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 2024 - 2025)

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
*"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

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VISION

- 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

- 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 readyengineers.
- To ensure synchronization of institute ideologies with challenging demands of International Pioneering Organizations.

QUALITY POLICY

- 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 professionallycompetitive.
- 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 MBA 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 MBA 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 MBA 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-24 For MBA (Regular) Degree Course

Academic Regulations of R-24 are applicable for the students of MBA Course from the AcademicYear 2024-25 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.

1.0 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 candidatesat 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 normsas laid down by the State Govt. from time to time.

2.0 Award of MBA Degree

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 academicyears.

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 hisseat in MBA course.

The student shall register for all 102 credits and secure all the 102 credits.

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.

a. Business Analytics
b. Finance
c. Human Resource Management
d. Marketing

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

4.0 Attendance

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

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

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

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

4.5. 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.

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

4.7. 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.

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

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

5.0 Evaluation

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

5.2. For the theory subjects 60 marks shall be awarded based on the performance in the End Semester Examination and 40 marks shall be awarded based on the Internal Examination Evaluation. The internal evaluation consists of two mid-term examination of 40 marks each covering descriptive paper.

5.3. 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.

5.4. The end semesters examination will be conducted for 60 marks with sections, section A for 10 questions carries 10 marks (one mark each) and section B consists of 5 of 10 marks each.

5.5. For practical subjects, 60 marks shall be awarded based on the performance in the End Semester Examinations and 40 marks shall be awarded based on the day-to-day performance as Internal Marks.

5.6. 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 seniorfaculty 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.

5.7. A candidate shall be deemed to have secured the minimum academic requirementin 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.

5.8. In case the candidate does not secure the minimum academic requirement in any subject, he has to reappear for the End semester Examination in that subject.

5.9. 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 theend 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.

5.10. 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.

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

6.0 Evaluation of Project/Dissertation Work

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

6.2. 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.

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

6.4. After satisfying the above a candidate has to submit the Synopsis, in consultation with hisproject 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.

6.5. If a candidate wishes to change his supervisor or topic of the project, he can doso with the approval of the Departmental Academic Committee.

6.6. However, theDepartmental 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.

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

6.8. 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.

6.9. Three copies of the Project Thesis certified by the supervisor shall besubmitted to the College/School/Institute.

6.10. 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.

6.11. 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 theexaminer is unfavorable again, the thesis shall be summarily rejected.

6.12. 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 andthe 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

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

6.14. 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 atthe second Viva- Voce examination, he will not be eligible for the award of the degree.

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

6.16. 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 theexamination.

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):

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.

$$SGPA\ (S_i) = \sum(C_i * G_i) / \sum C_i$$

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 thestudent in the i^{th} course.

The CGPA is also calculated in the same manner taking into account all the coursesundergone by a student over all the semesters of a programme,

$$CGPA = \sum(C_i * S_i) / \sum C_i$$

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. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in thetranscripts.

8.0 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.

9.0 Transitory Regulations

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

10.0 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 computersor any other form of material concerned with orrelated 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 original candidate who has been impersonated, shall be cancelled in all the subjects of the examination (including practical'sand project work) already appeared and shall not be allowed to appear for examinations of the remainingsubjects 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. 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 after the 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 consecutivesemesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations inconnection with forfeiture of seat.
5.	Using objectionable, abusive or offensive language in the answer paper or in letters to theexaminers or writes to the examiner requesting him to award pass marks.	Cancellation of the performancein 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	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 shallnot be permitted to appear for the remaining examinations of the 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.

	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.	
7.	Leaves the exam hall taking away answer scriptor 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 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.
8.	Possess any lethal weapon or firearm in theexamination 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 overto police and, a police case will be registered against them.

10.	Comes in a drunken condition to theexamination 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 duringspecial 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 asper the above guidelines.

MBA I YEAR I SEMESTER

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

I Year I Semester	**R24MBA01: Management and Organisational Behavior**	**L-T-P-C**
		3-0-0-4

Course Aim/s:

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

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 correcttheir individual behavior and group behavior. 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 Organizing

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

Organizing: 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 Behavior (OB)

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

Personality Theories: Extrovert & Introvert - Type-A & Type-B - Sigmund reud'sPsychoanalytic Theory - Stress Management.

