MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
Sponsored by CMR Educational Society
(Affiliated to JNTU, Hyderabad, Approved by AICTE - Accredited by NBA & NAAC – 'A' Grade - ISO 9001:2015 Certified)
Maisammaguda, Dhulapally (Post Via Hakimpet), Secunderabad – 500100, Telangana State, India.
Contact Number: 040-23792146/64634237, E-Mail ID: mrcet2004@gmail.com, website: www.mrcet.ac.in

MASTERS PROGRAMME

DEPARTMENT OF BUSINESS MANAGEMENT
(MBA)

ACADEMIC REGULATIONS
COURSE STRUCTURE AND SYLLABUS
(Batches admitted from the academic year 2021 - 2022)

Note: *The regulations hereunder are subject to amendments as may be made by the Academic Council of the College from time to time. Any or all such amendments will be effective from such date and to such batches of candidates (including those already pursuing the program) as may be decided by the Academic Council.*

FOREWORD

The autonomy is conferred on Malla Reddy College of Engineering & Technology (MRCET) by UGC based on its performance as well as future commitment and competency to impart quality education. It is a mark of its ability to function independently in accordance with the set norms of the monitoring bodies like UGC and AICTE. It reflects the confidence of the UGC in the autonomous institution to uphold and maintain standards it expects to deliveron its own behalf and thus awards degrees on behalf of the college. Thus, an autonomous institution is given the freedom to have its own curriculum, examination system and monitoring mechanism, independent of the affiliating University but under its observance.

Malla Reddy College of Engineering & Technology (MRCET) is proud to win the credence of all the above bodies monitoring the quality in education and has gladly accepted the responsibility of sustaining, and also improving upon the values and beliefs for which it has been striving for more than a decade in reaching its present standing in the arena of contemporary technical education. As a follow up, statutory bodies like Academic Council and Boards of Studies are constituted with the guidance of the Governing Body of the College and recommendations of the JNTU Hyderabad to frame the regulations, course structure and syllabi under autonomous status.

The autonomous regulations, course structure and syllabi have been prepared after prolonged and detailed interaction with several experts drawn from academics, industry and research, in accordance with the vision and mission of the college which reflects the mindset of the institution in order to produce quality engineering graduates to the society.

All the faculty, parents and students are requested to go through all the rules and regulations carefully. Any clarifications, if needed, are to be sought at appropriate time and with principal of the college, without presumptions, to avoid unwanted subsequent inconveniences and embarrassments. The Cooperation of all the stake holders is sought for the successful implementation of the autonomous system in the larger interests of the institution and brighter prospects of engineering graduates.

"A thought beyond the horizons of success committed for educational excellence"

PRINCIPAL

PRELIMINARY DEFINITIONS AND NOMENCLATURES

*"Autonomous Institution /College" means an institution/college designated as autonomous institute / college by University Grants Commission (UGC), as per the UGC Autonomous College Statutes.

*"Academic Autonomy" means freedom to a College in all aspects of conducting its academic programs, granted by the University for promoting excellence.

*"Commission" means University Grants Commission.

*"AICTE" means All India Council for Technical Education.

*"University" means the Jawaharlal Nehru Technological University, Hyderabad.

*"College" means Malla Reddy College of Engineering & Technology, Secunderabad unless indicated otherwise by the context.

*"Program" means:

Master of Business Administration Degree Program

PG Degree Program: MBA

*"Branch" means specialization in a program like MBA Degree Program.

*"Course" or "Subject" means a theory or practical subject, identified by its course – number and course-title, which is normally studied in a semester.

*T–Tutorial, P–Practical, D–Drawing, L-Theory, C-Credits

INDEX

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VISION of the MRCET

- To establish a pedestal for the integral innovation, team spirit, originality and competence in the students, expose them to face the global challenges and become pioneers of Indian vision of modern society.

MISSION of the MRCET

- To become a model institution in the fields of Engineering, Technology and Management.
- To impart holistic education to the students to render them as industry ready engineers.
- To ensure synchronization of institute ideologies with challenging demands of International Pioneering Organizations.

QUALITY POLICY of the MRCET

- To implement best practices in Teaching and Learning process for both UG and PG courses meticulously
- To provide state of art infrastructure and expertise to impart quality education.
- To groom the students to become intellectually creative and professionally competitive.
- To channelize the activities and tune them in heights of commitment and sincerity, the requisites to claim the never-ending ladder of **SUCCESS** year after year.

For more information: www.mrcet.ac.in

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VISION of the Department

- To be an indispensable source in management education which has the zeal toprovide the value driven platform for the students to acquire knowledge and power themselves to shoulder higher responsibility in building a strong nation.

MISSION of the Department

- To promote Quality Management Education and Research in pace with Time & Technology.
- Integrate Intellectual Capital of Students to get transformed into Vibrant Leaders.

QUALITY POLICY of the Department

- Identifying and promoting Potentiality of Individuals.
- Providing the „best in class" contemporary management education through
  - Promoting effective and teaching learning culture in judicious manner.
  - Inculcating Entrepreneurial skills to the expectations of robust industry.
  - Fostering learning, Creativity and Teamwork.
- Adherence to Commitment.

ACADEMIC REGULATIONS R-21 FOR MBA (REGULAR) DEGREE COURSE

Academic Regulations of R-20 are applicable for the students of MBA Course from the Academic Year 2020-21 and onwards. The MBA Degree of Malla Reddy College of Engineering & Technology (MRCET), Secunderabad shall be conferred on candidates who are admitted to the program and who fulfill all the requirements for the award of the Degree.

ELIGIBILITY FOR ADMISSIONS

Admission to the above program shall be made subject to eligibility, qualification and specialization as prescribed by the University from time to time.

Admissions shall be made on the basis of merit/rank obtained by the candidates at the qualifying Entrance Test conducted by the University (or) State Government (or) on the basis of any other order of merit as approved by the University, subject to norms as laid down by the State Govt. from time to time.

AWARD OF MBA DEGREE

2.1 A student shall be declared eligible for the award of the MBA. Degree, if he pursues a course of study in not less than two and not more than four academic years.

2.2. A student, who fails to fulfill all the academic requirements for the award of the degree within four academic years from the year of his admission, shall forfeit his seat in MBA course.

2.3. The student shall register for all 96 credits and secure all the 96 credits.

2.4. The minimum instruction days in each semester are 90.

3.0 COURSE OF STUDY

The following specializations are offered at present for the MBA course of study.

1. Finance
2. Marketing
3. Human Resource Management
4. Systems
5. Business Analytics

and any other course as approved by the MRCET from time to time.

4.0 ATTENDANCE

The programs are offered on a unit basis with each subject being considered a unit.

4.1 A student shall be eligible to write University examinations if he acquires a minimum of 75% of attendance in aggregate of all the subjects.

4.2 Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) in each semester shall be granted by the College Academic Committee.

4.3 Shortage of Attendance below 65% in aggregate shall not be condoned.

4.4 Students whose shortage of attendance is not condoned in any semester are not eligible to write their end semester examination of that class and their registration shall stand cancelled.

4.5 A prescribed fee shall be payable towards Condonation of shortage of attendance.

4.6 A student shall not be promoted to the next semester unless he satisfies the attendance requirement of the present semester, as applicable. They may seek readmission into that semester when offered next. If any candidate fulfills the attendance requirement in the present semester, he shall not be eligible for readmission into the same class.

4.7 In order to qualify for the award of the MBA Degree, the candidate shall complete all the academic requirements of the subjects, as per the course structure.

4.8 A student shall not be promoted to the next semester unless he satisfies the minimum academic requirements of the previous semester.

5.0 EVALUATION

The performance of the candidate in each semester shall be evaluated subject-wise, with a maximum of 100 marks for theory and 100 marks for practical's, on the basis of Internal Evaluation and End Semester Examination.

For the theory subjects 75 marks shall be awarded based on the performance in the End Semester Examination and 25 marks shall be awarded based on the Internal Examination Evaluation. The internal evaluation consists of two mid-term examination of 25marks each covering descriptive paper which consists 6 questions out of which 5 questions are to be answered each carrying 5 marks for a total duration of 2 hours. The total marks secured by the student in each mid-term examination are evaluated for 25 marks, and the average of the two mid-term examinations shall be taken as the final marks secured by each candidate.

However, any student scoring internal marks less than 40% will be given a chance to write the internal exam once again after he/she re-registering for the concerned subject and paying stipulated fees as per the norms.

5.1 The end semesters examination will be conducted for 75 marks with 5 questions consisting of two questions each (a) and (b), out of which the student has to answer either (a) or (b), not both and each question carries 15 marks.

5.2 For practical subjects, 75 marks shall be awarded based on the performance in the End Semester Examinations and 25 marks shall be awarded based on the

day-to-day performance as Internal Marks.

5.3 There shall be one seminar presentation during I Year I & II Semester, II Year I semester and four presentations in II Year II Semester. For seminar, a student under the supervision of a faculty member, shall collect the literature on a topic and critically review the literature and submit it to the department in a report form and shall make an oral presentation before the Departmental Academic Committee consisting of Head of the Department, Supervisor and two other senior faculty members of the department. For each Seminar there will be only internal evaluation of 100 marks. A candidate has to secure a minimum of 50% of marks to be declared successful.

5.4 A candidate shall be deemed to have secured the minimum academic requirement in a subject if he secures a minimum of 40% of marks in the End semester Examination and a minimum aggregate of 50% of the total marks in the End Semester Examination and Internal Examination taken together.

5.5 In case the candidate does not secure the minimum academic requirement in any subject (as specified in 5.4) he has to reappear for the End semester Examination in that subject.

5.6 A candidate shall be given one chance to re-register for each subject provided the internal marks secured by a candidate are less than 50% and so failed in the end examination. In such case, the candidate must re-register for the subject(s) and secure the required minimum attendance. The candidate's attendance in the re-registered subject(s) shall be calculated separately to decide upon his eligibility for writing the end examination in those subject(s). In the event of the student taking another chance, his internal marks and end examination marks obtained in the previous attempt stand cancelled.

5.7 In case the candidate secures less than the required attendance in any subject, he shall not be permitted to write the End Examination in that subject. He shall re-register the subject when next offered.

5.8 Laboratory examination must be conducted with two Examiners, one of them being the Laboratory Class Teacher and the second examiner shall be another Laboratory Teacher.

EVALUATION OF PROJECT/DISSERTATION WORK

Every candidate shall be required to submit a thesis or dissertation on a topic approved by the Project Review Committee.

6.1 A Project Review Committee (PRC) shall be constituted with Principal as Chairperson, Head of the Department offering the MBA program and two other senior faculty members.

6.2 Registration of Project Work: A candidate is permitted to register for the project work after satisfying the attendance requirement of all the subjects, both theory and practical.

6.3 After satisfying 6.2, a candidate has to submit the Synopsis, in consultation with his project supervisor, the title, objective and plan of action of his project work to the Departmental Academic Committee for approval. Only after obtaining the approval of the Departmental Academic Committee can the student initiate the Project work.

6.4 If a candidate wishes to change his supervisor or topic of the project, he can do so with the approval of the Departmental Academic Committee. However, the Departmental Academic Committee shall examine whether or not the change of topic/supervisor leads to a major change of his initial plans of project proposal. If yes, his date of registration for the project work starts from the date of change of Supervisor or topic as the case may be.

6.5 A candidate shall submit his status report in a bound-form in two stages at least with a gap of 3 months between them.

6.6 The work on the project shall be initiated at the beginning of the II year and the duration of the project is two semesters. A candidate is permitted to submit Project Thesis only with the approval of PRC not earlier than 40 weeks from the date of registration of the project work. For the approval of PRC the candidate shall submit the draft copy of thesis to the Principal through Head of the Department and make an oral presentation before the PRC.

6.7 Three copies of the Project Thesis certified by the supervisor shall be submitted to the College/School/Institute.

6.8 The thesis shall be adjudicated by one examiner selected by the University. For this, the Principal of the College shall submit a panel of 5 examiners, eminent in that field, with the help of the guide concerned and head of the department.

6.9 If the report of the examiner is not favorable, the candidate shall revise and resubmit the Thesis, in the time frame as decided by the PRC. If the report of the examiner is unfavorable again, the thesis shall be summarily rejected.

6.10 If the report of the examiner is favorable, Viva-Voce examination shall be conducted by a board consisting of the Supervisor, Head of the Department and the examiner who adjudicated the Thesis. The Board shall jointly report the candidate's work as one of the following:

A. Excellent
B. Good
C. Satisfactory
D. Unsatisfactory

The Head of the Department shall coordinate and make arrangements for the conduct of Viva- Voce examination.

If the report of the Viva-Voce is unsatisfactory, the candidate shall retake the Viva-Voce examination only after three months. If he fails to get a satisfactory report at the second Viva- Voce examination, he will not be eligible for the award of the degree.

6.11 In order to encourage practical thinking and application of management knowledge, 6 credits internships/ Field work is mandatory to award the degree.

6.12 It is resolved, to conduct project viva-voce examination to each and every student of final semester, regardless the number of subjects holds as backlogs.

7.0 AWARD OF DEGREE AND CLASS

In assessing the performance of the students in examinations, the usual approach is to

award marks based on the examinations conducted at various stages (sessional, mid-term, end-semester etc.,) in a semester. As per UGC Autonomous guidelines, the following system is implemented in awarding the grades and CGPA under the Credit Based Semester System (CBCS).

Letter Grades and Grade Points:

The UGC recommends a 10-point grading system with the following letter grades as given below:

Grades	Points	Marks Secured (%)
O (Outstanding)	10	≥ 85
A+ (Excellent)	9	75 – 84
A (Very Good)	8	65 – 74
B+ (Good)	7	60 – 64
B (Above Average)	6	55 – 59
C (Pass)	5	50 – 54
F (Fail)	0	<50
Ab (Absent)	0	-

A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

Computation of SGPA and CGPA

The UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

i. The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$\text{SGPA } (S_i) = \frac{\sum(C_i * G_i)}{\sum C_i}$$

Where $\mathbf{C_i}$ is the number of credits of the i^{th} is course and $\mathbf{G_i}$ is the grade point scored by the student in the i^{th} course.

ii. The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \frac{\sum(C_i * S_i)}{\sum C_i}$$

Where $\mathbf{S_i}$, is the SGPA of the i^{th} semester and $\mathbf{C_i}$ is the total number of credits in that semester.

iii. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

WITHHOLDING OF RESULTS

If the student has not paid the dues, if any, to the Institute or if any case of indiscipline is

pending against him, the result of the student will be withheld and he will not be

allowed into the next semester. His degree will be withheld in such cases.

TRANSITORY REGULATIONS

9.1 Discontinued, detained, or failed candidates are eligible for admission to two earlier or equivalent subjects at a time as and when offered.

0 GENERAL

10.1 Wherever the words he, him, his, occur in the regulations, they include she, her, hers.

10.2 The academic regulation should be read as a whole for the purpose of any interpretation.

10.3 In case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Academic Council of the College is final.

10.4 The College may change or amend the academic regulations or syllabi at any time and the changes or amendments made shall be applicable to all the students with effect from the dates notified by the Academic Council of the College/Affiliating University.

MALPRACTICES RULES
DISCIPLINARY ACTION FOR / IMPROPER CONDUCT IN EXAMINATIONS

S. No	Nature of Malpractices/Improper conduct	Punishment
	If the candidate:	
1. (a)	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the candidate which can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only.
(b)	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a

		case is registered against him.
2.	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that Semester. The Hall Ticket of the candidate is to be cancelled and sent to the University.
3.	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred and forfeits the seat. Theperformance of the originalcandidate who has been impersonated, shall be cancelled in all the subjects of the examination (including practicals and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation ofthe course by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.
4.	Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or afterthe examination.	Expulsion from the examination hall and cancellation of performance in that subject and all the subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining

		examinations of the subjects of that semester. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
5.	Using objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.	Cancellation of the performance in that subject.
6.	Refuses to obey the orders of the Chief Superintendent/Assistant Superintendent / any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.	In case of students of the college, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations ofthe subjects of that semester. The candidates also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.
7.	Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects thecandidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester. The candidate is also debarred for two consecutive semesters from class work and all University

		examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
8.	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester. The candidate is also debarred and forfeits the seat.
9.	If student of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in any malpractice or improper conduct mentioned in clause 6 to 8.	Student of the colleges expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester. The candidate is also debarred and forfeits theseat. Person(s) who do not belongto the College will be handed over to police and, a police case will be registered against them.
10.	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester.
11.	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performancein that subject and all other subjects the candidate has appeared including practical examinations and project work of

		that semester examinations.
12.	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be reported to the Academic Council of the College (or) affiliating University for further action towards suitable punishment.	

Malpractices identified by squad or special invigilators will entail punishment to the candidates as per the above guidelines.

Name of the Programme: Master of Business Administration (MBA)
Programme Structure

MBA I YEAR I SEMESTER

Course Code	Course Titles	L	T/P	C	Max. Marks	
					INT	EXT
R20MBA01	Management and Organizational Behaviour	3	-	3	30	70
R20MBA02	Managerial Economics	3	-	3	30	70
R20MBA03	Financial Accounting and Analysis	3	1	3	30	70
R20MBA04	Statistics for Managers	3	1	3	30	70
R20MBA05	Business Environment and Business Laws	3	-	3	30	70
R20MBA06	Information Technology for Managers	3	-	3	30	70
R20MBA07 R20MBA08 R20MBA09	Open Elective I: 1. Disaster and Crisis Management 2. Innovation Management 3. Cross Culture Management	3	-	3	30	70
R20MBA10	Professional Communication Skills	3	1	3	30	70
Total		**24**	**3**	**24**	**240**	**560**

MBA I YEAR II SEMESTER

Course Code	Course Titles	L	T/P	C	Max. Marks	
					INT	EXT
R20MBA11	Human Resource Management	3	-	3	30	70
R20MBA12	Financial Management	3	1	3	30	70
R20MBA13	Marketing Management	3	-	3	30	70
R20MBA14	Quantitative Analysis for Business Decisions	3	1	3	30	70
R20MBA15	Production and Operations Management	3	1	3	30	70
R20MBA16	Innovative Entrepreneurship	3	-	3	30	70
R20MBA17 R20MBA18 R20MBA19	Open Elective II: 1. Management Information Systems and ERP 2. Intellectual Property Rights 3. International Business	3	-	3	30	70
R20MBA20	Professional Management Skills	3	1	3	30	70
Total		**24**	**4**	**24**	**240**	**560**

MBA II YEAR I SEMESTER

Course Code	Course Titles	L	T/P	C	Max. Marks	
					INT	EXT
R20MBA21	Strategic Management	3	-	3	30	70
R20MBA22	Research Methodology and Business Analytics	3	-	3	30	70
Elective-I	(Finance/BA/Marketing/HR/Systems)	3	-	3	30	70
Elective-II	(Finance/BA/Marketing/HR/Systems)	3	-	3	30	70
Elective-III	(Finance/BA/Marketing/HR/Systems)	3	-	3	30	70
Elective-IV	(Finance/BA/Marketing/HR/Systems)	3	-	3	30	70
Elective-V	(Finance/BA/Marketing/HR/Systems)	3	-	3	30	70
Elective-VI	(Finance/BA/Marketing/HR/Systems)	3	-	3	30	70
Total		**24**	**-**	**24**	**240**	**560**

MBA II YEAR II SEMESTER

Course Code	Course Titles	L	T/P	C	Max. Marks	
					INT	EXT
R20MBA53	Annual Report Analysis - Case Study	-	3	2	-	100
R20MBA54	Business Best Practices - Case Study	-	3	2	-	100
R20MBA55	IT Enabled Services - Case Study	-	3	2	-	100
R20MBA56	Project Work and Comprehensive Viva-Voce	-	-	12	50	150
R20MBA57	Internship	-	-	6	-	100
Total		**-**	**9**	**24**	**50**	**550**
Grand Total		**72**	**16**	**96**	**770**	**2230**

1. Specializations are offered in the second year MBA Programme.
2. Dual specialization system is followed in this college. The student has to choose any two out of the four specializations offered. The specializations do remain the same across the semesters. The four specializations offered are:
   A. Finance,
   B. Business Analytics,
   C. Human Resources,
   D. Marketing, and
   E. Information Systems
3. The courses available under each specialization are given hereunder.
4. From each chosen specialization the student has to select minimum four elective courses in the II year I semester as major and another two elective courses as minor from any of the given specializations. The elective courses offered under each specialization in each semester are given hereunder.

