-4	EMPLOYEE LEGISLATION	8 Hrs
Employee legislation meaning, Objectives, Principles - Evolution of employee legislation in India - Impact of ILO – employee legislation and Indian Constitution – Industrial Relations Laws – Industrial Dispute Act 1947 - Indian Trade Unions Act 1926, Employees Standing Orders Act 1946.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the definition and meaning of employee legislation.(L2) 2. Outline the important causes & impact of industrial disputes..(L2) 3. Elaborate Industrial Dispute settlement procedures (L6) 4. Understand the role of trade unions in Indian organisations.(L2) 5. Analyse the employee standing orders.(L4) 		
MODULE-5	LAWS RELATING TO WORKING CONDITIONS AND WAGES	8 Hrs
Factories Act 1948, AP Shops and Establishment Act – 1988, Apprentice Act 1961. AP Festival and National Holidays Act - The Sexual Harassment of Women At Work Place(Prevention, Prohibition And Redressal) Act, 2013 - Wage and Bonus Laws : The Law of Minimum Wages Act 1948, The Payment of Wages 1936, Payment of Bonus Act 1965.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the legal provisions relating welfare, safety and health in the light of Factories act 1948.(L2) 2. Identify various types of legal issues when encountering them in the workplace.(L3) 3. Understand the legal provisions of AP shops and Establishment.(L2) 		

4. Examine the different issues relating sexual harassment of women at work place and prevention & redressal procedure.(L4)		
5. Summarize the important provisions of Wage Legislations.(L2)		
MODULE-6	SOCIAL SECURITY LAWS	8 Hrs
Employees' Compensation Act 1923 - Employees State Insurance Act 1948 - Employee Provident Fund Act 1952 -Payment of Gratuity Act 1972 - Maternity Benefit Act 1961 - Laws relating to – Discharge, Misconduct, Domestic Enquiry and Disciplinary.		
At the end of the Module 6, students will be able to:		
1. Identify the importance of social security laws to employees protection.(L3)		
2. Understand the legal provisions relating to employee compensation.(L2)		
3. Explain the legal provisions relating to Employee State insurance importance.(L2)		
4. Discuss the laws relating the oldage protection of employee.(L6)		
5. Identify the benefits to working women under Maternity benefits act.(L3)		
6. Understand the laws relating to – Discharge, Misconduct, Domestic Enquiry and Disciplinary.(L2)		
Total hours:		48 hours

Content beyond syllabus:			
1. New amendments in labour law 2020			
2. International Labour Organisation (ILO)			
Self-Study:			
Contents to promote self-Learning:			
SN O	Topic	CO	Reference
1	Employee Welfare	CO1	https://www.youtube.com/watch?v=2ABKOJnziZU
2	Employee Welfare Programmes	CO2	https://www.youtube.com/watch?v=rfzRsJ04EmI
3	Employee Welfare Administration	CO3	https://www.youtube.com/watch?v=NZC2rUxnqaY
4	Employee	CO4	https://www.youtube.com/watch?v=3Z2o97Hn9LI&list=PLmaLdFvc3ud0IDWeP-

	Legislation		m_Q0Gl6w1xH7NMD
5	Laws Relating to Working Conditions and wages	CO5	https://www.youtube.com/watch?v=vWVmki9MUII
6	Social Security Laws	CO6	https://www.youtube.com/watch?v=TOAr3axe6mQ

Text Book(s):

1. Labour and Industrial Laws, P. k. Padhi, PHI Learningpvt.ltd. , New Delhi, 2012(Second Ed).
2. Sharma, A.M., Aspects of Labour Welfare and Social Security, Himalaya Pub. House, Mumbai.
3. Ram Chandra P. Singh, Labour Welfare Administration in India, Deep & Deep Pub., New Delhi
4. Garg, K.C.; Sharma, Mukesh; Sareen, V.K. (2002). *Commercial and Labour Laws*. Ludhiana: Kalyani Publishers.
5. Industrial Relations and *Labour Laws*, A. M. Sharma, Himalaya Publications.

Reference Book(s):

1. Malik, P.L., (2001) Industrial Law, Vol. 1 & 2, Easter Book Company.
2. Moorthy, M.V., Principles of Labour Welfare, Oxford & IBH Pub. Co., New Delhi.
3. Reshma Arora, (2000). *Labour Law*. New Delhi : Himalaya Publication House.
4. Malhotra, The Law of Industrial Disputes, (1988)
5. Misra S.N., Labour and Industrial Laws (1997), Central Law Publications, Allahabad.

Web Resources/ Online Resources:

1. <https://www.youtube.com/watch?v=KRjsEQXeBvo>
2. <https://www.youtube.com/watch?v=2ABKOJnzizU>
3. <https://www.youtube.com/watch?v=VaBOPcLC1Q0>
4. <https://www.youtube.com/watch?v=UuhA46HrzEA>
5. https://www.researchgate.net/publication/335524100_Employee_Welfare_Management
6. <http://www.whatishumanresource.com/employment--labour-laws-in-india#>
7. <http://www.whatishumanresource.com/employee-welfare>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB322	DECISION SUPPORT SYSTEMS							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100
Pre-requisite: Knowledge on Data requirements of the Decision Support System.								
Course Objectives:								
<ol style="list-style-type: none"> 1. Introduce the participants to the design and practice of computer based systems. 2. To provide knowledge about various Decision Support Systems. 3. To throw light on issues in user interface and suggest development models. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Show the necessary information for making intelligent decisions.(L-2)							
CO 2	Demonstrate Model Base Management System .(L-2)							
CO 3	solve a problem of data base system the necessary data may come from internal or external database.(L-3)							
CO 4	Explain the input from the ASR and SLU components, interacts with external knowledge sources, produces messages to be output to the user, and generally controls the dialogue flow.(L-2)							
CO 5	Demonstrate the performance of the company and to increase the economic benefit.(L-2)							
CO 6	Solve complex problems in a particular domain, at the level of extra-ordinary human intelligence and expertise.(L-3)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	2	1	1				2	
CO2	2	2					2	
CO3	2	2	2				2	
CO4	2	2	1				2	
CO5	2	1	2					

CO6	2	1						
1: Low, 2-Medium, 3- High								
COURSE CONTENT								
MODULE – 1	INTRODUCTION TO DSS						8h	
Decision Support System – Concept, Steps, Components, Characteristics, Classifications and Applications.								
At the end of the Module 1, students will be able to:								
<ol style="list-style-type: none"> 1. Understand the phases of Decision making Process.(L-2) 2. Demonstrate how Decisions are supported to the manager in the decision-making process.(L-2) 								
MODULE -2	MODEL MANAGEMENT						8h	
Model – Modeling Process – Types of Models – Optimization – Simulation – Heuristic: Descriptive – Predictive Model Base – Modeling Languages – Model Directory, Model Base Management System – Model Execution, Integration and Command Processing – Model Packages.								
At the end of the Module 2, students will be able to:								
<ol style="list-style-type: none"> 1. Explain the Modeling process and its types.(L-2) 2. Show the working functionalities of modeling languages and execution process. (L-2) 								
MODULE-3	DATA MANAGEMENT SYSTEMS						8h	
Database – Sources of Data – Data Directory – Data Structure and Database Languages – Query Facility – Data Management System – DBMS as DSS Development Tool.								
At the end of the Module 3, students will be able to:								
<ol style="list-style-type: none"> 1. Make use of on-line operation, mission, control applications and solve the operational and management control.(L-3) 2. Identify the master source of specific data along with replicas of that data in the distributed database environment. (L-3) 								
MODULE-4	DEVELOPMENT OF DECISION SUPPORT SYSTEM						8h	
Development Process – Software and Hardware and Data Acquisition – Model Acquisition – Dialog Development – Integration – Testing and Validation – Training and Implementation – Implementation of DSS through a mini Project.								
At the end of the Module 4, students will be able to:								
<ol style="list-style-type: none"> 1. Demonstrate the software and hardware data Acquisition. (L-2) 2. Explain the Testing and validation techniques. (L-2) 								
MODULE-5	APPLICATION OF DSS						8h	
Applications in various Functional Areas of Management Like Finance, Marketing, Production Planning and Control.								
At the end of the Module 5, students will be able to:								
<ol style="list-style-type: none"> 1.Explain the process to organize and analyze massive amounts of data.. (L-2) 2.Explain the role of applications of DSS in the functional ares. (L-2) 								
MODULE-6	INTRODUCTION TO ARTIFICIAL INTELLIGENCE (AI)						8h	
An Overview of AI- AI Technologies in Business, Domains in AI, Intelligent agents, expert system and its components, Applications of expert system, developing expert systems, value of expert systems.								

At the end of the Module 6, students will be able to:

1. Explain the AI Technologies in Business.(L-2)
2. Identify the Domains in AI. (L-3)

Total hours: 48 hours

Content beyond syllabus:

Business Intelligence and Decision Support Systems.

TERM WORK:

Survey on Decision Support System Model: Topic Analysis to the IT Project.

Implementation of DSS through a mini Project.

Self-Study:

Contents to promote self-Learning:

SN O	Module	CO	Reference
1	INTRODUCTION TO DSS	CO1	https://nptel.ac.in/courses/110/105/110105147/
2	MODEL MANAGEMENT	CO2	https://nptel.ac.in/courses/110/104/110104086/
3	DATA MANAGEMENT SYSTEMS	CO3	https://www.digimat.in/nptel/courses/video/106105175/L01.html
4	DIALOG MANAGEMENT	CO4	https://www.digimat.in/nptel/courses/video/124107008/L20.html
5	DEVELOPMENT OF DECISION SUPPORT SYSTEM	CO5	https://www.youtube.com/watch?v=I_9Pwyxhe40
6	ARTIFICIAL INTELLIGENCE (AI) AND EXPERT SYSTEM (ES)	CO6	https://www.innoarchitech.com/blog/artificial-intelligence-explained-ai-simplified

Text Book(s):

1. Marakas, 'Decision Support System', Prentice Hall International Paperback Edition, Delhi, 1998.

2. Janakiraman V.S. and Sarukesi. K. 'Decision Support Systems', Prentice Hall of India, 1999.

Reference Book(s):

1. Efraim turban and Jay E Aronson, 'Decision Support Systems and Intelligent Systems', Prentice Hall International, 1998.
2. Lofti, 'Decision Support System and Management', McGraw Hill Inc., International Edition, New Delhi, 1996.

Online Resources:

1. https://www.tutorialspoint.com/artificial_intelligence/artificial_intelligence_fuzzy_logic_systems.htm
2. <https://unitfly.com/blog/decision-making-process/>
3. https://www.tutorialspoint.com/management_information_system/decision_support_system.htm

NARAYANA ENGINEERING COLLEGE:NELLORE

20MB311	RURAL MARKETING						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
III	3	0	0	48	3	40	60	100

Pre-requisite: Marketing Management

Course Objectives:

1. To understand the importance of Rural Marketing, Rural Environment, Problems in Rural Marketing in India and Strategies to be adopted by the corporate.
2. To understand the consumer behaviour in rural market.
3. To understand the importance of rural marketing research and data collection tools for rural market
4. To understand the Rural Marketing Mix and Rural Market Product Life Cycle
5. To understand the innovations in rural marketing.

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1	Understand the Rural Marketing opportunities, Rural Economy and Environment .(L2)
CO 2	Analyse the Rural Product and Consumer behaving pricing strategies .(L4)
CO 3	Understand the Role and Principles of Rural Market Research with Practical Approach .(L2)
CO 4	Explain the rural marketing strategies .(L2)
CO 5	Understand Rural Retail brand and Channel Management .(L2)
CO 6	Identify the Applications and Innovations in rural marketing .(L3)

CO-PO Mapping

CO	PO						PSO	
	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO 2
CO1	2			3				
CO2	2			2		2		

CO3	2			2	2	3		
CO4	2	2		2		2		
CO5	2			2	3			
CO6		3		1				
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	Introduction	8hrs
<p>Meaning - Evolution – Nature and Characteristics of Rural Market – Understanding the Indian Rural Economy –Rural Marketing Models – Rural Marketing Vs Urban Marketing – Parameters differentiating Urban & Rural Market - Differences in consumer behavior in Rural and Urban market.</p>		
<p>At the end of the Module 1, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the nature and characteristics of rural marketing. (L2) 2. Evaluate the Indian Rural Economy. . (L5) 3. Identify the Rural Marketing Models (L3) 4. Explain the parameters differentiating Urban & Rural Market. (L2) 5. Identify the consumer behaviour in Rural and Urban market. (L3) 		
MODULE -2	Rural Consumer Behaviour	8hrs
<p>Sources of Information- Factors influencing rural consumers during purchase of products – Rural consumer Life style –Approaches and Tools of Marketing Research</p>		
<p>At the end of the Module 2, students will be able to:</p> <ol style="list-style-type: none"> 7. Find the sources of information.(L1) 8. Identify the factors influencing rural consumer’s behaviour. (L3) 9. Understand the rural consumer Life style. (L2) 10. Understand the Approaches and Tools of Marketing Research. (L2) 		
MODULE-3	Rural Marketing Research	8hrs
<p>Evolution of Rural Marketing Research – objectives and process of rural marketing research -Sources and methods of data collection, data collection approaches in rural areas, data collection tools for rural market. Limitation and challenges in rural marketing research, role of rural marketing consulting agencies.</p>		
<p>At the end of the Module 3, students will be able to:</p> <ol style="list-style-type: none"> 2. Understand the rural marketing research.(L2) 3. Understand the process of rural marketing research. (L2) 4. Apply the data collection tools for rural market. (L3) 5. Identify the Sources and methods of data collection. (L3) 6. Find Limitation and challenges in rural marketing research (L1). 7. Understand the role of rural marketing consulting agencies (L2) 		

MODULE-4	Rural Marketing Mix	8hrs
Rural Marketing Mix – Additional Ps in Rural Marketing – 4As of Rural Marketing Mix – New Product Development for Rural Market – Rural Market Product Life Cycle – Objectives behind new product launch – New Product development process.		
At the end of the Module 4, students will be able to:		
<ul style="list-style-type: none"> 7. Understand the Rural Marketing Mix. (L2) 8. Identify the Additional Ps in Rural Marketing. (L3) 9. Apply 4As of Rural Marketing Mix. (L3) 10. Explain the importance of New Product Development for Rural Market . (L2) 11. Understand the New Product development process. (L2) 		
MODULE-5	Rural Market Brand & Channel Management	8hrs
Brand Loyalty in Rural Market – Regional Brands Vs National Brands – Channel Management – Indian Rural Retail Market – Rural Retail Channel Management – Strategies of Rural Retail Channel Management.		
At the end of the Module 5 students will be able to:		
<ul style="list-style-type: none"> 2. Understand the Brand Loyalty in Rural Market. (L2) 3. Identify the differences between the Regional Brands and National Brands. (L3) 4. Understand the concept of Channel Management (L2) 5. Apply the – Strategies of Rural Retail Channel Management .(L3) 		
MODULE-6	Applications and Innovations	8hrs
Marketing of Consumer products, services, social marketing, agricultural marketing, rural industry products- Innovation for Rural Market – e-Rural Marketing – Agricultural Co – operative Marketing – Rural Market Mapping –Organized Rural Marketing – IT for Rural Development..		
At the end of the Module 6, students will be able to:		
<ul style="list-style-type: none"> 6. Explain the concept of social marketing (L2) 7. Understand the agricultural marketing.(L2) 8. Analyse the rural industry products. (L4) 9. Identify the Innovations for Rural Market. (L3) 10. Understand the Rural Market Mapping. (L2) 		
		Total hours: 48 hours

Term work:

1. Prepare a report on performance of Hindustan Lever's project Shakti marketing FMCG to the rural consumer.
2. Identify the Advertising and Sales Promotion in Rural India.
3. Make a report on Rural Distribution models for FMCG products in India

Content beyond syllabus:

3. E-Governance for Rural India
4. Retail Management in Rural India.

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Rural Marketing - Introduction	CO1	https://www.youtube.com/watch?v=buWez8Zh1n8
2	Rural Consumer Behaviour	CO2	https://www.youtube.com/watch?v=PCvNpc0hPAE
3	Rural Marketing Research	CO3	https://www.youtube.com/watch?v=b2-wHE8Cwdw
4	Rural Marketing Mix	CO4	https://www.youtube.com/watch?v=ZyvUuDIFOXo
5	Rural Market Brand & Channel Management	CO5	https://www.youtube.com/watch?v=yZYzkHeed3Q
6	Rural and agricultural marketing,	CO6	https://www.youtube.com/watch?v=IAkEbtRU9vY

Text Book(s):

1. . C.S.G. Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing: Text and Cases, Pearson Education, 2009.
2. Pradeep Kashyap, Rural Marketing, 3e Perason Education, 2016.
3. Balram Dogra & Karminder Ghuman, Rural Marketing, TMH, 2009.

Reference Book(s):

1. Sanal Kumar Velayudhan, Rural Marketing, 2e Sage publications, 2012.
- 2.. T P Gopaldaswamy, Rural Marketing, Environment, problems, and strategies, Vikas Publications, 2016.
- 3.Sawalia Bihari Verma, M. Narayan, P. Thryambakam, Rural Marketing, Scientific Publishers, 2014
- 4.U C Mathur, Rural Marketing,Excel Books India, 2008

Online resources/ Web Resources:

1. <https://www.economicdiscussion.net/marketing-management/rural-marketing-in-india/31957>
2. <http://www.freebookcentre.net/business-books-download/Rural-Marketing.html>
3. [https://ebooks.lpude.in/management/mba/term_4/DMGT509_RURAL MARKETING.pdf](https://ebooks.lpude.in/management/mba/term_4/DMGT509_RURAL_MARKETING.pdf)

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB315	STRATEGIC MANAGEMENT ACCOUNTING						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
III	3	0	0	48	3	40	60	100
Pre-requisite:								
Course Objectives:								
<ol style="list-style-type: none"> 1. The attempt of this paper is to impart knowledge of various functional areas and accounting in cost accounts and strategic management accounting. 2. To understand the sources and deployment of funds segregate in organization through cost account. 3. To understand the marginal costing forecast the future price analysis and take proper decision making. 4. To disseminate knowledge among the students and make them aware of the theoretical structures of marginal cost accounting. 5. To train and equip the students with the latest trends with which modern budgetary control system. 6. To gain insights and deeper understanding of strategic management accounting. This will also help in making a carrier in cost accountants in companies. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understand the fundamental accounting and management accounting control analysis. (L2)							
CO 2	Identify the different types of cost accounting sheets.(L3)							
CO 3	Understand the types of marginal costing and its applications in cost sheet (L2)							
CO 4	Understand the concept of the product mix and the diversification of product through marginal costing. (L2)							
CO 5	Apply the classification of budget control techniques and know about the different models in strategic management accounting. (L3)							
CO 6	Understand the standard costing and its standards with the accounting standards. (L2)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	3	3		2				3
CO2	2	3		3	2			3
CO3	3	3		2	2			2
CO4	3	3		2	3			2
CO5	2	3		3	2			3
CO6	2	3		2				2
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO MANAGEMENT ACCOUNTING, COST ANALYSIS AND CONTROL	8Hrs
<p>Management accounting Vs. Cost accounting vs. financial accounting, Role of accounting information in planning and control, Cost concepts and Managerial use of classification of costs. Cost analysis and control: Direct and Indirect expenses, allocation and apportionment of overheads, calculation of machine hour rate. Activity based costing.</p> <p>At the end of the Module 1, students will be able to:</p> <ol style="list-style-type: none"> 1. Define the accounting and management accounting (L1) 2. Understand the cost accounting and financial accounting (L2) 3. Analyzed the role of accounting in planning and control. (L4) 4. Explain the relationship of direct and Indirect expenses (L2) 5. Interpret the activity based costing (L2) 		
MODULE -2	COSTING FOR SPECIFIC INDUSTRIES	8Hrs
<p>Unit costing, Job Costing, Cost Sheet and tender and process costing and their variants, treatment of normal losses and abnormal losses, inter-process profits, costing for by-products and equivalent production.</p> <p>At the end of the Module 2, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the unit costing (L2) 2. Explain the types of costing in specific industries (L2) 3. Analyze the procedure of normal losses and abnormal losses (L4) 4. Identify the inter process profits (L3) 		

5. Interpret the by-products and equivalent production (L2)		
MODULE-3	MARGINAL COSTING I	8Hrs
Introduction, Application of Marginal costing in terms of cost control, profit planning, closing down a plant, dropping a product line, charging general and specific fixed costs, fixation of selling price. Make or buy decisions, key or limiting factor.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the marginal costing (L2) 2. Compare the various application in marginal costing (L2) 3. Apply the profit planning in the product line (L3) 4. Explain the general and specific fixed cost (L2) 5. Interpret the make or buy decision making (L2) 		
MODULE-4	MARGINAL COSTING II	8Hrs
Selection of suitable product mix, desired level of profits, diversification of products, closing down or suspending activities, level of activity planning. Break-even analysis: application of BEP for various business problems. Inter-firm comparison: need for inter-firm comparison, types of comparisons, advantages.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the product mix through marginal costing. (L2) 2. Understand the diversification of products and their activities of planning (L2) 3. Apply the break even analysis in business (L3) 4. Compare the inter firm in marginal costing (L2) 5. Interpret the BEP in various business problems (L2) 		
MODULE-5	BUDGETARY CONTROL	8Hrs
Budget, budgetary control, steps in budgetary control, Flexible budget, different types of budgets: sales budget, Cash budget, Production budget, Performance budgets, Zero Based Budgeting; An introduction to cost audit and management audit.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the budgetary control (L2) 2. Illustrate types budgetary control techniques (L2) 3. Analyze the sales budget and cash budget (L4) 4. Explain the zero based budgeting (L2) 5. Understand the cost audit and management audit (L2) 		
MODULE-6	STANDARD COSTING	8Hrs
Standard Cost and Standard Costing, Standard costing Vs Budgetary control, Standard costing Vs estimated cost, Standard costing and Marginal costing, analysis of variance, Material variance, Labor variance and Sales variance.		