Unit-V: Group Behavior

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

REFERENCE

- Udai Pareek, Sushma Khanna, Organizational Behavior, Oxford Publishing. Stephen P. Robbins, Timothy: Organizational Behavior, Pearson.
- Griffin & Moorhead, Organizational Behavior, 10th Edition, Cengage Publishing.
- 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

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

I Year I Semester	R24MBA02: Managerial Economics	L-T-P-C
		3-0-0-4

Course Aim/s:

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

Learning Outcome:

- 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 EconomicPrinciples - 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 DemandCurve.
Elasticity of Demand: Types & Significance of Elasticity of Demand - MeasurementTechniques of Price Elasticity.
Forecasting: Demand Forecasting and its Techniques - Consumers Equilibrium - CardinalUtility 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 andIsocosts - Returns to Scale and Returns to Factors - Economies of Scale.
Cost Analysis: Cost concepts - Determinants of Cost - Overall Cost Leadership.

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 - Stagflation.
Trade Cycles: Causes - Policies to Counter Trade Cycles.

REFERENCE

- 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

I Year I Semester	R24MBA03: Financial Reporting and Analysis	L-T-P-C
		3-0-0-4

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 ProcessOverview: Accounting Process.

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

Unit-III: Depreciation and Shares and Debentures

Depreciation: Concept - Methods of Depreciation: their impact on measurement of businessAccounting - Straight Line Method - Written down Value Method (Theory & Problems).
Shares and Debentures: Issue of shares – At par, discount & premium - Forfeiture – Re-issueof Forfeiture shares - Issue and Redemption of Debentures. (Theory & Problems)

Unit-IV: Financial Analysis-I

Working Capital: Statement of Changes in Working Capital, Funds from Operations, Paid Cost and Unpaid Costs. Distinction between Cash Flow and Funds Flow - Preparation and Analysis of Cash Flow Statement of a company (Theory & 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(Theory & Problems).

Ratio Analysis - Liquidity - Leverage - Solvency and Profitability Ratios. (Theory & Problems) Du Pont Chart, Accounting Standards Issued by ICAI, International Financial Reporting Standards (IFRS) (Theory).

REFERENCE

- 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

I Year I Semester	R24MBA04: Research Methodology & Statistical Analysis	L-T-P-C
		3-0-0-4

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 analyzing 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 decisionsand 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 businessapplications.
- Recognize, develop and distinguish between models for cross-sectional analysis at asingle point in time and models for time series analysis at multiple points in time.

Unit-I: Introduction to Research

Introduction to Research: Meaning, Scope, Types of Research, Research Process. Data collection techniques - Questionnaire Design.

Research Design: Research Problem, Purpose of Research Design, Characteristics of GoodResearch Design, Sampling and its Applications.

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

Introduction to Statistics - Measurement of Central Tendency- Mean- Median – Mode;

Measures of Dispersion - Range - Quartile Deviation - Mean Deviation - Standard Deviation andCo-efficient of Variation. Measures of Skewness.

Unit-III: Tabulation and Graphical Presentation of Data

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

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

Unit-IV: Correlation and Regression Analysis

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

Regression Analysis: Concept - Least Square Method - Two Lines of Regression.
Time Series Analysis - Free Hand Curve - Moving Averages- Trend Analysis and Report writing.

Unit-V: 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.
Chi-Square distribution: Test for a specified Population variance - Test for Independence ofAttributes.

REFERENCE

- 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

I Year I Semester	**R24MBA05: Business Environment & Business Laws**	**L-T-P-C**
		3-0-0-4

Course Aim/s:

- To make students understand different types of business environments they should reviewbefore 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.

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.

Unit-III: EXIM Policies & FEMA

EXIM Policy: India's New EXIM Policy - Legal Framework - Foreign Market entry Strategies.

LPG & FEMA: Liberalization - Privatization - Globalization and its impact on Indian Economy.

Unit-IV: Introduction to Business Law

Contract and Acts: Nature of Contract and Essential Elements of Valid Contract - NegotiableInstruments Act (1881) - Promissory Note - Bills of Exchange & Cheque - and their Definitionsand Characteristics.

Endorsements: Meaning and Types - Consumer Protection Act (2019) - Income Tax Act (1961) and 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 ofDirectors.
Resolutions: Company Meetings – Resolutions - Liquidation of a Company - LatestAmendments - New Regulations in Companies Act (2013).

REFERENCE

- 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

I Year I Semester	**R24MBA06: Professional Communication Skills**	**L-T-P-C**
		2-0-0-2

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 forcorporate fit.