Specialization-Wise Elective Courses Offered in the Second Year MBA First Semester

FINANCE ELECTIVE

Course Code	Elective	Course Titles	L	C	Max. Marks	
					INT	EXT
R20MBA23	I	Security Analysis and Portfolio Management	3	3	30	70
R20MBA24	II	Financial Institutions, Markets and Services	3	3	30	70
R20MBA25	III	Strategic Investment and Financing Decisions	3	3	30	70
R20MBA26	IV	Tax Planning and Management	3	3	30	70
R20MBA27	V	Banking and Insurance Management	3	3	30	70
R20MBA28	VI	Financial Derivatives	3	3	30	70

BUSINESS ANALYTICS ELECTIVE

Course Code	Elective	Course Titles	L	C	Max. Marks	
					INT	EXT
R20MBA29	I	Introduction to Business Analytics	3	3	30	70
R20MBA30	II	Data Visualization and Big data Analytics	3	3	30	70
R20MBA31	III	Data Analysis and Analytics using Spreadsheets	3	3	30	70
R20MBA32	IV	Predictive Analytics	3	3	30	70
R20MBA33	V	Data Analytics Using R and Tableau	3	3	30	70
R20MBA34	VI	Data Management and Business Intelligence	3	3	30	70

MARKETING ELECTIVE

Course Code	Elective	Course Titles	L	C	Max. Marks	
					INT	EXT
R20MBA35	I	Consumer Behaviour	3	3	30	70
R20MBA36	II	Integrated Marketing Communications and Sales	3	3	30	70
R20MBA37	III	Logistics and Supply Chain Management	3	3	30	70
R20MBA38	IV	Services Marketing	3	3	30	70
R20MBA39	V	Digital and Social Media Marketing	3	3	30	70
R20MBA40	VI	Customer Relationship Management	3	3	30	70

(Contd….)

HUMAN RESOURCE ELECTIVE

Course Code	Elective	Course Titles	L	C	Max. Marks	
					INT	EXT
R20MBA41	I	Performance Management	3	3	30	70
R20MBA42	II	Compensation and Reward Management	3	3	30	70
R20MBA43	III	Management of Industrial Relations	3	3	30	70
R20MBA44	IV	International Human Resource Management	3	3	30	70
R20MBA45	V	Training and Development	3	3	30	70
R20MBA46	VI	Diversity and Change Management	3	3	30	70

SYSTEMS ELECTIVE

Course Code	Elective	Course Titles	L	C	Max. Marks	
					INT	EXT
R20MBA47	I	Business Intelligence	3	3	30	70
R20MBA48	II	Database Management Systems	3	3	30	70
R20MBA49	III	Decision Support Systems	3	3	30	70
R20MBA50	IV	E-Business	3	3	30	70
R20MBA51	V	Cyber Security	3	3	30	70
R20MBA52	VI	Information System Control and Audit	3	3	30	70

MBA

I YEAR

I SEM

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Title : MANAGEMENT AND ORGANISATIONAL BEHAVIOUR
Course Code : R20MBA01
Course (Year/Semester) : MBA I Year I Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- To understand the fundamentals underlying the management of an organization.
- To understand the dynamics of organizational behaviour.

Learning Outcome/s:

- The students should be able to learn the history of management and the contributions of important management researchers.
- The students can learn how to delegate authority and use power to influence people to get the work done through proper communication and control.
- To understand how employees behave in organizations. Students should be able to correct their individual behaviour and group behaviour. They will also be able to motivate and lead employees towards achievement of organizational mission and objectives.

Unit-I: Theories of Management

Basics of Management: Importance of Management - Functions of Management - Levels of Management - Scientific Management Theory - Fayol's Fourteen Principles of Management - Bureaucratic Theory - Human Relations Movement - Systems and Contingency Theory.

Unit-II: Planning and Organising

Planning: Features of Planning - Principles of Planning - Importance of Planning - Forms of Planning - Guidelines for Effective Planning - Steps in Planning Process.

Organising: Principles of Organizing - Authority - Organizational Design - Job Design - Relation between Authority, Power and Influence.

Unit-III: Leadership and Motivation Theories

Leadership Theories: Great Man Theory - Trait Theory - The Managerial Grid Model - Path Goal theory - Fiedler's Contingency Theory.

Motivational Theories: Maslow's Hierarchy of Needs - Two-factor theory of Motivation - Theory X and Theory Y - McClelland's Need Theory. Communication: Process - Barriers - Guidelines for Effective Communication.

Unit-IV: Organizational Behaviour (OB)

Introduction to OB: Elements of OB - Disciplines of OB - Perception Process – Attitudes.

Personality Theories: Extrovert & Introvert - Type-A & Type-B - Sigmund Freud's Psychoanalytic Theory - Stress Management.

Unit-V: Group Behaviour

Foundations of Group Behaviour: Defining and Classifying Groups - Stages of Group Development - Group Decision Making - Understanding Work Teams - Types of Teams - Creating Effective Teams.

REFERENCES:

- Robert N. Lussier, Management Fundamentals–Concepts, Applications, Skill Development, Cengage Learning.
- Stephen P. Robbins, Timothy: Organizational Behavior, Pearson.
- L. M. Prasad, Principles and Practices of Management, Revised Edition, Sulthan Chand Publishing.
- Udai Pareek, Sushma Khanna, Organizational Behavior, Oxford Publishing.
- Stephen P. Robbins, Timothy: Organizational Behaviour, Pearson.
- Griffin & Moorhead, Organizational Behaviour, 10th Edition, Cengage Publishing.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Title : MANAGERIAL ECONOMICS
Course Code : R20MBA02
Course (Year/Semester) : MBA I Year I Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- To enable students acquire knowledge to understand the economic environment of an organization.

Learning Outcome/s:

- Students should be able to understand the basic economic principles, forecast demand and supply and should be able to estimate cost and understand market structure and pricing practices.

Unit-I: Introduction to Managerial Economics

Introduction: Definition - Nature and Scope - ME as an Inter-disciplinary - Basic Economic Principles - The Concept of Opportunity Cost - Incremental Concept - Scarcity - Marginalism - Equi-marginalism - Time perspective - Discounting Principle.

Unit-II: Theory of Demand

Demand Analysis: Law of Demand - Movement in Demand Curve - Shift in the Demand Curve.

Elasticity of Demand: Types & Significance of Elasticity of Demand - Measurement Techniques of Price Elasticity.

Forecasting: Demand Forecasting and its Techniques - Consumers Equilibrium - Cardinal Utility Approach - Indifference Curve Approach - Consumer Surplus.

Unit-III: Production and Cost Analysis

Production Analysis: Production Function - Production Functions with One/Two Variables - Cobb-Douglas Production Function - Marginal Rate of Technical Substitution - Isoquants and Isocosts - Returns to Scale and Returns to Factors - Economies of Scale.

Cost Analysis: Cost concepts - Determinants of Cost - Cost-Output Relationship in the Short Run and Long Run - Short Run vs. Long Run Costs - Average Cost Curves - Overall Cost Leadership.

(Contd…)

Unit-IV: Market Structure and Pricing Practices

Market Structures: Features and Types of different Competitive Situations - Price-Output Determination in Perfect Competition - Monopoly - Monopolistic Competition and Oligopoly - both the Long Run and Short Run.

Pricing: Pricing Philosophy.

Unit-V: Macro Economics & Business

Macro Economics: Nature - Concept and Measurement of National Income - Classical and Keynesian approaches to Income - Employment and Investment.

Inflation: Types - Causes and Measurement of Inflation - Philips Curve - Stagflation.

Trade Cycles: Causes - Policies to Counter Trade Cycles.

REFERENCES:

- D. M. Mithani, Managerial Economics, HPH.
- Yogesh Maheshwari, Managerial Economics, PHI.
- Sumitrapal, Managerial Economics Cases & Concepts, Macmillan.
- H. Kaushal, Managerial Economics, Macmillan.
- Craig H. Petersen, 'Managerial Economics ', Pearson.
- D.N. Dwivedi, Managerial Economics, Vikas.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Title : FINANCIAL ACCOUNTING AND ANALYSIS
Course Code : R20MBA03
Course (Year/Semester) : MBA I Year I Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- To provide the information that is needed for sound economic decision making.
- To provide information about firm's performance to external parties such as investors, creditors, bankers, researchers and Government Agencies.

Learning Outcome/s:

- To prepare, understand, interpret and analyze financial statements with confidence.
- To appreciate and use financial statements as means of business communication.
- To use the analytical techniques and arriving at conclusions from financial information for the purpose of decision making.

Unit-I: Introduction to Accounting

Introduction to Accounting: Importance - Objectives – Principles.
GAAP: Accounting Concepts and Conventions.
Accounting System: Double Entry System - Recording Business Transactions - Classification of Accounts - Accounting Cycle - Users of Accounting Information.

Unit-II: The Accounting Process

Overview: Accounting Process.

Books of Original Record: Journal - Ledger - Trial Balance (Problems) - Classification of Capital and Revenue Expenses - Final Accounts with Adjustments (Problems) - Cash Book and other Subsidiary books. (Only Theory)

Unit-III: Depreciation and Shares and Debentures

Depreciation: Concept - Methods of Depreciation: their impact on measurement of business Accounting - Straight Line Method (Problems) - Written down Value Method (Problems).

Shares and Debentures: Entries for Issue of shares (Problems) - Forfeiture (Problems) - Issue of shares at Discount and premium (Problems) - Issue and Redemption of Debentures. (Problems)

(Contd…)

Unit-IV: Financial Analysis-I

Working Capital: Statement of Changes in Working Capital - Funds from Operations - Paid Cost and Unpaid Costs.
Financial Analysis: Introduction to Funds Flow Statement - Cash Flow Statement vs. Funds Flow Statement - Preparation and Analysis of Cash Flow Statement (Problems)

Unit-V: Financial Analysis-II

Financial Statement Analysis: Analysis and Interpretation of Financial Statements from Investor and Company point of view - Horizontal Analysis and Vertical Analysis of Company Financial Statements - Liquidity - Leverage - Solvency and Profitability Ratios. (Problems)

Techniques: Du Pont Chart - Window Dressing - Limitations of Financial Statements.

Accounting Standards (AS) Issued by ICAI-IFRS.

Case Study on Financial Reporting & Analysis (FRAs).

REFERENCES:

- Dhanesh K. Khatri, Financial Accounting & Analysis, TMH, New Delhi.
- PK Jain and K. L. Narang, Financial Accounting & Analysis, Kalyani Publications.
- Narayana Swamy, Financial Accounting & Analysis, PHI.
- V. Rajasekharam, Financial Accounting & Analysis, Pearson Education, New Delhi.
- Ranjan Kumar Bal, Financial Accounting & Analysis, S. Chand, New Delhi.
- Maheswari, Financial Accounting, IBH.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Title : STATISTICS FOR MANAGERS
Course Code : R20MBA04
Course (Year/Semester) : MBA I Year I Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- To encourage thinking statistically.
- To develop the abilities to understand and use data.
- To develop expertise in a standard set of statistical and graphical techniques that will be useful in analysing data, and to learn to apply these techniques in a number of areas of management.

Learning Outcome/s:

- Appreciate that the collection and statistical analysis of data improves business decisions and reduces the risk of implementing solutions that waste resources and effort.
- Select and deploy the correct statistical method for a given data analysis requirement.
- Achieve a practical level of competence in building statistical models that suit business applications.
- Recognise, develop and distinguish between models for cross-sectional analysis at a single point in time and models for time series analysis at multiple points in time.

Unit-I: Introduction to Statistics

Overview: Origin and Development - Managerial Applications of Statistics - Statistics and the Branches of the Study - Statistics & Computers - Limitations of Statistics.

Unit-II: Measures of Central Tendency, Dispersion & Skewness

Measures of Central Tendency: Mean - Median – Mode.

Measures of Dispersion: Range - Quartile Deviation - Mean Deviation - Standard Deviation and Co-efficient of Variation.

Skewness: Karl Pearson Co-efficient - Bowley's Co-efficient - Kelley's Co-efficient.
(Theory and Problems, Discussion on Direct and Indirect Methods of Solving the Problems).

Unit-III: Tabulation and Graphical Presentation of Data

Classification and Tabulation: Univariate - Bivariate - Multivariate Data - Data Classification and Tabulation.

(Contd…)

Graphical Presentation of Data: Diagrammatic and Graphical Representation of Data - One Dimensional - Two Dimensional - Three Dimensional Diagrams and Graphs.

Unit-IV: Small Sample Tests

Sample Test: t-Distribution - Properties and Applications - Testing for One and Two Means - Paired t-test.

Analysis of Variance: One Way and Two Way ANOVA (with and without Interaction).

Chi-Square distribution: Test for a specified Population variance - Test for Independence of Attributes.

Unit-V: Correlation and Regression Analysis

Correlation Analysis: Scatter Diagram - Positive and Negative Correlation - Limits for Coefficient of Correlation - Karl Pearson's Coefficient of Correlation - Spearman's Rank Correlation - Concept of Multiple and Partial Correlation.

Regression Analysis: Concept - Least Square Method - Two Lines of Regression - Properties of Regression Coefficients. Time Series Analysis: Trend analysis - Free Hand Curve - Moving Averages.

REFERENCES:

- Levin R.I., Rubin S. David, "Statistics for Management", Pearson.
- Beri, "Business Statistics", TMH.
- Gupta S.C, "Fundamentals of Statistics", HPH.
- Amir D. Aczel and Jayavel Sounder pandian, "Complete Business Statistics", TMH,
- Levine, Stephan , Krehbiel , Berenson - Statistics for Managers using Microsoft Excel, PHI.
- J. K Sharma, "Business Statistics", Pearson.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Title : BUSINESS ENVIRONMENT & BUSINESS LAWS
Course Code : R20MBA05
Course (Year/Semester) : MBA I Year I Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- To make students understand different types of business environments they should review before taking managerial decisions.
- To enable students understand legal and regulatory framework for doing business in India.

Learning Outcome/s:

- To understand the issues related to the industrial policy and regulation and their amendments from time to, time.
- The knowledge gained by the students on capital markets, GST, FDI, RBI guidelines; trade, EXIM policy and Foreign Exchange Management Act will be useful for them to take decisions to ensure growth and sustainability of the organizations.
- To understand the formalities involved in incorporating a company and the nuances related to the Law of Contract.
- To know various acts and their implications.

Unit-I: Introduction to Business Environment

Macro Environment Analysis: PESTEL Model.

Industrial Policies: Industrial Policy of 1991 and recent developments - Fiscal Policy - Monetary Policy.

Latest Union Budget: Tax Implications - Goods & Services Tax (GST).

Unit-II: India's Trade Policy

Trade Policy: Policy Changes and Issues - Sector Wise Trade Policies - Recent Developments - GATT - WTO - Agreements and Implications.

Disinvestment: Meaning and its Policy with regard to Public Sector - Multi-National Companies and FDI.

(Contd…)

Unit-III: EXIM Policies & FEMA

EXIM Policy: India's New EXIM Policy - Legal Framework - Foreign Market entry Strategies - FEMA - Liberalisation - Privatisation - Globalisation and its impact on Indian Economy.

Unit-IV: Introduction to Business Law

Contract and Acts: Nature of Contract and Essential Elements of Valid Contract - Negotiable Instruments Act (1881) - Promissory Note - Bills of Exchange & Cheque - and their Definitions and Characteristics - Types of Endorsements - Consumer Protection Act (2019) - Income Tax Act (1961) - Information Technology (IT) Act (2000).

Unit-V: Companies Act-1956

Companies Act: Steps and Procedure for Incorporation of the Company.

Company Management: Appointment of Directors - Powers - Duties & Liabilities of Directors.

Resolutions: Company Meetings – Resolutions - Liquidation of a Company - Latest Amendments - New Regulations in Companies Act (2013).

REFERENCES:

- Justin Paul, Business Environment: Text & Cases, TMH.
- Francis Cherunilam, Business Environment: Text & Cases, HPH.
- K. Aswathappa, Essentials of Business Environment, Himalaya Publication House.
- RSN Pillai, Bagavathi, Business Law, S. Chand.
- N. D. Kapoor, Mercantile Law, Sultan Chand & Sons, latest edition
- S. S. Gulshan, Mercantile Law, Excel Books, latest edition

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Title : INFORMATION TECHNOLOGY FOR MANAGERS
Course Code : R20MBA06
Course (Year/Semester) : MBA I Year I Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- It helps the students to enhance the knowledge in system applications and to be a technical expertise in domain.
- To create the awareness of technology impact in decision making and its significance in business management.

Learning Outcome/s:

- It provides basic knowledge about software which can aid to advance student's presentation skills by using technological tools like MS-Word, MS-Excel and MS-PowerPoint.
- To understand the flow of information through various network systems for better communication, usage of Smart tools and applications in recent trends.

Unit-I: Software Concepts

Software: Types of Software - its Nature and Qualities.

Operating Systems: Features of Microsoft Windows and Linux - IT importance in Current Scenario.

Unit-II: MS Office Applications

MS Word in Business Correspondence: Letters - Tables - Mail Merge - Labels.

Applications of MS Excel: Graphs and Charts - Basic Calculations of various functions in Excel.

Unit-III: MS Power Point

Introduction to MS Power Point: Toolbar - Icons and Commands - Navigating in Power Point - Creation of Slides - Animation - Templates - Designing Presentations - Slide Show Controls - Making Notes on Pages and Handouts - Printing Presentations - Customizing Presentations - Types of Templates.

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Unit-IV: Computer Networks

Overview of Network: Communication Processors - Communication Media - Types of Network - Network Topologies - Network Protocols - Network Architecture - Recent Developments - Basic Cloud Computing Service Models.

Unit-V: Smart Tools & Apps

Tools & Apps: Smart Cards - Paytm - On-line payment Apps - Knowledge and Information Sharing Apps - Digitisation - IOT - Hot Spot - Features of Artificial Intelligence.

REFERENCES:

- Sanjay Saxena and Prathpreet Chopra, Computer Applications in Management, Vikas.
- Aksoy, Introduction to Information Technology, Cengage, ND
- Parameswaran: Computer Application in Business, S Chand, New Delhi.
- PS Gill, Database Management Systems, IK Int Pub House, New Delhi
- D.P. Goyal, Management Information Systems, MacMillan Publishers.
- Sudalaimuthu & Anthony Raj, Computer Applications in Business, Himalaya, Mumbai

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Title : DISASTER AND CRISIS MANAGEMENT
Course Code : R20MBA07
Course (Year/Semester) : MBA I Year I Semester
Course Type : Open Elective
Course Credits 3

Course Aim/s:

- Develop an understanding of why and how the modern disaster manager is involved in pre-disaster and post-disaster activities.
- They Know the key personnel or specialists related to disaster management and associate them with the types of disasters and phases in which they are useful.
- They will learn how to handle crisis situation.

Learning Outcome/s:

- After completing this session, you will be able to affirm the usefulness of integrating management principles in disaster mitigation work.
- They can distinguish between the different approaches needed to manage during pre- and post- disaster periods.
- They are able to know how to manage crisis.

Unit-I: Introduction to Disaster Management

Introduction: Definition - Nature and Scope - Factors **-** Hazard and Vulnerability.

Types of Disasters: Natural and Man - Made Disasters

Impact of Disasters: Socio, Economic and Psychological Conditions

Unit-II: Consequences of Disasters and Hazards

Consequences: Economic Damage - Loss of Human and Animal Life - Destruction of Ecosystem - Pre-Disaster Management - Early Warning and Prediction Systems - Role of IT - RS - GIS - GPS and ICS.

Unit-III: Global Perspective (Natural and Man-Made Disasters)

Natural Disasters: Volcanoes - Floods - Famines - Landslides.

Man-Made Disasters: Study of Environmental Impacts Induced by Human Activity - Nuclear Reactor Meltdown - Industrial Accidents - Disease and Epidemics.

(Contd…)

Unit-IV: Disaster Management and Planning

Disaster Management & Planning: Management of Essential Supplies and Temporary Shelter Relief - Evacuation & Other Logistic Management - Site Management - Medical Trauma and Stress Management - Integrated Developmental Planning For DisasterManagement.