At the end of the Module 6, students will be able to:

1. Understand the standard costing (L2)
2. Apply the marginal costing with standard costing (L3)
3. Explain the standard costing with estimated cost (L2)
4. Interpret the variance analysis (L2)
5. explain the direct cost in different variance (L2)

Total hours: 48 hours

Content beyond syllabus:

Managing for value and strategic alignment, Lifecycle costing and customer profitability
 Target costing: decisions and considerations, Budgeting types and current practices: incremental, zero-based and rolling budgets

TERM WORK:

1. Prepare the cost sheets in selected companies in different formats Eg: horizontal or vertical models.
2. Present a report of cost sheet in a selected company product with forecast demand and supply analysis for the minimum three years.
3. Prepare a comparison of the budget control statements in selected companies.

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Introduction to management accounting, cost analysis and control	CO1	https://www.youtube.com/watch?v=9wF13apZRNE
2	Costing for specific industries	CO2	https://www.youtube.com/watch?v=q7SxSITWGwg
3	Marginal costing i	CO3	https://www.youtube.com/watch?v=aE4JnjAx2Qc&t=2s
4	Marginal costing ii	CO4	https://www.youtube.com/watch?v=hCFDmGIH4H4
5	Budgetary control	CO5	https://www.youtube.com/watch?v=pYSgMGoK_Jo
6	Standard costing	CO6	https://www.youtube.com/watch?v=CBfYhmyGofY

Text Book(s):

1. Hansen Mowen, Cost and Management Accounting & Control, Thompson Publications 2012
2. S. P. Jain and K. L. Narang, Cost and Management Accounting, Kalyani Publishers, New Delhi, 2006.
3. M. Y. Khan, P. K. Jain, Management Accounting: Theory and Problems, TMH, New Delhi, 4/e, 2007.
4. James Jiambalvo, Managerial Accounting, John Wiley & Sons, Inc. New Delhi, 2007.
5. Atkinson, Banker, Kaplan and Young, Management Accounting, PHI, 2006.
6. Manash Gupta, Cost Accounting Principles and Practice, Pearson Education, 2006

Reference Book(s):

Tom Groot- Kari Lukka: Cases in Management Accounting (Prentice Hall, 2011)

Hopper- Northcott-Scapens: Issues in Management Accounting, Prentice Hall, 3rd edition, 2007

Kaplan-Norton: The Balanced Scorecards – Translating strategy into Action, Harvard Business School Press

Kaplan-Atkinson: Advanced Management Accounting, Prentice Hall, 5th edition onwards

Hoque: Strategic Management Accounting, Pearson, 2nd edition, 2003

Online Resources/Web Resources:

1. <https://www.youtube.com/watch?v=aE4JnjAx2Qc>
2. <https://www.youtube.com/watch?v=Wi2Ud3IseJY>
3. <https://www.youtube.com/watch?v=3p3uYYOIw9Q>
4. <https://www.youtube.com/watch?v=lCom-EfONqU>
5. https://www.youtube.com/watch?v=KS200y_N0eM
6. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
7. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-10-Oct.pdf>
8. https://www.scielo.br/pdf/gp/v24n2/en_0104-530X-gp-0104-530X2183-16.pdf
9. <https://www.yourarticlelibrary.com/cost-accounting/costing-cost-accounting/methods-of-costing-used-in-industries/90562>
10. <https://www.accountingtools.com/articles/2017/5/14/standard-costing>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB319	HUMAN RESOURCE PLANNING							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
IV	3	0	0	48	3	40	60	100

Pre-requisite: HUMAN RESOURCE MANAGEMENT

Course Objectives:

7. To make aware of the various concepts of HRP
8. To help in understanding the importance of systems approach to HRP
9. To help in analyzing the importance of recruitment and placement in HRP.
10. To help in understanding problems faced by corporations.regarding manpower utilization,
11. To make aware of the Learn Staff Policy .
12. To inculcate the knowledge about Human resource information system..

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1	Describe the meaning and concepts of Human Resource planning.(L1)
CO 2	Explain about issues in systems approach to HRP.(L2)
CO 3	Explain the importance of recruitment and placement for an organisation.(L2)
CO 4	Compare and contrast the utilization of manpower from one organization to another organization.(L3)
CO 5	Research on Learn staff policy of various organisation(L6)
CO 6	Make use of HRIS.(L3)

CO-PO Mapping

CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1			2		3		2
CO2	2			1		1		1
CO3	1			3		1		2
CO4	2			3		1		2
CO5	1			2		2		1
CO6	2			1		2		1

1: Low, 2-Medium, 3- High

COURSE CONTENT		
MODULE – 1	Introduction	8 hours
Definition, Objective, Need and Importance, HRP Process, - Macro and Micro Level Manpower Planning Barriers to HRP. Factors Influencing HRP - Job Analysis Process - Contents of Job Description & Job Specification, Job design, Factors affecting Job design.		
At the end of the Module 1, students will be able to: <ol style="list-style-type: none"> 6. Understand the concept of Human resource planning.(L2) 7. Understand the major challenges in human resource planning.(L2) 8. Understand the concept of macro and micro level manpower planning.(L2) 9. Demonstrate the concept of manpower planning.(L2) 10. Explain about the factors influencing on HRP.(L2) 		
MODULE-2	systems approach to HRP	8 hours
Systems Approach to Human Resource Planning – Manpower Inventorying – Methods – Manpower Forecasting – Models and Techniques		
At the end of the Module 2, students will be able to: <ol style="list-style-type: none"> 1. Understand the need and importance of systems approach to HRP.(L2) 2. Understand the concept of manpower inventorying.(L2) 3. Understand the methods of manpower inventorying.(L2) 4. Explain about Manpower forecasting.(L2) 5. outline the models and techniques (L2) 		
MODULE-3	Recruitment and placement	8 hours
Recruitment – Sources – Evaluation and Selection – Procedures – Techniques – Factors Influencing Recruitment and Selection ,Placement – Induction – Training – Strategies for Orienting New Employees – Career Planning		
At the end of the Module 3, students will be able to: <ol style="list-style-type: none"> 1. understand the concept of recruitment.(L2) 2. Distinguish between sources of recruitment.. (L4) 3. understand the concept of selection.(L2) 4. utilize the strategies in recruitment and selection for organization succession.(L3) 5. Find the problems in conducting Training programs to the employees.(L1) 		
MODULE-4	Manpower utilization	8 hours
Manpower Utilization – Indices and Techniques - Factors Affecting Performance, Employee retention – Human resource recruitment – Transfer – Promotion – Job redesign techniques – rotation – Job Job enrichment – Job enlargement.		
At the end of the Module 4, students will be able to: <ol style="list-style-type: none"> 1. Identify the issues relates to manpower utilization. 2. Understand the indices and Techniques of manpower utilization. (L2) 3. Understand the uses of transfers and promotions. (L2) 		

4. Explain about job redesign Techniques .(L2)		
5. Outline the common differences in job redesign techniques.(L2)		
MODULE-5	Learn Staff Policy	8 hours
Learn Staff Policy –meaning- methods: Downsizing – Retrenchment, Retirement, Redeployment, process measures and Exit Strategy.		
At the end of the Module 5, students will be able to:		
1. Understand the concept of learn staff policy.(L2)		
2. Understand the concept of Retrenchment, Retirement etc.,(L2)		
3. Tell the essential things followed in exit strategy (L1)		
4. Examine the redeployment process in an organisation (L4)		
5. Develop the ways to follow the Learn staff policy. (L3)		
MODULE-6	Emerging trends and issues in HRP	8 hours
Introduction- New HR roles and competencies- HR's Role as a strategic partner-Balanced score card-successful execution- HR and six-sigma practices-steps for Six-Sigma-Relating Six-Sigma to HR strategy.		
At the end of the Module 6, students will be able to:		
1. Understand the concept of human resource information system(L2)		
2. Make use of Human resource information system. (L3)		
3. Build an idea about challenges in creation of new jobs through HRIS. (L3)		
4. Tell the process of HR Auditing.(L1)		
5. Explain the importance of HR audit report for Business improvement.(L2)		
Total hours: 48 hours		

Term work:

1. Prepare a report on HRP process in a selected company.
2. make a note on advantages of HRP for an organisation.
3. Make an analysis on HRIS existence for an organisation .
4. Find various issues relates to implementation of HRIS in an organisation.

Content beyond syllabus:

5. HRP process followed by various types of companies.

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Introduction to HRP	CO1	https://www.youtube.com/watch?v=wcP976S8DsM
2	systems approach to HRP	CO2	https://www.youtube.com/watch?v=6DIE7WXIaZY
3	Recruitment and placement	CO3	https://www.youtube.com/watch?v=o2SiQ2EBrs8

4	Manpower utilization	CO4	https://www.youtube.com/watch?v=DVEbZ__FNRg
5	Learn Staff Policy	CO5	https://www.youtube.com/watch?v=xRxRoqaUnw
6	Human resource information system	CO6	https://www.youtube.com/watch?v=PcnHfHBXB6U

Text Book(s):

1. Human Resource Planning, DK Bhattaacharya,Excel,2008.

Reference Book(s):

1. Human Resource System,Udaiprakesh and T.V. Rao,Oxford,2009
2. Manpower Planning and Development of Human Resources, Thomes H. Patters: John Wiley,2009
- 3.Organisation and Manpower Planning, Garden, Me Beath, Business Books
4. Human Resource Planning Srivarsava MP,Institute of Royal Resource
5. Stratrgic Human Resource Management,Monical Belcont-Kenneth J.Mcbey, Cengage,2009

Online resources:

- 1.www.managementstudyguide.com
- 2.www.businessmanagementideas.com
- 3.www.slideshare.net
4. <https://theintactone.com/2019/02/08/shrm-u3-topic-8-ihrm-trends-and-future-challenges/>

Web Resources:

1. "Why We Love to Hate HR ... and What HR Can Do About It". Harvard Business Review
2. A Systematic Literature Review of Crowdsourcing Research from a Human Resource Management Perspective. 48th Annual Hawaii International Conference on System Sciences
3. The Talent Masters: Why Smart Leaders Put People Before Numbers
4. <http://www.journals.elsevier.com/human-resource-management-review>

NARAYANA ENGINEERING COLLEGE:NELLORE

20MB323	E- BUSINESS						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
III	3	0	0	48	3	40	60	100
Pre-requisite: To understand the basic concepts of E-commerce, Marketing								

Course Objectives:

7. To understand the importance of E- commerce in business world.
8. It helps to understand about the networks, network infrastructure and E-commerce infrastructure usage in business applications.
9. To understand the concept of security threats.
10. To understand the importance of Electronic payment system in business world.
11. To identify various E business applications and strategies in real business world.
12. To understand the importance of E Business infrastructure in E marketing.

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1	Understand the E-Commerce platforms to enhance current business or incubate new businesses. (L2)
CO 2	Analyse and evaluate importance of security, privacy, and network infrastructure as they relate to E-Commerce.(L4)
CO 3	Understand various electronic commerce threats and security protocols in E Business. (L2)
CO 4	Understand the various payment systems involved in e-commerce. (L2)
CO 5	Understand various business models, revenue models and emerging trends in E- business. (L2)
CO 6	Understand about infrastructure, applications in infrastructure and E marketing planning. .(L2)

CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2
CO1	1			3	2		2	1
CO2				3	2	1	2	
CO3	1			2	2	1	1	2
CO4		1		3	2		2	
CO5	1			3	1		1	2
CO6		1		2	2		2	

COURSE CONTENT

MODULE – 1	INTRODUCTION TO E-BUSINESS	8H
Electronic business, Electronic commerce, difference between e-business & e-commerce, electronic commerce models, types of electronic commerce, value chains in electronic commerce, E-commerce in India, internet, web based tools for electronic commerce. Electronic data, Interchange, components of electronic data interchange, electronic data interchange process		

<p>At the end of the Module 1, students will be able to:</p> <ol style="list-style-type: none"> 6. Understand various concepts related to E-commerce.(L2) 7. Apply E- commerce models in business. (L3) 8. Distinguish between E Commerce & E Business. (L4). 9. Understand the components of electronic data interchange. (L2) 10. Analyze the process of electronic data interchange. (L4) 		
MODULE -2	Network Infrastructure & E-commerce Infrastructure	8H
<p>Network Infrastructure overview, The Internet Hierarchy, Basic Blocks of ecommerce, Networks layers & TCP/IP protocols. E-commerce Infrastructure-An Overview, Hardware, Server Operating System, Software, Network, Website.</p>		
<p>At the end of the Module 2, students will be able to:</p> <ol style="list-style-type: none"> 6. Understand the concept of Network infrastructure. (L2) 7. Understand various components involved in e-commerce infrastructure.(L2) 8. Analyse the concept of hardware & software (L4) 9. Distinguish between software, network & website. (L4) 10. Define the importance of server operating system in E- commerce. (L1) 		
MODULE-3	SECURITY THREATS TO E-BUSINESS	8H
<p>Security overview, Electronic commerce threats, Encryption, Cryptography, public key and private key Cryptography digital signatures, digital certificates, security protocols over public networks : HTTP, SSL, Firewall as security control, public key infrastructure (PKI) For Security.</p>		
<p>At the end of the Module 3, students will be able to:</p> <ol style="list-style-type: none"> 12. Understand the concept of Electronic commerce threats. (L2) 13. Distinguish between Encryption& Cryptography. (L4) 14. Apply digital signatures in security threats. (L3) 15. Understand the concept of digital certificates. (L2) 16. Distinguish between HTTP, SSL and firewall security control. (L4) 		
MODULE-4	ELECTRONIC PAYMENT SYSTEM	8H
<p>Concept of money, electronic payment systems, types of electronic payment systems, smart cards and electronic payment systems, infrastructure issues in EPS, Electronic fund transfer</p>		
<p>At the end of the Module 4, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the payment system followed in E-commerce. (L2) 2. Understand various types of electronic payment system.(L5) 3. Apply the usage of smart cards in electronic payment system. (L3) 4. Identify various infrastructure issues in EPS. (L3) 5. Explain about the importance of Electronic fund transfer. (L2) 		
MODULE-5	E-BUSINESS APPLICATIONS AND STRATEGIES	8 H
<p>Business models & revenue models over internet, emerging trends in e- business, e- governance, digital commerce, mobile commerce, strategies for business over web, internet based business models.</p>		

At the end of the Module 5, students will be able to:		
11. Understand about the concept of business models. (L2) 12. Understand about revenue models. (L2) 13. Distinguish between Digital commerce and mobile commerce. (L4) 14. Understand strategies for business over web. (L2) 15. Identify various internet based business models. (L3)		
MODULE-6	E –BUSINESS INFRASTRUCTURE AND E- MARKETING	8H
Hard works system software infrastructure, ISP's, managing e-business applications infrastructure, what is e-marketing, e-marketing planning, tactics, strategies		
At the end of the Module 6, students will be able to:		
2. Understand about hard works system software infrastructure .(L2) 3. Apply infrastructure applications in E-business. (L3) 4. Understand about the importance of E-marketing. (L2) 5. Distinguish between E-tactics and E-strategies. (L4) 6. Apply the concept of E-planning in developing E-business infrastructure. (L3)		
Total hours:		48 hours

Term work:			
Explain E-commerce procedure implemented in banking sector			
Practical framework for implementing e-commerce in SMEs in developing countries: A case from Bangladesh			
Present a report on E-Commerce Web Strategy.			
Content beyond syllabus:			
6. E-mail marketing			
7. E Commerce in Wireless environment			
Self-Study:			
Contents to promote self-Learning:			
SNO	Topic	CO	Reference
1	Introduction to E-business	CO1	https://youtu.be/vzb5gyms-60?list=PLDb-yHQXnvp9wCMDKSGdrU6yuQAEPoYk7
2	Network Infrastructure	CO2	https://youtu.be/xgiOVfliVII?list=PLDb-yHQXnvp9wCMDKSGdrU6yuQAEPoYk7
3	Cryptography digital signatures	CO3	https://youtu.be/rA_ZmWPormM
4	Electronic Payment Systems	CO4	https://youtu.be/NNqkdk5S5sQ?list=PLDb-yHQXnvp9wCMDKSGdrU6yuQAEPoYk7

5	Internet Business Models	CO5	https://youtu.be/ohQvcWZt7-o
6	Software infrastructure	CO6	https://youtu.be/WZYwbyB6S6Q

Text Book(s):

1. Electronic Commerce: Gray P. Schneider
2. Electronic Commerce –Technologies and Applications: Bhaskar Bharat, TMH

Reference Book(s):

1. Kalakota, Whinston : Frontiers of Electronic Commerce , Pearson Education.
2. Loshin Pete, Murphy P.A. : Electronic Commerce , Jaico Publishing Housing.

Online Resources/ Web Resources:

1. https://youtu.be/ZLApm_DSISk
2. <https://www.youtube.com/watch?v=5aNpnz8hhTs>
3. <https://youtu.be/Q5HdOaiNYps>
4. <https://www.journals.elsevier.com/electronic-commerce-research-and-applications>
5. <https://www.journalijdr.com/study-impact-e-commerce-india%E2%80%99s-commerce>

NARAYANA ENGINEERING COLLEGE:NELLORE

20MB401	STRATEGIC MANAGEMENT						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
IV	3	0	0	48	3	40	60	100

Pre-requisite: General Management – Corporate Strategy.

Course Objectives:

1. To describe the practical and integrative model of strategic management process that defines basic activities in strategic management.
2. To analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological Advancement.
3. To demonstrate the knowledge and abilities in formulating strategies and strategic plans.
4. To explain the analytical tools of strategic management in order to choose best strategy.
5. To provide an underpinning of Strategy execution process, framework and its criticality.
6. To evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1	Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.(L2)
CO 2	Construct and present a credible business environmental analysis in a strategy setting.(L3)
CO 3	Explain the basic concepts, principles and practices associated with strategy formulation. (L2)
CO 4	Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.(L4)
CO 5	Apply the knowledge gained in basic courses to the implementation of strategy from holistic and multi-functional perspectives.(L3)
CO 6	Evaluating strategic performance of a firm and control of the firm.(L5)

CO-PO Mapping

CO	PO						PSO	
	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO 2
CO1	3	3		3		3		3
CO2	1	3		3		3		3
CO3	3	3		3		3		3
CO4	1	3		2		2		3
CO5	2	1		2		3		3
CO6	1	2		2		3		3
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	STRATEGIC MANAGEMENT INTRODUCTION	8 Hrs
Definition, nature of Strategic Management - levels of strategy - Strategic Management as a process – Components of Strategic Management Model - Developing a strategic intent- strategic vision, Mission, Objectives and Policies.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of strategic management.(L2) 2. Explain the process of strategic management. (L2) 3. Evaluate the components of strategic management(L4) 4. Analyze the strategic intent. (L4) 5. Understand the importance of vision, mission and objectives. (L2) 		
MODULE -2	ENVIRONMENTAL ANALYSIS	8 Hrs
External and internal Environmental analysis - PESTEL frame work - Value chain analysis, resource based view – Benchmarking - balanced scorecard - SWOT analysis - Concepts of Core Competence - Crafting a strategy for competitive advantage.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Examine the external environment of business by using PESTAL frame work.(L4) 2. Identification, appreciation and interpretation of the critical challenges and opportunities before an organization.(L3) 3. Understand the internal strengths and weakness of the firm by using different techniques. (L2) 4. Understand the concept of value chain analysis. (L2) 5. Understand the core competence and competitive advantage. (L2) 		
MODULE-3	STRATEGY FORMULATION	8 Hrs

Formulation of strategy at corporate - business and functional levels - Strategy Alternatives - Business Level Strategies - Cost Leadership, Differentiation, focus - Stability Strategy - Growth Strategy - Integration, merger & acquisition, Joint venture - Retrenchment Strategy and Combination Strategy.