Unit-I: Concepts of Communications

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

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 BusinessLetters - 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: Behavioral 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.

REFERENCE

- 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.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

I Year I Semester	R24MBA07A: Disaster and Crisis Management	L-T-P-C
		3-0-0-3

Course Aim/s:

- Develop an understanding of why and how the modern disaster manager is involved inpre-disaster and post-disaster activities.
- They Know the key personnel or specialists related to disaster management andassociate 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.

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 Disaster Management.

Unit-V: Crisis Management
Introduction: Overview of Crisis Management - Identifying a Crisis - Crisis Stages.
Steps in Managing Crisis: establishing crisis executive management team, crisis managementteam and crisis communication team - Rescue, relief, rehabilitation and reconstruction –

Crisis Management Plan - Case study of Service Sector

REFERENCE

- Gupta A.K., Niar S.S and Chatterjee S., Disaster Management and Risk Reduction, Role ofEnvironmental 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, ButterworthHeineman.
- National Disaster Management Plan (NDMP): A publication of National DisasterManagement Authority Government of India, NDMA, New Delhi.
- Disaster Management Guidelines, GOI-UND Disaster Risk Program (2009-2012)

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

I Year I Semester	**R24MBA07B: Innovation Management**	**L-T-P-C**
		3-0-0-3

Course Aim/s:

- To equip the future entrepreneurs with an understanding of main issues in themanagement 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 ofInnovation. **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.

Unit-V: Technology Change and Forecasting

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

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

REFERENCE

- C.S.G. Krishnamachayulu, R.Lalitha, Innovation Management, Himalaya PublishingHouse.
- 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 Mc Grawhill, 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

I Year I Semester	R24MBA07C: Cross Culture Management	L-T-P-C
		3-0-0-3

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 settingsas 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 CulturalDimensions 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. Organizations: Culture and Corporate Structures - Culture and Leadership -Culture and Strategy - Cultural Change in Organizations.

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.

REFERENCE

- 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

I Year I Semester	R24MBA07D: Sustainability Management	L-T-P-C
		3-0-0-3

Course Objectives:

- To highlight the importance of Business Sustainability Management.
- To impart knowledge of various aspects in Environment and Economic Sustainability.
- To explain Sustainability Process and its strategies.
- To elucidate on the importance of Sustainability in Urban Metabolism. To appreciate the importance of Market and Sustainability.

Course Outcomes: Students will be able to

- Understand the importance of Climate change and global warming.
- Learn about environment pollution and sustainability, economic approaches tosustainable development.
- Assess the steps in sustainable planning for competitive advantage.
- Understand sustainable and circular value chain, sustainability marketing.
- Appreciate the relevance of Market Sustainability

Unit-I: Sustainability and Business

Introduction to Sustainability, Triple Bottom-line Approach, Global Reporting Initiative (GRI) Guidelines, Sustainability and Responsibility, Sustainability Framework, Business Engagement with Sustainability, Climate Change and Global Warming, Sustainability Development, Five Steps to Successful Engagement, Difference between Corporate Social Responsibility (CSR) and Sustainability, Current Major Sustainability Trends.

Unit – II Environment and Economic Sustainability

The Environment and Economic Growth Linkage, Impact of Transport Infrastructure Development, Interconnection of the Environment and Economic Development, EnvironmentPollution and Sustainability, Economic Approaches to Sustainable Development.

Unit – III: Sustainability process and Strategies

Process to Achieve Sustainability, Working with Processes, Process Approach and Control, Resource Management, Officious Strategy, Effective Processes, Efficient Processes, Sustainability Strategies, Steps in Sustainability Strategy Formulation, Steps in Sustainable Planning, Unsustainable Take-Make-Waste Business Models, Sustainable Models, SustainabilitySelf-Assessment by Sectors and Functions.

Unit-IV: Sustainability in Urban Metabolism

Introduction, Sustainable and Circular Value Chain, Systemic Perspective on Value Creation, Emergence and Dynamics of Circular Value Systems, Materials

and Methods, Territorial Analysis, Natural Capital, Human Capital, Economic and Manufacture Capital, Social Capital, Cultural Capital, Consequential Lifecycle Assessment.