Unit-V: Crisis Management

Introduction: Overview of Crisis Management - Identifying a Crisis - Crisis Stages

Steps in Managing Crisis: establishing crisis executive management team, crisis management team and crisis communication team - Rescue, relief, rehabilitation and reconstruction –

Crisis Management Plan - Case study of Service Sector

REFERENCES:

- Gupta A.K., Niar S.S and Chatterjee S., Disaster Management and Risk Reduction, Role of Environmental Knowledge, Narosa Publishing House, Delhi.
- Murthy D.B.N., Disaster Management, Deep and Deep Publication Pvt. Ltd. New Delhi.
- Modh S., Managing Natural Disasters, Mac Millan Publishers India LTD.
- Damon, P. Copola, Introduction to International Disaster Management, Butterworth Heineman.
- National Disaster Management Plan (NDMP): A publication of National Disaster Management Authority Government of India, NDMA, New Delhi.
- Disaster Management Guidelines, GOI-UND Disaster Risk Program (2009-2012)

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Title : INNOVATION MANAGEMENT
Course Code : R20MBA08
Course (Year/Semester) : MBA I Year I Semester
Course Type : Open Elective
Course Credits 3

Course Aim/s:

- To equip the future entrepreneurs with an understanding of main issues in the management of innovation and technology

Learning Outcome/s:

- Students will be able to understand how technological innovation drives the long term competitiveness of Global organizations.

Unit-I: Innovation and Creativity

Introduction to Innovation: Concern for Innovation - Concept of Innovation - Characteristics of Innovation - Components of Innovation - Sources of Innovation - Types of Innovation.

Creativity: Creativity Process - Impact of Innovation.

Unit-II: Innovation Management

Concept of Innovation Management: Systems Approach - Evolution of Innovation Management - Importance of Management of Innovation - Effective Innovation Management - Performance Evaluation - Models of Innovation.

Unit-III: Strategizing Innovation

Innovation Strategy: Innovation as a Strategy Component - Developing Innovation Strategy - Market Standing Based on Strategy - Environment Based Strategy.

Unit-IV: Technology Management

Technology: Definition - Components - Features - Classification of Technology.

Concept of Technology Management: Nature of Technology Management - Drivers of MOT - Significance - Scope of MOT - Technological Challenges.

(Contd…)

Unit-V: Technology Change and Forecasting

Technology Change: Importance - Theories of Technological Change - Categories of Technological Change - Technological Intelligence.

Technology Forecasting: Technological Forecasting for Decision Making - Process of Technological Forecasting - Forecasting Techniques.

REFERENCES:

- C.S.G. Krishnamachayulu, R.Lalitha, Innovation Management, Himalaya Publishing House.
- Shlomo Maital, D.V.R.Sheshadri, Innovation Management, Division of Sage Publications.
- Bhattacharya P.S, Creativity in Education, National psychological Corporation, Agra
- Silk, Leonard S, Research resolution McGrawhill, New York.
- Paul Trott, Innovation Management and New Product Development, 5th E, Prentice Hall
- Tony Davila, Marc Epstein, and Robert Shelton, Making Innovations Work: How to Manage It, Measure It, and Profit from It.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Title : CROSS CULTURE MANAGEMENT
Course Code : R20MBA09
Course (Year/Semester) : MBA I Year I Semester
Course Type : Open Elective
Course Credits 3

Course Aim/s:

- The objective of the course is to help students to construct their own coherent, individual perspective of the substance and increase their cultural awareness.
- It focuses on interpersonal approaches between people of different cultures in work settings as opposed to a country specific approach.

Learning Outcome/s:

- The students are able to understand the significance of cross-cultural management, and of the major theoretical and empirical studies which examine the impact of different national cultures on work and employment.
- To know the international management practices and how organizational and national culture impacts upon them: work, motivation, performance appraisal, leadership, cross-cultural communication and decision-making, negotiation and trust, conflict and dispute resolution and corporate social responsibility.

Unit-I: Introduction to Culture

Introduction: Determinants of Culture - Facets of Culture - Levels of Culture - National Cultural Dimensions in the Business Context - The influence of National Culture on Business Culture.

Unit-II: Cultural Dimensions and Dilemmas

Cultural Dimensions: Value Orientations and Dimensions.

Cultural Dilemmas: Reconciling Cultural Dilemmas.

Culture and Styles of Management: Management Tasks and Cultural Values.

Unit-III: Culture and Organizations

Culture vs. Organisations: Culture and Corporate Structures - Culture and Leadership - Culture and Strategy - Cultural Change in Organizations.

(Contd…)

Unit-IV: Culture and Communications

Culture vs. Communication: Business Communication across Cultures - Barriers to Inter-cultural Communication - Negotiating Internationally.

Unit-V: Cross Cultural Team Management

Management of Culture: Working with International Teams - Conflicts and Cultural Difference - Understanding and Dealing with Conflicts - Developing Inter-cultural Relationships.

REFERENCES:

- Marie-Joelle Browaeys and Roger Price: Understanding CCM, Pearson.
- David C. Thomas: Cross Cultural Management, Sage Publications.
- Nigel Holdon, CCM: Knowledge Management Perspective, Pentice Hall.
- Parissa Haghirian: Multinational and Cross Cultural Management, Routledge.
- Richard Mead: International Management-Cross cultural Dimension, Blackwell.
- Jerome Dumetz, Cross-cultural Management, Create Space Independent Publishing Platform; Student edition, Oakland, USA.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA10
Course Title : PROFESSIONAL COMMUNICATION SKILLS
Course (Year/Semester) : MBA I Year I Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- To enable students how to improve communication skills.

Learning Outcome/s:

- To develop Writing skills in preparing business letters, report, memos, and proposals.
- To develop Oratory skills through public speaking
- To understand importance of professional attire in corporate environment.
- To get knowledge on various business etiquette and inculcate the etiquette for corporate fit.

Unit-I: Concepts of Communications

Introduction: Definition and Process of Communication - Forms of Verbal and Non-verbal Communication.

Barriers of Communication: Communication Barriers and Overcoming Communication Barriers - Guidelines for Effective Communication.

Business Writing: Direct and Indirect approaches to Business Writing - Five Main Stages of Writing Business Messages.

Exercise: Role Play, Square Talk Activity.

Unit-II: Written Business Communication

External Communication: The Seven C's of Letter writing - Kinds of Business Letters - Business Reports and Proposals - Purpose of Business Reports.

Internal Communication: Format and Principles of Writing Memos - General Warning - Cautions.

Exercise: Preparation of Reports on different issues.

Unit-III: Oral Communication

Public Speaking: Types of Public Speaking - importance of Public Speaking.

Power Point Presentation: Planning the Presentation - Delivering the Presentation - Developing & Displaying Visual Aids - Handling Questions from the Audience.

Listening: Definition - Types of Listening Skills - Features of a Good Listener - Causes and effects of Poor Listening.

Exercise: Elocution and Extempore.

Unit-IV: Behavioural Techniques

Body Language: Facial Expressions - Body Posture - Gestures - Eye Movement - Touch and the use of Personal Space.

Business Attire and Grooming: Different types of Attire - Guidelines for Business Attire.

Exercise: Power of Body Language, Charades.

Unit-V: Etiquettes

Etiquettes: Greeting Etiquette - Corporate Etiquette - Telephone Etiquette - E-mail Etiquette - Meeting Etiquette - Netiquette - Personal Etiquette - Social Etiquette - Dining Etiquette.

Exercise: Introduction and Art of Conversation, Telephonic Activity.

REFERENCES:

- Meenakshi Raman and Prakash Singh, Business Communication, Oxford
- Lesikar: Basic Business Communication, TMH
- David Irwin: Effective Business Communications, Viva- Thorogood.
- Rajendra Pal, J S Korlaha HI: Essentials of Business Communication: Sultan Chand & Sons, New Delhi.

MBA

I YEAR

II SEM

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA11
Course Title : HUMAN RESOURCE MANAGEMENT
Course (Year/Semester) : MBA I Year II Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- To understand various terms in HRM and be able to manage the human resources of an organization effectively and efficiently.

Learning Outcome/s:

- Students should be able to understand the basic HR concepts. They will be able to understand the process of recruitment, selection, performance appraisal, training & development, compensation and employee retention approaches and strategies.

Unit-I: Introduction of HRM

Introduction to HRM: Functions - Objectives.

Job Analysis: Process - Methods of Data Collection - Job Description - Job Specification - Job Design - Techniques - HRP: Need and Process - HR Information Systems - Trends in HRM - Contemporary Issues.

Unit-II: Recruitment and Selection

The Recruitment Process: Methods of recruiting - Sources of Recruitment.

Selection Process: Types of Selection Tests - Basic types of interviews - Errors in Interviews - Designing and conducting the Effective Interview - Induction - Placement.

Unit-III: Human Resource Development & Compensation

Introduction to Training: Training Process & Methods - On the Job & off the Job methods - Management Development Methods.

Performance Appraisal: The Appraisal Process - Appraisal Methods - Potential problems in Performance Appraisal - The Role of Appraisal in Managing Performance - Career Planning and Development.

Compensation: Objectives - Factors influencing Compensation - Compensation and Motivation - Compensation for special Groups - Job Evaluation and its methods.

(Contd…)

Unit-IV: Industrial Relations Management

Industrial Relations: Nature - Parties to IR - Trade Unions - Factors affecting Unionism.

Industrial Disputes: Settlement Methods - Collective Bargaining - Grievance Handling Procedure - Labour Legislation in India.

Unit-V: International HRM

IHRM: Definition - Nature - Scope - Difference between Domestic HRM and IHRM - Global HRM Practices - Approaches to International Recruitment - Factors affecting Expatriate Selection - Cross Cultural Teams and Cultural differences.

REFERENCES:

- Gary Dessler, "Human Resource Management", 12th Edition, Pearson.
- K. Aswathappa, "Human Resource Management, Text and Cases", TMH.
- Dr. Anjali Ghanekar, "Essentials of Human Resource Management", Everest.
- Wayne. F.Cascio, Ranjeet Nambudiri, "Managing Human Resource Management", 8th Edition, TMH.
- V S P Rao, "Human resource Management Text and Cases", Excel Books.
- Chris Rowley and keith Jackson, Human Resource Management, Routledge.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA12
Course Title : FINANCIAL MANAGEMENT
Course (Year/Semester) : MBA I Year II Semester
Course Type : Core
Course Credits 3

The students need Discounting Table and Annuity tables for the examination

Course Aim/s:

- To give an overview of the problems facing a financial manager in the commercial world.
- It will introduce the concepts and theories of corporate finance that underlie the techniques that are offered as aids for the understanding, evaluation and resolution of financial manager's problems.

Learning Outcome/s:

- Provides support for decision making.
- It enables to monitor their decisions for any potential financial implications and for lessons to be learned from experience and to adapt or react as needed.
- To ensure the availability of timely, relevant and reliable financial and nonfinancial information. FM helps in understanding the use of resources efficiently, effectively and economically.

Unit-I: The Finance Function

Introduction to Finance: Nature and Scope - Finance Function - It's Role in the Contemporary Scenario - Goals of Finance Function - Maximizing vs. Satisfying - Profit vs. Wealth vs. Welfare - The Agency Relationship and Costs - Risk-Return Trade Off.

Time Value of Money: Concept - Future Value and Present Value and the Basic Valuation Model.

Unit-II: The Investment Decision

Investment Decision Process: Project Generation - Project Evaluation - Project Selection and Project Implementation - Developing Cash Flows - Data for New Projects.

Capital Budgeting Techniques: Traditional and DCF methods - The NPV vs. IRR Debate. (Theory & Problems)

Cost of Capital: Concept and Measurement of Cost of Capital - Debt vs. Equity - Cost of Equity - Preference Shares - Equity Capital and Retained Earnings - Weighted Average Cost

of Capital and Marginal Cost of Capital (Theory & Problems) - Importance of Cost of Capital in Capital Budgeting Decisions.

Unit-III: Capital Structure Decisions

Capital Structure vs. Financial Structure: Capitalization - Financial Leverage - Operating Leverage and Composite Leverage. (Theory & Problems)

EBIT-EPS Analysis: Indifference Point/Break-Even Analysis of Financial Leverage.

Capital Structure Theories: The Modigliani Miller Theory - Net Income - Net Operating Income Theory and Traditional Theory (Theory & Problems) - A Critical Appraisal.

Unit-IV: Dividend Decisions

Major Forms of Dividends: Cash and Bonus Shares.

Dividends and Value of the Firm: Relevance of Dividends - The MM Hypothesis - Factors Determining Dividend Policy - Dividends and Valuation of the Firm - The Basic Models.

Dividend Theories: Major Theories centred on the works of GORDON, WALTER and LITNER. (Theory & Problems)

Unit-V: Management of Current Assets

Working Capital Management: Components of Working Capital - Gross vs. Net Working Capital - Determinants of Working Capital Needs - The Operating Cycle Approach - Planning of Working Capital - Financing of Working Capital through Bank Finance and Trade Credit;

Management of Cash: Basic Strategies for Cash Management - Cash Budget (Problems) - Cash Management Techniques/Processes;

Management of Receivables & Inventory.

REFERENCES:

- IM Pandey, Financial Management, 10th Edition, Vikas.
- M.Y Khan, P K Jain: "Financial Management-Text and Problems", 6th Edition, TMH.
- Prasanna Chandra, "Financial Management Theory and Practice", 8th Edition, TMH.
- Shashi K. Gupta, R. K. Sharma, "Financial Management" Kalyani Publishers.
- Rajiv Srivastava, Anil Mishra, Financial Management" Oxford University Press, New Delhi.
- James C Van Horne, Sanjay Dhamija, "Financial Management and Policy" Pearson Education.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA13
Course Title : MARKETING MANAGEMENT
Course (Year/Semester) : MBA I Year II Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- The objective of this course is to introduce students to the concepts, analysis, and activities that comprise marketing management. This course is also foundation for advanced electives in marketing.

Learning Outcome/s:

- They will be able to analyze markets and design customer driven strategies and will be able to communicate the decisions towards business development with superior customer value.

Unit-I: Introduction to Marketing

Introduction: Importance - Scope of Marketing - Core Marketing Concepts - Marketing Environment - Marketing Strategies & Plans.

Market Research (MR): Definition of MR - MIS - MR Process - MR Online - MR & Ethics - International MR.

Unit-II: Analyzing Marketing Opportunities, Customer Value and Marketing Mix

Market Analysis and Decision Making: Consumer Decision Making - Creating Customer Value - Analyzing Consumer Markets - Consumer Behaviour - Cultural - Social & Personal Factors.

Marketing Mix: Developing Products & Brands - Product Levels - Classifying Products - Product Range - Line & Mix - PLC - New Product Development.

Unit-III: Designing a Customer Driven Strategy

Market Segmentation: Segmentation of Consumer Market - Business Market - Requirement for Effective Segmentation - Market Targeting - Evaluating Market Segmentation - Selecting Target Market Segmentation.

Positioning: Positioning Maps - Positioning Strategy

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Unit-IV: Distribution Decisions, Promotion & Communication Strategies

Distribution Decisions: Marketing Channels - Channel Intermediates and Functions - Channel Structure - Channel for Consumer Products - Business and Industrial Products - Alternative Channel - Channel Strategy Decisions.

Promotion: The Promotional Mix - Advertising - Public Relations - Sales Promotion - Personal Selling.

Marketing Communication: Communication Process - Communication Promotion Mix - Factors affecting the Promotion Mix.

Unit-V: Pricing Theory and Practices & Different Types of Marketing

Pricing: Importance of Price - Cost Determinant of Price - Mark-up Pricing - Profit Maximization Pricing - Break Even Pricing - Pricing Strategy - Ethics of Pricing Strategy - Product Line Pricing.

Types of Marketing: Word-of-mouth - Rural Marketing - BOP - Relationship Marketing - Digital Marketing - Social Marketing - Services Marketing - Global marketing.

REFERENCES:

- Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha: Marketing Management, 13/e, Pearson Education.
- Ramaswamy Namakumari, “Marketing Management”, TMH Edition.
- Paul Baines, Chris fill, Kelly Page, Piyush Sinha, Marketing, Asian Edition, Oxford.
- Czinkota Kotable “Marketing Management” Indian Edition, Cengage learning.
- S.A.Sherlekar, R.Krishnamoorthy, Marketing Management concept and cases, HPH.
- Rajendra P.Maheswari, Marketing Management (Text & Cases) an Indian Perspective, IBH.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA14
Course Title : QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS
Course (Year/Semester) : MBA I Year II Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- To provide the basic tools of Operations research in solving the management problems using mathematical approach for decision making.

Learning Outcome/s:

- The Course covers origin and application of OR, Linear Programming, Decision Theory, Game theory and PERT &CPM. These concepts help the student in taking decisions for business.

Unit-I: Nature and Scope of Operations Research (OR)

Introduction: 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.

Unit-II: Linear Programming Method (LPP)

Linear Programming Method: 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 - Extreme Point Method - ISO-cost Profit Method - Simplex Method - Two Phase Method - Big-M Method - Converting Primal LPP to Dual LPP - Limitations of LPP. (Theory & Problems)

Unit-III: Transportation Problem and Assignment Model

Transportation Problem: 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 -and Problems like Unbalanced Supply and Demand - Degeneracy and its Resolution. (Theory & Problems)

Assignment Model: Hungarian Method for Solving Assignment Problem - Variations of Assignment Problem: Multiple Optimal Solutions - Maximization Case in Assignment Problem - Unbalanced Assignment Problem - Travelling Salesman Problem. (Theory & Problems)

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Unit-IV: Game Theory and Decision Theory

Game Theory: Two Person Zero-Sum Games - Pure Strategies - Games with Saddle Point - Mixed Strategies - Rules of Dominance - Solution Methods of Games without Saddle Point: Algebraic - Matrix and Arithmetic Methods. (Theory & Problems)

Decision Theory: Ingredients of Decision Problems. Decision Making: Under Uncertainty - Cost of Uncertainty - Under Risk - Under Perfect Information. (Theory & Problems)

Decision Tree: Construction of Decision Tree.

Unit-V: PERT & CPM

Network Analysis: Drawing Networks - Identifying Critical Path - Probability of Completing the Project within given Time - Project Crashing - Optimum Cost and Optimum Duration. (Theory & Problems)

REFERENCES:

- J. K. Sharma, "Operations Research: Theory and applications, 5th Edition, McMillan.
- V. K. Kapoor, "Operations Research: Quantitative Techniques for Management", Sultan Chand & Sons.
- Anand Sharma, "Quantitative Techniques for Decision Making", HPH.
- L C Jhamb, Quantitative Techniques, Everest.
- C.R. Kothari, Quantitative Techniques, Revised edition, Vikas.
- N. D. Vohra, Quantitative Techniques in Management, TMH.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA15
Course Title : PRODUCTION AND OPERATIONS MANAGEMENT
Course (Year/Semester) : MBA I Year II Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- To introduce concepts of production and operations management in an organization and expose to analytical methods.

Learning Outcome/s:

- The students will be able to understand operations management, product & process design, analysis, plant location, layout, Scheduling and Material Management.

Unit-I: Introduction to Operations Management

Introduction: Functional Subsystems of Organization - Systems Concept of Production.

Types of Production Systems: Flow Shop - Job Shop - Batch Manufacturing - The Project - Productivity.

Strategic Management: Corporate Strategic - Generic Competitive Strategies - Functional Strategies.

Line Balancing - World Class Manufacturing.

Unit-II: Product & Process Design and Analysis

Product Design and Analysis: New Product Development - Steps of Product Design.

Process Planning and Design: Selection of Process - Process Selection Decision - Process Planning Design - Responsibilities of Process Planning Engineer - Steps in Process Planning - Process Design - Process Research - Work Study - Method Study and Work Measurement.

Value Analysis/Value Engineering: When to Apply Value Analysis - Function - Aims - Value Engineering Procedure - Advantages and Application Areas.

Standardization: Standardization Procedure - Advantages of Standardization - Application of Standardization.

Ergonomic Considerations in Product Design.

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Unit-III: Plant Location & Plant Layout

Plant Location: Factors Influencing Plant Location - Single Facility Location Problem - Multi-facility Location Problems - Model for Multi-facility Location Problem - Method of Transformation - Model to Determine X- Coordinates of New Facilities - Model to Determine Y-Coordinate.

Plant Layout: Classification of Layout - Advantages and Limitations of Product Layout - Advantages and Limitations of Group Technology Layout - Layout Design Procedures.

Unit-IV: Scheduling

Scheduling: Johnson's Problem - Extension of Johnson's rule.

Job Shop Scheduling: Introduction - Types of Schedules - Schedule Generation - Heuristic Procedures - Two Jobs and Machines Scheduling.

Unit-V: Materials Management

Components of Integrated Materials Management: Materials Planning - Inventory Control - Purchase Management - Stores Management.

Inventory Control: Inventory Decisions - Costs Trade Off - Models of Inventory - Operation of Inventory Systems - Quantity Discount - Implementation of Purchase Inventory Model - Purchasing Management.

Stores Management: Incoming Materials Control - Store Accounting - Obsolete Surplus and Scrap Management - ABC Analysis - XYZ Analysis - VED Analysis - FSN Analysis - SDE Analysis. Computer Aided Techniques in POM.