At the end of the Module 3, students will be able to:

1. Develop and prepare organizational strategies that will be effective for the current business Environment. (L3)
2. Understand the corporate level, business level and functional level strategies. (L2)
3. Understand the concept of integration and joint venture. (L2)
4. Analyse the merger and acquisition process. (L4)
5. Examine the retrenchment strategies. (L4)

MODULE-4

**STRATEGIC ANALYSIS
AND CHOICE**

8 Hrs

Tools and techniques- corporate portfolio analysis- BCG Matrix - GE Model - SWOT Analysis and TOWS Matrix - Market Life Cycle Model and Organisational Learning, and the Experience Curve. Industry analysis- Porter's Five Force Model.

At the end of the Module 4, students will be able to:

its

1. Analyse the Strategy formulation process and frameworks, tools and techniques of strategic analysis and its application. (L4)
2. Understand the corporate portfolio analysis by using different techniques. (L2)
3. Apply the market life cycle model in examining the status of SBUs. (L3)
4. Understand the BCG matrix and GE nine cell matrix. (L2)
5. Analyze competitor analysis by using porter's five forces model. (L4)

MODULE-5

**STRATEGY
IMPLEMENTATION**

8 Hrs

Project implementation – Procedural implementation Resource Allocation, structural implementation, Functional implementation - Leadership- corporate Culture - Mc Kinsey's 7s Framework.

At the end of the Module 5, students will be able to:

1. Develop their capacity to think and execute strategically. (L3)
2. Understand the need of structural implementation with new strategy. (L2)
3. Understand the leadership and corporate culture for successful implementation of strategy. (L2)
4. Apply the Mc Kinsey's 7s framework to observe the change which leads to change in all aspects of organization. (L3)
5. Examine the functional implementation. (L4)

MODULE-6

**STRATEGY EVALUATION
AND CONTROL**

8 Hrs

Establishing strategic control - Role of the strategist - benchmarking to evaluate performance - qualitative and quantitative techniques to evaluate performance - strategic information system – Guidelines for proper control- strategic audit - Strategy and Corporate Evaluation and feedback in the Indian and international context.

At the end of the Module 6, students will be able to:

1. Understand the concept of strategic control. (L2)
2. Apply the different techniques to evaluate the performance of the strategy. (L3)
3. Understand the concept of strategic audit. (L2)
4. Apply the qualitative and quantitative techniques to evaluate the performance of strategy. (L3)
5. Analyze the strategic information system. (L4)

Total hours: 48 Hrs

Content beyond syllabus:

1. Future trends in strategic management,
2. Strategic management and globalisation

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Strategic management process	CO1	https://www.youtube.com/watch?v=8-pcuDIQKUw&list=PL1C1BA88BD78AE49A&index=3
2	Environmental analysis	CO2	https://www.youtube.com/watch?v=EwNwkxhnlCQ
3	Formulation of strategies.	CO3	https://www.youtube.com/watch?v=dCvPZLQdw08&list=PL1C1BA88BD78AE49A&index=2
4	Choice of strategy	CO4	https://www.youtube.com/watch?v=19tG9LlVEYo
5	Implementation of strategy.	CO5	https://www.youtube.com/watch?v=BzgrCwivdi8
6	Evaluation and control of strategy.	CO6	https://www.youtube.com/watch?v=rb67B5SfgAE

Text Book(s):

1. Strategic Management and Business Policy by Azhar Kazmi, Tata McGraw-Hill, Third Edition
2. Concepts in Strategic Management & Business Policy by Thomas L. Wheelen & J. David Hunger, Pearson, 12th ed.,

Reference Book(s):

1. J A Pearce II and R B Robinson Jr: **Strategic Management Formulation, Implementation and Control** (Tata McGraw Hill)
2. Arthur Sharplin: **Strategic Management** (McGraw Hill)
3. Michael E Porter : **Competitive Strategy** (Harvard University)
4. Michael E. Porter : **Competitive Advantage** (Harvard University)
5. Rao VSP & Harikrishna : **Strategic Management Text & Cases** (Excel)
6. Ethan M. Rasiel, Paul N. Friga : **Understanding and Implementing the Problem Solving Tools and Management Techniques of the World's Top Strategic Consulting** (Tata McGraw Hill)
7. Strategic Management, P. SubbaRao, Himalaya publications.

Web resources/Online Resources:

1. <https://www.youtube.com/watch?v=WKr-lfE4QaE&list=PL1C1BA88BD78AE49A&index=1>
2. <https://www.managementstudyguide.com/strategic-management.htm>
3. <https://www.yofTSdS0FW3hwutube.com/watch?v=>
4. https://www.youtube.com/watch?v=whKgf1_A818&list=PL03A70BC250C931F0
5. <https://strategicmanagementinsight.com/topics/strategic-planning-process.html>
6. https://www.researchgate.net/publication/272352897_Strategic_Management
7. <https://govinfo.library.unt.edu/npr/initiati/mfr/managebk.pdf>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB402	INTERNATIONAL BUSINESS MANAGEMENT						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
IV	3	0	0	48	3	40	60	100
Pre-requisite: Basic knowledge of International Business								
Course Objectives:								
<ol style="list-style-type: none"> 1. To give the student an exposure to the dynamic environment of International Business. 2. To understand the impact of environment on the International Business Operations of the firm. 3. To explain the functions and form of the global monetary system. 4. To explain the role of International organizations and Regional Trade 5. Global Perspective: Awareness of the different thinking and viewpoints of diverse cultures. 6. Ability to apply concepts, principles and theories to simple business situations. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Define an overview of the key issues and concepts of International Business.(L1)							
CO 2	Understand the role of international trade regulatory frame work(L2)							
CO 3	Understand the monetary framework in which international business transactions are conducted(L2)							
CO 4	Understand the role of International Organizations and Regional Trade blocks(L2)							
CO 5	Analyze the international marketing orientations and staffing approaches.(L4)							
CO 6	Interpret the decisions for international operations in a superior manner(L2)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	3		3	2		2		3
CO2	2		3	3		1		3
CO3	3		3	2		1		2
CO4	3		3	2		1		2
CO5	2		3	3		2		3
CO6	2		3	2		3		2
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	CONCEPT OF INTERNATIONAL BUSINESS	8 Hrs
Stages of internationalisation of business – Impact of Globalisati- Anatomy of international business environment – International economic- Political- legal- competitive- social demographic and cultural frame work- International trade theories.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Define the Concept of international business (L1) 2. Understand the Stages of internationalisation of business (L2) 3. Analyzed the Anatomy of international business environment (L4) 4. Explain the Relationship Between External Types of Environment(L2) 5. Interpret the International trade theories. (L2) 		
MODULE -2	INTERNATIONAL TRADE REGULATORY FRAME WORK	8 Hrs
Trade barriers – Export promotion and import Substitution- Regional trade organizations- Free trade pacts- Most favoured nation status- Role of world Trade Organisation (W.T.O)- Integrity pact.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the International trade regulatory frame work (L2) 2. Explain the Trade barriers (L2) 3. Analyze the Free trade pacts (L4) 4. Identify the Most favoured nation status (L3) 5. Interpret the Role of world Trade Organisation (W.T.O). (L2) 		
MODULE-3	INTERNATIONAL FINANCIAL FRAME WORK	8 Hrs
Balance of payment – Foreign exchange market mechanism- export financing- and incentives – International liquidity- Role of IMF in international business		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the International financial frame work (L2) 2. Compare the import & export financing (L2) 3. Apply the concept of Foreign exchange market mechanism (L3) 4. Explain the International liquidity (L2) 5. Interpret the Role of IMF in international business (L2) 		
MODULE-4	COUNTRY RISK ANALYSIS	8 Hrs
International rating agencies- sovereign and currency ratings- their influence on FDI and FIIs- FDI policy- benefits.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Summarize foreign currency ratings DI policy (L2) 2. Understand the International rating agencies (L2) 3. Explain the residential status (L2) 4. Compare the residential status to India and Foreign (L2) 5. Interpret the Country risk analysis (L2) 		
MODULE-5	INTERNATIONAL MARKETING	8 Hrs

Nature & significance- International Marketing Orientations- International Segmentation- International Product Life Cycle International HRM- International Staffing Approaches-Expatriate Management- International Labor Relations.

At the end of the Module 5, students will be able to:

1. Understand the International Marketing (L2)
2. Illustrate International Marketing Orientations (L2)
3. Analyze the International Staffing Approaches (L4)
4. Explain the International Product Life Cycle International HRM (L2)
5. Understand the International Labor Relations (L2)

MODULE-6	ORGANIZING FOR INTERNATIONAL BUSINESS	8 Hrs
– Designing global organization structure – Development global competitiveness- EOUs- EPZs- Role of State and Centre to promote international trade- Strategy of International Business - Host Country Heterogeneity and International Business Strategy.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of Organizing for international business (L2) 2. Illustrate Designing global organization structure (L2) 3. Apply the global competitiveness. (L3) 4. Explain the Role of State and Centre to promote international trade (L2) 5. Classify the Host Country Heterogeneity and International Business Strategy. (L4) 		
Total hours:		48 Hrs

Content beyond syllabus:

Principles of International Business Group assignment.
International monetary system

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Concept of international business	CO1	https://youtu.be/SS1-KMxQK-o
2	International trade regulatory framework	CO2	https://youtu.be/KSfCuoQdrM
3	International financial framework	CO3	https://youtu.be/CIZjS5fBqPo
4	Country risk analysis	CO4	https://youtu.be/JI04NOuG930
5	International Marketing	CO5	https://youtu.be/AjqwMJ_ZyFg

6	Organizing for international business	CO6	https://youtu.be/XmewTgGxaas
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Text Book(s):

1. Anant K. Sundaram & Stewart black: International Business Environment(Prentice Hall)
2. Subbarao.P: International Business (Himalaya)

Reference Book(s):

1. John D. Daniel and Radebangh Lee H: International Business (Addison Wesley)
2. V.K. Bhalla: International Business Environment and Management (Anmol publications)
3. Ajitabh: Global Competitiveness (Excel)
4. Dewan: International Business Management (Discovery)
5. Boxed Set: International Business and Management : (Sage Publications)

Web Resources/Online Resources:

1. <https://youtu.be/wFd8EgVNIJE>
2. <https://youtu.be/7ceTukehc4o>
3. <https://www.internationalrelationsedu.org/what-is-international-business/>
4. <https://www.e-elgar.com/shop/gbp/the-organization-of-international-business-9781858982304.html>
5. https://www.keralauniversity.ac.in/downloads/legal_frame_work_international_trade1479800072.pdf

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB406	BANKING AND INSURANCE MARKETING						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
IV	3	0	0	48	3	40	60	100
Pre-requisite: MARKETING MANAGEMENT,BANKING AND INSURANCE MANAGEMENT								
Course Objectives:								
<ol style="list-style-type: none"> 1. The attempt of this paper is to impart knowledge of various functional areas and risk management in banking and insurance sectors. 2. To understand the sources and deployment of funds by banks and insurance companies. 3. To understand the legal compliance for their investments and fund uses. 4. To disseminate knowledge among the students and make them aware of the theoretical structures of banking and insurance sectors. 5. To train and equip the students with the latest trends with which modern banking and insurance sectors run. 6. To gain insights and deeper understanding of Banking and Insurance Operations. This will also help in making a carrier in Banking and Insurance. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understand the fundamental marketing and banking regulation act 1949. (L2)							
CO 2	Identify the common banking services and customer relation management.(L3)							
CO 3	Understand the types of bank loans and advances with the help of negotiable instruments (L2)							
CO 4	Understand the concept of the insurance and their impact on businesses. (L2)							
CO 5	Apply the classification of insurances and know about the different financial products (L3)							
CO 6	Understand the organisation structure in insurance sector (L2)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	3	2		2	1			3
CO2	2	3		3	2			3
CO3	3	2		2	2			2
CO4	3	1		2	3			2

CO5	2	2		3	2			3
CO6	2	2		2				2
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	INCORPORATION OF MARKETING & OVERVIEW OF BANKING	8 Hrs
<p>Introduction - meaning of marketing, scope, goods and services in Marketing-Banking Regulation Act 1949 – features, objectives. Evolution of banking. Indian banking system- an overview - Function of commercial banks. RBI – functions, management, relationship with commercial banks, powers. Defining banker, customers, general & special relationship of banker & customers. Concept of CBS, KYC, PMJDY, PMJJBY and other Government Schemes.</p>		
<p>At the end of the Module 1, students will be able to:</p> <ol style="list-style-type: none"> 6. Define the Banking Regulation act 1949 (L1) 7. Understand the evolution of banking system (L2) 8. Analyzed the RBI role in banking system (L4) 9. Explain the relationship of banker and customers (L2) 10. Interpret the concept of CBS,KYC,PMJDY, etc., (L2) 		
MODULE -2	BANKING SERVICES AND CUSTOMERS	8 Hrs
<p>Types of Accounts and their features. Procedure of opening and closing of accounts. Pass book – Statement of account, Demand Draft, Mail Transfer, Telegraphic Transfer, Travelers cheque, Safe Deposit Vaults, Credit Cards, Merchant banking. Customer grievances and their redressal.</p>		
<p>At the end of the Module 2, students will be able to:</p> <ol style="list-style-type: none"> 6. Understand the banking services (L2) 7. Explain the types of accounts in banking (L2) 8. Analyze the procedure of accounting transactions (L4) 9. Identify the services of cashless transactions (L3) 10. Interpret the E banking services for merchants (L2) 		
MODULE-3	BANK LOANS AND ADVANCES & NEGOTIABLE INSTRUMENTS	8 Hrs
<p>Principles of Sound Lending, Types of lending, Precautions to be taken by a banker. Various types of credit facilities, Term loans. Negotiable Instruments: Meaning, Types- Cheques, Promissory Notes, Bills of Exchange, Obligations and Statutory Protection to Paying banker and Collecting banker. E-Banking, IT related risks in banking and their Controls.</p>		
<p>At the end of the Module 3, students will be able to:</p> <ol style="list-style-type: none"> 6. Understand the bank loans and advances (L2) 7. Compare the various facilities in credit system (L2) 		

8. Apply the negotiable instruments in banking and insurance sector (L3) 9. Explain the E banking system (L2) 10. Interpret the IT related risks in banking sector (L2)		
MODULE-4	INTRODUCTION AND SCOPE OF INSURANCE	8 Hrs
Historical perspective, Meaning, Nature and Scope of Insurance. Role of Insurance in Economic Development & Insurer's obligations towards Rural and Social Sectors. Introduction to reinsurance, Governance of Insurance Business.		
At the end of the Module 4, students will be able to: <ol style="list-style-type: none"> 6. Explain the insurance sector. (L2) 7. Understand the role of insurance sector in economic development (L2) 8. Apply the insurance rules in the society (L3) 9. Compare the insurance sector in different areas (L2) 10. Interpret the governance of insurance business (L2) 		
MODULE-5	TYPES OF INSURANCE	8 Hrs
Classification of Insurance Business viz., Life Insurance and General Insurance. Important Life Insurance Products and General Insurance Products. Principles of Life Insurance. Determination of Premiums and Bonuses. Various Distribution Channels. Housing Finance, Mutual Funds.		
At the end of the Module 5, students will be able to: <ol style="list-style-type: none"> 6. Understand the types of insurance (L2) 7. Illustrate life and general insurance (L2) 8. Analyze the life insurance principles (L4) 9. Explain the Tax premiums and bonuses (L2) 10. Understand the housing finance and mutual funds in insurance sector (L2) 		
MODULE-6	ORGANIZATION FORM AND STRUCTURE IN INSURANCE COMPANIES	8 Hrs
Organizational forms, structure and administration of life and non -life insurance companies; life and non-life insurance management – strategic management, planning and control cycle, use of life insurance in personal and business planning; life and non-life (health and motor vehicle) insurance underwriting; financial management of life insurance companies		
At the end of the Module 6, students will be able to: <ol style="list-style-type: none"> 6. Understand the organization forms (L2) 7. Illustrate non life insurance (L2) 8. Apply the strategic management in insurance companies (L3) 9. Explain the non life insurance policies (L2) 10. Interpret the insurance under writing (L2) 11. Classify the financial management in insurance companies (L4) 		
Total hours:		48 hours

Content beyond syllabus:

1. Market strategy in the banking and insurance, selling the products in their present strategy

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Overview of Banking	CO1	https://www.youtube.com/watch?v=I6gzoXliUmA
2	Banking Services and Customers	CO2	https://www.youtube.com/watch?v=2b-OaDZzO_4
3	Bank Loans and Advances & Negotiable Instruments	CO3	https://www.youtube.com/watch?v=Pt-vYoDbgm8
4	Introduction and Scope of Insurance	CO4	https://www.youtube.com/watch?v=GdIxMsyAM_c
5	Types of Insurance	CO5	https://www.youtube.com/watch?v=_r5BFW4Xahs
6	Organization form and structure in insurance companies	CO6	https://www.youtube.com/watch?v=dXHPqYGWikg

Text Book(s):

1. Desai, V. (2011). Banks and institutional management, 2nd Edition, Himalaya Publishing House.
2. Shekhar, K.C. and Shekhar, Lekshmy, Banking Theories and practices, Vikas Publication
3. Risk Management, Indian Institute of Banking and Finance, Mc Millan Publisher
4. Insurance – Theory and Practice. Tripathy and Pal (PHI)
5. Principle and Practice of Insurance. Dr. P. Paniasamy (HPH)
6. Insurance Principles and Practice-Mishra M. N., S. Chand & Co., New Delhi.

Reference Book(s):

1. The New Basel Record, ICAI Publication
2. Financial Intermediation, Indian Institute of Banking and Finance
3. Sundharam & Varshney, “Banking Theory Law and Practice”, Sultan Chand & Sons

4. Srivastava D.C. & Srivastava Shashank, "Indian Insurance Industry Transition & Prospects", New Century Publications
5. Agarwal O.P., "Banking and Insurance", Himalaya Publishing House.