Unit-V: Market and sustainability

Introduction, Defining Human Needs, Material Services and Characteristics, Integrating Material Services, Sustainability Marketing Mix, Benefits of Sustainability Marketing, Strategy for Sustainability Marketing, Sustainable Consumer Behaviour, Segmentation, Positioning, Competitive Advantage, Sustainability Reporting, Importance of Trust, Sustainability Reporting Guidelines

REFERENCE

- Pardeep Singh, Pramit Verma, Daniela Perrotti, K. K. Srivastava, Environmental Sustainability and Economy, Elsevier Science, 1e,2021.
- Rudiger Hahn, Sustainability Management: Concepts, Instruments, and Stakeholders from a Global Perspective, Paper pack edition,2022.
- Hardisty, Paul Environmental and Economic Sustainability Press, Routlege,1e,2019. Dr. Deb Prasanna Choudhury, Sustainability Management: Strategies and execution for achieving Responsible Organizational Goals,1e,2018.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

I Year I Semester	R24MBA08: Statistical Data Analysis	L-T-P-C
		0-0-2-2

Course Aim/s:

- It helps the students to enhance the knowledge in businesses by using analytics as atool.
- To highlight the importance of application of Statistical tools to Research Problem / Projects.
- To enable the practice of MS- EXCEL.
- To demonstrate the management and analysis of data using graphs, tables,worksheets, pivot tables etc.
- To educate students on the significance of data from external Sources.
- To highlight the importance of statistical analysis for better decision making

Learning Outcome/s:

- Understand the importance of the main functions of MS- Excel.
- Practice advance Excel Tools for conduction of Data Analysis
- Evaluate Data Analysis using Pivot Tables and Pivot Charts.
- Analyze the Data using Descriptive Statistics
- Conduct various Parametric and Non-parametric Tests using MS Excel.

Unit – I: Introduction to MS Excel

MS – EXCEL: Introduction, Uses, Functions and Features of MS Excel, Getting started with Excel, Highlights and Main Functions: Home, Insert, Page Layout, Formulae, Data, Review, View, Add-inns, Using Help Function, Customizing the Quick Access Toolbar.

Unit – II: Creating and Using Templates

Working with Data: Entering, Editing, Copy, Cut, Paste, Paste Special, Formatting Data and Using the Right Mouse Click, Saving, Page Setup, and Printing, Using Headers and Footers, Manipulating Data, Using Data Names and Ranges, Filters and Sort and Validation Lists.

Unit – III: Data from External Sources

Using and Formatting Tables, Basic Formulae and Use of Functions, Data Analysis Using Charts and Graphs, Managing, Inserting, and Copying Worksheets, Securing the Document, Advanced Formulae and Functions, Worksheet Features, Data Analyzing Pivot Tables and Pivot Charts.

Unit – IV: Data Analysis through XL Miner analysis tool pack

Measures of Central Tendency: Mean, Median, Mode. Measures of Dispersion: Variance, Standard Deviation, Coefficient of Variation. Correlation and Regression Lines. t-test, F-test, ANOVA One-way classification, Chi-square Test, Independence of attributes. Time series: Forecasting Method of Least Squares, Moving Average Method. Inference and Discussion of Results.

Unit – V: Data Visualization- through Modern Charts Add-inn's

Data Analyzing through modern charts tool- Rounded column chart, column fill guage, column node guage, Rounded Bar chart, bar fill guage, bar node guage, line dot pie, line circle, area, stacked pie, doughnut, stacked column, stacked rounded column, 100% stacked column, Mekko stacked chart, stacked bar, stacked rounded bar charts.

REFERENCE

- R. Panneerselvam, Business Statistics Using MS Excel, Sage Publications, 2022.
- Glyn Davis, Branko Pecar, Business Statistics Using Excel, Oxford University Press,2e,2014.
- D P Apte: Statistical Tools for Managers USING MS EXCEL, Excel, 2012.
- David M Levine, David. F. Stephan & Kathryn A. Szabat, Statistics for Managers –UsingMS Excel, PHI, 2015.
- Bruce Bowerman, Business Statistics in Practice, TMH, 5e, 2012.
- Ajai.S. Gaur, Sanjaya S. Gaur, Statistical Methods for Practice and Research, Response,2009.

MBA I YEAR II SEMESTER

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

I Year II Semester	**R24MBA09: Human Resource Management**	**L-T-P-C**
		3-0-0-4

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 andDevelopment.

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

Unit-IV: Industrial Relations Management

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

Industrial Disputes: Settlement Methods - Collective Bargaining - Grievance HandlingProcedure - 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.