REFERENCES:

- Panneerselvam, "Production and Operations Management" PHI.
- Ajay K Garg, Production and Operations Management, TMH.
- Prof. L.C. Jhamb: Production Operations Management, 18th edition, Everest Publishing House.
- Dipak Kumar Bhattacharyya, Production and Operations Management, Universities Press.
- B. Mahadevan, Operations Management: Theory and Practice, Pearson.
- Kenneth K. Boyer, Rohit Verma, Operations Management: Cengage Learning.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA16
Course Title : INNOVATIVE ENTREPRENEURSHIP
Course (Year/Semester) : MBA I Year II Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- Inculcate among students, the entrepreneurial competencies including self-confidence, goal setting, planning, information seeking, problem solving and planned risk taking.

Learning Outcome/s:

- It would help students to learn skills that will prepare them from initial development of a business plan, to financing a start-up as well as shape factors such as innovative ideas, identifying market opportunity

Unit-I: Introduction to Entrepreneurship

Introduction: Meaning and Concept of Entrepreneurship - The History of Entrepreneurship Development - Role of Entrepreneurship in Economic Development - Agencies in Entrepreneurship Management - Future of Entrepreneurship.

Unit-II: The Entrepreneur

Entrepreneur: Meaning - The Skills required to be an Entrepreneur - The Entrepreneurial Decision Process - Role Models - Mentors and Support System.

Unit-III: Exploring innovations

Innovation: The Process - Structures and strategies for exploring - Executing Innovations along with the Technology - Market and Strategy Dimensions as the Innovation moves from Idea to Market.

Unit-IV: Innovative Business Opportunity Identification

Business Idea: Innovative Business Ideas - Methods of Generating Ideas - Opportunity Recognition.

Business Plan: Preparing Business Plan - Meaning and significance of a Business Plan - Components of a Business Plan - Feasibility Study.

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Unit-V: Manage Financing, Launch & Growth of the New Venture

Venture Financing: Importance of New Venture Financing - Identify Financial Institutions and Banks.

Legal Protection: Choosing the Legal form of New Venture - Protection of Intellectual Property.

Marketing: Marketing the New Venture - Characteristics of High Growth New Ventures - Strategies for Growth - Building the New Venture Capital.

REFERENCES:

- Batra Promod, Batra Vijay, Outside the Box-Great Ideas that transformed Business, published by Promod Batra Vijay Batra and Associates, New Delhi
- Bedi Kanishka, Management and Entrepreneurship, Oxford University Press, New Delhi
- Hisrich D Robert, Peters P Michael, Shepherd A Dean, Entrepreneurship, sixth edition, Tata McGraw-hill Publishers, New Delhi
- Oats David, A Guide to Entrepreneurship, second edition, Jaico PublishingH, Mumbai
- Bhattacharya P. S, Creativity in Education, National psychological Corporation, Agra.
- Tony Davila, Marc Epstein, and Robert Shelton, Making Innovations Work: How to Manage It, Measure It, and Profit from It.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA17
Course Title : MANAGEMENT INFORMATION SYSTEMS & ERP
Course (Year/Semester) : MBA I Year II Semester
Course Type : Open Elective
Course Credits 3

Course Aim/s:

- To enable students on importance of information systems in the decision making and management of organizations, the foundations of Enterprise planning and ERP System Options.

Learning Outcome/s:

- The students will understand the MIS concepts its applications, challenges in implementation of ERP system, ERP System Implementation options, and functional modules of ERP

Unit-I: Introduction

Introduction to MIS: Importance - Nature and Scope - Structure and Classification - Information and Systems Concept - Types of Information - Information Systems for Competitive Advantage.

Unit-II: Business Applications of Information Systems

E-Commerce: E-commerce features & Business Models - Decision Support Systems - Business Process Reengineering - Business Intelligence and Knowledge Management System.

Unit-III: Management of Information Systems

Information System Process: Information System Planning - System Acquisition - Systems Implementation - Evaluation & Maintenance of IS.

Cyber Crime: Cybercrime era.

Unit-IV: Introduction to ERP

ERP System: Overview of ERP Systems, Business benefits of ERP, Vendor Analysis, Challenges of implementing ERP Systems - ERP Maintenance - Emerging Trends in ERP

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Unit-V: ERP Modules

Modules: Business Modules in an ERP Package - Manufacturing, Human Resources, Plant Maintenance, Materials Management, Supply chain Management (SCM), Sales and Distribution.

Case Study on Banking Sector

REFERENCES:

- D P Goyal, Management Information Systems–Managerial Perspective, MacMillan.
- Laudon & Laudon, Management Information Systems, Pearson.
- Jawadekar, MIS Text and Cases, TMH.
- Mary Sumner “Enterprise Resource Planning” Pearson.
- Ellen Monk “Enterprise Resource Planning” Cengage.
- Goyal “Enterprise Resource Planning” TMH.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA18
Course Title : INTELLECTUAL PROPERTY RIGHTS
Course (Year/Semester) : MBA I Year II Semester
Course Type : Open Elective
Course Credits 3

Course Aim/s:

- The objective of this course is to provide the knowledge on International IPR's.
- To make students efficient to take decisions in Global Corporate.

Learning Outcome/s:

- It allows students how to prepare and protect the Inventions , start up ideas and rights of patents and copy rights etc.,
- This subject brings awareness to the students the basic legal aspects at present following at Global level.

Unit-I: Introduction to Intellectual Property Rights (IPR)

Introduction: Intellectual Property Rights Basics - The Role and Value of IP in International Commerce - Issues affecting IP Internationally.

TRIPS: Agreement on Trade related Aspects of Intellectual Property Rights (TRIPS) - Agreement on TRIPS and India.

Unit-II: Parties to IP Rights

Ownership: Owner - Customer - Authorized User - Licensee - Attorney - Protection of the Weak and Strong - Finalizing Ownership and Use Rights.

Unit-III: Ensuring the Value of IP

Value of IP: Ensuring the Value of IP at Creation Stage - After Creation Stage - Precise Contractual Protection of IP rights.

IP Rights: Key Issues related to IP Internationally - IP Rights in International Forums.

IP Legal Protection: Fundamentals in Country Legal Systems - Generalities.

Validity of IP Rights Locally: Specifics.

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Unit-IV: Managing IP Rights

Acquiring IP Rights: Letters of Instruction - Joint Collaboration Agreement - Work made for Hire Agreement.

Protecting IP Rights: Non Disclosure Agreement - Cease and Desist Letter - Settlement Memorandum.

Transferring IP Rights: Assignment Contract - License Agreement - Deed of Assignment or License Agreement - Addendum to Unrecorded Assignment or License.

Unit-V: Remedies

Remedies and IPR Evaluation: GATT - WTO - Role of WTO in Solving IPR Issues.

REFERENCES:

- Karla C. Shippey, A short course in International Intellectual Property Rights, World Trade Press.
- A. Subbian, Intellectual Property Rights - Heritage, Science, & Society under international treaties, Deep & Deep Publications, New Delhi.
- Intellectual Property Rights: N K Acharya: ISBN: 9381849309
- Intellectual Property Rights: C B Raju : ISBN-8183870341
- Stephen M McJohn, Intellectual Property : Examples and Explanation
- Keith E Maskus, Intellectual Property Rights in the Global Economy, PIIE

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA19
Course Title : INTERNATIONAL BUSINESS
Course (Year/Semester) : MBA I Year II Semester
Course Type : Open Elective
Course Credits 3

Course Aim/s:

- To enhance the understanding of the dynamics of interactions between individual and the organization.
- To facilitate a clear perspective to diagnose and effectively handle human behaviour issues in Organizations.

Learning Outcome/s:

- To develop greater insight into their own behaviour in interpersonal and group, team, situations;
- Identify international business issues in advanced markets and emerging markets by using both classic and emerging international business theories and concepts.

Unit-I: Introduction

International Business: Definition - Internationalizing Business - Advantages - Factors Causing Globalization of Business - International Business Environment - Country Attractiveness - Political, Economic and Cultural Environment - Protectionv Liberalization of Global Business Environment.

Unit-II: International Trade and Investment

Trade Agreements: Promotion of global business - The Role of GATT/WTO - Multilateral Trade Negotiation and Agreements – VIII & IX, round Discussions and Agreements

Challenges: Challenges for Global Business - Global Trade and Investment

Theories: Theories of International Trade and International Investment - Need for Global Competitiveness

Regional Trade Blocks: Brief History - Types - Advantages and Disadvantages - RTBs across the Globe.

Unit-III: International Strategic Management

Strategic Compulsions: Standardization vs Differentiation - Strategic options - Global Portfolio Management - Global Entry Strategy - Different forms of International Business -

Advantages Organizational Issues of International Business - Organizational Structures - Controlling of International Business - Approaches to Control - Performance of Global Business - Performance Evaluation System.

Unit-IV: Production, Marketing, Financial and Human Resource Management of Global Business

Global Production: Location - Scale of Operations- Cost of Production - Make or Buy Decisions - Global Supply Chain Issues - Quality Considerations.

Global Marketing: Globalization of Markets - Marketing Strategy - Challenges in Product Development, Pricing - Production and Channel Management.

Global Financing: Investment Decisions - Economic - Political Risk - Sources of Fund - Exchange - Rate Risk and Management - Strategic Orientation.

Global HRM: Selection of Expatriate Managers - Training and Development - Compensation.

Unit-V: Conflict Management and Ethics in International Business Management

Conflict Management: Conflict in International Business - Sources and Types of Conflict - Conflict Resolutions - Negotiation - the Role of International Agencies.

Ethical Aspects: Ethical Issues in International Business - Ethical Decision-making.

REFERENCES:

- Charles W.I. Hill and Arun Kumar Jain, International Business, Tata Mc Graw Hill.
- John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi.
- K. Aswathappa, International Business, Tata Mc Graw Hill.
- Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, Thomson, Bangalore.
- Aravind V. Phatak, Rabi S. Bhagat and Roger J. Kashlak, International Management, Tata Mc Graw Hill.
- Oded Shenkar and Yaong Luo, International Business, John Wiley Inc, Noida.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA20
Course Title : PROFESSIONAL MANAGEMENT SKILLS
Course (Year/Semester) : MBA I Year II Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- To enable students to develop management skills to grow in their professional life.

Learning Outcome/s:

- Develop problem solving skills and decision making
- Develop their emotional intelligence
- Improve their social skills
- To practice the art of empathy
- To build their career

Unit-I: Self -Awareness skills

SWOT Analysis: Personal SWOT analysis - Methods to Improve Effectiveness;

Emotional intelligence: Intelligence Quotient vs. Emotional Quotient;

Mental Balance: Meaning - Types of Mental Balance;

Exercise: SWOT Analysis

Unit-II: Inter Personal Skills

Social Skills: Significance of Social Skills - How to Improve Social Skills - Examples for Social Skills;

Team Work Skills: Significance of Team Work Skills - Different Skills related to Team Work - How to Improve Team Work Skills.

Empathy: Types of Empathy - Cognitive Empathy - Emotional Empathy - Compassionate Empathy - Key Skills of Empathy.

Exercise: Activity based on Team Work

Unit-III: Role Efficacy & Self Assessment

Role Efficacy: Meaning - Aspects and Dimensions of Role Efficacy;

Self-assessment: Meaning - Self-assessment Tools - Organizing Yourself - Organizing others and Resources

Exercise: Organizing an Event

Unit-IV: Troubleshooting Skills

Problem Solving: Steps in Problem Solving Process - Required Skills for Problem Solving;

Analytical Skills: Meaning - List of Analytical Skills - How to Improve Analytical Skills;

Conflict Management: Meaning of Conflict - Conflict Resolution Strategies.

Exercise: Case Study Analysis on PAC (Problem Solving, Analytical, Conflict)

Unit-V: Career Building

Understanding Yourself: Setting a Career Goal - Preparing Resume - Resume Formats - Interview and Types of Interviews.

Exercise: Interview Preparation JAGS (JAM Session, Aptitude Test, Group Discussion, Self-Introduction).

REFERENCES:

- Daniel Goldman, Emotional Intelligence-The #1Best seller
- Sandy pokras, Systematic problem solving & decision making-Crisp Pub Inc
- Chris MacLeod MSW, The social skills Guide book-Chris MacLeod
- Karla Mc Karen, The art of Empathy: A complete guide to life's most essential skill
- Dr. B. Natarajan, Developing Analytical skills: case studies in management-Shroff publishers

MBA

II YEAR

I SEM

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA21
Course Title : STRATEGIC MANAGEMENT
Course (Year/Semester) : MBA II Year I Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- To enable the students develop a holistic perspective about strategic management of an organization.

Learning Outcome/s:

- To understand how to scan internal and external environment of an organization, understand different types of strategies and structures, strategies of the competitors, turnaround strategies, global strategies and strategic control. With that knowledge they would be able to formulate strategies, change strategies if necessary and implement strategies.

Unit-I: Strategic Inputs

Introduction to Strategic Management: Strategic Management and Competitiveness - Technology and Technology Change - Vision, Mission and Objectives - Strategic Leaders - Strategic Management Process.

The External Environment: Opportunities - Threats - Competition and Competitor Analysis - External Environmental Analysis - Segments of the External Environment – Porter's 5-Force Model.

The Internal Environment: Resource - Capabilities - Competencies and Competitive Advantages.

Analyzing Internal Organization: Building Core Competencies - Value Chain Analysis - Outsourcing.

Unit-II: Formulation of Strategic Actions

Business Strategy: Business Level Strategy - Effectively Managing Relationships with Customers - The Purpose of Business Strategy.

Competitive Rivalry and Dynamics: A Model of Competitive Rivalry - Competitor Analysis - Drivers of Competitive actions and responses - Competitive Rivalry and Dynamics.

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Unit-III: Corporate level Strategy

Diversification Strategy: Levels of Diversifications and Reasons - Value Creating Diversifications.

Strategic Acquisitions & Restructuring: Popularity of Mergers & Acquisitions Strategies - Problems in Achieving Acquisition Success - Restructuring.

Unit-IV: Global Strategy

International Opportunities: Identifying International Opportunities and International Strategies - Strategic Competitive Outcomes and Risk in an International Environment.

Corporate Implications for Strategy: Strategic Alliances - Corporate Level Cooperative Strategy - Competitive Risk with Cooperative Strategies.

Unit-V: Structure and Controls with Organizations

Organizational Structure and Controls: Evolutionary Patterns of Strategy and Organizational Structure.

Leadership: Leadership Implications for Strategy - Entrepreneurial Implications for Strategy.

REFERENCES:

- P. Subba Rao, Business Policy and Strategic Management, HPH.
- V.S.P. Rao, V. Hari Krishna; Strategic Management, Excel Books.
- Azhar Khazmi, Strategic Management & Business Policy, TMH.
- Mason A Carpenter et al.”Strategic Management: A dynamic Perspective” Pearson.
- Adrian & Alison” Strategic Management: Theory & Application” Oxford University Press.
- Mital, Cases in Strategic Management, TMH.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA22
Course Title : RESEARCH METHODOLOGY & BUSINESS ANALYTICS
Course (Year/Semester) : MBA II Year I Semester
Course Type : Core
Course Credits 3

Course Aim/s:

- To understand the research methodology and basic statistical tools for analysis and interpretation of quantitative and qualitative data.
- To become familiar with the processes needed to develop, report, and analyze business data.
- To learn how to use and apply Excel and Excel add-ins to solve business problems.

Learning Outcome/s:

- Students will be able to apply the principles of research methodology for the research design for the various mini and major projects of the MBA programme. They will be able to analyse the data statistically.
- Students shall apply appropriate analytical methods to find solutions to business problems that achieve stated objectives.

Unit-I: Research and Research Design

Research: Meaning - Types - Research Process.

Research Problem: Defining the Research problem - Components of the Research Problem

Hypothesis: Formulating the Research Hypothesis - Types of Research Hypothesis.

Research Design: Meaning of Research Design - Nature and Classification of Research - Types of Research Design Errors affecting Research Design.

Unit-II: Data Collection Methods & Tools

Classification of Data: Primary Data - Secondary Data - Uses - Advantages - Disadvantages.

Collection of Date: Types and sources - Designing questionnaire and Schedule of Questions.

Sampling Methods: Random - Non-Random Techniques - Attitude.

Unit-III: Measurement and Scaling

Measurement: Types of Measurement Scales - Attitude.

Classification of Scales: Single Item vs. Multiple Item Scale - Comparative vs. Non-Comparative Scales - Measurement Error - Criteria for Good Measurement - Research Report Writing Format.

Unit-IV: Business Analytics-I (Tools and Techniques)

Introduction: Nature - Scope - Role and Importance of Business Analytics in Research Methodology

Business Analytics Tools: Data Analysis - Exploring Data and Analytics on Spreadsheets (Advance Excel).

Statistical Techniques: Descriptive Analytics (Measures of Location) - Inferential Analytics (t-test, F-test, z-test, Chi-square, ANOVA) - Predictive Analytics (Regression).

Unit-V: Business Analytics-II (Applications)

Business Analytics Applications: Financial Analytics - Marketing Analytics - HR Analytics - Sales Analytics - Manufacturing Analytics - Web & Social Media Analytics.

Trends: Current Trends - Future of Business Analytics.

REFERENCES:

- Krishna Swamy, SIvakumar, and Mathirajan, Management Research Methodology, Pearson
- R. Pannerselvam, Research Methodology, PHI
- SL Gupta and Hitesh Gupta, Business Research Methods, Tata McGraw Hill Education
- Donald R cooper and Pamela S Schindler, Business research Methods, McGraw-Hill
- James R. Evans, Business Analytics, Pearson Education
- Stephen G. Powell and Kenneth R. Baker, Business Analytics: The Art of Modeling with Spreadsheets, Wiley

MBA

II YEAR

II SEM

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA53
Course Title : ANNUAL REPORT ANALYSIS-CASE STUDY
Course (Year/Semester) : MBA II Year II Semester
Course Type : Core
Course Credits 2

Approach: CMIE Prowess Database/ANNUAL REPORT OF COMPANIES & MS-Excel.

Course Aim/s:

- To show annual reports of different companies to students so that they use then knowledge gained in financial accounting and analysis and financial management for analysis of performance of the organizations on multiple dimensions.

Learning Outcome/s:

By the end of this mini project, students will be able to:
- Analyse balance sheet of an organization.
- Analyse profit and loss of an organization.
- Analyse investment portfolio of the organization.
- Analyse profitability ratios, asset turnover ratios, structural ratios and liquidity ratios.
- Forecast the future gaps in terms changing objectives of the organization.

EXERCISES:

1. Analysis of Profitability Ratios.
2. Analysis of Structural Ratios.
3. Analysis of Asset Turnover Ratios.
4. Analysis of Liquidity Ratios.
5. Analyse Growth, Stability and Stock Performance.

REFERENCES:
- Refer Books Under Financial Accounting and Analysis, Financial Management.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA54
Course Title : BUSINESS BEST PRACTICES-CASE STUDY
Course (Year/Semester) : MBA II Year II Semester
Course Type : Core
Course Credits 2

Course Aim/s:

- To enable students to understand the best practices followed by the organizations.

Learning Outcome/s:

- By understanding the best practices through internet and interaction with the company executives, the students should be able to understand the best practices.
- By going through the works of the other classmates, the all students should be able to understand many of the best practices and also will be able to suggest the next practices.

The students may choose any of the following corporate practices or any other practices and study with reference to any company:

1. Balanced Score Card.
2. Benchmarking.
3. Career Planning.
4. Competency Mapping.
5. Capability Maturity Model.
6. People Capability Maturity Model (Level 5).
7. Performance Management System.
8. Six-Sigma.
9. Talent Management.
10. Any other functional systems, policies, practices may also be considered for studying.

Report: A report of the best practice must be prepared with the help of the information available in the open source (example websites, news papers, business magazines). Formal or informal interaction with the managers of the organization may also be attempted to have better clarity.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA55
Course Title : INFORMATION TECHNOLOGY ENABLE SERVICES-CASE STUDY
Course (Year/Semester) : MBA II Year II Semester
Course Type : Core
Course Credits 2

Course Aim/s:

- To make them talented workforce to fit into wide range of career opportunities in newly emerging verticals, such as IT infrastructure support Services, retail, healthcare, utilities, etc.

Learning Outcome/s:

- To enable the students to take advantage of the opportunities increased in IT-enabled services in various.