Web Resources/Online Resources:

1. https://www.youtube.com/watch?v=ONn_-d99uL4
2. <https://www.youtube.com/watch?v=FR5W0Qhh-tw>
3. <https://www.youtube.com/watch?v=6O7TOkiyykM>
4. <https://www.youtube.com/watch?v=znVh4BVIITA>
5. <https://www.youtube.com/watch?v=t7SnkRVfyDo>
6. https://www.nrbcommercialbank.com/downloads/Bank_Its%20Origin,%20Meaning,%20Objectives%20&%20Function.pdf
7. <https://www.iedunote.com/bank-services>
8. <https://www.businessmanagementideas.com/notes/insurance/notes-on-insurance-meaning-need-and-functions/5456>
9. <https://www.godigit.com/guides/types-of-insurance>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB410	AUDITING & TAXATION							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
IV	3	0	0	48	3	40	60	100
Pre-requisite: Auditing and Taxation at BBA,B.com level								
Course Objectives:								
<ol style="list-style-type: none"> 1. To know about the principles and methods of auditing and Taxation 2. To know the concept of audit report and its importance under the companies act 2013. 3. To know the process of computerized information system relating to audit. 4. To know the legal provisions under the Income Tax Act 1961. 5. To evaluate the tax reforms in Direct and Indirect Taxes in India. 6. To understand the legal provision under the GST Act 2017 in India. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understand the concept of audit and standard of audit policy. (L2)							
CO 2	Examine the audit report and framing the audit report through companies format (L4)							
CO 3	Analyze the different techniques to computerize the audit. (L4)							
CO 4	Understand the Income tax act and its provisions in India (L2)							
CO 5	Understand the different types of taxes in India (L2)							
CO 6	Understand the origin, growth and importance of GST in India (L2)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	3	2		2	2		2	3
CO2	2	2		2			3	3
CO3		3		2	1		3	2
CO4		2		1			3	2
CO5		2		2			2	3
CO6		3		3			3	2

1- Low, 2-Medium, 3- High**COURSE CONTENT**

MODULE – 1	CONCEPT OF AUDIT AND STANDARDS ON AUDITING	8 Hrs
Introduction to Auditing, Philosophy of Audit, Extended Meaning of Audit, Auditing as a Social Science, Social Object of Audit, Standards on Auditing, Background, Definition, Scope, Objectives and Significance, Procedure of Issuing Standards, Structure of the Standards Issued by the AASB, Role of IAASB		
At the end of the Module 1, students will be able to: <ol style="list-style-type: none">1. Define the audit and its standards (L1)2. Understand the methods and standards on audit (L2)3. Analyze the audit frame work (L4)4. Explain the role of IAASB (L2)5. Interpret the Audit standards with Accounting Standards (L2)		
MODULE -2	AUDITOR'S REPORT	8 Hrs
Essential of Good Report, Elements of Auditor's Report, Types of Auditor's Reports Unqualified Report and Modified Report, Qualified Report, Adverse Report, Disclaimer of Opinion, Audit Reports and Certificates for Special Purposes, Auditor's Report under the Companies Act, 2013, the Companies (Auditor's Report) Order, 2016 (CARO)		
At the end of the Module 2, students will be able to: <ol style="list-style-type: none">1. Understand the preparation of audit report (L2)2. Explain the types of audit report (L2)3. Analyze the audit report in the format of companies act 2013 (L4)4. Identify the errors in the Audit reports (L3)5. Interpret the companies report through CARO (L2)		
MODULE-3	AUDIT IN COMPUTERIZED ENVIRONMENT	8 Hrs
Objectives and Scope of Audit in CIS (Computerized Information System) Environment, Approaches to Electronic Data Processing (EDP) Auditing, Auditing Around the Computer, Auditing Through the Computer, Audit Trail, Computer Assisted Audit Techniques (CAATs).		
At the end of the Module 3, students will be able to: <ol style="list-style-type: none">1. Understand the objective and scope of audit in CIS (L2)2. Compare the levels of audit in computerized environment (L2)3. Examine the approaches to Electronic Data Processing (EDP) Auditing (L4)4. Explain the Audit trail with the help of Computer (L2)5. Interpret the Computer Assisted Audit Techniques (L2)		
MODULE-4	INCOME TAX ACT 1961	8 Hrs

Introduction, Fundamental Concepts of Tax, Income Tax Act 1961-Wealth Tax, Personal Tax and Corporate -Person, Assesses, assessment year, Income, Total Income Tax avoidance-tax evasion -Residential Status-Agriculture Income-Exempted Incomes(Theory)		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Summarize the income tax act 1961, (L2) 2. Understand the types of taxes in India (L2) 3. Apply the tax rules in the society (L3) 4. Explain the nature of residential status (L2) 5. Compare the residential status to India and Foreign (L2) 6. Interpret the tax exemptions as per Income tax act 1961 (L2) 		
MODULE-5	TAX REFORMS	8 Hrs
Tax Reforms in Direct and Indirect Taxes: Issues & Challenges, Value Added Tax, Goods & Service Tax, Direct Tax Code. Tax treatment of capital gains, exemption, presumptive tax, Tax amnesties.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the tax reforms in Direct and Indirect Taxes (L2) 2. Examine the Issues and Challenges relating to taxes (L4) 3. Analyze the capital gains and exemptions (L4) 4. Explain the Tax presumptive (L2) 5. Understand the Tax amnesties after tax reforms (L2) 		
MODULE-6	GST IN INDIA	8 Hrs
An Introduction Origin of GST in India Concept of GST Need for GST, GST Model in India Benefits of GST Relevant Definitions (simple Problems) GST. Updated Slabs Computation of GST Filing of Returns under GST		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of GST in India (L2) 2. Understand the updated GST Slabs (L2) 3. Apply the filing of GST returns (L3) 4. Explain the E filing of GST (L2) 5. Classify the GST Models in India (L4) 		
Total hours:		48 Hrs

Content beyond syllabus:
<ol style="list-style-type: none"> 1. Internal Revenue Service audits (IRS), Earned Income Tax Credit. 2. Tax audit trends and developments

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Concept of Audit and Standards on Auditing	CO1	https://youtu.be/o20tNCrE7WY
2	Auditor's Report	CO2	https://youtu.be/QtvInCIVD9A
3	Audit in Computerized Environment	CO3	https://youtu.be/4yb-6QhQ6CM
4	Income Tax Act 1961	CO4	https://youtu.be/uCjAzcsgP8
5	Tax Reforms	CO5	https://youtu.be/z652WdjVbn4
6	GST in India	CO6	https://youtu.be/76UUB7Vv8s8

Text Book(s):

1. Basu, B.K, An Insight into Auditing – A Multidimensional approach, Basushree BookStall
2. Emile Woolf, Auditing Today, Prentice HallIndia.
3. Gupta, K, Contemporary Auditing, Tata McGraw Hill
4. ICAI, Standards on Auditing and GuidanceNotes
5. Datey, V.S., Indirect Taxes: Law and Practice, Taxmann
6. Datey, V.S., GST Law & Practice with Customs and FTP, Taxmann
7. Bare Act: Central Goods and Services Tax Act, 2017

Reference Book(s):

1. P N Reddy & Appannaiah, Auditing, HPH
2. TR Sharma, Auditing, Sahitya Bhavan
3. BN Tandon, Practical Auditing, Sultan Chand
4. Integrated Goods and Services Tax Rules, 2017
5. S. Bhat –Taxation Management
6. V.S.Datey: Indirect Taxes –Law and Practice

Web Resources/Online Resources:

1. <https://youtu.be/LGsbRv4SZjU>
2. <https://youtu.be/iXVIirfAJRc>
3. <https://youtu.be/eMJgr-Nv88I>
4. <https://www.youtube.com/watch?v=yc9s0v-eDrQ>
5. <https://www.youtube.com/watch?v=iXVIirfAJRc>
6. <https://www.toppr.com/guides/accounting-and-auditing/concept-of-auditing/>
7. <https://www.toppr.com/guides/accounting-and-auditing/concept-of-auditing/>
8. <http://lawtimesjournal.in/introduction-and-basic-concept-of-income-tax/>
9. <https://www.financialexpress.com/what-is/income-tax-meaning/1766226/>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB414	LEADERSHIP & CHANGE MANAGEMENT							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
IV	3	0	0	48	3	40	60	100
Pre-requisite: Human Resource Management and Organisational Behaviour								
Course Objectives:								
<ol style="list-style-type: none"> 1. To provide the basic knowledge about leadership 2. To inculcate the knowledge about leadership motivation and its culture. 3. To provide the ways to develop the leadership in an organization. 4. To explain the need and importance of change management in an organization. 5. To introduce the mapping change for learning organizations. 6. To provide the basis for need of negotiated change in learning organisations. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Define the basic knowledge of leadership.(L1)							
CO 2	Understand the concept of motivation and its culture.(L2)							
CO 3	Understand how to develop the leadership in an organization.(L2)							
CO 4	Identify the importance of change management for an organization.(L3)							
CO 5	Explain the mapping change for learning organizations.(L2)							
CO 6	Assess the use of negotiated change in learning organisations.(L5)							
CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2
CO1	3	2		2		3		1
CO2	2	2		1		3		1
CO3	3	3		2		3		1
CO4	2	1		2		2		2
CO5	3	2						
CO6	3	2		2		2		
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	ORGANISATIONAL LEADERSHIP	8 Hrs
<p>Definition, Components and evaluation of leadership, factors of leadership, Situational Leadership Behaviour: Meaning, Fiedler Contingency Model, Path Goal and Normative Models - Emerging Leadership Behaviour: Transformational, Transactional and Visionary Leadership - Leadership for the new Millennium Organisations - Leadership in Indian Organisations. Leadership Effectiveness: Meaning, Reddins' 3-D Model, Hersey and Blanchard Situational Model, Driving Leadership Effectiveness, Leadership for Organisational Building.</p>		
<p>At the end of the Module 1, students will be able to:</p> <ol style="list-style-type: none"> 1. understand the concept of Organisational Leadership. (L2) 2. Understand the Situational Leadership Behaviour. (L2) 3. Assess the Leadership in Indian Organisations. (L5) 4. Assess the effectiveness of leadership (L5) 5. Develop the leadership skills for organisational building.(L3) 6. Understand the Hersey and Blanchard Situational Model.(L2) 		
MODULE -2	LEADERSHIP MOTIVATION	8 Hrs
<p>Motivation Theories for Leadership: Maslow's, Herzberg, X, Y and Z theories of Motivation - Similarities and Distinctions of Need Hierarchy and Two Factors theories. ERG – McClelland - Expectancy - Porter and Lawler Theories. - Emerging Challenges in Motivating Employees. Motivation, Satisfaction, Performance. Organisational Culture: Meaning, Definitions, Significance, Dimensions, Managing Organisational Culture, Changing organisational Cultural.</p>		
<p>At the end of the Module 2, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of Leadership Motivation.(L2) 2. Understand the Motivation Theories for Leadership.(L2) 3. Classify the various organisational cultures.(L2) 4. Identify Emerging Challenges in Motivating Employees.(L3) 5. Show Changing organisational Culture.(L2) 		
MODULE-3	LEADERSHIP DEVELOPMENT	8 Hrs
<p>Leadership development: Significance – Continuous Learning: Principles of learning to develop effective leadership – Vision and Goals for organisation: significance of goals for leaders – Charting vision and goals of Indian leaders and abroad - Tools for developing dreams for effective leadership dreams – Leaders vision in organisation building – Leadership Attitude: significance – Developing and Maintaining positive attitude for effective leading.</p>		
<p>At the end of the Module 3, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of Leadership Development.(L2) 2. Define the vision statement of an organization.(L1) 		

<p>3. Name the positive attitude for effective leading.(L1)</p> <p>4. Find the Leaders vision in organisation building.(L1)</p> <p>5. Develop and maintain positive attitude for effective leading.(L3)</p>		
MODULE-4	BASICS OF CHANGE MANAGEMENT	8 Hrs
<p>Meaning, nature and Types of Change – change programmes – change levels – change as transformation – change as turnaround – value based change.</p>		
<p>At the end of the Module 4, students will be able to:</p> <ol style="list-style-type: none"> 1. Define the concept of change. (L1) 2. Understand the concept of Basics of Change Management.(L2) 3. Identify the required change programmes in an organization. (L3) 4. Identify the change levels in an organisation(L3) 5. Understand the importance of value based change.(L2) 		
MODULE-5	MAPPING CHANGE	8 Hrs
<p>The role of diagramming in system investigation – A review of basic flow diagramming techniques –systems relationships – systems diagramming and mapping, influence charts, multiple cause diagrams- a multidisciplinary approach -Systems approach to change: systems autonomy and behavior – the intervention strategy model – total project management model (TPMM). Learning organization: The relevance of a learning organization - strategies to build a learning organization.</p>		
<p>At the end of the Module 5, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of Mapping change.(L2) 2. Understand the concept of cost of systems diagramming and mapping, influence charts.(L2) 3. Identify the essential things followed in TPMM.(L3) 4. Define the Learning organization.(L1) 5. Find The relevance of a learning organization.(L1) 		
MODULE-6	NEGOTIATED CHANGE	8 Hrs
<p>Change in the employees - management relations in the post-liberalized India – collective bargaining strategy to the challenges of Globalization and the restructuring of enterprises in India - Changes in the legal frame work of collective bargaining - Negotiated flexibility, productivity bargaining, improved work relations, public sector bargaining and social security.</p>		
<p>At the end of the Module 6, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of Negotiated Change.(L2) 2. Understand the concept of collective bargaining strategy(L2) 3. Tell the essential things followed in public sector bargaining and social security.(L1) 4. Find the Changes in the legal frame work of collective bargaining.(L1) 5. Identify Negotiated flexibility, productivity bargaining.(L3) 6. Asses the improved work relations.(L5) 		
Total hours: 48hours		

Content beyond syllabus:

1. Change management in modern organizations.

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Organisational Leadership	CO1	https://nptel.ac.in/noc/courses/noc20/SEM2/noc20-mg41/
2	Leadership Motivation, Culture	CO2	https://nptel.ac.in/courses/122/105/122105021/
3	Leadership Development	CO3	https://nptel.ac.in/courses/122/105/122105021/
4	Basics of Change Management	CO4	https://nptel.ac.in/courses/110/105/110105120/
5	Mapping change	CO5	https://nptel.ac.in/courses/110/105/110105120/
6	Negotiated Change	CO6	https://nptel.ac.in/courses/110/105/110105120/

Text Book(s):

1. Richard L. Daft "Leadership" Cengage Learning 2005.
2. NilanjanSengupta: Managing Changing Organisations, PHI Learning, New Delhi, 2009.

Reference Books:

1. Peter G. Northouse, Leadership, 2010, Sage. Publication.
2. Uday Kumar Haldar "Leadership and Team Building" Oxford Higher Education 2010.
3. Adrian Thornhill: Managing Change, Pearson Education, New Delhi, 2012.
- 4.. Radha R Sharma: Change Management, TMH, New Delhi, 2012

Web resources/Online resources:

1. **1.www.managementstudyguide.com.**
2. **www.forbes.com**
3. **3.www.vskills.in**
4. **4.www.courseera.org**
5. **<https://www.prosci.com/resources/articles>**
6. **https://www.researchgate.net/publication/342183824_Leadership-in-Change-Management**

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB418	ENTERPRISE RESOURCE PLANNING							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
IV	3	0	0	48	3	40	60	100
Pre-requisite: Management Information System								
Course Objectives:								
<ol style="list-style-type: none"> 1. This subject aims at imparting knowledge about the principles and methods of enterprise resource planning. 2. The objective is to enable the students to understand assessment of enterprise resource planning and related technologies means data ware housing, Decision support system, and executive information system. 3. To familiarize and update the students with the basic tools in ERP and provide the ERP implementation life cycle. 4. To provide a contemporary and forward-looking on the theory and practice of Enterprise Resource Planning Technology 5. To aim at preparing the students technological competitive and make them ready to self-upgrade with the higher technical skills. 6. Students will also able to develop and design the modules used in ERP systems, and can customize the existing modules of ERP systems. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understanding of the concepts of ERP. (L2)							
CO 2	Understanding of the concepts, tools and technologies in the ERP (L2)							
CO 3	Develop skills critical for generating, the implementation of ERP life cycle (L3)							
CO 4	Understand the ERP Module structure (L2)							
CO 5	Apply the ERP manufacturing perspective (L3)							
CO 6	Apply the purchasing and sales perspectives (L3)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	3			2	1		2	3
CO2	2	2		3	2		3	3
CO3	3	3		2	2		3	2

CO4	3	2		2	3		3	2
CO5	2	2		3	2		2	3
CO6	2	3		2	2		3	2
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO ERP	8Hrs
Business Functions and Business Processes - Characteristics, Types and importance of Information- information system - Components, types and Management of information system - Enterprise Resource Planning: Business modeling; Integrated data model, Defining ERP, Origin and Need and Benefits of ERP System - Reasons for the Growth of ERP Market, Reasons for the Failure of ERP - Implementation of ERP.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Define the enterprise and Enterprise Information System (L1) 2. Understand the different types of information system (L2) 3. Analyzed the ERP growth in market(L4) 4. Explain the role of IAASB (L2) 5. Interpret the Audit standards with Accounting Standards (L2) 		
MODULE -2	ERP AND RELATED TECHNOLOGIES	8Hrs
Business Process, Re-engineering, Management Information systems, Decision Support Systems, Executive Information Systems- Advantages and Disadvantages of EIS, Data Warehousing, Data Mining, On-Line Analytical Processing, Product Life Cycle Management, Supply Chain Management, ERP Security		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the ERP related technologies (L2) 2. Explain the re-engineering process in business (L2) 3. Analyze the Decision Support systems (L4) 4. Identify the Executive information system (L3) 5. Interpret the product life cycle through with the help of ERP security (L2) 		
MODULE-3	ERP IMPLEMENTATION LIFE CYCLE	8Hrs
ERP Tools and Software, ERP Selection Methods and Criteria, ERP Selection Process, ERP Vendor Selection, ERP Implementation Lifecycle, Pros and cons of ERP implementation, Factors for the Success of an ERP Implementation		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the life cycle implementation in ERP (L2) 2. Compare the levels in Life cycle with ERP tools and software (L2) 3. Apply in the system format (L3) 		

<p>4. Explain the ERP pros and cons in Implementation (L2)</p> <p>5. Interpret the factors for the success of an ERP Implementation (L2)</p>		
MODULE-4	ERP MODULES STRUCTURE	8Hrs
<p>Finance, Sales and Distribution, Manufacturing and Production Planning- Material and Capacity Planning; Shop Floor Control; Quality Management; JIT/Repetitive Manufacturing; Cost Management ; Engineering Data Management; Engineering Change Control ;Configuration Management ;Serialisation / Lot Control ;Tooling, Human Resource, Plant Maintenance.</p>		
<p>At the end of the Module 4, students will be able to:</p> <ol style="list-style-type: none"> 1. Summarize the ERP Modules structure, (L2) 2. Understand the types of ERP Modules (L2) 3. Apply the modules in systematic format (L3) 4. Explain the Quality management (L2) 5. Compare the modules in different areas means finance, sales, distribution and quality (L2) 6. Interpret the tools and maintenance in the module implementation (L2) 		
MODULE-5	MANUFACTURING PERSPECTIVE	8Hrs
<p>Role of Enterprise Resource Planning (ERP) in manufacturing, Computer Aided Design/Computer Aided Manufacturing (CAD/CAM), Materials Requirement Planning (MRP)-Master Production Schedule (MPS);Bill of Material (BOM);Inventory Records; Closed Loop MRP; Manufacturing Resource Planning (MRP-II), Manufacturing and Production Planning Module of an ERP System , Distribution Requirements Planning (DRP), Just-in-Time(JIT) Benefits of JIT; Potential Pitfalls of JIT;</p>		
<p>At the end of the Module 5, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the ERP in manufacturing(L2) 2. Interpret CAD and CAM(L2) 3. Analyze the inventory methods (L4) 4. Explain the manufacturing Resource planning MRP (L2) 5. Understand the just in time procedure and its implementation (L2) 		
MODULE-6	PURCHASING PERSPECTIVE & SALES AND DISTRIBUTION PERSPECTIVE	8Hrs
<p>Role of ERP in Purchasing, Purchase Module: Features of purchase module; Benefits of purchase module, ERP Purchase System, - Role of ERP in Sales and Distribution, Sub-Modules of the Sales and Distribution Module: Master data management, Order management, Warehouse management, Shipping and transportation, Billing and sales support, Foreign trade, Integration of Sales and Distribution Module with Other Modules</p>		
<p>At the end of the Module 6, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the purchasing perspective (L2) 2. Explain the purchase module (L2) 3. Apply the purchase module in ERP system (L3) 4. Explain the sales and distribution perspective (L2) 		

5. Interpret the order management through by data system(L2)
6. Classify the sales and distribution module (L4)
Total hours: 48 hours

Content beyond syllabus:

1. Integrated Information Management Enterprise and ERP, Business modeling, integrated data model. To ERP or not to ERP Strategic Options, Benefits of ERP, Quantifiable, Intangible, Risks, People, process, Technology, Implementation, Operational and Managerial risks

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Enterprise & Introduction to ERP	CO1	https://youtu.be/yzlUV-GC5z4
2	ERP and Related Technologies	CO2	https://youtu.be/idsGCUMWqUI
3	ERP Implementation Life Cycle	CO3	https://youtu.be/IQLR5m-O8So
4	ERP Modules Structure	CO4	https://youtu.be/ydMz8BQQcH4
5	A Manufacturing Perspective	CO5	https://youtu.be/zxLn2-RVg_A
6	A Purchasing Perspective & Sales and Distribution Perspective	CO6	https://youtu.be/qGea0jAjeeU

Text Book(s):

1. Enterprise Resource Planning – Alexis Leon – Second Edition – TMH
2. Mary Sumner, Enterprise Resource Planning, Pearson Education (2010).
3. Vinod Kumar Garg, N. K. Venkita Krishna, Enterprise resource planning, 2nd Edition , PHI, 2003

Reference Book(s):

- 1.. ERP in practice – Vaman – TMH
2. Ellen Monk, Bret Wagner, Concepts in Enterprise resource planning, Cengage learning, Third edition, 2009.
3. Daniel E. O'Leary, Enterprise Resource Planning Systems, Cambridge University Press, 2002.
4. Bradford M., Modern ERP Systems: Select Implement and Use Today's Advanced Business Systems (2010).

Web Resources/Online Resources:

1. <https://solutiondots.com/blog/erp-cloud/brief-introduction-enterprise-resource-planning-erp/>
2. <https://dzone.com/articles/list-of-erp-technologies-what-is-right-for-your-pr>
3. <https://www.erpfocus.com/erp-life-cycle.html>
4. <https://existek.com/blog/erp-modules-main-features-functionality-and-workflows/>
5. <https://www.sciencedirect.com/science/article/abs/pii/S1755581708000023>
6. https://www.researchgate.net/publication/248763396_Relating_Brandand_Customer_Persppectives_on_Marketing_Management
7. <https://youtu.be/E0tgKVOxihI>
8. <https://youtu.be/9qandAtV0nA>
9. <https://youtu.be/Dsjd8qPsIJU>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB407	INTERNATIONAL MARKETING							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
IV	3	0	0	48	3	40	60	100
Pre-requisite: basic knowledge of International Marketing								
Course Objectives:								
<ol style="list-style-type: none"> 1. To make students aware about the fundamental concept of international marketing. 2. To help the students understand the concepts of global marketing management of product and services. 3. To enable the students in understanding the concepts of Pricing decisions and product of services in B2B. 4. To make students aware about the concept of analyzing global marketing channels. 5. To understand the concepts of distribution and logistics management. 6. To help the students on application of theoretical concepts to practical situations. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Demonstrate their conceptual understanding international marketing & Research.(L2)							
CO 2	Analyzing the concepts of global marketing management of product and services.(L4)							
CO 3	Demonstrate their conceptual knowledge of Pricing decisions and product of services in B2B (L2)							
CO 4	Demonstrate their conceptual skill of analyzing global marketing channels, distribution and logistics management(L2)							
CO 5	Demonstrate their conceptual knowledge of the subject in real time problems.(L2)							
CO 6	Analyzing the international promotion mix.(L4)							

CO-PO MAPPING								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	2	3	3	3			3.	
CO2			3	2			2	
CO3		2	3	2			2	2
CO4		3	2	2			2	2
CO5	2		3	3			2	2
CO6	2	3	3	3			3	
1-Low , 2- Medium , 3-High								

COURSE CONTENT		
MODULE – 1	FRAMEWORK OF INTERNATIONAL MARKETING	8 Hrs
Definition – scope and challenges – difference between international marketing and domestic marketing – levels of International marketing involvement, the EPRG Framework, drivers of International expansion – The International environment- economic, cultural, demographic, legal/political environment		
At the end of the Module 1, students will be able to: <ol style="list-style-type: none"> 1. Understand the concept of international marketing and its role in the Indian Economy. (L2) 2. Distinguish between international and domestic marketing.(L4) 3. Understand the levels of international marketing (L2) 4. Analyse the international environment (L4) 5. Understand the drivers of international expansion.(L2) 		
MODULE -2	GLOBAL MARKETING MANAGEMENT	8 Hrs
Planning and organization, International Institutions – World Banks, IMF, UNCTAD, Customs Union, Common Markets, Free Trade Zones, Economic Communities, SEZ, NAFTA, SAFTA and EU.		
At the end of the Module 2, students will be able to: <ol style="list-style-type: none"> 1. Understand the Concept of global marketing management. (L2) 2. Understand the importance of Brenttenwoods twins. (L2) 3. Importance of Free Trade Zones .(L5) 4. Understand the Functions of EU and SAFTA (L2) 5. Explain the concept of trade zones and international institutions. (L2) 		
MODULE-3	NEW PRODUCT LAUNCH	8 Hrs
Waterfall approach and Sprinkler approach – concept of International product Life Cycle Theory, International Product Strategy.		
At the end of the Module 3, students will be able to: <ol style="list-style-type: none"> 1. Plan the concept of new product launch.(L6) 2. Understand the concept of water fall and sprinkler approach. (L2) 		

3. Understand the concept of international product life cycle. (L2)		
4. Design the international product strategy.(L6)		
MODULE-4	PRICING DECISIONS	8 Hrs
Concept of pricing – pricing approaches – factors influencing pricing decisions - INCO terms – terms of payment – counter trade – dumping – transfer pricing – grey marketing.		
At the end of the Module 4, students will be able to:		
1. Understand the concept of pricing. (L2)		
2. Identify the factors which influencing the pricing. (L3)		
3. Define the INCO terms.(L1)		
4. Explain the counter trade. (L2)		
5. Understand the concept of transfer pricing and grey marketing. (L2)		
MODULE-5	INTERNATIONAL DISTRIBUTION	8 Hours
International marketing channels – Types of international distribution channels - alternative middlemen choices - factors affecting choice of channels – surface vs. air transportation – advantages and disadvantages – marine transportation – warehousing		
At the end of the Module 5, students will be able to:		
1. Understand the concept of international distribution. (L2)		
2. Identify international marketing channels. (L3)		
3. Examine alternative middle men choices. (L4)		
4. Distinguish between surface Vs air transportation (L4)		
5. Explain about marine transportation. (L2)		
MODULE-6	INTERNATIONAL PROMOTIONS	8 Hours
International advertising – sales promotion in international markets – international advertising – direct mailing – personal selling – exhibition.		
At the end of the Module 6, students will be able to:		
1. Explain the concept of international promotion. (L2)		
2. Understand the concept of international advertising. (L2)		
3. Contrast between direct mailing and personal selling. (L4)		
4. Understand the concept of promotion mix. (L2)		
		Total hours: 48 Hrs

<p>Content beyond the syllabus :</p> <p style="text-align: center;">Implication Of WTO On International Marketing</p>

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Framework of international marketing:	CO1	https://www.youtube.com/watch?v=1uxGGUSalg https://www.youtube.com/watch?v=cd4rjIDvg8Q https://www.youtube.com/watch?v=oDRvEiAAJP A
2	Global marketing management	CO2	https://www.youtube.com/watch?v=lt_NnzUOIg Q fQ https://www.youtube.com/watch?v=OOgjUFFdZ N0
3	New Product Launch	CO3	https://www.youtube.com/watch?v=W0j9WEcB3 xs https://www.youtube.com/watch?v=KWy4UgbzC BU
4	Pricing decisions	CO4	https://www.youtube.com/watch?v=Jq- uopWjxFg https://www.youtube.com/watch?v=vpRFgi2HqQ Q
5	International distribution:	CO5	https://www.youtube.com/watch?v=AjqwMJ_ZyF g
6	International Promotions Promotions	CO6	https://www.youtube.com/watch?v=vRTuaTg0V5 c

Text Book(s):

1. International Marketing – Cateora, Graham – TMH 12/E, 2005
2. International Marketing – R Srinivasan – PHI, 3/e, 2009
3. Global Marketing Management – Warren Keegan – Pearson / PHI, 7/e, 2007
4. International Marketing – Rakesh Mohan Joshi – Oxford, 2004

5. International Marketing – Dana – Nicoleta, Lascu – Biztantra, 2003
6. Case Studies in Marketing – Indian Context by R.Srinivasan, PHI, 5th edition, 2012

Reference Book(s):

1. International Marketing: Analysis And Strategy - Sak Onkvisit, Johnshaw – Pearson Education/PHI, 3/e, 2008
2. International Marketing – Varshney, Bhattacharya – S Chand, 4/e, 2006
3. International Marketing – Francis Cherunillam – HPH, 7/e, 2004
4. International Marketing – Michael Czinkota, Ilkka A Ronkainen – Thomson, 7/e, 2004
5. Global Marketing Strategies – Jean Pierre Jeannet, A David Hennessey – Biztantra, 6/e, 2005
6. International Logistics – Pierre David – Biztantra, 2004/05

Web Sources / Online Resources:

1. <https://www.youtube.com/watch?v=1uxGGUSalql>
2. https://onlinecourses.nptel.ac.in/noc20_mg54/preview
3. <https://nptel.ac.in/courses/110/107/110107145/>
4. <http://dln.jaipuria.ac.in:8080/jspui/bitstream/123456789/3930/1/International%20Marketing%20Management-%20Text%20and%20Cases%20by%20Mathur.pdf>
5. https://www.researchgate.net/publication/338752307_The_role_of_international_marketing_in_international_business_strategy

NARAYANA ENGINEERING COLLEGE:NELLORE

20MB411	INTERNATIONAL FINANCIAL MANAGEMENT						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
IV	3	0	0	48	3	40	60	100
Pre-requisite: understand the concepts of international Finance, Arbitrage, Currency exchange								
Course Objectives:								
<ol style="list-style-type: none"> 1. Understand the international financial management, international risk and monetary system. 2. Understand the concept of foreign exchange markets. 3. Examine the Balance of Payments (BOP) and determine its implications for international competition. 4. Understand the capital structure, cost of capital and dividend decisions in international level. 5. Explain translation, transaction, and economic exposure to exchange rate changes. 6. Describe how interest rate risk affects financial decision making in selecting the proposals 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understand the international financial management and monetary system (L2)							
CO 2	Understand foreign exchange market, interest rates, arbitrage process in exchange of currency (L2)							
CO 3	Apply components of the current account, specifically the balance of trade in goods, and the balance of trade in services, income and current transfers. (L3)							
CO 4	Discuss various aspects of capital structure, cost of capital and dividend decisions involved in international investment. (L6)							
CO 5	Develop strategies to deal with Various types of risks associated with foreign operations (L3)							
CO 6	Understand the capital budgeting and methods of capital budgeting for international investment projects. (L2)							

CO-PO MAPPING								
CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2
CO1			3		1	1	2	
CO2	2	3		2	1		3	2
CO3		1	3	2		2	2	1
CO4	2		3		2		3	1
CO5		2	3	1			2	1
CO6			2		3	1	2	2
1-Low , 2- Medium , 3- High								

COURSE CONTENT		
MODULE – 1	INTERNATIONAL FINANCIAL MANAGEMENT	8 Hrs
<p>IFM meaning, Difference between FM & IFM, Nature ,Scope, Importance, - International Monetary system - rewards & risk of international finance.</p> <p>At the end of the Module 1, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of international financial management. (L2) 2. Understand the importance of international financial management. (L2) 3. Explain about the international monetary system and its importance. (L2) 4. Distinguish between FM and IFM. (L4) 5. Understand the concept of international risk involved in international finance. (L2) 		
MODULE -2	FOREIGN EXCHANGE MARKET	8 Hrs
<p>Function and Structure of the Forex markets- Foreign exchange market participants-Types of transactions and Settlements Dates-Exchange rate quotations-Nominal-Real and Effective exchange rates and Determination of Exchange rates in Spot markets- Exchange rates determinations in Forward markets-Exchange rate behaviour-Cross Rates- Arbitrage profit in foreign exchange markets, Swift Mechanism- Triangular and location arbitrage.</p> <p>At the end of the Module 2, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of foreign exchange market. (L2) 2. Define various components involved in Forex market. (L1) 3. Examine the role of major participants in FOREX market. (L4) 4. Understand the procedure of exchange rate system in international finance. (L2) 5. Apply the concept of forward markets in calculating the risk. (L3) 		
MODULE-3	BALANCE OF PAYMENTS	8 Hrs
<p>Concept of Balance of payments-Concept and Principles behind compilation of BOP account - Components of BOP and factors affecting them-Importance and Limitations of BOP statistics- Relationship of BOP with other Economic Variables- Currency convertibility with reference to India.</p> <p>At the end of the Module 3, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of balance of payment. (L2) 		

<ol style="list-style-type: none"> 2. Understand the structure of BOP. (L2) 3. Explain about the concept of currency convertibility. (L2) 4. Construct the relationship between BOP and economic variables. (L3) 5. Identify the variables involved in calculating the BOP. (L3) 		
MODULE-4	CROSS BORDER INVESTMENTS	8 Hrs
<p>Cost of capital – Capital Structure - Approaches to project evaluation – Adjusted present value method – capital budgeting from parent firm’s perspective and expecting the future expected exchange rate analysis - Risks in foreign Projects.</p> <p>At the end of the Module 4, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of cost of capital procedure in foreign markets. (L2) 2. Understand the calculation of cost of capital (L2) 3. Understand the capital structure of foreign markets. (L2) 4. Distinguish the capital structure and cost of capital. (L4) 5. Analyze the approaches to project evaluation. (L4) 		
MODULE-5	FOREIGN EXCHANGE EXPOSURE	8 Hrs
<p>Foreign Exchange Exposure and risk management- Exchange rate forecasting-volatility-Exposure types- Transaction Exposure, Translation exposure, Economic exposure-Currency Derivatives-forward, futures & options-usage in firms as hedging tool</p> <p>At the end of the Module 5, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of international risk management (L2) 2. Understand the concept of foreign exchange exposure (L2) 3. Analyze the concept of forward & futures (L4) 4. Explain various hedging tools in calculating the currency rates. (L2) 5. Apply the concept of derivatives in analyzing the stock market. (L3) 		
MODULE-6	EUROCURRENCY MARKET	8 Hrs
<p>Growth of Eurocurrency market – Euro issues – External commercial – borrowings – International bond market – Indian Euro issues -RBI guidelines on ECBs, and foreign investments-Features of ADR, GDR, IDR.</p> <p>At the end of the Module 6, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of Euro Currency market. (L2) 2. Understand the concept of Euro issues. (L2) 3. Examine the RBI guidelines on ECBs. (L4) 4. Define features of ADR, GDR and IDR. (L1) 		
Total hours:		48 hours

<p>Content beyond syllabus:</p> <ol style="list-style-type: none"> 1. Exchange Rate Determination 2. International Taxation
<p>Self-Study:</p>

Contents to promote self-Learning:

SNO	Topic	CO	Reference
1	International financial Environment	CO1	https://youtu.be/eciQ3sTftBs
2	Foreign Exchange Market	CO2	https://youtu.be/KA_liTyezVk
3	Balance of Payments	CO3	https://youtu.be/aTuToTSCddk
4	Cost Of Capital For Foreign Investments	CO4	https://youtu.be/JIYY1NxGTQI?list=PLLy_2iUCG87CXY2B6fPex1SOIqzzD5Wj
5	Foreign Exchange Exposure	CO5	https://youtu.be/t_sXtH3neD0
6	International Capital Budgeting	CO6	https://youtu.be/hgp4wBMsjkk

Text Book(s):

1. International Financial Management - Jeff Madura, Cengage Learning 2008. International Finance Management - Eun & Resnick, 4/e, Tata McGraw Hill.
2. International Financial Management – MadhuVij, Excel BOOKS, 2010.
3. International Financial Management – Apte P. G, 6/e, TMH, 2011

Reference Book(s):

1. International Financial Management – Siddaiah T, 1/e, Pearson, 2011.
2. International Finance – ImadMoosa, 3/e, Tata McGraw Hill, 2011.
3. International Financial Management – Vyuptakesh Sharan, 6/e, PHI, 2011.
4. Multinational Financial Management – Alan C. Shapiro, 10/e, Wiley India Pvt. Ltd., 2011.
5. International Financial Management – Jain, Peyrard & Yadav, Macmillan 2010.

Web Resources/Online Resources:

1. https://youtu.be/_qzy74v7xmY
2. https://youtu.be/t_sXtH3neD0
3. <https://youtu.be/myZF6LSQuk>
4. <https://youtu.be/7PYTFZcyWsc>
5. <https://www.longdom.org/peer-reviewed-journals/foreign-exchange-41225.html>
6. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2901530

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB415	INTERNATIONAL HUMAN RESOURCE MANAGEMENT							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
IV	3	0	0	48	3	40	60	100
Pre-requisite: Human Resource Management at International level								
Course Objectives:								
<ol style="list-style-type: none"> 1. To make aware of the various concepts of IHRM 2. To help in understanding the importance and process of IHRM 3. To help in understanding problems faced by multinational corporations. 4. To help in analyzing the role of culture in IHRM 5. To make aware of the compensation management. 6. To inculcate the knowledge about global strategic advantages through HRD. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Define the meaning and concepts of international Human Resource management practices.(L1)							
CO 2	Understand the process and legal content of IHRM (L2)							
CO 3	Explain about issues in managing international assignments.(L2)							
CO 4	Distinguish between various factors affecting cross cultural management(L4)							
CO 5	Compare and contrast international compensation management practices and domestic practices.(L4)							
CO 6	Make use of global strategic advantages through HRD (L3)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	1		3	2		1	3	2
CO2	2		3	2		2	2	1
CO3	1		3	2		2	3	2
CO4	2		2	3		2	1	1
CO5	2		3	2		1	2	2
CO6	1		2	3		1	1	2
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	INTRODUCTION	8 Hrs
A Global HR Perspective in New Economy-Challenges of Globalization -Implications of Managing People and Leveraging Human Resource- Conflicts – Strategic Role of International HRM.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of international human resource management(L2) 2. Understand the major challenges in international human resource management(L2) 3. Understand the concept of strategic role of international human resource management.(L2) 4. Demonstrate the concept of conflicts.(L2) 5. Explain about strategic role of international HRM.(L2) 		
MODULE-2	IHRM PROCESS	8 Hrs
Global HR Planning – Staffing policy – Training and development – performance appraisal – International Labour relations – Industrial democracy– Talent crunch – Indian MNCs and Challenges - Legal content of Global HRM.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the need and importance of IHRM process to MNC's.(L2) 2. Understand the concept of industrial democracy.(L2) 3. Understand the real challenges of Indian MNC's.(L2) 4. Explain about international labour relations.(L2) 5. outline the industrial democracy (L2) 		
MODULE-3	MANAGING INTERNATIONAL ASSIGNMENTS	8 Hrs
Significance – Selection methods – Positioning -Expatriate – Repatriate – factors of consideration - Strategies - International assignments for Women - Problems.		

At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of international assignments.(L2) 2. Distinguish between Expatriation and Repatriation. (L4) 3. Understand the role of women for international assignments.(L2) 4. Utilize the strategies in succession of their own business path.(L3) 5. Find the problems in managing the international assignments.(L1) 		
MODULE-4	CROSS CULTURE MANAGEMENT	8 Hrs
Importance – Concepts and issues – theories- considerations -Problems – Skill building methods – Cross Culture Communication and Negotiation – CrossCulture Teams.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Identify the cross cultural issues faced by the employees.(L3) 2. Understand the skill building methods in the organizations. (L2) 3. Understand the use of cross cultural teams. (L2) 4. Explain about Cross Culture Communication and Negotiation.(L2) 5. Outline the theories in cross culture management (L2) 		
MODULE-5	COMPENSATION MANAGEMENT	8 Hrs
Compensation Management: Importance – Concepts- Trends - Issues – Methods – Factors of Consideration – Models – incentive methods – global compensation implications on Indian systems - Performance Management.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of compensation management.(L2) 2. Understand the concept of incentive methods.(L2) 3. Tell the essential things followed at global compensation in Indian system.(L1) 4. Examine the global compensation implications on Indian systems.(L4) 5. Develop the performance management .(L3) 		
MODULE-6	GLOBAL STRATEGIC ADVANTAGES THROUGH HRD	8 Hrs
Measures for creating global HRD Climate –Strategic Frame Work of HRD and Challenges - Globalization and Quality of Working Life and Productivity – Challenges in Creation of New Jobs through Globalization- NewCorporate Culture.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of global strategic advantage through HRD.(L2) 2. Make use of the global HRD climate.(L3) 3. Build an idea about challenges in creation of new jobs through Globalization. (L3) 4. Name the globalization and quality of working life and productivity.(L1) 5. Explain about new corporate culture.(L2) 		
		Total hours: 48 Hrs

Content beyond syllabus:**1. HR practices followed by Top MNC's****Self-Study:**

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Introduction to international human resource Management	CO1	https://www.civilserviceindia.com/subject/Management/notes/international-human-resource-management.html
2	IHRM Process:	CO2	https://www.mbaknol.com/human-resource-management/international-human-resource-management-ihrm/
3	Managing International Assignments	CO3	https://en.wikipedia.org/wiki/International_assignment
4	Cross Culture Management	CO4	https://bizfluent.com/info-8296280-types-communication-problems-organizations.html
5	Compensation Management	CO5	https://en.wikipedia.org/wiki/Cross-cultural
6	Global Strategic Advantages through HRD	CO6	http://irep.ntu.ac.uk/id/eprint/36613/1/13932_Mitsakis.pdf

Text Book(s):

1. Tony Edwards :“International Human Resource Management”, Pearson Education, New Delhi, 2012
2. Subba Rao P: “International Human Resource Management”, Himalaya Publishing House, Hyderabad, 2011

Reference Book(s):

- 1 NilanjanSen Gupta: “International Human Resource Management Text and cases” Excel Books, New Delhi.
2. Aswathappa K, Sadhana Dash: “International Human Resource Management, TMH, New Delhi,.
3. Monir H Tayeb: “International Human Resource Management”, Oxford Universities Press, Hyderabad, 2012

Web Resources /Online resources:

2. 1. www.managementstudyguide.com
3. 2. www.businessmanagementideas.com
4. 3. www.slideshare.net
5. <https://theintactone.com/2019/02/08/shrm-u3-topic-8-ihrm-trends-and-future-challenges/>
6. "Why We Love to Hate HR ... and What HR Can Do About It". Harvard Business Review
7. A Systematic Literature Review of Crowdsourcing Research from a Human Resource Management Perspective. 48th Annual Hawaii International Conference on System Sciences
8. The Talent Masters: Why Smart Leaders Put People Before Numbers
9. 4. <http://www.journals.elsevier.com/human-resource-management-review>

NARAYANA ENGINEERING COLLEGE:GUDUR								
20MB419	INTERNET OF THINGS							R2020
Semester	Hours / Week			Total hrs	Credit C	Max Marks		
	L	T	P			CIE	SEE	TOTAL
II/I	4	0	0	48	4	40	60	100
Pre-requisite: Require Data communication and networking fundamentals								
Course Objectives:								
<ol style="list-style-type: none"> To understand the basics of Internet of Things. To get an idea of some of the application areas where Internet of Things can be applied. To understand the middleware for Internet of Things. To understand the concepts of Web of Things. To understand the concepts of Cloud of Things with emphasis on Mobile cloud computing. To understand the IOT protocols 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Describe various layers of IoT protocol stack and describe protocol functionalities.							
CO 2	Evaluate efficiency trade-offs among alternative communication models for an efficient IoT application design.							
CO 3	Comprehend advanced IoT applications and technologies from the basics of IoT.							
CO 4	Understand working principles of various sensor for different IoT platforms							
CO 5	Estimate the cost of hardware and software for low cost design IoT applications. Compare various application business models of different domains							
CO 6	Solve real-time problems and demonstrate IoT applications in various domains using prototype models.							