The students may choose any of the following topics or any other practices and study with reference to any company:

1. E-Governance
2. E-distribution
3. Support Centres
   - Customer Support
   - Help Desks
4. Technical Support Services
   - S/W maintenance
   - Network and Internet services
5. Database outsourcing and processing supports
6. Health Care Services -Telemedicine
7. Multimedia & Design Services
8. E-publishing & Web Promotion
9. GPS mapping for Transport Tracking
10. Call Centres
11. Services
    - Online Educational services
    - Website Services
12. Data Digitization
13. Back Office Operations: Data entry - Data conversion including Finance, Accounting, HR Services, and Market research.
14. Network consultancy and management
15. CRM

Report: A report of the IT-enabled services must be prepared with the help of the information available in the open source (example websites, news papers, business magazines). Formal or informal interaction with the managers of the organization may also be attempted to have better clarity.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code	**: R20MBA56**
Course Title	**: PROJECT WORK & VIVA-VOCE**
Course (Year/Semester)	**: MBA II Year II Semester**
Course Type	**: Core**
Course Credits	**12**

The Final Project Is Divided in to Stage-I, Stage-II and Main Project Report and Viva.

Course Aim/s:

- Aim of multi stage evaluation is to enable students do original work on their own so that they can get the benefit in terms of gaining practical knowledge and possible employment.

Learning Outcomes:

- After following the three stages mentioned below for doing project work students should be able to:
  1. Develop research design for their topic of research.
  2. Understand the data requirements and collect data relevant for their research.
  3. Analyse data and interpret results.

Stage-I: RESEARCH METHODOLOGY (Chapter I of the Main Report)
Students should be advised to do final MBA projects on topics close to the job they prefer to do after MBA. The faculty should guide them and focus on the methodology of doing a project so that the students can understand how to study the problems they come across while working. The following is the suggested check list for doing STAGE I of the project.

Topic:
……
Chapter I
Brief Introduction:
Review of literature:
Research Gaps:
Research Questions:
Objectives of the study:
Hypotheses:
Scope of the study:
Period of the study:
Sample:
Data Collection:
Primary Data:
Secondary Data:

Stage-II: STATISTICAL ANALYSIS (Chapter II of the main report)
Approach: Students should collect data for the main project from CMIE Prowess DATABASE or any other source or from the field. Students are expected to use relevant statistical tools using Excel, SPSS, MINI TAB, or R and make a Seminar Presentation. This will the CHAPTER II : Data Analysis of the main report.

Stage III: MAIN PROJECT REPORT AND VIVA (Chapter III of the Main Report).
In addition to the above two stages the students should write the third chapter on Data Interpretation, Conclusion & Suggestions and submit the final report by including the following.

REFERENCES:
Appendix I: Questionnaire (if any).
Appendix II: Definition of concepts, models, formulas used in the report.

NOTE: FACULTY SHOULD ADVISE STUDENTS TO GIVE ONLY REFERNCES TO THE WEBSITES AND JOURNALS AND NOT TO DIRECTLY DOWNLOAD IN THE PROJECT REPORT. MAXIMUM 30% CAN BE DOWNLOADED AND REST SHOULD BE ORIGINAL.

After the submission of the report by consolidating the work done in stage 1, 2 and 3, an external viva will be held by the University to give the grade as per the University guidelines.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA57
Course Title : INTERNSHIP
Course (Year/Semester) : MBA II Year II Semester
Course Type : Core
Course Credits 6

Course Aim/s:

- To ensure that students are constantly evolving and prepared for the fast-paced Technology driven competitive world by working in any organization.
- Students should learn conceptual learning in real time business problems and also to develop personal leadership traits, team work, an insight into a Cross Cultural Environment and understanding organizational dynamics to be on par with industry requirements.

Learning Outcome/s:

- Students will be transformed into business leaders with a industry ready skill set.
- Students will be able to understand
  a) Management Functions and Organizational Structure
  b) Organizational Dynamics in Terms of Organizational Behaviour, Culture, Climate
  c) Functional Domain Knowledge
  d) Processes and Systems
  e) External and Internal Environment Impact on the Organization.

Approach to Internship:

- Students should take covering letter/s from the college, addressed to the organization/professional institutions during the beginning of the fourth semester coursework.
- The students in consultation with supervisor / mentor and head of the department should choose any area / topic of Business Management as per the Syllabus prescribed by the college.
- The students can approach any business organizations / corporate of both public and private sectors, Government departments, Research organizations etc. for the internship.
- The students should do the internship minimum for a period of 45 days.
- Internship Report has to be submitted to the department after approval by the concerned supervisor/mentor and the Head of the department for the Power Point (PPT) presentation for evaluation along with Semester end examinations.
- Internship Report is evaluated for 100 marks. The report has to be evaluated by the Head, Supervisor/ mentor and the senior faculty of the department.

Electives

- Finance
- Business Analytics
- Marketing
- HR
- Systems

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA23
Course Title : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Course (Year/Semester) : MBA II Year I Semester
Course Type : Finance Elective-I
Course Credits 3

Course Aim/s:

- To students are able to know the investment alternatives, process and portfolio management

Learning Outcome/s:

- The objective of this course is to provide the conceptual and Practical understanding of Stock markets Equity & Bond Valuation, Cash market and also Mutual funds.

Unit-I: Investment Environment in India and Equity Valuation

Introduction: Overview of Indian Financial System - Securities Trading in Stock Markets - Investment Alternatives - The Investment Management Process.

Equity Analysis & Valuation: Balance Sheet Analysis - Equity Valuation Models - Intrinsic Value & Market Price - The P/E Ratio & Earnings Multiplier Approach.

Unit-II: Security Analysis

Security Analysis: Fundamental Analysis - Technical Analysis - EMH (Efficient Market Hypothesis).

Data Sources and Contemporary Issues: Fundamental Data Sources - Technical Data Sources.

Unit-III: Portfolio Analysis

Models and Theories: The Returns and Risks from Investing - Markowitz Portfolio Theory - Mean-Variance Approach - Portfolio Selection - Efficient Portfolios - The Single Index Model - Capital Asset Pricing Model - Arbitrage Pricing Theory.

Unit-IV: Bond Analysis & Valuation & Management

Bond Analysis: Types of Bonds - Interest Rates - Term Structure of Interest Rates - Measuring Bond Yields - Yield to Maturity - Yield to Call - Holding Period Return.

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Bond Pricing Theorems: Bond Duration - Active and Passive Bond Management Strategies - Bond Immunization - Bond Volatility - Bond Convexity.

Unit-V: Mutual Funds

Mutual Funds: Types of Mutual Funds Schemes - Structure - NAV (Net Asset Value) - Risk and Return.

Performance Evaluation Models: Sharpe Model - Treynor Model - Jensen Model - Fama's Decomposition.

Trends in Indian Mutual Funds.

REFERENCES:

- William. F. Sharpe, Gordon J Alexander & J V Bailey: Fundamentals of Investments, PHI.
- Donald E Fischer, Ronald J Jordan: Security Analysis and Portfolio Management, Pearson.
- Prasanna Chandra, Investment analysis and Portfolio Management, TMH.
- Punithavathi Pandian: Security Analysis and Portfolio Management, Vikas.
- M. Ranganatham, R. Madhumathi, Security Analysis and Portfolio Management, Pearson.
- Kevin, SAPM, PHI.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA24
Course Title : FINANCIAL INSTITUTIONS, MARKETS & SERVICES
Course (Year/Semester) : MBA II Year I Semester
Course Type : Finance Elective-II
Course Credits 3

Course Aim/s:

- The objective of the course is to provide to students an understanding of Financial Markets, the major institutions involved and the services offered within this framework.

Learning Outcome/s:

- The students will get enormous knowledge on Financial Institutions, Securities Markets, and Financial Services.

Unit-I: Introduction

Financial System: The Structure of Financial System - Role of Financial System in Economic Development.

Financial Markets/Instruments/Services: Introduction - List of Financial Markets - Financial Instruments - Financial Services - Financial Sector reforms after 1991.

Regulatory and Promotional Institutions: Function and Role of RBI - The Role and Functions of SEBI.

Performance of Non-statutory Financial Organization: IFCI - IRBI - NABARD - SIDBI and SFCs.

Unit-II: Non-Banking Financial Institutions

Mutual Funds: Growth of Indian Mutual funds and their Regulation - Role of AMFI.

Insurance Sector: Role of IRDA - Challenges Faced by Insurance Sector.

Pension: PFRDA (Pension Fund Regulatory and Development Authority) - Structure and Functions - National Pension System - Understanding and benefits.

Unit-III: Financial and Securities Markets

Financial Markets: Structure and Functions of Call Money Market.

Government Securities Market: T-bills Market - Commercial Bills Market - Commercial Paper and Certificate of Deposits.

Securities Market: Organization and Structure - Listing - Trading and Settlement - SEBI and Regulation of Primary and Secondary Markets - Primary Market Operations - Methods of Raising Funds in Primary Market - Public Issue, Offer for Sale, Right Issue, Private Placement, Methods of determining Prices of New Shares viz. - Fixed Offer Method and Book Building Method - New Instruments in Capital Market.

Unit-IV: Asset/Fund Based Financial Services

Financial Services: Lease Finance - Consumer Credit - Hire Purchase Finance.

Factoring: Definition - Functions - Advantages - Evaluation - Forfeiting.

Financing: Bills Discounting - Housing Finance - Venture Capital Financing.

Fee-based Advisory Services: Stock Broking - Credit Rating.

Unit-V: Merchant Banking

Merchant Finance: Types - Responsibilities of Merchant Bankers - Role of Merchant Bankers in Issue Management - Loan Syndication - De-materialization of Services - need and operations - other types of funding - Crowd Funding - Asset Backed Finance - Depository Services - Role of NSDL and CSDL.

REFERENCES:

- L. M. Bhole, Financial Institutions and Markets, TMH.
- M. Y. Khan, Financial Services, TMH.
- Vasant Desai: Financial Markets and Financial Services, Himalaya.
- Justin Paul and Padmalatha Suresh: Management of Banking and Financial Services, Pearson.
- Gomez, Financial Markets, Institutions and Financial Services, PHI.
- R M Srivatsava: Dynamics of Financial Markets and Institutions in India, Excel.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA25
Course Title : STRATEGIC INVESTMENT AND FINANCING DECISIONS
Course (Year/Semester) : MBA II Year I Semester
Course Type : Finance Elective-III
Course Credits 3

Course Aim/s:

- To explain the role and nature of investment and financial strategies and its Relationship to maximization of wealth/shareholders value.
- To discuss the impact of general and specific inflation on financial and investment strategy decisions.
- To evaluate the motives for financial implications of M&A and lease financing.

Learning Outcome/s:

- To develop an understanding of the role of financial strategy, in the investing, financing and resource allocation decisions within an organization.
- To develop an understanding of the various strategies those are in use to trade off risk and return

Unit-I: Investment Decisions under conditions of Risk and Uncertainty

Concepts of Risk and Uncertainty: Risk Analysis in Investment Decisions - Risk Adjusted Rate of Return - Certainty Equivalents - Probability Distribution of Cash Flows - Decision Trees - Sensitivity Analysis and Monte Carlo Approach to Simulation.

Investment Decisions under Capital Constraints: Capital Rationing vs. Portfolio - Portfolio Risk and Diversified Projects.

Unit-II: Types of Investments and Disinvestments

Abandonment: Project Abandonment Decisions.

Evidence of IRR: Multiple IRR - Modified IRR - Pure Simple and Mixed Investments - Lorie Savage Paradox.

NPV: Adjusted NPV and Impact of Inflation on Capital Budgeting Decisions.

Unit-III: Critical Analysis of Appraisal Techniques

Discounted Pay Back: Post Pay Back - Surplus Life and Surplus Pay Back - Bail-out Pay Back.

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Return on Investment: Equivalent Annual Cost - Terminal Value - Single Period Constraints - Multi-period Capital Constraint and an Unresolved Problem.

NPV Mean Variance Analysis: Hertz Simulation and Hillier Approaches.

Unit-IV: Strategic Analysis of selected Investment Decisions

Lease Financing: Leasing vs. Operating Risk - Borrowing vs. Procuring - Hire purchase and Instalments decisions - Lease Risk Management - Leasing as a Financing Decision.

Unit-V: Financing Decisions

Mergers and Acquisitions: Basic Issues - Strategy - Diversification and Mergers and Acquisitions - Types of Mergers - Cost of Mergers - Government Guidelines for Takeover - Problems on Mergers & Acquisitions - Defensive Strategies for Takeovers and Cases.

REFERENCES:

- Ravi M Kishore, Strategic Financial Management, Taxman.
- Nikiforos T. Laopodis, Understanding Investments-Theories and Strategies, Routledge.
- I. M. Pandey: Financial Management, Vikas.
- Brigham & Ehrhardt, Financial Management, Text and Cases, Cengage.
- G. V. Satya Sekhar, Strategic Financial Management, Himalaya Publishing House.
- MY Khan and PK Jain: Financial Management: Text, Problems & Cases, TMH.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA26
Course Title : TAX PLANNING AND MANAGEMENT
Course (Year/Semester) : MBA II Year I Semester
Course Type : Finance Elective-IV
Course Credits 3

Course Aim/s:

- To identify the Tax Planning and Assessment Procedures for Individuals, Firms and Companies.
- To expose the students to the latest provisions of Income Tax Act and GST.
- To acquaint the students with theoretical and practical knowledge of tax planning and management techniques.

Learning Outcome/s:

- After completing this course, the scope of tax planning concerning various business and managerial and strategic activities can be explored
- Understand and critically evaluate their Tax and Tax planning
- Have knowledge about various Tax Dates, Rates and Forms
- Measure Corporate Tax and Taxation in case of business restructuring
- Understand how GST can be calculated & managed.

Unit-I: Introduction

Income-Tax Law: An introduction - Important definitions in the Income-tax Act, 1961 - Concept of previous year and assessment year - Basis of Charge and Rates of Tax - Residential Status and Incidence of Tax - Income Tax Important Dates and Forms. Individual Income Exempted from Tax.

Unit-II: Heads of Income

Heads of Income: Salaries - Income from House Property - Profits & Gains from Business or Profession - Capital Gains - Income from Other sources - Clubbing of Incomes.

Calculation of Tax: Calculation of Taxable Income - Tax Calculation including Surcharge and Marginal relief - Deduction - Rebate, Relief - Set-off & Carry Forward of Losses - Principles - Meaning - Inter-sources & Inter-head Set-off.

Unit-III: Corporate Tax

Assessment of Companies: Computation of taxable income - Carry-forward and set-off of losses for companies - Minimum Alternative Tax (MAT) - Dividend Distribution Tax (DDT) - Set-off and Carry-forward of Amalgamation Losses - Tax Planning for Amalgamation -

Merger and Demerger of Companies - Tax Provisions for Venture Capital Funds - Other special provisions relating to companies

Unit-IV: Planning & Management

Tax Planning and Management: Nature and Scope of Tax Planning and Management in the Corporate Sector - Tax Avoidance - Tax Planning - Tax Evasion - Justification of Corporate Tax Planning and Management - Provisions relating to collection and recovery of tax- Refund of tax - Offences - penalties and Prosecutions - Appeals and Revisions - Advance Tax - TDS - Advance Rulings - Avoidance of Double Taxation Agreements.

Tax Planning and Management Decisions: Tax Planning with reference to Financing and Investment Decisions - Make or Buy - Own or Lease - Repair or Replace.

Unit-V: Introduction to GST

GST Concepts: GST as the preferred Tax Structure - Model of GST - Need for Tax Reforms - GST Principles - Single GST - Dual GST - Transactions covered under GST - Impact of GST.

Registration and Filing: Rates of Tax - Rates in Foreign Countries - In India - Assessment and Administration of GST.

REFERENCES:

- Dr. Vinod K. Singhania & Dr. Monica Singhania Students Guide to Income Tax (Taxmann Publication, Latest Edition according to assessment year)
- Dr. B. K. Agarwal & Dr. Rajeev Agarwal Tax Planning and Management (Nirupam Publication, Latest Edition according to assessment year)
- Paolo M. Panteghini Corporate Taxation in a Dynamic World (Springer, Latest Edition)
- A. Srinivas Corporate Tax Planning (Tata McGraw Hill, Latest Edition)
- Lal B. B., 2017. *Direct Taxes*, Pearson Education.
- Datey V.S. - Indirect Taxes - Law & Practice (Taxman, Latest Edition)

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
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Course Code : R20MBA27
Course Title : BANKING AND INSURANCE MANAGEMENT
Course (Year/Semester) : MBA II Year I Semester
Course Type : Finance Elective-V
Course Credits 3

Course Aim/s:

- To acquaint the students with various services provided by Banking and Insurance sectors to the business
- To provide good understanding on the role of management in Banking and Insurance sectors.

Learning Outcome/s:

- Students will understand various services rendered by banking and insurance sector and significance of risk management techniques in banking and insurance industry.

Unit-I: Introduction to Banking

Banking Industry: Structure of Banking Industry - Public and Private Sectors Banks in India - Concept of Retail Banking - Corporate Banking and Universal Banking - Core Banking -Banking Sector Reforms - Techniques of Credit Control.

Innovation in Banking: E-Banking - Delivery Channels - ATM - EFTPOS - Phone Banking - Internet Banking - SMS Banking - Mobile Banking - Credit/Debit Cards - Smart Cards - UPI - Bancassurance.

Unit-II: Commercial Banking Operations

Banking Operations: Payment and Settlement System - New Age Clearing - New Age Payment - RTGS - NEFT - SWIFT - NTGS - KYC Norms and Anti - Money Laundering - FEMA.

Asset Liability Management (ALM): Concept - Organization and Techniques - Provision for NPA’s - NPA's in Commercial Banks - Causes and Suggestions - Prudential Norms.

Unit-III: Management of Banking Organization

Credit Risk Management: Introduction - Capital Adequacy Norms - Standardized and Advanced Approaches for Credit Risk - Credit Rating/Credit Scoring - Rating System Design.

Loan Management: Contents of Loan Policy - Evaluating Credit Applicant Market Risk - Liquidity Risk - Interest Rate Risk - FOREX Risk.

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Customer Relationship Management: Relation Management - Grievance Redressal - Banking Ombudsmen.

Unit-IV: Introduction to Insurance

Introduction: Concept - Nature - Scope and Significance - Investment Patterns - Types of Policies.

Life insurance: Premium Calculations - Annuities - Measurement of Risk and Morality Table.

General Insurance: Fire Insurance - Conditions of Fire Insurance - Subrogation and Reinsurance - Accident and Motor Insurance - Types of Motor Insurance - Factors to be considered for Premium Fixing - Concept of Health Insurance - Group Insurance - Home Insurance - Catastrophe Insurance

Unit-V: Management of Insurance Companies

Underwriting: Functions **-** Principles - Underwriting in Life Insurance - Underwriting in Non-Life Insurance.

Claims Management: Claim Settlement in General Insurance - Accident Benefit - Disability Benefit - Permanent Disability Benefit - Claim Settlement in Life Insurance - Maturity Claims and Death Claims.

REFERENCES:

- Jyotsna Sethi and Nishwan Bhatia, Elements of Banking and Insurance, PHI Learning Ltd.
- Sunil Kumar, Essentials of Banking and Insurance, JSR Publishing House
- N.R. Mohan Prakash, Banking, Risk and Insurance Management, Vikas Publishing
- M.N. Mishra & S.B. Mishra, Insurance: Principles and Practice, S. Chand & Co
- Vasanth Desai, Banking Theory and Practice, Himalaya Publishing House (HPH),
- Muralidharan, Modern Banking Theory and Practice, PHI

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA28
Course Title : FINANCIAL DERIVATIVES
Course (Year/Semester) : MBA II Year I Semester
Course Type : Finance Elective-VI
Course Credits 3

Course Aim/s:

- To make students efficient in the area of Derivatives, giving them the knowledge of basics in Derivatives, Future Markets, Option Strategies, etc.

Learning Outcome/s:

- The students will understand the basic difference between stock market and derivatives market.
- To understand the various types of derivatives and their calculation procedures.

Unit-I: Introduction to Derivatives

Introduction: Development and Growth of Derivative Markets - Types of Derivatives Fundamental Linkages between Spot & Derivative Markets - The Role of Derivatives Market - Uses & Misuses of Derivatives.

Commodity Exchanges: Role - Functions - Trading - National and Regional Exchanges.

Unit-II: Future and Forward Market

Structure of Forward and Future Markets: Mechanics of Future Markets - Hedging Strategies Using Futures - Determination of Forward and Future Prices.

Types of Futures: Interest rate Futures - Currency Futures and Forwards.

Unit-III: Options

Options Market: Distinguish between Options and Futures - Structure of Options Market - Principles of Option Pricing.

Option Pricing Models: The Binomial Model - The Black-Scholes Merton Model.

Unit-IV: Option Strategies

Strategies: Basic Strategies - Advanced Strategies - Trading with Options - Hedging with Options - Currency Options.