CO-PO Mapping														
CO	PO												PSO	
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO1	1	3	3										2	3
CO2	2	2	2										3	3
CO3	2	3		2									3	2
CO4	2	1		2	1								2	2
CO5	3	1	3										2	2
CO6	3	2		2									3	2
1: Low, 2-Medium, 3- High														

COURSE CONTENT		
MODULE – 1	Introduction to Internet of Things	8H
Introduction – Definition & Characteristics of IoT - Challenges and Issues - Physical Design of IoT, Logical Design of IoT - IoT Functional Blocks, Security.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> Understand the Characteristics of IoT. Discuss the different Challenges and issues of IoT Examine the functional blocks of IoT. 		
MODULE -2	Components In Internet of Things	8H

: Control Units Communication modules Bluetooth Zigbee Wifi GPS- IOT Protocols (IPv6, 6LoWPAN, RPL, CoAP etc), MQTT, Wired Communication, Power Sources.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Having a clear understanding of the subject related concepts and of contemporary issues 2. Discuss the different IoT Protocols. 3. Illustrate the importance of MQTT 		
MODULE-3	Technologies Behind IoT	8H
Four pillars of IOT paradigm, - RFID, Wireless Sensor Networks, SCADA (Supervisory Control and Data Acquisition), M2M - IOT Enabling Technologies - BigData Analytics, Cloud Computing, Embedded Systems., Why Python Language for IoT?		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the four pillars of IoT 2. Illustrate the importance of wireless sensor networks. 		
MODULE-4	Programming The Microcontroller For IoT	8H
Working principles of sensors IOT deployment for Raspberry Pi /Arduino /Equivalent platform Reading from Sensors, Communication: Connecting microcontroller with mobile devices, communication through Bluetooth, wifi and USB - Contiki OS- Cooja Simulator.		
At the end of the Module4, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the working principles of various sensors for different IoT platforms. 2. Describe and explain Raspberry Pi. 3. Identify the need of arduino. 		
MODULE-5	Resource Management in IoT	8H
Clustering, Clustering for Scalability, Clustering Protocols for IOT - From The Internet Of Things To The Web Of Things: The Future Web of Things Set up cloud environment Cloud access from sensors Data Analytics for IOT- Case studies- Open Source e-Health sensor platform Be Close Elderly monitoring Other recent projects.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Having design thinking capability. 2. Having ability to design a component or a product applying all the relevant standards and with realistic constraints. 3. Discuss the various clustering protocols for IoT 		
MODULE-6	IoT Applications	8H
Business models for the internet of things, Smart city, smart mobility and transport, smart buildings and infrastructure, smart health, environment monitoring and surveillance. Recent Trends.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Solve real-time problems and demonstrate IoT applications in various domains using prototype models. 		
Total hours:		48 hours

Content beyond syllabus:			
1. Analyze and design different models for network dynamics. 2. Design business intelligence and information security for WoB.			
Self-Study:			
Contents to promote self-Learning:			
SN O	Topic	CO	Reference
1	Physical Design of IoT	CO1	https://www.edureka.co/blog/iot-tutorial/
2	MQTT	CO2	https://fiware-tutorials.readthedocs.io/en/latest/iot-over-mqtt/index.html
3	Four pillars of IOT paradigm	CO3	https://studylib.net/doc/5531248/ch.3-four-pillars-of-iot
4	Working principles of sensors IOT deployment for Raspberry Pi	CO4	https://www.pubnub.com/blog/internet-of-things-101-getting-started-w-raspberry-pi/
5	Clustering Protocols for IOT	CO5	https://www.tutorialspoint.com/software_testing/software_testing_overview.htm
6	Business models for the internet of things	CO6	https://www.edureka.co/blog/iot-applications/

Text Book(s):
1. Dieter Uckelmann et.al, Architecting the Internet of Things, Springer, 2011 2. Arshdeep Bahga and Vijay Madisetti, Internet of Things A Hand-on Approach, Universities press, 2015
Reference Book(s):
1. Charalampos Doukas , Building Internet of Things with the Arduino, Create space, April 2002 2. Dr. Ovidiu Vermesan and Dr. Peter Friess, Internet of Things: From research and innovation to market deployment, River Publishers 2014.
Online Resources:
1. https://nptel.ac.in/courses/106105166/ 2. https://onlinecourses.nptel.ac.in/noc17_cs22/preview 3. https://www.arduino.cc/
Web Resources:
1. https://www.upf.edu/practice/en/3376/22580 . 2. https://www.coursera.org/learn/iot .

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB408	SERVICES MARKETING						2020	
Semester	Hours / Week			Total hrs.	Credit	Max Marks		
	L	T	P			C	CIE	SEE
IV	3	0	0	48	3	40	60	100
Pre-requisite: Marketing Management sem II								
Course Objectives:								
<ol style="list-style-type: none"> 1. To explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people. 2. To understand the elements of supply chain management and bench marking. 3. To understand service quality measurements to build customer loyalty and evaluate the effectiveness and efficiency of customer service offerings. 4. To explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers. 5. To know the influences of the multicultural marketplace, business ethics, and socially responsible marketing on services marketing. 6. To understand the process of service design, development and delivery 								
Course Outcomes(CO): After successful completion of the course, the student will be able to:								
CO 1	Understand the nature and scope of services marketing (L2)							
CO 2	Demonstrate knowledge of the extended service marketing dimensions. (L2)							
CO 3	Appraise the nature and development of a services marketing strategy(L5)							
CO 4	Examine the services marketing practices and technological innovations (L4)							
CO 5	Analyze the concept of service life cycle in the industry.(L4)							
CO 6	Apply an investigation of service delivery systems, collecting, analysing data, and synthesising information to provide valid conclusions. (L3)							

CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO 2
CO1				3	1		2	1
CO2		1		3		2	2	
CO3		2		3	2	2	3	2
CO4		3		3	1	2	2	1
CO5		3		3	1	2	3	
CO6		2		3	1	2	2	1
3- High, 2-Medium, 1- Low								

COURSE CONTENT

MODULE – 1	INTRODUCTION TO SERVICES MARKETING	8 Hrs
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Scope and Definition- Services Marketing Environment Definition- Goods and Services- Components of Service- Characteristics- Service Delivery as a System- Service Facility Design and Layout- HRM Issues- Building Services Aspirations Tracking Customer Behavior-.

- At the end of the Module 1, students will be able to:
1. Examine the nature of services, and distinguish between products and services. (L4)
 2. Identify the major elements needed to improve the marketing of services. (L3)
 3. Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service. (L3)
 4. Understand the service marketing environment. (L2)
 5. Define various elements in service. (L1)

MODULE -2	KEY DIMENSIONS OF SERVICES MARKETING	8 Hrs
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Key Dimensions of Services Marketing: Introduction- Service Environment- Service Blue Printing- Service Encounter- Customer Expectations- Demand- Supply Management- Service Quality- Service Quality Gap- Service Quality Audit-Delivering Quality Services Communication Strategies- Bench Marking-TQM-Customer Satisfaction Measurement Techniques- MPQ-ROQ- Service Guarantees.

- At the end of the Module 2, students will be able to:
1. Prioritize an analysis of service performance through the use of frameworks, strategies, and tools(L5)
 2. Understand ideas and solutions to service marketing challenges and issues (L2)
 3. Define communication style to audience i.e. academic or managerial (L1)
 4. Distinguish between service quality gap and service quality audit. (L4)
 5. Understand the importance of Total Quality Management. (L2)

MODULE-3	MANAGEMENT OF SERVICES MARKETING	8 Hrs
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Management of Services Marketing: Introduction- Marketing Mix- Developing a Package Product Attractiveness- Components of Promotion Mix- Strategic Services Marketing- Service Target Segments- Positioning the Services- Creating and Maintaining Value Relationship Market Leadership Strategies.

- At the end of the Module 3, students will be able to:
1. Discuss how the services sector operates in developed economies. (L6)
 2. Define and illustrate the main components of services marketing theory. (L1)
 3. Apply the way in which this theory can be practically applied in the service sector. (L3)

4. Understand the components of promotion mix. (L2)		
5. Analyze value relationship market strategies. (L4)		
MODULE-4	SERVICE MARKETING PRACTICES	8 Hrs
Marketing of Financial and Insurance Services- Major Characteristics- Technological Innovations- Regulatory Mechanism- Marketing of Hospitality, Travel and Tourism Products- Marketing for Travel and Tourism- Segmentation- Tourism Marketing Strategies- Yield Management- Services Delivery- Global Service Quality- Marketing of Educational, Software and other Professional Services.		
At the end of the Module 4, students will be able to:		
1. Understand the marketing of Financial and Insurance Services as the part of serving marketing. (L2)		
2. Analyze technological innovations in service marketing. (L4)		
3. Examine the regulatory mechanism in service marketing. (L4)		
4. Understand the various characteristics of technological innovations. (L2)		
5. Explain various marketing strategies in tourism marketing. (L2)		
MODULE-5	SERVICE DESIGN AND DEVELOPMENT	8 Hrs
Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.		
At the end of the Module 5, students will be able to:		
1. Understand Structure, run and evaluate a service design process that supports the organizational goals (L2)		
2. Define ideas, thoughts and concepts into prototypes, scenarios and business plans (L1)		
3. Apply GAP model to measure service quality. (L3)		
4. Explain various service quality functions. (L2)		
5. Define about the concept of service blue printing. (L1)		
MODULE-6	SERVICE DESIGN AND SERVICE DELIVERY	8 Hrs
Service Design and Service Delivery Introduction, Service delivery process, service encounters and Moments of Truth, employee role in service delivery, service employee- criteria, importance and emotional approach, role of service provider, intermediaries involved in Service Process and Service Delivery		
At the end of the Module 6, students will be able to:		
1. Classify the nature and characteristics of services and illustrate their complexity. (L2)		
2. Develop a personal and reflective thinking on the diverse dimensions of service design concerning the strategic levels and implications. (L3)		
3. Develop a design-driven thinking and a multidisciplinary approach to manage service complexity. (L3)		
4. Explain the constitutive features of the user experience discipline in order to integrate them into a service design solution. (L2)		
5. Understand the concept of intermediaries involved in service process and delivery. (L2)		
Total hours:		48 hours

Content beyond syllabus:

1. Customer relationship management .(CRM)
2. Customer Perceptions of Services

Self-Study:

Contents to promote self-Learning:

SNO	Topic	Reference
1	Introduction To Services Marketing	https://www.youtube.com/results?search_query=Introduction+To+Services+Marketing
2	Key Dimensions of Services Marketing	https://www.youtube.com/watch?v=FNHhtREGIOA
3	Management of Services Marketing	https://www.youtube.com/watch?v=MnsVEKEqVoM
4	Service Marketing Practices	https://www.youtube.com/watch?v=EtdJSOoY4gA
5	Service Design And Development	https://www.youtube.com/watch?v=qwnJTSNTZFO
6	Service Design And Service Delivery	https://www.youtube.com/watch?v=-Ja9poMqYy4

Text Book(s):

1. Christopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 2004.
2. Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.

Reference Book(s):

1. Dr. S. Shajahan: Services Marketing, Himalaya Publishing House, New Delhi 2009.
2. Rajendra Nargundkar: "Services Marketing", Tata McGraw Hill, New Delhi, 2011.
3. S.M. Jha: Service Management and Marketing, Himalaya Publishing House, New Delhi, 2011
4. C. Bhattacharjee: Services Marketing, Excel Books, New Delhi, 2010 David A. Dubofsky, Thomas W Muller, TR: Derivatives Valuation and Risk Management, Oxford, 2017

Web Resources/Online Resources:

1. https://www.researchgate.net/journal/0887-6045_Journal_of_Services_Marketing
2. <https://doi.org/10.1016/j.sbspro.2012.04.031>
3. <https://academicjournals.org/journal/AJBM/article-full-text-pdf/94C94A923521>
4. <https://www.marketing-schools.org/types-of-marketing/services-marketing.html>
5. http://www.pondiuni.edu.in/storage/dde/downloads/markiv_sm.pdf
6. <https://www.ebsglobal.net/EBS/media/EBS/PDFs/Services-Marketing-Course-Taster.pdf>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB412	FINANCIAL DERIVATIVES							R2020
Semester	Hours / Week			Total hrs.	Credit C	Max Marks		
	L	T	P			CIE	SEE	TOTAL
IV	3	0	0	48	3	40	60	100
Pre-requisite: SECURITY ANALYSIS AND PORTFOLIO MODEL(SAPM)								
Course Objectives(CO's):								
<ol style="list-style-type: none"> To provide students with a conceptual and practical framework of the functioning of Derivative Markets To provide students with working knowledge about hedging, and trading in Derivative Markets To provide students with the knowledge of options market To provide students with a conceptual and analytical framework of the options pricing Markets To provide students with the Knowledge of Option Greeks, models like Black Scholes Option Trading Markets. To provide students with the knowledge of various types of swaps 								
Course Outcomes(CO): After successful completion of the course, the student will be able to:								
CO 1	understanding and follow day-to-day developments in the Derivatives Markets(L2)							
CO 2	Apply the skill of using Derivative markets as one of the asset classes for investments(L3)							
CO 3	understanding about options market(L2)							
CO 4	Analyse the framework of evaluating options pricing(L4)							
CO 5	understanding Option Greeks, Black – Scholes option trading model.(L2)							
CO 6	Understanding Concept of swaps(L2)							

CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO 2
CO1	3			3				
CO2	2			3				
CO3		3		2				
CO4		2	2	2				
CO5		3		3				
CO6		3						
3- High, 2-Medium, 1- Low								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO FINANCIAL DERIVATIVES	8 Hrs
Financial Derivatives- Meaning, Origin and Growth of Financial Derivatives in India - Types of Derivatives – Forwards – Futures - Options-Swaps - Regulatory Framework.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand Derivative Instruments.(L2) 2. Describe of Regulatory framework of SEBI on Derivatives. (L2) 3. Understand growth of Financial Derivatives Market. (L2) 		
MODULE -2	FUTURES AND FORWARD MARKET	8 Hrs
Forward contracts and its limitations- Financial Futures- Trading -Risk management using derivatives-Hedging strategies - Forward and Future prices - Stock Index futures - Currency futures - Interest rate futures - Future pricing - Trading - Margins Future market in NSE. Using Futures data from NSE.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Distinguish between Futures and Forwards Contracts. (L4) 2. Apply risk management using Derivatives contracts. (L3) 3. Interpret using futures data from NSE. (L2) 		
MODULE-3	OPTIONS MARKETS	8 Hrs
Need - Scope - properties of stock option prices - Types of options - Stock index Options - Interest rate options - Currency options - Options market on NSE.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Describe Various types of Options. (L2) 2. Understand the Option Market on NSE. (L2) 3. Interpret the Option chain on NSE F & O segment. (L2) 		
MODULE-4	OPTION PRICING	8 Hrs
Distinguish between Options and Futures, Option Greeks, Introduction to Binomial model - Black Scholes Model pricing –Volatility- Causes of volatility- Pricing Index Options.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Describe Various types of Options. (L2) 2. Illustrate Pricing Models. (L2) 3. Understanding Option Greeks. (L2) 		
MODULE-5	OPTION TRADING STRATEGIES	8 Hrs
Long Call-Short Call-Long Put-Short put- covered call –Covered put-Long Straddle-Short Straddle-Long Strangle-Short Strangle-Bull Call Spread Strategy-Bull Put Spread Strategy-Bear Call Spread Strategy-Bear put Spread Strategy-Long Call Butterfly-Short Call Butterfly.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand various Options Strategies. (L2) 2. Understand pay off Diagram of various option Strategies . (L2) 		

3. Distinguish Between Straddle and Strangle. (L4)		
MODULE-6	SWAPS	8 Hrs
Concept and Nature of Swaps - Major Types of Financial Swaps- Interest Rate Swaps - Currency Swaps - Commodity Swaps - Credit Risk in Swaps.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the operation of SWAPS. (L2) 2. Describe Risk Management using SWAPS. (L2) 3. Understand the Credit Risk In Swaps. (L2) 		
		Total hours: 48 Hrs

Content beyond syllabus:

1. A Study of Global Derivatives Disasters (Barings Bank, Sumitomo, LTCM, AMARANTH, SG etc...)

1.

Self-Study:

Contents to promote self-Learning:

SNO	Topic	Reference
1	Introduction to Derivatives	https://www.youtube.com/watch?v=7VC63ONlueA&t=650s
2	Future and Forward Market	https://youtu.be/84Up9kFVI4A
3	Structure of Options	https://www.youtube.com/watch?v=45nL3D_diFA
4	Basic Option Strategies	https://www.youtube.com/watch?v=gTSJV4fkFH8
5	Option Greeks	https://www.youtube.com/watch?v=FtLELBggdWc
6	Swaps	https://www.youtube.com/watch?v=YDqoUBOvF2Y

Text Book(s):

1. Jayanth Rama Varma, Derivatives and Risk Management, TMH, 2017.
2. John C. Hull, Introduction to Futures and Options Markets, Prentice Hall, New Delhi.