(Contd…)

Unit-V: Swaps

SWAP: Concept - Nature - Features - Evolution of Swap Market.

Major Types of Swaps: Interest Rate Swaps - Currency Swaps - Commodity Swaps - Equity Index Swaps - Credit Risk in Swaps - Credit Swaps.

Managing Risk: Using Swaps to Manage Risk - Pricing and Valuing Swaps.

REFERENCES:

- John C Hull: Options, Futures and other derivatives, Pearson.
- M. Ranganatham & R. Madhumathi : Derivatives and Risk Management, Pearson
- S. L. Gupta: Financial Derivatives, PHI.
- Dubofsky, Miller: Derivatives Valuations and Risk Management, Oxford.
- Don M. Chance, Robert Brooks: Derivatives and Risk Management Basic, Cengage.
- Sundaram Das, Derivatives – Principles and Practice, McGraw Hill.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA29
Course Title : BUSINESS ANALYTICS BASICS
Course (Year/Semester) : MBA II Year I Semester
Course Type : Business Analytics Elective-I
Course Credits 3

Course Aim/s:

- To help students in understanding how the managers use business analytics for managerial decision making.

Learning Outcome/s:

- The students will be familiar with the practices of analyzing and reporting the business data useful for the insights of business growth and development.

Unit-I: Understanding Business Analytics

Introduction: Meaning of Analytics - Evolution of Analytics - Need of Analytics - Business Analysis vs. Business Analytics - Categorization of Analytical Models - Data Scientist vs. Data Engineer vs. Business Analyst - Business Analytics in Practice - Types of Data - Role of Business Analyst.

Unit-II: Dealing with Data and Data Science

Data: Data Collection - Data Management - Big Data Management - Organization/Sources of Data - Importance of Data Quality - Dealing with Missing or Incomplete Data - Data Visualization - Data Classification.

Data Science Project Life Cycle: Business Requirement - Data Acquisition - Data Preparation - Hypothesis and Modeling - Evaluation and Interpretation - Deployment - Operations - Optimization - Applications for Data Science

Unit-III: Data Mining and Machine Learning

Data Mining: The Origins of Data Mining - Data Mining Tasks - OLAP and Multidimensional Data Analysis - Basic Concept of Association Analysis and Cluster Analysis.

Machine Learning: History and Evolution - AI Evolution - Statistics vs. Data Mining vs. Data Analytics vs. Data Science - Supervised Learning - Unsupervised Learning - Reinforcement Learning - Frameworks for Building Machine Learning Systems.

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Unit-IV: Applications of Business Analytics

Overview of Business Analytics Applications: Financial Analytics - Marketing Analytics - HR Analytics - Supply Chain Analytics - Retail Industry - Sales Analytics - Web & Social Media Analytics - Healthcare Analytics - Energy Analytics - Transportation Analytics - Lending Analytics - Sports Analytics - Future of Business Analytics.

Unit-V: Ethical, Legal and Organizational Issues

Issues & Challenges: Business Analytics Implementation Challenges - Privacy and Anonymizaiton - Hacking and Insider Threats - Making Customer Comfortable.

REFERENCES:

- James R Evans, Business Analytics, Global Edition, Pearson Education
- U Dinesh Kumar, Business Analytics, Wiley India Pvt. Ltd., New Delhi
- Ger Koole, An Introduction to Business Analytics, Lulu.com, 2019
- J.D. Camm, J.J. Cochran, M. J. Fry, J.W. Ohlmann, D.R. Anderson, D.J. Sweeney, T. A. Williams - *Essentials of Business Analytics*, 2e; Cengage Learning.
- Vipin Kumar, Introduction to Data Mining, Pang-Ning Tan, Michael Steinbach, Pearson Education India
- Bhimasankaram Pochiraju, Sridhar Seshadri, Essentials of Business Analytics: An Introduction to the Methodology and its Application, Springer

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA30
Course Title : DATA VISUALIZATION & BIG DATA ANALYTICS
Course (Year/Semester) : MBA II Year I Semester
Course Type : Business Analytics Elective-II
Course Credits 3

Course Aim/s:

- To know the concept and benefits of visualization.
- To equip with the usage of different visual encoding.
- To acquaint the students with the concepts of big data.
- To provide hands on experience in working with Hadoop.

Learning Outcome/s:

- To Design data visuals with different visual encodings.
- To customize the presentation with different elements.
- To understand the concept of big data and the process of big data analytics.
- To apply different packages under Hadoop for Big Data Analytics.

Unit-I: Introduction to Visualization

Concept: Importance of Data Visualization - Choosing Appropriate Visual Encodings - Ordering of Items - Number of Distinct Values - Structure of Visualization

Positioning: Placement and Proximity - Graphs and Layouts - Colors - Size - Text and Typography - Shape - Lines.

Unit-II: Multivariate Charts & Maps and User Defined Fields

Multivariate Charts and Maps: Facets - Area Charts - Bullet Graphs - Dual Axes Charts - Gnatt Charts - Heat Maps - Setting Geographical Roles - Placing Marks on Map - Overlaying Demographic Data - Choropleth Maps - Polygon Shapes - Customizing Maps.

User Defined Fields: Using Predefined Fields - Calculating Percentages - Applying if-then Logic - Applying Logical Functions - Showing Totals and Percentages - Discretizing Data - Manipulating Text - Aggregate Data.

Unit-III: Customization

Customization: Adding Title and Caption - Font Size and Colors - Adding Various Marks - Adding Reference Lines - Using Presentation Mode - Adding Annotation - Adding Drop-down Selectors - Search Box Selectors - Slider Selectors - Creating Dashboards - Creating Animated Visualizations.

Unit-IV: Big Data with Hadoop

Introduction to Big Data: Concept - Features of Big Data - Big Data Challenges - Hadoop and its features - Hadoop Ecosystem - Hadoop Components - Hadoop Architecture - Hadoop Cluster

Hadoop Storage: Hadoop Distributed File System (HDFS)

Unit-V: Hadoop Mapreduce & Eco-System

Hadoop Mapreduce: Concept - YARN Components - YARN Architecture - YARN Mapreduce Application Execution Flow - YARN Workflow - Anatomy of Mapreduce Program - Distributed Cache - MRunit, Reduce Join - Custom Input Format - Sequence Input Format

Eco-System and their Components: Apache PIG - Apache HIVE - Apache HBase - Apache Sqoop

REFERENCES:

- Iliinsky, N. & Steele, J, Designing Data Visualizations, Mumbai: O"Reilly / Shroff Publishers.
- James D. Miller, Big Data Visualization, Packt Publishing Ltd.
- Arshdeep Bahga, Vijay Madisetti, "Big Data Science & Analytics: A HandsOn Approach", VPT
- Nandeshwar, A, Tableau Data Visualization Cookbook, Mumbai: PACKT / Shroff Publishers.
- Minelli, M, Big Data, Big Analytics, New Delhi: Wiley India.
- Jain, V.K, Big Data and Hadoop, New Delhi: Khanna Publishers

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA31
Course Title : DATA ANALYSIS AND ANALYTICS USING SPREADSHEETS
Course (Year/Semester) : MBA II Year I Semester
Course Type : Business Analytics Elective-III
Course Credits 3

Course Aim/s:

- To enable the students to know about the information needs of Management.
- To know the concepts of Data Analysis Methods.
- To know the concepts of Excel Tools.
- To provide hands-on training of Statistical Data Analysis through MS-EXCEL.

Learning Outcome/s:

- Able to prepare a spreadsheet file and enter data into the sheet.
- To use formatting and editing capabilities on the requisite data.
- To gain hands-on experience in manipulating data and begin to understand the important role of spreadsheets.
- To attain proficiency on basic visualizing, analysing, organising and sharing techniques.

Unit-I: Worksheets and Spreadsheets Basics

Ms-Excel Introduction: Uses of Excel - Spreadsheet Window Pane - Title Bar, Menu Bar, Standard Toolbar, Formatting Toolbar, The Ribbon, File Tab and Backstage View, Formula Bar - Workbook Window - Status Bar, Task Pane, Workbook & Sheets.

Working with MS Excel Workbook: Tabs and Ribbons - Entering Data - Formatting Numbers & Dates - Worksheet Management - Sorting, Filters, Conditional Formatting.

Managing Worksheets: Introduction - Naming and Moving Worksheets - Copying Worksheets - Adding, Deleting and Hiding Worksheets - Grouping Worksheets - Moving, Copying, Deleting and Hiding Grouped Worksheets, Splitting the Screen, Freezing Panes, Copying and Pasting Data between Spreadsheets, Hide & Unhide.

Unit-II: Data Tables & Charts

Tables: Insert a Table and Style Options - Add Rows and Columns - Perform a Function in a Table - Summarize with Pivot Table.

Charts: Types - Instant Chart - Update Chart - Column Chart - Picture Fill - Line Chart - Scatter Chart - Chart Styles - Chart Layouts - Add Labels, Axis Options, Chart Title, Legends, Data Labels.

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Data Tools: Data Validation - Drop-Down Lists - Removing Duplicates - Text to Columns - Goal Seek - Scenario Manager

Unit-III: Excel Formulas & Functions

Referencing Formulas: Multiple Sheet References - Consolidating Data - With or Without Links - Trace the Precedents and Dependents - Using of Watch Window.

Excel Range and Formulas: Range - Naming range - Building Basic Formulas - Creating Advanced Formulas - Using Range Names in Formulas - Troubleshooting Formulas.

Working with Excel Functions: Text Functions - Logical and Information Functions - LOOKUP Functions: VLOOKUP, VLOOKUP Exact Match, HLOOKUP, HLOOKUP Exact Match - Date and Time Functions - Math and Statistical Functions - Database Functions.

Conditional Logic: IF Statement - Nested IF - AND - OR - NOT - IFERROR - SUMIF - AVERAGEIF - COUNTIF & COUNTIFS - SUMIF – AVERAGEIFS.

Unit-IV: Pivot Tables & Macros

Pivot Tables: Creating Pivot Tables - Choosing Fields - PivotTable Layout - Filtering Pivot Tables - Modifying Pivot Table Data - Pivot Charts.

Macros: Macro Security - Recording a Macro - Assign a Macro to a Button or Shape - Run a Macro upon Opening a Workbook - Inspect and Modify a Macro.

Unit-V: Data Optimization and Protection

Working with Solver: Optimization with Solver - Optimal Product Mix - Schedule Workforce - Solve Transportation Problems.

Protecting Data: Workbook Passwords - Protecting Workbooks - Unlocking Cells.

Custom Forms: Creating User Form Object - Working with Active X Controls, Working with Excel Standard Controls - Working with Menus.

REFERENCES:

- Jordan Goldmeier, Advanced Excel Essentials, Apress, New York
- Stewart, K, Microsoft Excel: A Professional Approach, New Delhi: Tata McGraw Hill.
- Mcfedries, P, Excel 2013 Formulas and Functions, New Delhi: Pearson Education.
- Winston, W, Microsoft Excel 2013 Data Analysis and Business Modeling, New Delhi: Prentice Hall of India.
- Jelen. B, & Alexendar, M, Excel 2013 - PivotTable Data Crunching, New Delhi: Pearson Education.
- Roman, S, Writing Excel Macros with VBA, Mumbai: O"Reilly - Shroff Publishers & Distributors Pvt. Ltd.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA32
Course Title : PREDICTIVE ANALYTICS
Course (Year/Semester) : MBA II Year I Semester
Course Type : Business Analytics Elective-IV
Course Credits 3

Course Aim/s:

- To know various predictive data analysis models.
- To understand how to use predictive analytics tools to analyze real-life business problems.
- To provide distinctive knowledge on implementation of simple linear and logistic regression models.
- To understand the basic statistical techniques required for forecasting.

Learning Outcome/s:

- To assess the suitability of Predictive Models foe effective business decisions.
- To enable valid and reliable ways to collect, analyze, and visualize data; and utilize data in decision making.
- To enhance skills on Linear and Logistic Regression.
- To apply statistical techniques constructively to make effective business decisions

Unit-I: Simple & Multiple Regression Analysis

Predictive Analytics: Introduction - Applications in Predictive Analytics - Concept of Association.

Simple Regression Analysis: Concept Fundamentals of Regression Analysis - Requirements in Regression Model Building - Model Diagnostics - Interpretation of Regression results for Management Decision.

Multiple Regression Analysis: Concept - Significance of Multiple Regression Analysis - Structure of Model Estimation - Testing Rule of Multiple Regression Analysis - Concepts to Establish the Relatability of Estimated Models.

Unit-II: Non-linear Regression and Regression Modeling

Non-Linear Regression Analysis: Concept - Types of Non-linear Regression Models - Model Transformation - Difference between Linear and Non-linear Regression Models.

Diagnostics of Regression Modeling: Model Diagnostics - Multicollinearity - Autocorrelation – Heteroscedasticity.

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Unit-III: Dummy Modelling and Panel Data Model

Dummy Modelling: Concept - Dummy Independent Modelling - Linear Probability Model - Logit Model - Probit Model.

Panel Data Model: Concept - Panel Data Models - Fixed Effects Model - Random Effects Model - Forms of Panel Data Models - Applications to use Panel Data Models

Unit-IV: Forecasting and Machine Learning

Time Series Forecasting: Concept - Forecasting Techniques - Measures of Forecast Error - Trend Analysis - Time Series Models - Auto Regressive Model - Applications of Time Series Models.

Machine Learning: Concept - Predictive Analysis under Machine Learning - Model of Artificial Neural Networks (ANN) - Model of Random Forest - Model of Support Vector Machine - Assumptions under Machine Learning.

Unit-V: Data Mining and Simulation

Data Mining: Concept - Data Interpretation - Data Reduction - Classification and Clustering Techniques - Association Rule Mining - Cause and Effect Model.

Simulation: Concept - Monte Carlo Simulation - Discriminant Event Simulation - Application Using Simulation.

REFERENCES:

- James R Evans, Business Analytics, Global Edition, Pearson Education
- U Dinesh Kumar, Business Analytics, Wiley India Pvt. Ltd., New Delhi
- Thomas W. Miller, Modeling Techniques in Predictive Analytics with Python and R - A Guide to Data Science, Pearson Education
- Daniel T. Larose and Chantal D. Larose, Data Mining and Predictive Analytics, John Wiley & Sons Inc., New Jersey.
- Barry Keating, J. Holton Wilson, Shovan Chowdhury and John Galt Solutions Inc., Forecasting and Predictive Analytics with ForecastX, McGraw Hill
- Purba Halady Rao, Business Analytics: An Application Focus, PHI Learning, New Delhi

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA33
Course Title : DATA ANALYSIS USING R AND TABLEAU
Course (Year/Semester) : MBA II Year I Semester
Course Type : Business Analytics Elective-V
Course Credits 3

Course Aim/s:

- To understand the programming concepts of R.
- To provide hands on experience in working with R.
- Provide hands on working with Tableau data tool.

Learning Outcome/s:

- To Write basic programs in R language
- To select the right functions of R for the given analytics task.
- To Create different types of charts and maps in Tableau.

Unit-I: Introduction to the R language

R Studio: Introduction - Obtaining and Managing R - R Data Types and Objects, Classes, Creating and Accessing Objects - Data Structures in R - R Programming Fundamentals - Arithmetic and Matrix Operations - Advantages and Disadvantages of using R.

Unit-II: Working with R

Working with R: Reading and Writing Data - R Libraries - Functions and R Programming – The If Statement.

Looping: for, repeat, while - Writing Functions - Function Arguments and Options - Basic R Commands.

Graphics: Basic Plotting - Manipulating the Plotting Window - Advanced Plotting using Lattice Library - Saving Plots.

Unit-III: Standard Statistical Models in R

Models in R: Standard Statistical Models in R - Model Formulae and Model Options - Output and Extraction from Fitted Models - Models Considered: Linear Regression: lm() , Logistic regression: glm() , Linear mixed models: lme()

Statistics with R: Summarizing Data - Calculating Relative Frequencies - Tabulating Factors and Creating Contingency Tables - Testing Categorical Variables for Independence - Calculating Quantiles of a Dataset - Converting Data into z-scores - t-test - testing Sample

Proportions - Testing Normality - Comparing Means of Two Samples - Testing Correlation for Significance

Unit-IV: Introduction to Tableau

Tableau: Introduction - Terminology - Tableau User Interface - Basic Tableau Design Flow - Basic Visualization Design - Show Me! Choosing Mark Types Color - Size, and Shape Options - Shaped Axis Charts - Combination Charts - Measure Names - Measure Values - Data Connection - Connecting to Various Data Sources - Customizing Your View of the Datasets.

Unit-V: Groups & Hierarchies in Datasets

Groups & Hierarchies: Groups - Hierarchies - Extracting Data - Data Blending - Charts - Bar Chart, Line Chart - Area Chart - Text Table/Cross Tab - Scatter Plot/Bubble Chart - Bullet Chart - Box Plot - Tree Map - Pie Chart - World Cloud - Tableau Maps - Geocoded Fields - Dashboard Actions - Distributing and Sharing Your Dashboards - Exporting Worksheets and Dashboards Publishing to Tableau Server - Creating Tableau Server User Filters.

REFERENCES:

- Raghav Bali, Dipanjan Sarkar and Tushar Sharma, Learning Social Media Analytics with R, Packt Publishing Ltd.
- Nina Zumel and John Mount, Practical Data Science with R, Manning Publications Company.
- Majid Nabavi, David L.Olson, Introduction to Business Analytics, Business Expert Press.
- Umesh R Hodeghatta and Umesha Nayak, Business Analytics Using R - A Practical Approach-
- Apress.
- Joshua N. Milligan, “Learning Tableau”, Packt Publishing, UK
- Ben Jones, “Communicating Data with Tableau: Designing, Developing, and Delivering Data Visualizations”, Shroff/O'Reilly

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA34
Course Title : DATA MANAGEMENT AND BUSINESS INTELLIGENCE
Course (Year/Semester) : MBA II Year I Semester
Course Type : Business Analytics Elective-VI
Course Credits 3

Course Aim/s:

- To provide the basic knowledge of data warehousing and data mining its practical applications under professional criteria for managing, selecting, and appraising data.

Learning Outcome/s:

- The students will use and assess data collections, repositories, and services in the context of business and industry.

Unit-I: Overview of Data Management

Introduction: Data Management at Individual and Organizational Levels

Organizational Memory: Components and Technologies - Data Base File-Oriented Systems - Data Base Model Systems - Hierarchical Network Model Systems - Relational Database Systems

Database Systems: Hardware - Software - Data - People and Relationship of the four System Components.

Unit-II: Data Management in the Organizations

Data Management: Three-Level Data Base Architecture - Data Sharing Between Functional Units and Between Different Levels of Users and Different Locations in the Organization - The Need for Strategic Planning of Data Base - The Data Base Development Life Cycle (DDLC) - Data Base Project.

Unit-III: Knowledge of Data Warehousing

Data Warehousing: Concepts - Implementation of Data Warehousing - Administration of Data Warehouse - Recent Trends and Security Issues in Data Warehousing - Strategic Approach to Business Performance Management - Planning and Monitoring Business Performance Management - Techniques and Methodologies in Business Performance Management - Performance Scorecards and Dashboards.

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Unit-IV: Understanding Business Intelligence

Business Intelligence: Concept - Definition - and Architecture of Business Intelligence - Different Styles of Business Intelligence - The Cyclic Process of Intelligence Creation - The Value of Business intelligence - Key Performance Indicators and Performance Metrics for Business Intelligence.

Unit-V: Business Intelligence Implementation

Business Intelligence Systems: Integration of Business Intelligence and Connecting Business Intelligence Systems - Legal Issues - Privacy - Ethics in Managing Business Intelligence Systems - Social Networking and Business Intelligence.

REFERENCES:

- Richard T Watson, Data Management Data Bases and Organizations, Wiley, India.
- Berson Smith, Data Warehousing, Data Mining 7 OLAP, TMH.
- Marakas, Modern Data Warehousing, Mining, and Visualization Core Concepts, Pearson.
- Efraim Turban et al., Business Intelligence, Pearson Education.
- David Loshin, Business Intelligence, Elsevier.
- Rajiv Sabherwal, Business Intelligence, Wiley Publications.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA35
Course Title : CONSUMER BEHAVIOUR
Course (Year/Semester) : MBA II Year I Semester
Course Type : Marketing Elective-I
Course Credits 3

Course Aim/s:

- To study the consumer behaviour concept in order to develop better marketing programs and strategies.

Learning Outcome/s:

- The student will be able to evaluate the effectiveness of various consumer behaviour components such as perception, attitude, decision making, and marketing ethics.

Unit-I: Understanding Consumer Behaviour

Introduction: Defining Consumer Behaviour - Significance of Studying Consumer Behaviour - Understanding Consumer through Research Process - Consumer Behaviour in a World of Economic Instability - Rural Consumer Behaviour.

Segmentation: Consumer Segmentation - Targeting and Positioning - Segmentation & Branding - Rural Markets.

Unit-II: Environmental Influences on Consumer Behaviour

Environmental Influences: Influence of Culture - Sub-culture - Social Class - Social Group - Family and Personality - Cross-Cultural Consumer Behaviour.

Unit-III: Consumer as an Individual

Personality and Self-Concept: Consumer Motivation - Consumer Perception - Consumer Attitudes and Changing Attitudes - Consumer Learning and Information Processing.

Unit-IV: Consumer Decision Making Processes

Decision Making: Problem Recognition - Search and Evaluation - Purchasing Processes - Post Purchase Behaviour

Models: Models of Consumer Decision Making - Consumers and the Diffusion of Innovations.

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Unit-V: Consumerism and Ethics

Roots of Consumerism: Consumer Safety - Consumer Information - Consumer Responsibilities - Marketer Responses to Consumer Issues - Marketing Ethics towards Consumers.

REFERENCES

- David L. Loudon and Albert J. Della Bitta, Consumer Behaviour, TMH.
- S. Ramesh Kumar, cases in Consumer Behaviour, Pearson.
- Suja R Nair, Consumer Behaviour in Indian perspective, HPH.
- Ramneek Kapoor, N. Namdi O Madichie, Consumer Behaviour, TMH.
- Michael R. Solomon Consumer Behaviour, PHI.
- Ramanuj Majumdar, Consumer Behaviour, PHI.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA36
Course Title : INTEGRATED MARKETING COMMUNICATIONS & SALES
Course (Year/Semester) : MBA II Year I Semester
Course Type : Marketing Elective-II
Course Credits 3

Course Aim/s:

- The students are able to understand the principles and practices of marketing communications along with role of sales function used by mentors.

Learning Outcome/s:

- The student will understand the prospects of promotional mix along with maintenance of sales force, preparing and execution of sales budget.

Unit-I: Understanding Integrated Marketing Communication

Understanding Marketing Communication: Integrated Marketing Communication - Integrated Marketing Communication as an Integral part of Marketing - Understanding Consumer Behaviour - Understanding the Communication Process - Communication Mix.

Unit-II: Marketing Communication Mix

Creative Execution in Advertising: Execution on Online and Television - Getting that 'Big Idea' of Creativity - Direct Marketing - Personal Public Relations - Mobile Advertising - Word of Mouth - Village Farmers - Out of Home Media - World Wide Web Communications.

Unit-III: Regulation, Social and Ethical Aspects of Advertising and Promotion

Federal Regulation of Advertising: Regulations of Advertising and Promotion in India - Regulation of other Promotional Areas

Ethical and Social Aspects: Social and Ethical Criticisms of Advertising - Ethical Aspects of Advertising - Truth in Advertising - Advertising to Children - Advertising Controversial Products - Social Aspects of Advertising.

Unit-IV: Sales Planning and Budgeting

Forecasting: Sales Forecasting Methods

Budgeting: Sales Budgeting Process - Methods used for Deciding Sales Budget

Quotas: Types of Quotas - Quota Setting Procedure

Planning: Reasons for Establishing or Revising Sales Territories - Routing and Scheduling Sales Persons - Market Cost Analysis

Unit-V: Sales Force Management

Managing Sales Force: Recruitment and Selection of the Sales Force - Training the Sales Force - Sales Force Motivation - Sales Force Compensation - Sales Force Control and Evaluation.

REFERENCES:

- George E Belch, Michael A Belch, Keyoor Puravi, Advertising and Promotions - An Integrated Marketing Communications Perspective, TMH.
- Still, Cundiff, Govoni, Sales Management, Pearson.
- Krutishah, Alan D'Souza, Advertising and Promotions on IMC Perspective, TMH.
- Jaishri Jethwaney, Shruthi Jain, Advertising Management, Oxford.
- K. Sridhara Bhat, Sales and Distribution Management, HPH.
- Richard R Still, Edward W Cundiff, Norman A P Govoni, Sales and Distribution Management, Pearson.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA37
Course Title : LOGISTICS & SUPPLY CHAIN MANAGEMENT
Course (Year/Semester) : MBA II Year I Semester
Course Type : Marketing Elective-III
Course Credits 3

Course Aim/s:

- It provides knowledge, skill, and competence to effectively managed logistics and supply chain management of any small or large organisations.

Learning Outcome/s:

- The students enable themselves in implementing cost savings, latest techniques, and competitive advantage in the field of logistics and supply chain management.

Unit-I: Logistics and Competitive Strategy

Competitive Advantage: Gaining Competitive Advantage through Logistics - Integrated Supply Chains.

Competitive Performance: Models in Logistics Management - Logistics to Supply Chain Management - Focus Areas in Supply Chain Management - Logistics Information System.

Unit-II: Measuring Logistics Costs and Performance

Performance Measurement: Need - System - Levels and Dimensions - Internal and External Performance Measurement - Metrics - Logistics Audit - Cost - Identification - Time Frame and Formatting.

Unit-III: Logistics and Supply Chain Relationships

Benchmarking the Logistics Process and SCM Operations: Mapping the Supply Chain Processes - Supplier and Distributor Benchmarking - Setting Benchmarking Priorities.

Identifying Logistics Performance Indicators: Channel Structure - Economics of Distribution - Channel Relationships - Logistics Service Alliances

Unit-IV: Sourcing, Transporting and Pricing Products

Sourcing Decisions and Transportation in Supply Chain: Infrastructure Suppliers of Transport Services - Transportation Economics and Pricing - Documentation - Pricing and Revenue Management - Lack of Coordination and Bullwhip Effect - Impact of Lack of Coordination.

Packaging: Consumer and Industrial Packaging.

Unit-V: Managing global Logistics and Global Supply Chains

Logistics in a Global Economy: Global Operating Levels.

The Global Supply Chains: Global Supply Chain Business Processes - Global Purchasing - Global Logistics - Channels in Global Logistics - Global Alliances - Issues and Challenges in Global Supply Chain Management.

REFERENCES:

- Donald J. Bowersox and David J. Closs: "Logistical Management" The Integrated Supply Chain Process, TMH.
- Edward J Bradi, John J Coyle: "A Logistics Approach to Supply Chain Management, Cengage Learning, New Delhi.
- Sunil Chopra and Peter Meindl: "Supply chain Management: Strategy, Planning and Operation", Pearson Education, New Delhi.
- Rahul V Altekar: Supply Chain Management, PHI Learning Ltd, New Delhi.
- Deepak P, Miiind M.Oka: "Supply Chain Management" Everest Publishing House, NewDelhi.
- Manish Bansal, Babita Singla: "Retail and Supply Chain Management ", Kalyani Publishers, NewDelhi.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA38
Course Title : SERVICES MARKETING
Course (Year/Semester) : MBA II Year I Semester
Course Type : Marketing Elective-IV
Course Credits 3

Course Aim/s:

- The objective of the course is to provide a deeper insight into the Marketing Management of companies offering Services as product.
- The students are able to learn the concepts on customers and standardising, delivering the quality service in the given market, and also facilitates important concepts of service marketing.

Learning Outcome/s:

- The students will be able to understand the characteristics of services, understand consumer behaviour in services, align service design and standards, delivering service, managing services promises.

Unit-I: Foundations of Service Marketing

Role of Services in Modern Economy: Service and Technology - Characteristics of Services Compared to Goods - Services Marketing Mix - Staying Focusing on Customer.

GAP Model: Gap Models of Service Quality - Customer Gap - Provider Gap and Closing Gap.

Unit-II: Focus on the Consumer

Consumer Behaviour in Services: Consumer Expectations in Service - Consumer Perceptions of Service - Understanding Consumer Requirements - Listening to Customers through Research - Building Customer Relationships and Service Recovery.

Unit-III: Aligning Service Design and Standards

Service Innovation and Design Challenges: Types of Service Innovations - Stages in Service Innovation and Development - Service Blueprinting - High Performance Service Innovations - New Service Development Processes.

Customer Defined Service Standards: Factors - Types and Development - Physical Evidence and the Services Cape - Customer Service Audit.

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Unit-IV: Delivering and Performing Service

Service Delivery: Employees Roles in Service Delivery - Customers Roles in Service Delivery - Delivering Service through Intermediaries and Electronic Channels - Managing Demand and Capacity.

Unit-V: Managing Service Promises

Integrated Services Marketing Communications: Need for Coordination - Five Categories of Strategies to Match Service Promises with Delivery.

Pricing of Services: Three key ways that Service Prices are different for Customers - Approaches to Pricing Services.

REFERENCES:

- Christoper Lovelock, Jochen Wirtz, Jayanta Chatterjee, Services Marketing, Pearson.
- Valarie A. Zeithaml & Mary Jo-Bitner: Services Marketing, Integrating customer focus across the firm, TMH.
- John E. G. Bateson, K. Douglas Hoffman: Services Marketing, Cengage Learning.
- Harsh V. Varma: Services Marketing text and cases, Pearson.
- Vinnie Jauhari, Kirti Dutta: Services- Marketing, Operations and Management, Oxford University Press.
- Govind Apte, Services Marketing, Oxford Press.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA39
Course Title : DIGITAL AND SOCIAL MEDIA MARKETING
Course (Year/Semester) : MBA II Year I Semester
Course Type : Marketing Elective-V
Course Credits 3

Course Aim/s:

- The objective of this course is to understand the importance of digital marketing, Social Media Marketing and their applications.

Learning Outcome/s:

- The Applications of Digital Marketing in the Globalized Market
- Channels of Digital Marketing
- Digital Marketing Plan
- Search Engine Marketing
- On Line Advertising
- The Process of Social Media Marketing

Unit-I: Understanding Digital Marketing

Introduction to Digital Marketing: Concept - Components - Need and Scope - Benefits - Digital Marketing Platforms and Strategies - Comparison of Marketing and Digital Marketing - Digital Marketing Trends.

Unit-II: Marketing in the Digital Era

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.

Unit-III: Search Engine Marketing and Online Advertising

Search Engine Marketing: Importance of SEM - Understanding Web Search - Keywords - HTML tags - Inbound Links

Online Advertising : 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.

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Unit-IV: Introduction to Social Media Marketing

Social Media Marketing: The Role of Social Media Marketing - Goals and Strategies - Identifying Target Audiences - Social Media Platforms and Social Network Sites - Micro blogging - Video Marketing - Content Marketing - Mobile Marketing on Social Networks - Tools for Managing the Social Media Marketing Effort

Unit-V: Application of Social Media Marketing

Social Media Marketing: Social Networking with Facebook - LinkedIn, Blogging as a social medium - Micro blogging with Twitter - Social Sharing with YouTube - Social Media for Customer Reach - Acquisition and Retention - Measurement of Digital Media - Analyzing Digital Media Performance - Analyzing Website Performance - Analyzing Advertising Performance.

REFERENCES:

- Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
- Vandana Ahuja, Digital marketing, Oxford University Press 2015.
- Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e, 2015.
- Judy Strauss & Raymond Frost, E-Marketing, Pearson, 2016.
- Richard Gay, Alan Charles worth and Rita Esen, Online marketing - A customer led approach, Oxford University Press 2007.
- Arup Varma, Pawan S. Budhwar, Angelo S. De Nisi, Digital Marketing, Wiley, 2016.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA40
Course Title : CUSTOMER RELATIONSHIP MANAGEMENT
Course (Year/Semester) : MBA II Year I Semester
Course Type : Marketing Elective-VI
Course Credits 3

Course Aim/s:

- It provides students, the knowledge of the fundamental aspects of developing and managing CRM, the tools used in retention of customers also adds to effective course frame.

Learning Outcome/s:

- The student will develop skill set to work on CRM framework, tools and various approaches to retain customers in the market.

Unit-I: Customer Relationship Management

Introduction: Meaning and Definition of CRM - Importance of CRM - Concept and Growth of Relationship Marketing - Scope of Relationship Marketing - Concept of Lifetime Customer and Customer Loyalty - Benefits and Difficulties of CRM.

Unit-II: Building Customer Relationship

Building CRM: Process - Bonding Zero Customer Defections - CRM Framework - Market Share vs. Share of Customers - Life Time Value of Customers.

Unit-III: CRM Process and Implementation

Process and Implementation: Customer Development Process - Customer Retention - Customer Satisfaction - Importance of Customer Retention - Customer Retention Strategies - Customer Life Time Value - Types of Relationship Management - CRM Process for B2B Markets.

Unit-IV: Technological Support in CRM

Technological Applications in CRM: Types of Technological Applications in CRM - Customer Databases and Information Systems.

Database Marketing Strategies: CRM Software Solutions for B2C and B2B Markets - Accounting Systems for Customer Acquisition and Retention Costs - Customer Loyalty and Profitability through Technology.

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Unit-V: E-CRM - Emerging Trend in CRM

E-CRM: Importance of e-CRM in Service Marketing - Challenges involved in Formulating and Implementing e-CRM Strategies - e-CRM Architecture and its Components - Five engines of e-CRM - Evolution of e-Customer and e-Marketing - e-CRM for Personalized Services.

REFERENCES:

- Paul Greenberg, CRM at the Speed of Light, TMH.
- Baran, Galka and Strunk, Principles of CRM, Cengage Learning.
- Subhasish Das, Customer Relationship Management, Excel Books.
- Mukesh Chaturvedi and Abhinav Chaturvedi, Customer Relationship Management – An Indian Perspective, Excel Books.
- Nath, The Nuts & Bolts of CRM, TMH.
- V. Kumar and Werner. J. Reinartz, Customer Relationship Management, Wiley.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA41
Course Title : PERFORMANCE MANAGEMENT
Course (Year/Semester) : MBA II Year I Semester
Course Type : HR Elective-I
Course Credits 3

Course Aim/s:

- To give an understanding about performance management and reward system linked with performance.

Learning Outcomes/s:

- The students can understand the importance of performance Management, Performance Appraisals, Reward System, and other performance related concepts.

Unit-I: Overview of Performance Management

Introduction: Concept - Evaluation of Performance Management - Importance of Performance Management - Overview of Performance Management System - Purpose of Performance Management - Employee engagement and Performance Management - Planning Performance for Role Clarity - Dimensions of Performance Management - Performance Management Strategic Planning.

Unit-II: Measuring Performance Management System

Measuring Performance: Defining Performance and Choosing a Measurement Approach - Measuring Results and Behaviours - Gathering Performance Information - Implementing a Performance Management System - Improving Quality of Performance Rating - Performance Review Discussion.

Performance Management Process: Mid Cycle Review Process - End Cycle Review Process.

Unit-III: Performance Planning

Planning: Performance Management and Employee Development - Performance Management Skills - Performance Management Planning and Planning Process - Performance Planning and Role Clarity - PKPAs - Performance Targets Performance Agreement - Drawing of the Plan - Evaluating the Performance Planning Process.

Unit-IV: Reward Management System

Reward System: Performance management Learning Organizations- Reward Management Objectives - Components of Reward System - Linkage of Performance Management to

Rewards and Compensation System - Reward Systems and Legal Issues - Managing Team Performance.

Unit-V: Tools of Performance Management

Tools: Bench Marking - Coaching and mentoring - Competency Mapping - Balance Score Card - Pygmalion Effect.

REFERENCES:

- Herman Aguinis, “Performance Management” Pearson.
- Lance A Berger & Dorothy R Berger “The Talent Management Hand Book”, TMH.
- B D Singh, “Performance Management System- a holistic approach” excel Books.
- Prem Chadha “Performance management” Macmillan.
- Srinivas K Kandula “Performance Management” PHI.
- R K Sahu : Performance Management System, Excel.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA42
Course Title : COMPENSATION & REWARD MANAGEMENT
Course (Year/Semester) : MBA II Year I Semester
Course Type : HR Elective-II
Course Credits 3

Course Aim/s:

- It enables the student understand the concepts issues and challenges of compensation and reward management.

Learning Outcomes/s:

- The student understands how to design the compensation for various levels of jobs in the organization, designing the compensation for special groups. Government and legal issues in compensation design.

Unit-I: Introduction

Compensation Management: Types of compensation - Compensation as Retention Strategy - Compensation for Special Groups - Competency based Compensation - 3P Concept in Compensation Management.

Reward Management: Concept - Developing Reward Policies - Concept of Reward System in Service Organisations

Unit-II: Designing Compensation System

Building Compensation System: Building internally consistent Compensation System - Creating Internal Equity through Job Analysis and Job Valuation - Building Market Competitive Compensation System - Compensation Surveys - Integrating Internal Job Structure with External Market Pay Rates - Building Pay Structures that Recognize Individual Contributions

Unit-III: Pay Structures

Pay Structure: Performance Based and Pay Based Structures - Designing Pay and Salary Structures - Salary Progression - Methods of Payment in Compensation - Comparison in Evaluation of Different Types of Pay Structures in India - Designing Pay Ranges and Bands in Public and Private sectors

(Contd…)

Unit-IV: Benefits and Services

Employee Benefits: Concept and Nature of Benefits - Classification of Employee Benefits - Employee Benefit Programs (Statutory and Non Statutory) - Designing a Benefit Package - Concept of Voluntary Retirement Scheme (VRS)

Unit-V: Contemporary Strategic Compensation Challenges

International Compensation and Competitive Strategies: Executive Compensation Packages - Compensating Executives - Compensating the Flexible Workforce - Contingent Employees and Flexible Work Schedules - Compensation for Expatriates and Repatriates - Strategic Issues and Choices in Using Contingent and Flexible Workers - New trends in compensation.

REFERENCES:

- George T Milkovich, Jerry M Newman, C S Venkata Ratnam" TMH.
- B D Singh "Compensation and Reward Management" Excel Books.
- Joseph J.Martocchio "Strategic Compensation" Pearson.
- Kanchan Bhatia "Compensation Management" Himalaya.
- Henderson "Compensation Management in a Knowledge Based World", Pearson.
- Michale Armstrong" Employee Reward" University Press.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA43
Course Title : MANAGEMENT OF INDUSTRIAL RELATIONS
Course (Year/Semester) : MBA II Year I Semester
Course Type : HR Elective-III
Course Credits 3

Course Aim/s:

- The aim of the course is to enable HR elective students develop awareness towards labour laws. The students will understand how to deal with legal problems emanating from employer and employee relations in organizations.

Learning Outcomes/s:

- The student understands the industrial relations, its importance in HR and various Labour Laws like Factories Act, Wage and Bonus Act and Dispute Preventive and Corrective Mechanisms. They will also understand the role of Trade Unions, Settlement of disputes, Collective Bargaining, Wage Policy.

Unit-I: Industrial Relations

Introduction: Dunlop's Industrial Relations Systems - Characteristics of IR System.

Trade Unions: Characteristics - Union Purpose - Functions - Factors affecting Trade unionism - Types of Unions.

Recognition of Unions: States Provisions for Recognition - Rights of Recognized Unions - Unfair Labour Practices.

Unit-II: Industrial Disputes

Disputes: Causes of Disputes

Settlement of Disputes: Conciliation - Arbitration - Adjudication - Tripartite and Bipartite Bodies - The Industrial Dispute Act 1947.

Strikes: Types of Strikes - Standing Orders.

Unit-III Collective Bargaining

Negotiation: Process of Negotiation - Conditions for successful collective bargaining process.
Grievance Procedure: Causes of grievance and Grievance Redressal procedure.
Welfare Measures: Labour Welfare measures - Worker's Participation.

(Contd…)

Unit-IV: Wage Polices

Wage Policy and Wage Regulation Machinery: Concept of Wage - Wage Legislation - Payment of Wages Act 1936 - The Minimum Wages Act, 1948 - The Payment of Bonus Act, 1965 - Code on Wages, 2019.

Unit-V: Labour Laws in India

Laws in India: The Factories Act 1948 - The Workmen Compensation Act, 1923 - The Mines Act 1952 - Industrial Relations and Technological Change.

REFERENCES:

- Mamoria, Mamoria, Gankar "Dynamics of Industrial Relations", Himalaya Publishing House.
- C. B. Mamoria, VSP Rao "Personnel Management- text & cases", Himalaya.
- J. A. Kulkarni, Asha Pachpande, Sandeep Pachpande, "Case Studies in Management", Pearson.
- Padhi, "Labour and Industrial Relations" PHI.
- Arun Monappa, Ranjeet Nambudiri, Selvaraj "Industrial Relations and Labour Laws", TMH.
- Ratna Sen "Industrial Relations - Text and cases", Macmillan Publishers.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA44
Course Title : INTERNATIONAL HUMAN RESOURCE MANAGEMENT
Course (Year/Semester) : MBA II Year I Semester
Course Type : HR Elective-IV
Course Credits 3

Course Aim/s:

- To gain the knowledge and awareness of IHRM activities and also employment practices across countries.