Reference Book(s):

1. Prakash B.Yaragol, Financial Derivatives, Vikas, 1e, 2018

2. Rene M. Stulz, Risk Management & Derivatives, Cengage Learning, 2003

3. David A. Dubofsky, Thomas W Muller, TR: Derivatives Valuation and Risk Management, Oxford, 2017

Web Resources/ Online Resources:

1. www.nseindia.com
2. www.moneycontrol.com
3. <https://zerodha.com/varsity/>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB416	KNOWLEDGE MANAGEMENT						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
IV	3	0	0	48	3	40	60	100
Pre-requisite: Management Information System								
Course Objectives:								
<ol style="list-style-type: none"> 1. To make the students understand the importance of knowledge in the society. 2. To aware the students about the quality development in various streams of business and society. 3. To make the students understand about the human capital in organization. 4. To inculcate the knowledge about Information Technology and Knowledge Management . 5. To make aware of human resources and knowledge management. 6. To provide the knowledge about learning organisations. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	understand the process of absorption of knowledge and application.(L2)							
CO 2	Apply Essentials of Knowledge Management .(L3)							
CO 3	Understand the Information of talent management and human capital strategies (L2)							
CO 4	Utilize the Information Technology and Knowledge Management .(L3)							
CO 5	Tell about human resources and knowledge management.(L1)							
CO 6	Utilize the knowledge about learning organisations.(L3)							

CO-PO MAPPING								
CO	PSO							
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1		3		1		2	2	1
CO2		3		2		1	1	3
CO3		3		2		1	3	1
CO4		2		3		1	1	2
CO5		2		1		3	2	1
CO6		1		2		3	2	3
3- High , 2- Medium , 1- Low								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO KNOWLEDGE MANAGEMENT	8 Hrs
Definition- Scope and Significance of Knowledge Management – Techniques and difficulties in Knowledge Management - Implementation of Knowledge Management- Knowledge Sharing – Knowledge Dynamics – Principles of Knowledge Management		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of knowledge management (L2) 2. Understand the various techniques in knowledge management (L2) 3. Understand the need of KM to an organization (L2) 4. Demonstrate the knowledge dynamics (L2) 5. Explain the principles of knowledge management.(L2) 		
MODULE -2	ESSENTIALS OF KNOWLEDGE MANAGEMENT	8 Hrs
Data- information- knowledge – Basic types of Knowledge – Knowledge Capital – classification of organizational Knowledge and Knowledge life cycle- organizational Knowledge processes – conversion of Knowledge Organizational Knowledge Management – Pillars of Knowledge Management - Knowledge based products– Seven layers of Knowledge Management – Success factors of Knowledge Management Implementation		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the need and importance of knowledge to an organization (L2) 2. Identify the relationship between data, information, knowledge, wisdom relationship. (L3) 3. Understand the way of implementing the KM system in an organization.(L2) 4. Make use of organization knowledge process. (L3) 5. Explain about pillars of knowledge management.(L2) 		
MODULE-3	DRIVERS OF KNOWLEDGE MANAGEMENT	8 Hrs
Knowledge Mapping Techniques – Core issues of implementation Methodology of implementation and Acquisition Tools- Knowledge Indexing and Processing – Knowledge analysis on-line Analytical Processing.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. understand the concept of Knowledge mapping techniques(L2) 2. Identify the KM tools which are required to develop the organization.(L3) 3. Analyze the knowledge implementation through online. (L4) 4. Explain about knowledge indexing and processing. (L2) 5. Make use of knowledge analysis on-line analytical processing (L3). 		
MODULE-4	INFORMATION TECHNOLOGY AND KNOWLEDGE MANAGEMENT	8 Hrs
E-Commerce and KM – Total Quality Management and KM – Benchmarking - Customer Relationship and Knowledge Management – Measuring Knowledge Management.		

At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the use of IT in Knowledge management.(L2) 2. Outline the various concepts of contemporary practices in managing the knowledge (L2) 3. Understand the various ways of maintaining the CRM through KM.(L2) 4. Explain about benchmarking (L2) 5. Tell about measuring the knowledge management. (L1) 		
MODULE-5	HUMAN RESOURCES AND KNOWLEDGE MANAGEMENT	8 Hrs
Managing Knowledge Worker – Neuro Linguistic Programming(NLP) – Strategies for Human Capital and Talent Management – New Vistas – Job Hopping - Knowledge Audit – Brain Drain and Brain Gain – Effective Career Planning – Building Competitive Advantages through Training and Development		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of human resources and knowledge management.(L2) 2. Define the concept of talent management.(L1) 3. Choose the essential things followed in effective career planning.(L1) 4. Tell about job Hopping(L1) 5. Make use of effective career planning.(L3) 		
MODULE-6	LEARNING ORGANIZATIONS	8 Hrs
Knowledge Management in Indian Organizations – Mystique of a Learning Organization – Balanced Scorecard - Learning and Change – Managing Innovations - Continuous Learning - RICE Model - Knowledge Network		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the KM in Indian Organisations (L2) 2. Identify the various innovations in the learning organisations.(L3) 3. Name the idea about knowledge Network.(L1) 4. Explain about learning and change.(L2) 5. Find continuous learning.(L1) 		
Total hours: 48hours		

Content beyond syllabus:			
2. Cover the different types of KMS in various types of Organisations.			
Self-Study:			
Contents to promote self-Learning:			
SNO	Topic	CO	Reference
1	Introduction to Knowledge	CO1	https://nptel.ac.in/courses/110/105/110105076/

	Management		
2	Essentials of Knowledge Management	CO2	http://www.infocobuild.com/education/audio-video-courses/business-management/KnowledgeManagement-IIT-Kharagpur/lecture-07.html
3	Drivers of Knowledge Management	CO3	https://nptel.ac.in/courses/110/105/110105076/
4	Information Technology and Knowledge Management	CO4	https://nptel.ac.in/courses/110/105/110105076/
5	Human Resources and Knowledge Management	CO5	https://nptel.ac.in/courses/110/105/110105076/
6	Learning Organizations	CO6	https://nptel.ac.in/courses/110/105/110105076/

Text Book(s):

1 RL Nandeshwar, BalaKrishna: Change and Knowledge Management, Excel Books, New Delhi, 2010

Reference Book(s):

- 1 Irma Becerra, Fernandez: Knowledge Management, Pearson Education, New Delhi, 2009.
2. Sudhir Warier E: Knowledge Management Vikas Publishing House Private Limited, Hyderabad.2009.
3. Daryl Morey: Knowledge Management, University Press, New Delhi, 2009
4. B. Rathan Reddy: Knowledge Management, Himalaya Publication, 2007.

Web Resources/Online resources:

1. <https://www.knowledge-management-tools.net/KM-resources-techniques.php>
2. <https://www.imainternational.com/training/knowledge-management-online>
3. <https://www.apqc.org/blog/top-10-complimentary-knowledge-management-resources>
4. "Knowledge Management - A Sociopragmatic Approach (2001)"
5. 2. "SSRN-Exploration, Exploitation, and Knowledge Management Strategies in Multi-Tier Hierarchical Organizations
Experiencing Environmental Turbulence by David Bray"
6. "Information Architecture and Knowledge Management"
7. "Knowledge Management for Data Interoperability"

NARAYANA ENGINEERING COLLEGE : NELLORE								
20MB420	MOBILE COMMERCE							R2020
Semester	Hours / Week			Total hrs.	Credit C	Max Marks		
	L	T	P			CIE	SEE	TOTAL
IV	3	0	0	48	3	40	60	100
Pre-requisite: E-Commerce								
Course Objectives:								
<ol style="list-style-type: none"> To explain the characteristics and functions of mobile commerce including electronic commerce. To describe the process of developing electronic commerce sites and mobile commerce applications. To explain various technologies applied in mobile commerce. To understand various applications used in mobile commerce. To describe the technologies used in mobile commerce. To implement an electronic commerce site using open source software. 								
Course Outcomes (CO): After successful completion of the course, the student will be able to:								
CO 1	Understand the concept of mobile commerce and its relevance for business, to learn various mobile commerce strategies. (L2)							
CO 2	Understand M-commerce framework and Mobile business models. (L2)							
CO 3	Understand various mobile commerce technologies involved in network. (L2)							
CO 4	Recall about various mobile commerce applications in building brand in various sectors. (L1)							
CO 5	Apply various B2B models used in mobile commerce.(L3)							
CO 6	Understand about the role and importance of electronic commerce. (L2)							

CO-PO Mapping								
CO	PO						PSO	
	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO 2
CO1	2			3	1	4	1	2
CO2	1	2		3	2		2	3
CO3		3		2	2	2	3	1
CO4		2	2	3		3	2	2
CO5		3		2		2	3	3
CO6		2		3	2	2	1	2
3- High, 2-Medium, 1- Low								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO MOBILE COMMERCE	8 Hrs
Introduction to Mobile Commerce, Mobile Computing Application, Wireless Application Protocols, WAP Technology, Mobile Information Devices, Web Security Introduction to Web security, Firewalls & Transaction Security, Client Server Network, Emerging Client Server Security Threats, firewalls & Network Security.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the benefits of M-commerce. (L2) 2. Understand the problems on going to face by M-commerce. (L2) 3. Find out How M-commerce can be grown. (L1) 4. Distinguish between firewalls and transaction security. (L4) 5. Design mobile information services. (L6) 		
MODULE -2	INFRASTRUCTURE OF M-COMMERCE	8 Hrs
Introduction – Infrastructure of M-Commerce – Types Of Mobile Commerce Services – Technologies of Wireless Business – Benefits And Limitations, Support, Mobile Marketing & Advertisement, Non-Internet Applications In M-Commerce – Wireless/Wired Commerce Comparisons.		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Discuss the value-added attributes, benefits, and fundamental drivers of M-commerce. (L6) 2. Discuss M-commerce applications in banking and financial services. (L6) 3. Develop wireless commerce comparisons. (L3) 4. Design consumer and personal applications of M- commerce.(L6) 5. Understand the importance of Mobile marketing. (L2) 		
MODULE-3	MOBILE COMMERCE TECHNOLOGY	8 Hrs
A Framework For The Study of Mobile Commerce – NTT Docomo’s I-Mode – Wireless Devices For Mobile Commerce – Towards A Classification Framework For Mobile Location Based Services – Wireless Personal And Local Area Networks –The Impact Of Technology Advances On Strategy Formulation In Mobile Communications Networks.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept of Mobile commerce. (L2) 2. Construct examples and cases of ecommerce systems. (L3) 3. Develop systems and technology in M-commerce. (L6) 4. Apply technology advances in M- Commerce. (L3) 5. Recall about local area networks. (L1) 		
MODULE-4	MOBILE COMMERCE THEORY AND APPLICATIONS	8 Hrs
The Ecology Of Mobile Commerce – The Wireless Application Protocol – Mobile Business Services – Mobile Portal – Factors Influencing The Adoption of Mobile Gaming Services – Mobile Data Technologies And Small Business Adoption And Diffusion – E-commerce in The Automotive Industry – Location- Based Services: Criteria For Adoption And Solution Deployment – The Role of Mobile Advertising In Building A Brand – M-commerce Business Models		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Explain about wireless application protocol. (L2) 		

<ol style="list-style-type: none"> 2. Understand various mobile business services. (L2) 3. Analyze the role of E- commerce in automotive industry. (L4) 4. Apply mobile advertising in building a brand. (L3) 5. Explain about M- commerce business models. (L2) 		
MODULE-5	BUSINESS– TO– BUSINESS MOBILE E– COMMERCE	8 Hrs
Enterprise Enablement – Email and Messaging – Field Force Automation (Insurance, Real Estate, Maintenance, Healthcare) – Field Sales Support (Content Access, Inventory) – Asset Tracking and Maintenance/Management – Remote IT Support – Customer Retention (B2C Services, Financial, Special Deals) – Warehouse Automation – Security.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Distinguish between E-mail and messaging. (L4) 2. Understand the concept of field force automation. (L2) 3. Understand about field sales support. (L2) 4. Recall the concept of customer retention. (L1) 5. Explain about warehouse automation. (L2) 		
MODULE-6	ELECTRONIC COMMERCE	8 Hrs
Traditional commerce and E-commerce – Internet and WWW – Role of WWW – Value Chains – Strategic Business And Industry Value Chains – Role of E-commerce. Packet Switched Networks – TCP/IP Protocol Script – Internet Utility Programmes – SGML, HTML And XML – Web Client And Servers – Web Client/Server Architecture – Intranet And Extranets – Web Based Tools For E-commerce – Security.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Distinguish between traditional commerce and E-commerce. (L4) 2. Define the role of World Wide Web (WWW). (L1) 3. Understand about web client and servers. (L2) 4. Explain the importance of server architecture. (L2) 5. Define various web based tools in E-commerce. (L1) 		
Total hours:		48 hours

Content beyond syllabus:

1. Electronic Payments
2. Network Infrastructure for E-Commerce

TERM WORK:

1. Differentiate between the World Wide Web & Security
2. Present a step by step process on Electronics payments of selected bank.
3. Present a report on Legal requirement in E –Commerce.

Self-Study:

Contents to promote self-Learning:

SNO	Topic	Reference
1	Introduction To Mobile	https://www.youtube.com/watch?v=wtwIFIsy6X0

	Commerce	
2	Infrastructure Of M-Commerce	https://www.youtube.com/watch?v=dDnoKhjVX38
3	Mobile Commerce: Technology	https://www.youtube.com/watch?v=l9XV7vteHos
4	Mobile Commerce: Theory And Applications	https://www.youtube.com/watch?v=tyO-tezEBOQ
5	Business- To- Business Mobile E-Commerce	https://www.youtube.com/watch?v=lw9C767-Afl
6	Electronic Commerce	https://www.youtube.com/watch?v=DVJCeO0WdLI

Text Book(s):

1. E.Brian Mennecke, J.Troy Strader, "[Mobile Commerce](#): Technology, Theory and Applications", Idea Group Inc., IRM press, 2003.
2. Ravi Kalakota, B.Andrew Whinston, "Frontiers of Electronic Commerce", Pearson Education, 2003.

Reference Book(s):

1. P. J. Louis, "M-Commerce Crash Course", McGraw- Hill Companies February 2001.
2. Paul May, "Mobile Commerce: Opportunities, Applications, and Technologies Of Wireless Business" Cambridge University Press March 2001.

Web Resources/ Online Resource:

1. <https://www.toppr.com/guides/business-environment/emerging-trends-in-business/m-commerce/>
2. <https://www.bigcommerce.com/blog/mobile-commerce/#advantages-and-disadvantages-of-mobile-commerce>
3. <https://vignan.ac.in/subjectsnew/BC208.pdf>
4. <https://doi.org/10.1016/j.dss.2005.05.003>
5. <https://dl.acm.org/doi/abs/10.1145/3369555.3369562>
6. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3232505/>

NARAYANA ENGINEERING COLLEGE:NELLORE								
20MB409	RETAIL MANAGEMENT							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
IV	3	0	0	48	3	40	60	100
Pre-requisite: MARKETING MANAGEMENT,								
Course Objectives:								
<ol style="list-style-type: none"> 1. The attempt of this paper is to impart knowledge of various Retail management and apply the Strategic process in market environment. 2. To understand the sources and deployment of retail store locations in market of companies. 3. To understand the merchandise management for their companies to resolve the retailing issues. 4. To disseminate knowledge among the students and make them aware of the information technology use in retail management. 5. To train and equip the students with the latest trends in retailing management sector in India. 6. To gain insights and deeper understanding the store management. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understand the fundamental retail management and strategic process in retailing system. (L2)							
CO 2	Identify the common retail store services and customer relation management.(L3)							
CO 3	Understand the merchandise management in retailing. (L2)							
CO 4	Understand the concept of the information technology in retail management. (L2)							
CO 5	Apply the latest trends in retail management and know about the latest era in Indian retail. (L3)							
CO 6	Understand the retail store management (L2)							

CO-PO Mapping								
CO	PO						PSO	
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2
CO1	3			2	1			3
CO2	2	2		3	2	2		3

CO3	3	1		2	2	1		2
CO4	3	2		2	3	2		2
CO5	2			3	2	1		3
CO6	2			2		2		2
1: Low, 2-Medium, 3- High								

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO RETAIL MANAGEMENT	8Hrs
An overview of Retailing Management – Introduction, Concept and Significance – Types of Retailers – Building and Sustaining Relationships in Retailing – Strategic Planning in Retailing.		
At the end of the Module 1, students will be able to: <ul style="list-style-type: none"> 1. Define the Retail management (L1) 2. Understand the evolution classification of retailers (L2) 3. Analyzed the strategic planning in retailing (L4) 4. Explain the relationships in retailing (L2) 5. Interpret the concept of retail management to marketing (L2) 		
MODULE -2	RETAIL STORE LOACTION	8Hrs
Retail Store Location – Factors influencing the Location –Finance and Human Resource Management in Retailing – Marketing Management and related issues in Retailing.		
At the end of the Module 2, students will be able to: <ul style="list-style-type: none"> 1. Understand the retail stores (L2) 2. Explain the factors influencing in store location (L2) 3. Analyze the procedure of a finance and human resource management in retailing (L4) 4. Identify the marketing management (L3) 5. Interpret the retailing procedure management (L2) 		
MODULE-3	MERCHANDISE MANAGEMENT IN RETAILING	8Hrs
Planning and Merchandise Management for Retail Outlets –Implementing Merchandize Plans- Financial Merchandise Management- Pricing In Retailing.- Promotion in Retailing.		
At the end of the Module 3, students will be able to: <ul style="list-style-type: none"> 1. Understand the merchandise management (L2) 2. Compare the various facilities in retail outlets (L2) 3. Apply the merchandize plans in financial areas (L3) 4. Explain the pricing in retailing (L2) 5. Interpret the retail promotion (L2) 		
	RETAIL MANAGEMENT	8Hrs

MODULE-4	THROUGH INFORMATION TECHNOLOGY	
Retailing and Information Technology Support System – Supply Chain Management – Importance of Customer Service and Quality Management – Franchising, Brand and Mall Management.		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the information technology in retail management. (L2) 2. Understand the role of supply chain management through IT (L2) 3. Apply the customer service through IT in retail sector (L3) 4. Compare the franchising, brand and mall management (L2) 5. Interpret the retail management and supply chain management through IT (L2) 		
MODULE-5	RETAILING IN INDIA	8Hrs
Retailing in India – Changes impacting Retailing in India – Impact of Global Brands on Indian Retailing – Common Woes in Retailing – Consumerism and Ethics in Retailing – Research for Retailing.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the retailing in India (L2) 2. Explain the changes in retail in India (L2) 3. Analyze the impact of global brands on Indian retailing (L4) 4. Explain the consumerism and ethics in retailing (L2) 5. Understand the research for retailing (L2) 		
MODULE-6	RETAIL STORE MANAGEMENT	8Hrs
Store Management, Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the store management (L2) 2. Explain the store security (L2) 3. Apply the coding system through store management (L3) 4. Explain the Material Handling in Stores (L2) 5. Understand the Mall Management (L2) 6. Identify the factors that influence the establishment of malls (L3) 		
		Total hours: 48 hours

Content beyond syllabus:

1. Understanding the Retail Consumer, Retail Market Segmentation and Strategies, Retail Space Management and Marketing

TERM WORK:

- i. Prepare the detail report on types of retail outlets in particular area segmentation.
- ii. Present the Retail Merchandising refers to the various activities which contribute to the sale of products to the consumers for their end use.
- iii. Prepare A Comparative Analysis of Product versus Service Retailing & Wholesaling versus Retailing

Self-Study:

Contents to promote self-Learning:

SN O	Topic	CO	Reference
1	Introduction To Retail Management	CO1	https://youtu.be/5iRDd-f1nmg?list=PLWPirh4EWFpEv7x2CU-9jcXIIvBuSx7oF
2	Retail Store Location	CO2	https://youtu.be/FnY5g6_c9ho
3	Merchandise Management In Retailing	CO3	https://youtu.be/t0IPQk_kpzc
4	Retail Management Through Information Technology	CO4	https://youtu.be/PmR2SKeY9Ms?list=PLGit8yny_3ANzZMsJJjeuxMg-S0f0hGcn
5	Retailing In India	CO5	https://youtu.be/m1dApipo-RM
6	Services Management	CO6	https://youtu.be/OKkGVy7Vxiw?list=PLPjSqITyvDeWk5Hj8dzy7S5UXOaFC-huM

Text Book(s):

1. Suja Nair : **Retail Management** (Himalaya)
2. Barry Berman & Joel R Evans : **Retail Management A Strategic Approach** (Pearson Education)
3. Levy, Weitz: **Retailing Management** (Tata McGraw Hill)

4. Swapna Pradhan : Retailing Management (Tata McGraw Hill)

Reference Book(s):

1. Swapna pradhan, Retailing Management : Text and Cases. Tata McGraw hill, New Delhi- 2 nd edition, 2006 2
2. M.Chael hevly and barton.A Weitz,Retail Management, Irwin Mcgraw hill,international editition,U.S,1798.
3. Judith . W.Kincaid,Customer Relationship Management: Getting it right,Pearson Education, New Delhi, 2003.
4. James.A. Fitzsimmms and Mina.J Fitzsimmms,Service Management : Operations, Strategy, Information Technology, Tata Mc Grawhill,2006 New Delhi.
5. Christoper Louchock and Jochen Wirtz, Service Marketing : People Technology,Strategy, Pearson Education, New Delhi, 2004. 6. K.Ramamohan Roa, Services Marketing, Pearson Education, New Delhi, 2005

Web Resources/ Online Resources:

1. <https://www.youtube.com/watch?v=5iRDd-f1nmg>
2. https://www.youtube.com/watch?v=FnY5g6_c9ho
3. https://www.youtube.com/watch?v=t0IPQk_kpzc
4. <https://www.youtube.com/watch?v=pxLdWSG4H4g>
5. <https://www.youtube.com/watch?v=1IDIcb33y24>
6. <https://www.youtube.com/watch?v=tOXjNfY50nY>
7. <https://www.managementstudyguide.com/retail-management-articles.htm>
8. <https://www.jstor.org/stable/44103233?seq=1>

NARAYANA ENGINEERING COLLEGE:NELLORE

20MB413	RISK MANAGEMENT						R2020	
Semester	Hours / Week			Total hrs.	Credit C	Max Marks		
	L	T	P			CIE	SEE	TOTAL
IV	3	0	0	48	3	40	60	100

Pre-requisite:

Course Objectives(CO's):

1. To Understand a framework & process for the management of risk
2. To understand a variety of techniques to identify, assess, manage & monitor risks
3. To explain how forwards and futures can reduce market risk
4. To describe the characteristics of forward and futures contracts and understand their pricing mechanisms
5. To understand the swap pricing mechanisms

Course Outcomes(CO): After successful completion of the course, the student will be able to:

CO 1	Understand the importance of risk management in the organization. (L2)
CO 2	Apply various risk management tools to identify and measure the risk associated in business. (L3)
CO 3	Explain how can reduce market risk in forwards and futures. (L2)
CO 4	Understand the pricing mechanisms of forward and futures contracts. (L2)
CO 5	Identify main types of options available and understand the factors that influence their price. (L3)
CO 6	Apply simulation to assess a risk hedging strategy based on interest rate swaps. (L3)

CO-PO Mapping

CO	PO						PSO	
	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO 2
CO1		2		3	1		1	
CO2		3		2		1	2	1
CO3		3		2	1		2	
CO4		2		3	1		1	2
CO5		1		2		1	1	
CO6		3		2	1			2

3- High, 2-Medium, 1- Low

COURSE CONTENT		
MODULE – 1	INTRODUCTION TO RISK MANAGEMENT	Hour:8h
Risk Management Overview - Types of Risks -Impact of risk on organizations- scope of risk management- Risk Management Levels, Risk management process – risk models- Risk identification and measurement.		
At the end of the Module 1, students will be able to: <ul style="list-style-type: none"> 1. Understand the importance of risk management. (L2) 2. Understand various types of risks involved in risk management. (L2) 3. Apply the levels of risk management to identify the risks involved in business. (L3) 4. Explain about risk management process. (L2) 5. Apply various risk management models to identify risk. (L2) 		
MODULE -2	RISK MANAGEMENT AND MEASUREMENT	Hour:8h
Risk Management Tools, Regulatory Framework – Capital Adequacy requirements - interest rate risk, liquidity risk, Market risk, credit risk, exchange rate risk, Value at Risk (VaR), Cash Flow at Risk (CaR).		
At the end of the Module 2, students will be able to: <ul style="list-style-type: none"> 1. Apply risk management tools to measure the risk. (L3) 2. Understand the regulatory framework towards risk management. (L2) 3. Understand the importance of capital adequacy requirements. (L2) 4. Distinguish between interest risk, market risk, credit risk and exchange rate risk. (L4) 5. Distinguish between Value at risk and cash flow at risk. (L4) 		
MODULE-3	RISK MANAGEMENT TECHNIQUES - FORWARD CONTRACTS	Hour:8h
Pricing Forward Contracts, Foreign Currency Forward Contract, Commodity forward contract, Counterparty risk in the forward Contract.		
At the end of the Module 3, students will be able to: <ul style="list-style-type: none"> 1. Understand Various risk management techniques .(L2) 2. Explain various pricing forward contracts. (L2) 3. Understand about foreign currency forward contract .(L2) 4. Explain the importance of commodity forward contract.(L2) 5. Identify the counter party risk in forward contract. (L3) 		
MODULE-4	RISK MANAGEMENT TECHNIQUES - FUTURE CONTRACTS	Hour: 8h
Future Contracts, Cash Vs Physical Delivery, Pricing Future contracts, The role of expected future spot price, Counterparty risk in the Future Contracts, Impact of Financial market imperfections.		
At the end of the Module 4, students will be able to: <ul style="list-style-type: none"> 1. Understand risk management techniques in future contracts. (L2) 2. Distinguish between cash Vs physical delivery. (L4) 3. Understand the importance of pricing in future contracts. (L2) 4. Identify the role of counterparty risk in future contracts. (L3) 		

5. Assess the impact of financial market imperfections.(L5)		
MODULE-5	RISK MANAGEMENT TECHNIQUES - OPTIONS	Hour:8h
Structure of Option Market, Types of Options, Option Strategies, exercise price and option values, Principles of Call option Pricing and put option pricing, Put - Call parity theorem, Option values and cash payouts, Option pricing, Arbitrage pricing and the Binomial Model, The Black- Scholes and Mertin Model.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand risk management techniques in options. (L2) 2. Classify various types of options. (L2) 3. Understand the importance of option strategies. (L2) 4. Distinguish between option pricing and arbitrage pricing. (L4) 5. Apply Black-scholes and Mertin model to identify the risk involved in options. (L4) 		
MODULE-6	RISK MANAGEMENT TECHNIQUES – SWAPS	Hour:8h
SWAP Market and its Evolution, Pricing and valuing - Interest rate swap, Pricing and valuing - Currency Swap, Pricing and valuing - Equity Swap, Pricing and valuing – Commodity Swap, Swap actions.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the importance of SWAP market in risk management. (L2) 2. Apply the concept of pricing and valuing in risk management. (L3) 3. Distinguish between Interest rate SWAPS and Currency SWAP. (L4) 4. Distinguish between Equity SWAP and Commodity SWAP. (L4) 5. Understand the importance of swap action.(L3) 		
Total hours:		48 hours

Content beyond syllabus:

8. Disaster Risk Management
9. Risk Retention and Transfer

TERM WORK:

1. Present a report on interest rate SWAPS to identify risk.
2. Present a report on Option strategies used in trading the commodity markets to identify the risk.
3. Present a report on future contracts to know impact of financial imperfections.

Self-Study:

Contents to promote self-Learning:

SNO	Topic	Reference
1	Introduction to risk Management	https://youtu.be/zo_dLUoyqjc
2	Risk management tools	https://youtu.be/vpJ2XKHm8vU
3	Forward pricing	https://youtu.be/ZimJwj_Llrw?list=PLLy_2iUCG87CTB2vv9njHaJbmQoa9S5gK

4	Future Contracts	https://youtu.be/aIIUoouQjsI?list=PLLy_2iUCG87CTB2vv9njHaJbmQoa9S5gK
5	Option Strategies	https://youtu.be/p1T4wFkaPS8?list=PLLy_2iUCG87CTB2vv9njHaJbmQoa9S5gK
6	SWAP markets its evaluation	https://youtu.be/5EYjZMYSzBc

Text Book(s):

1. R. Madhumathi & M. Ranganatham, Derivatives and Risk Management, Pearson, 2012.
2. Jayanth Rama Varma, "Derivatives and Risk Management", TMH.
3. George E Rejda, Principles of Risk Management and Insurance, Pearson, 2005.

Reference Book(s):

1. Don M Chance, Robert Brooks, An Introduction to Derivatives and Risk Management, 9e, 2013.
2. Rene M. Stulz, Risk Management & Derivatives, Cengage Learning, 2003.
3. Hull, Risk Management and Financial Institutions, Wiley, 2015.

Web Resources/ Online Resources :

1. https://youtu.be/FS670JTUYIY?list=PLLy_2iUCG87CTB2vv9njHaJbmQoa9S5gK
2. https://youtu.be/FS670JTUYIY?list=PLLy_2iUCG87CTB2vv9njHaJbmQoa9S5gK
3. https://youtu.be/zo_dLUovqjc
4. <https://doi.org/10.1111/j.1540-6296.2009.01156.x>
5. <https://doi.org/10.1016/j.ejor.2015.12.023>
6. <https://www.researchgate.net/publication/24115108> The Use of Options in Corporate Risk Management

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20MB417	HUMAN RESOURCES DEVELOPMENT						R2020	
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
II	3	0	0	48	3	40	60	100

Pre-requisite: Human Resource Management

Course Objectives:

1. To understand the concept of human resource development and its relevance in organizations.
2. To examine the nature of learning and development process.
3. To analyse the techniques to Designing Effective HRD Programmes
4. . To develop and design the training and development program and compensation
 - a. management
5. . To understand the Human Resource Development in a Culturally Diverse Environment
6. . To identify Employee Socialisation and Orientation

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1	Understand the basic concept of Human Resource Development.(L2)
CO 2	Describe the key concepts associated with Learning & Development .(L1)
CO 3	Understand the designing of effective HRD Programmes .(L2)
CO 4	Explain the training process and the various methods of training for various categories of employees in a variety of organizational contexts.(l2)
CO 5	Examine the process of career planning and development(L4)
CO 6	Analyse the Contemporary Issues in Management development.(L4)

CO-PO Mapping

CO	PO						PSO	
	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO 2
CO1	3			2		2		2
CO2	2			3	2	3		2
CO3	3			3	1	3		2
CO4	3			2		3		2
CO5	3			3		2		2
CO6	2			2		1		2

1: Low, 2-Medium, 3- High

COURSE CONTENT		
MODULE – 1	Human Resource Development - Introduction	8hrs
Definition & meaning – Concept and Significance - HRD Functions – HRD Process - Framework – Evolution of HRD – Challenges to Organisations and to HRD Professionals – Influences on Employee Behaviour.		
At the end of the Module 1, students will be able to:		
<ol style="list-style-type: none"> 1. Explain the concept of HRD (L2) 2. Understand the functions of HRD. (L2) 3. Explain the process of HRD.(L2) 4. Identify the Challenges to Organisations and to HRD Professionals.(L3) 		
MODULE -2	Learning and HRD	8hrs
Nature of learning -Learning Process and Theories –Types of Learning and learning Styles – Assessment of HRD Needs - Strategic/Organisational Analysis – Task Analysis – Persona Analysis – Prioritising HRD Needs. Learning and HRD- Learning-its influence on employee behavior,		
At the end of the Module 2, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the Nature of learning. (L2) 2. Understand the Learning Process and Theories. (L2) 3. Examine the Types of Learning and learning Styles. (L4) 4. Identify the impact of Learning on employee behaviour.(L3) 		
MODULE-3	HRD Programmes	8hrs
Designing Effective HRD Programmes –objectives of HRD programmes - Selecting the trainer or vendor - Selecting methods and techniques - Developing lesson plans- Preparing materials - Scheduling training - characteristics of well designed training Programme (SMART) - Implementing HRD Programmes – Evaluating HRD Programmes.		
At the end of the Module 3, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the designing Effective HRD Programmes.(L2) 2. Determine the objectives of HRD programmes.(L5) 3. Identify the need to selecte the trainer or vendor.(L3) 4. Understand the Implementation ofHRD Programmes. (L2) 		
MODULE-4	Training & Development	8hrs
Definition of Training - Identification of job competencies - Training and development Need Analysis and Assessment - Training for Performance - Steps in Training - Types of Training - Role and Responsibilities of HRD and Training Specialist - Evaluation of Training Program		
At the end of the Module 4, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the concept Training. (L2) 2. Examine the Need for Training and development.(L4) 3. Examine the Steps in Training.(L4) 4. Identify the Role and Responsibilities of HRD and Training Specialist.(L3) 		

MODULE-5	Career Management and Development	8hrs
Career Planning - Process of career planning and career development - Organisation Development and Change – Human Resource Development in a Culturally Diverse Environment		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the need for career Planning.(L2) 2. Understand the Process of career planning. (L2) 3. Define the Career planning and development.(L1) 4. Understand the Organisation Development and Change. (L2) 5. Determine the role of HRD in a Culturally Diverse Environment.(L5) 		
MODULE-6	Management Development	8hrs
Employee Socialisation and Orientation – Skills and Technical Training – Coaching and Performance Management – Employee Counselling and Mentoring - Training for Diversity, Impact of Training on HRD		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand the need of technical training.(L2) 2. Determine the Performance Management.(L5) 3. Explain the Employee Counselling and Mentoring.(L2) 4. Identify the Impact of Training on HRD(L3) 		
Total hours:		48 hours

Term work: 1. Present a report on tainting methods in a selected company.

2. design your career plan and sources for career development.

3. HRM challenges in the organisations at present environment.

Content beyond syllabus:

10. Anger management
11. Ways to Creativity development

Self-Study:

Contents to promote self-Learning:

SN	Topic	CO	Reference
1	HRD introduction	CO1	https://www.youtube.com/watch?v=b2UZKco-drw

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2	Learning and HRD	CO2	https://www.youtube.com/watch?v=E0tGDZX_-7Q
3	HRD Programmes	CO3	https://www.youtube.com/watch?v=lpf_6l3zJ-8
4	Training & Development	CO4	https://www.youtube.com/watch?v=FiPPfxWgefA
5	Career Management and Development	CO5	https://www.youtube.com/watch?v=87_saCYFw6s
6	Management Development	CO6	https://www.youtube.com/watch?v=dPenLeZY6Kg

Text Book(s):

1. Biswanath Ghosh : **Human Resources Development and Management** (Vikas)
2. David Mankin : **Human Resource Development** (Oxford)
3. Werner and Desimone : **Human Resource Development** (South Western Cengage Learning)

Reference Book(s):

1. R L Desimone, Jon M Werner and David M. Harris : **Human Resource Development** (Thompson)
2. R. Krishnaveni : **Human Resource Development – A Researcher’s Perspective** (Excel Books)
3. Richard Regis : **Strategic Human Resource Management & Development** (Excel)
4. Kandula : **Strategic Human Resource Development** (Prentice Hall of India)

Online Resources/ Web resources:

1. <http://www.whatishumanresource.com/human-resource-development>
2. <https://www.yourarticlelibrary.com/human-resource-development/human-resource-development-features-scope-and-objectives/32371>
12. <https://www.gbnews.ch/human-resource-development-hrd/>
13. <https://open.umn.edu/opentextbooks/textbooks/71>
14. https://books.google.co.in/books/about/Human_Resource_Development.html?id=zpNc_GZliikC

20MB421	DIGITAL MARKETING							R2020
Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P			C	CIE	SEE
	3	0	0	48	3	40	60	100
Pre-requisite: To understand the basic concepts of E-commerce, Marketing								
Course Objectives:								
<ol style="list-style-type: none"> 1. To understand the importance of digital marketing in business world. 2. To understand the importance of various channels in digital marketing. 3. To understand the concept of various marketing tools in digital ERA. 4. To understand the importance of digital marketing plan and its applicability in business world. 5. To understand the concept of search engine marketing and online advertising. 6. To understand the importance of social media marketing and its applicability in designing social blogs. 								
Course Outcomes: After successful completion of the course, the student will be able to:								
CO 1	Understand the various components of digital marketing. (L2)							
CO 2	Understand the importance of channels in digital marketing and differentiate the traditional and digital marketing.(L2)							
CO 3	Understand the importance of audience segmentation and different segments use in digital media. (L2)							
CO 4	Develop a digital marketing plan by using various digital marketing elements.(L3)							
CO 5	Assess the impact of a search engine marketing in terms of a specific marketing objective.(L5)							
CO 6	Understand social media marketing, various channels through which it operates, and its role in marketing strategy.(L2)							

CO	PO						PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2
CO1	1	2		3	2			
CO2				2	2	1		
CO3	1	1		2	2			
CO4	1			3	2			
CO5		1		3	2			
CO6	1			3	2	2		
3- High, 2- Medium, 1- Low								

COURSE CONTENT		
MODULE – 1	UNDERSTANDING DIGITAL MARKETING	8H
Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing, Digital Marketing Platforms and Strategies, Comparison of Marketing and Digital Marketing, Digital Marketing Trends.		
<p>At the end of the Module 1, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand various components of digital marketing.(L2) 2. Explain various benefits of digital marketing.(L2) 3. Understand the concept of digital marketing platforms and strategies. (L2) 4. Distinguish between marketing and digital marketing. (L4) 5. Understand various digital marketing trends. (L2) 		
MODULE -2	CHANNELS OF DIGITAL MARKETING	8H
Digital Marketing, Website Marketing, Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing, Online Public Relations, Mobile Marketing, Migrating from Traditional Channels to Digital Channels.		
<p>At the end of the Module 2, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of website marketing. (L2) 2. Distinguish between online advertising, Email marketing and blog marketing. (L4) 3. Understand the concept of social media marketing. (L2) 4. Explain about mobile marketing. (L2) 5. Distinguish between traditional channels and digital channels. (L4) 		
MODULE-3	MARKETING IN THE DIGITAL ERA	8H
Segmentation – Importance of Audience Segmentation, How different segments use Digital Media – Organizational Characteristics, Purchasing Characteristics, Using Digital Media to Reach, Acquisition and Retention of new customers, Digital Media for Customer Loyalty.		
<p>At the end of the Module 3, students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the importance of audience segmentation. (L2) 2. Apply the concept of different segments in digital media.(L3) 3. Recall various digital media characteristics. (L1) 4. Apply digital media to reach, acquisition and retention of new customers. (L3) 5. Understand the concept of digital media for customer loyalty. (L2) 		
MODULE-4	DIGITAL MARKETING PLAN	8H
Need of a Digital Marketing Plan, Elements of a Digital Marketing Plan – Marketing Plan, Executive Summary, Mission, Situational Analysis, Opportunities and Issues, Goals and Objectives, Marketing Strategy, Action Plan, Budget, Writing the Marketing Plan and Implementing the Plan.		
<p>At the end of the Module 4, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of digital marketing plan. (L2) 2. Define various elements in digital marketing plan. (L1) 3. Recall the concept of situational analysis. (L1) 4. Distinguish between opportunities and issues & goals and objectives in digital marketing 		

plan. (L4)		
5. Construct the marketing plan in digital marketing plan. (L3)		
MODULE-5	SEARCH ENGINE MARKETING AND ONLINE ADVERTISING	8 H
Importance of SEM, understanding Web Search – keywords, HTML tags, Inbound Links, Online Advertising vs. Traditional Advertising, Payment Methods of Online Advertising – CPM (Cost-per-Thousand) and CPC (Cost-per-click), Display Ads - choosing a Display Ad Format, Landing Page and its importance.		
At the end of the Module 5, students will be able to:		
<ol style="list-style-type: none"> 1. Understand about Search engine optimization. (L2) 2. Understand about the concept of web search. (L2) 3. Distinguish between online advertising vs. traditional advertising. (L4) 4. Explain various payment methods in online advertising. (L2) 5. Develop a display ad format by using SEM tool. (L3) 		
MODULE-6	SOCIAL MEDIA MARKETING	8H
Understanding Social Media, Social Networking with Face book, LinkedIn, Blogging as a social medium, Micro blogging with Twitter, Social Sharing with YouTube, Social Media for Customer Reach, Acquisition and Retention.		
At the end of the Module 6, students will be able to:		
<ol style="list-style-type: none"> 1. Understand about the concept of social media marketing.(L2) 2. Understand the applicability of various tools in social media marketing.(L5) 3. Apply the usage of social media tools in marketing. (L3) 4. Analyze the benefits of social media marketing in current business (L4) 5. Classify Linked In marketing and blogging (L4) 		
		Total hours: 48 hours

Term work:

1. Apply the tools of digital media to retain the customer’s attention.
2. Present a detailed report of advertisement plan of any selected company using digital marketing Tools.
3. Present a step by step procedure on creation of Linked in page in your view using SMM tools.

Content beyond syllabus:

15. E-mail marketing
16. Display advertising

Self-Study:

Contents to promote self-Learning:

SNO	Topic	CO	Reference
1	Introduction to Digital marketing	CO1	https://youtu.be/s7sUDQni0LI
2	Online	CO2	https://youtu.be/uz0ncCQ0bHU

	Advertising		
3	Audience Segmentation	CO3	https://youtu.be/CTlr-ahTMol
4	Digital marketing Plan	CO4	https://youtu.be/zOdZ65Gbr4
5	Search Engine Optimization	CO5	https://youtu.be/HeeUHugrG5U?list=PLEiEAq2VkUULa5aOQmO_al2VVmhC-egeI
6	Social Media Marketing	CO6	https://youtu.be/q5ASe_sxRYI

Text Book(s):

1. Arup Varma, Pawan S. Budhwar, Angelo S. De Nisi, Digital Marketing, Wiley, 2016.
2. Judy Strauss & Raymond Frost, E-Marketing, Pearson, 2016

Reference Book(s):

1. Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
2. Vandana Ahuja, Digital marketing, Oxford University Press 2015
3. Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e, 2015
4. Richard Gay, Alan Charles worth and Rita Esen, Online marketing – A customer led approach Oxford University Press 2007.

Web resources & Online Resources:

1. <https://www.journals.elsevier.com/electronic-commerce-research-and-applications>
2. <https://www.journalijdr.com/study-impact-e-commerce-india%E2%80%99s-commerce>
3. <https://journals.sagepub.com/doi/abs/10.1177/0273475310392544?journalCode=jmda>
4. <https://youtu.be/nU-IIXBWIS4>
5. https://youtu.be/q5ASe_sxRYI
6. <https://youtu.be/DvwS7cV9GmQ>