Learning Outcomes/s:

- To understand various approaches of International HR policies and practices and develop an in-depth knowledge and intricacies involved in managing employees across the globe.

Unit-I: Introduction to IHRM

Introduction: Definition - Nature - Scope - Differences between International and Domestic HRM - Model of International HRM.

Over view of International HR activities: HR planning - Recruitment - Selection - Training and Development - Performance Management - Remuneration - Employee Relations.

International Adjustment: Stages and dimensions - Concept of Expatriation and Repatriation - Issues in IHRM.

Unit-II: International Recruitment and Selection

Approaches to International Recruitment: Ethnocentric - Polycentric - Geocentric - Region-centric.

Selection Process: Factors effecting Expatriate Selection Process - Technical Ability - Cross-Cultural Suitability - Individual Adjustments and Family Adjustments - Orientation.

Unit-III: Global Training and Development

Expatriate Training: Pre-Departure Training - Components of effective Pre-Departure Training - Cultural Awareness - Preliminary Visits - Language Training - Practical Assistance and Job Related factors - Post-arrival and Integrative Training.

International Compensation Management: Objectives - Factors Involved and Components of International Compensation Package.

Unit-IV: Performance Management in International Organisation

Basic Components of International Performance Management.

Multinational Performance Management: Major Constraints.

Performance of Expatriates: Variables affecting Expatriates Performance - Criteria Used for Performance Appraisal of International Employees.

Unit-V: Special Issues in IHRM

Cultural Aspects of IHRM: Cross Cultural differences in the Workplace - Developing Intercultural Relationships - Cultural Sensitivity - Cross Convergence - Women Expatriates and their Problems - Exit Policy and Practices - Ethical Issues in HRM - IHRM Trends and Future Challenges - IHRM Practices - USA, UK, Japan and India-A comparative Study.

REFERENCES:

- N. Sengupta & Mousumi, S. Bhattacharya, International HRM, Excel Books
- P.L. Rao, International Human Resource Management - Text and Cases, Revised Edition, Excel Books- New Delhi
- Edwards, International HRM, Pearson Education.
- K. Aswathappa, International Human Resource Management Sadhna Dash Text and Cases, Tata McGraw Hill Publishing Company Ltd
- P. Subba Rao, International Human Resource Management Himalaya Publishing House
- Dr. Nilanjam Sengupta, International Human Resource Management Excel Books, New Delhi

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA45
Course Title : TRAINING & DEVELOPMENT
Course (Year/Semester) : MBA II Year I Semester
Course Type : HR Elective-V
Course Credits 3

Course Aim/s:

- To enable the students to understand the design of training, implementation and evaluation of training programs in the organization.

Learning Outcomes/s:

- The student after completing the course will be familiar with how to do training need analysis, understand various training methods, design training programs, implement training programs and evaluate effectiveness of training programs.

Unit-I: Training in Organizations

Overview of Training: Training Process Model - Important Concepts and Meanings - Open System Model - Trends in Training - Challenges and Career Opportunities in Training - Principles of Learning in Training - Aligning Training Design with Learning Process.

Unit-II: Need Analysis and Training Design

Need Analysis: Meaning and Concepts - Need Assessment Process - The Training Need Analysis (TNA) Model - TNA and Design - Organizational Constraints - Developing Objectives - Facilitation of Learning and Training transfers to the Job.

Unit-III: Training Methods

Methods: Criteria of Selecting Appropriate Training Methods - Basic Training Methods - Matching Methods with Outcomes - Lectures and Demonstrations - Games and Simulations - JIT - Computer Based Training (CBT) - e-Learning.

Unit-IV: Implementation & Evaluation of Training

Implementation of Training Program: Approaches to Implementation of Training Program - Development of training - Implementation - Transfer of Training - Major Players in Training & Development.

Evaluation of Training Program: Resistance to Training Evaluation - Types of Evaluation.

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Unit-V: Areas of organizational Training

Organizational Training: Orientation Training - Diversity Training - Sexual Harassment Training - Team Training - Cross Cultural Training - Training for Talent Management and Competency Mapping - Training in Emotional Intelligence - Innovation and Continuous Learning.

REFERENCES:

- Raymond A Noe, Amitabh Deo Kodwani, "Employee Training and Development" McGraw Hill.
- Dr. B. Janakiram, Training & Development, Dreamtech Press
- Dipak Kumar Bhattacharyya, Training and Development: Theories and Applications, SAGE Publications
- P. Nick Blanchard, James W. Thacker, A.Anand Ram, "Effective Training" 4e, Pearson.
- Anjali Ghansekar, Training & Development, Everest.
- Dr. Divya Sharma & Sonia Kaushik, Training and Development, JSR Publishing House LLP

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA46
Course Title : DIVERSITY AND CHANGE MANAGEMENT
Course (Year/Semester) : MBA II Year I Semester
Course Type : HR Elective-VI
Course Credits 3

Course Aim/s:

- Managing the challenges of an increasingly diverse workforce and also to see the change management.

Learning Outcomes/s:

- Students will be able to understand the individual and organizational perspectives of diversity also they are able to learn the primary and secondary dimensions of diversity in business organizations.

Unit-I: Foundations of Diversity Learning

Introduction to Diversity: Concept - Individual Perspectives of Diversity - Organizational Diversity - Nature and Scope of Diversity - Impact of Diversity in Organizations.

Cultural Diversity: Introduction - Impact of Cultural Diversity Issues and Work Life Balance on Organizations.

Unit-II: Primary and Secondary Dimensions of Diversity

Primary Dimensions: Race - Ethnicity - Age - Gender - Physical - Mental Challenges.

Secondary Dimensions: Social Class - Religion - Appearance - Language - Communication challenges - Differences between Primary and Secondary Dimensions of Diversity - Organizational Strategies for Managing Diversity.

Unit-III: Organizational Design and Change

Organisational Change: Strategic Level Change - Group and Team Level Change - Individual Level Change - Organizational Structure - Organizational Culture and Management of Change - Resistance to Change - Organizational Learning - Power - Politics and Organizational Change - Ethics and Managing Change.

Unit-IV: Employee Relations and Managing Change

Employee Relations: Concept - Employee Relations and Management of change.

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Managing Change: A Systematic Approach to Management of Change - Technological Change - Evaluating and Promoting Change - Building Employee Relations for Effective Management of Change.

Unit-V: Communicating the Change

Importance of Communication in Change Management: Communicating during the Change Period and Process - Developing Feedback Mechanism and Skills.

Organisational Change Behaviour: Aspects of Leader - Rejoice the Abilities of Followers - Gap and Mapping the Change.

REFERENCES:

- Mark Hughes, Managing Change - A Critical Perspective, Universities Press.
- Adrian Thornhill, Phil Lewis, Mike Millmore. Mark N K Saunders, Managing Change, Pearson.
- Bernard Burnes, Managing Change, 5th Edition, Prentice Hall Publications.
- V.Nilakant and S. Ramanarayanan, Change Management, Sage Publications
- Carol P.Harvey and M.June Allard, Understanding and Managing Diversity: Readings, Cases and Exercises, Pearson Publications Ltd.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA47
Course Title : BUSINESS INTELLIGENCE
Course (Year/Semester) : MBA II Year I Semester
Course Type : Systems Elective-I
Course Credits 3

Course Aim/s:

- It enables the student understand the concepts of Business Intelligence.

Learning Outcome/s:

- The student understands Data Ware Housing, Data Mining for Business Intelligence, Business Rules and Business Intelligence Implementation.

Unit-I: Introduction to Business Intelligence

Introduction: The Business Pressure - Responses and Support Model.

Business Intelligence: Definition of BI - Architecture of BI - Styles of BI - vent-Driven alerts - A Cyclic Process of Intelligence Creation - The Value of Business intelligence - Value Driven and Information Use - Performance Metrics and Key Performance Indicators - Horizontal usecases for BI.

Unit-II: Data Ware Housing

Data Ware Housing Process: An Innovation - Data Warehousing Implementation - Data Warehousing Administration - Security Issues and Future Trends.

Business Performance Management: Overview - Strategic Plan - Monitor - Performance Measurement - BPM Methodologies - BPM Techniques - Performance Dashboard and Scorecards.

Unit-III: Data mining for Business Intelligence

Data Mining: Concepts and Definitions - Data Mining Applications - Artificial Neural Networks for Data Mining.

Text Mining: Natural Language Processing - Text Mining Applications - Text Mining Process – Tools.

Web Mining: Overview - Web Content Overview - Web Structure Mining - Web Usage Mining.

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Unit-IV: Business Rules

Business Rules: The Value Preposition of Business Rules - Business Rules Approach - Business Rule System Sources of Business Rules and Management Approach.

Unit-V: Business Intelligence Implementation

BI Issues: Business Intelligence Implementation - Business Intelligence and Integration Implementation - Connecting in BI systems - Issues of Legality - Privacy and Ethics - Social Networking and BI.

REFERENCES:

- Efraim Turban et al. “Business Intelligence”, Pearson Education.
- David Loshin “Business Intelligence”, Elsevier.
- Rajiv Sabherwal “Business Intelligence” Wiley Publications.
- Philo Janus, Stacia Misner, Building Integrated Business Intelligence Solutions with SQL Server, 2008 R2 & Office 2010, TMH.
- Nina Godbole & Sunit Belapure “Cyber Security” Wiley India.
- Jawadekar, MIS Text and Cases, TMH.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA48
Course Title : DATABASE MANAGEMENT SYSTEMS
Course (Year/Semester) : MBA II Year I Semester
Course Type : Systems Elective-II
Course Credits 3

Course Aim/s:

- To give an understanding Data Warehousing and Data Management concept.

Unit-I: Managing Data

Data Management: Individual Data Management - Organizational Data Management - Components of Organizational Memory - Evaluation of Database Technology.

File-Oriented Systems: Meeting the Need for Random Access Processing Information as Resource - Other Limitations of Traditional File Systems - Data Base Systems - Hierarchical Network Model Systems - Relational Database Systems.

Database Systems: Hardware - Software - Data - People and Relationship of the Four System Components.

Unit-II: Database Systems in the Organizations

Data Sharing: Sharing Data between Functional Units - Sharing Data between Different Levels of Users - Sharing Data between Different Locations.

Data Base: The Role of the Data Base - Strategic Data Base Planning - The Need for Data Base Planning - The Data Base Project - The Data Base Development Life Cycle (DDLC).

Unit-III: Risks and Costs of Database

Project Risks and Costs: Organizational Conflicts - Development Project Failures - System Failure - Overhead costs - Need for Sophisticated Personnel - Separating Physical and Logical Data Representation - Client/Server Data Base Architecture - Three-Level Data Base Architecture.

Unit-IV: Data Warehousing

Data Warehouse Introduction: What is a Data warehouse - Who uses Data warehouse - Need for Data warehouse - Applications of Data Warehouse Concepts.

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The Data warehouse Data Base: Context of Data Warehouse Data Base - Data Base Structures - Organizing Relational Data Warehouse - Multi-Dimensional Data Structures - Choosing a Structure.

Getting Data into the Data warehouse: Extraction - Transformation - Cleaning - Loading – Summarization.

Meta Data: Human Meta Data - Computer Based Meta Data for people to use - Computer-based Meta Data for the computer to use.

Unit-V Analyzing the Contexts of the Data warehouse

Analysis: Active Analysis - User Queries.

OLAP: OLAP Software Architecture - Web Based OLAP - General OLAP Product Characteristics.

Automated Analysis: Data Mining - Creating a Decision Tree - Correlation and Other Statistical Analysis - Neural Networks - Nearest Neighbor Approaches - Putting the Results toUse.

Constructing A Data Warehouse System: Stages of the Project - The Planning Stage - Justifying the Data warehouse - Obtaining User Buy-in - Overcoming Resistance to the Data warehouse - Developing a Project Plan.

Data Warehousing Design Approaches: The Architecture Stage - The Data Warehouse Data Base - The Analysis Architecture - Data Warehouse Hardware.

REFERENCES:

- Richard T Watson: Data Management Data Bases and Organisations, Wiley – India
- Berson Smith, Data Warehousing, Data Mining 7 OLAP, TMH.
- Marakas : Modern Data Warehousing, Mining, and Visualization Core Concepts, Pearson
- Sivanandam, Data Mining Techniques and Tasks, Thomson
- Gary W Hansen, James V Hansen: Data Base Management and Design, PHI.
- Michael J.A. Berry, Gordon S. Linoff, Data Mining Techniques, Wiley -India.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA49
Course Title : DECISION SUPPORT SYSTEMS
Course (Year/Semester) : MBA II Year I Semester
Course Type : Systems Elective-III
Course Credits 3

Course Aim/s:

- It enables the student understand how to build and implement Decision Support system.

Learning Outcomes:

- The student understands Decision Support System benefits, types, building and implementation, DSS Software tools, Group Decision Supportive System, and Data Warehousing.

Unit-I: Introduction to Decision Support System (DSS)

Introduction: How DSS evolved - DSS Benefits - Systems, Information Quality and Models - Dataflow Diagram Information Quality - Types of DSS - DSS Hierarchy - Generalizing DSS Categories.

Unit-II: Building and implementing DSS

System Implementation: DSS on the Centre Corporate Systems - Internet and Client/ Server Computing in DSS - DSS on Standalone System -Choosing a DSS Hardware Environment.

Unit-III: DSS software tools

S/W Tools: Standard Package - Specialized Tools and Generators - Programming Language for DSS - Building DSS - DSS Development Process - Project Development Participants - Overcoming Resistance of Change - Models in DSS.

Unit-IV: Group Decision Support System

Group DSS: Why group DSS? - Group Vs Individual Activities - Media Richness and Task Types - Types of Group DSS - Group DSS in use today - Groupware Products.

Unit-V: Data Warehousing

Data Warehousing: DW Concepts - The DW Database - Database Structure - Getting the Data into the Data Warehouse - Metadata.

REFERENCES:

- Efrem G.Mallach" Decision Support and Data Warehouse Systems" TMH.
- Efraim Turban "Decision Support and Busines Intelligence Systms" Pearson.
- Dhiraj Sharma: Foundations of I T, Excel.
- Nina Godbole & Sunit Belapure, "Cyber Security" Wiley India.
- Jawadekar, MIS Text and Cases, TMH.
- Dr Milind M Oka "Cases in Management Information system 'Everest.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA50
Course Title : E-BUSINESS
Course (Year/Semester) : MBA II Year I Semester
Course Type : Systems Elective-IV
Course Credits 3

Course Aim/s:
- It enables the student understand the concepts of Electronic Business.

Learning Outcome/s:
- The student understands E-Business, its Models, E-Business plans, E-Business Application and Securing E- Business.

Unit-I: E-Business - An Introduction

Electronic Business: Understanding new Internet Economy and Business - E-business an e-commerce - Features of E-Business - Advantages of E-Business - Business Environment- Establishing E-Business.

Unit-II: E-Business Models

E-Business Models: E-Business Structure - E-Business Models - E-Business Model Design - IT Infrastructure requirement of E-business Models.

Unit-III: E-Business planning

Planning: Creating E-Business Plans - Software Programs to Create a Business - Phases /Aspects of E-Business - E-Marketing and Sales Strategies - Website and Portal Management.

Unit-IV: E-Business Applications

E-Business Applications: Characteristics of E-Business Applications - Project Palming Approach for E-Business Applications - Application Integration - Application in various Domains.

Unit-V: Security

Securing your E-business: Risk Management - Business Continuity Planning - Network and Website Security Website Defacement - Security Audit and Penetration Testing.

REFERENCES:

- Kulkarni et al. “E-Business” Oxford.
- Dave chaffey, e-business & e- commerce management- strategy, implementation and practice, 5th edition, Pearson.
- Napier et al “Creating A Winning E-Business” Cengage.
- Parad Diwan, Sunil Sharma: e-commerce A Manager's Guide to e-business, Excel.
- Elias M Awad, Electronic Commerce, PHI.
- Jawadekar, MIS Text and Cases, TMH.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA51
Course Title : CYBER SECURITY
Course (Year/Semester) : MBA II Year I Semester
Course Type : Systems Elective-V
Course Credits 3

Course Aim/s:

- It enables the student to understand Cyber crime, Tools and methods used in cyber crime and Cyber Security.

Learning Outcome/s:

- The student understands the cyber crimes. Computer forensic system and Cyber Security.

Unit-I: Cyber Crime

Introduction: Mobile and Wireless devices - Trend Mobility - Authentication Service Security - Attacks on Mobile Phones - Mobile Phone Security Implications for Organizations - Organizational Measurement For Handling Mobile - Security Policies and Measures in Mobile Computing Era.

Unit-II: Tools and Methods

Tools and Methods used in Cyber Crime: Proxy Servers and Anonymizers - Phishing - Password Cracking - Key Loggers and Spywares - Virus and Worms - Trojan Horse and Backdoors Steganography - SQL Injection - Buffer Overflow - Attacks on Wireless Network.

Unit-III: Computer Forensic Analysis

Understanding Computer Forensic: Historical Background of Cyber Forensic - Forensic Analysis of e-mail - Digital Forensic Life Cycle - Network Forensic - Setting up a Computer forensic Laboratory - Relevance of the OSI 7 Layer Model to Computer Forensic - Computer Forensic from Compliance Perspectives.

Unit-IV: Hand-Held Devices Forensic Analysis

Forensic of Hand: Held Devices - Understanding Cell Phone Working Characteristics - Hand-Held Devices and Digital Forensic - Toolkits for Hand-Held device - Forensic of i-pod and Digital Music Devices - Techno Legal Challenges with Evidence from Hand-held Devices.

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Unit-V: Implications

Organizational Implications: Cost of Cybercrimes and IPR Issues

Web Threats for Organizations: The Evils and Perils - Social Media Marketing - Security and Privacy Implications - Protecting People Privacy in the Organizations - Forensic Best Practices for Organizations.

REFERENCES:

- Nina Godbole & Sunit Belapure, "Cyber Security", Wiley India.
- Harish Chander, "cyber laws & IT protection", PHI learning pvt.ltd.
- Dhiren R Patel, "Information security theory & practice", PHI learning pvt ltd.
- Ms. M. K. Geetha & Ms. Swapne Raman "Cyber Crimes and Fraud Management" Macmillan.
- Pankaj Agarwal : Information Security & Cyber Laws (Acme Learning), Excel.
- Vivek Sood, Cyber Law Simplified, TMH.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution-UGC, Govt. of India)

Course Code : R20MBA52
Course Title : INFORMATION SYSTEM CONTROL AND AUDIT
Course (Year/Semester) : MBA II Year I Semester
Course Type : Systems Elective-VI
Course Credits 3

Course Aim/s:

- It enables the student understand the concepts of Information System and Control.

Learning Outcome/s:

- The student understands the audit standards, Audit Process, Computer assistance Audit tools, Managing Audit tools and Strategy and Standards for Auditing.

Unit-I: IT Audit

Audit and review the role of Information Technology: Audit Standards - Importance of Audit Standard Independence - AICPA Preannouncement - The need for IT Audit Function - Role of the IT Auditor - Legal Implications.

Unit-II: Audit Process

Audit process in an information Technology Environment: Risk Assessment - Audit budget - Objectives and Context - Preliminary Review - Field-work and Implementing Audit Methodology - Documenting results.

Unit-III: Audit Tools

Computer Assistance Audit Tools: Auditor Productivity Tools - Flowcharting Techniques - Flowcharting an Analytical Tool - Defining Critical Data - Flowcharting Technique - Generalizing Audit Software - Computer Forensic.

Unit-IV: Audit Management

Managing IT Audits: Establish a Career Development and Planning - Evaluating IT Audit Quality - Criteria for IT Audit Quality - IT auditing in New Millennium - Code of Ethics and Professional Standards - Private Industry - Management Consultancy

Unit-V: Audit Standards

Strategy and Standards for Auditing: Strategic Planning - Communication - Demand Management - Architecture and Standards - Business Architecture - Application and Information Architecture - Architecture functions.

REFERENCES:

- Sandra Senft & Fredrick "Information Technology Control and Audit "CRC Press.
- D P Dube, V P Gulati, Information System Audit and Assurance – Includes case studies and chelists from the banking industry, TMH.
- Nina Godbole & Sunit Belapure "Cyber Security", Wiley India.
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