REFERENCE

- 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", 8thEdition, TMH.
- 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

I Year II Semester	R24MBA10: Financial Management	L-T-P-C
		3-0-0-4

The students need Discounting Table and Annuity tables for the examination

Course Aim/s:

- To give an overview of the problems facing a finance 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 New Role - Goals of Finance Function - Maximizing vs. Satisfying - Profit vs. Wealth vs. Welfare - The Agency Relationship and Costs - Risk-Return Trade Off (Theory)
Time Value of Money: Concept - Future Value and Present Value and the Basic Valuation Model (Theory & Problem).

Unit-II: The Investment Decision

Investment Decisions & Capital Budgeting: Project Generation - Project Evaluation Traditional and Discounting Cash Flow methods - The NPV vs. IRR Debate. (Theory & Problems)
Cost of Capital: Concept and Measurement of Cost of Capital - Debt vs. Equity - Cost ofEquity - Preference Shares - Retained Earnings - Weighted Average Cost of Capital and Marginal Cost of Capital - 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)
Capital Structure Theories: Net Income Approach - Net Operating-Income Approach,Modigliani Miller Theory and Traditional Theory (Theory & Problems).

Unit-IV: Dividend Decisions

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

Dividend Theories: Major Theories centered on the works of GORDON, WALTER andLITNER. (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 - Planningof Working Capital - Financing of Working Capital through Bank Finance and Trade Credit;

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

REFERENCE

- 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

I Year II Semester	R24MBA11: Marketing Management	L-T-P-C
		3-0-0-4

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 ableto 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 - Requirementfor Effective Segmentation - Market Targeting - Evaluating Market Segmentation - Selecting Target Market Segmentation.

Positioning: Positioning Maps - Positioning Strategy.

Unit-IV: Distribution Decisions, Promotion & Communication Strategies

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

Promotion: The Promotional Mix - Advertising - Public Relations - Sales Promotion - PersonalSelling.

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.

REFERENCE

- 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

I Year II Semester	R24MBA12: Quantitative Analysis for Business Decisions	L-T-P-C
		3-0-0-4

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).

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 theProject within given Time - Project Crashing - Optimum Cost and Optimum Duration. (Theory& Problems)

REFERENCE

- 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

I Year II Semester	R24MBA13: Data Analytics	L-T-P-C
		3-0-0-4

Course Objectives:

- To explain the concepts of data analytics.
- To provide an understanding on digital data
- To impart the knowledge on the data visualization and big data analytics
- To comprehend the gathering, cleaning and organizing data from various sources.
- To understand the role played by various statistical tools and techniques.

Course Outcomes: Students will be able to:

- To gain a comprehensive understanding of data terminologies and concepts.
- To collect, clean, and preprocess data for analysis.
- To create compelling visual representations of data to aid in decision-making processes. To implement data analytics projects, demonstrating project management skills, team work, and problem-solving abilities.
- To develop proficiency in statistical analysis and apply various techniques to extract meaningful insights from data.

Unit – I: Introduction to Data Analytics

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

Unit – II: Dealing with Digital Data and Data Science

Data: Introduction to Digital Data- Types of Digital Data - Data Collection- Data Preprocessing- Data Preprocessing Elements: Data Quality, Data Cleaning, and Data Integration - Data Reduction-Data Transformation-Data Discretization.

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: Big Data Management and Data Visualization

Introduction to Big Data: Evolution of Big Data concept – Features of Big Data- Big Data Challenges-Big Data Analytics.

Introduction to Data Visualization: Data Visualization concept- Importance of data visualization –- Structure of Visualization - Tools for Data visualization- Data Queries-Data Dashboards- Principles of effective Data Dashboards-Applications of Data Dashboards.

Unit – IV: Descriptive Statistical Measures

Overview of using Data: Population and Samples - Measures of location - Measures of Dispersion - Measures of Variability - Measures of Association.

Probability Distribution: Probability Distribution and Data Modeling - Discrete Probability Distribution - Continuous Probability Distribution - Random Sampling from Probability Distribution - Data Modeling and Distribution fitting.

Unit – V: Predictive Analytics

Introduction to predictive Analytics: Karl Pearson Correlation Technique - Multiple Correlation - Spearman's Rank Correlation.

Regression: Simple and Multiple Regression - Regression by the Method of Least Squares - Building Good Regression Models. Regression with Categorical Independent Variables - Linear Discriminate Analysis - One-Way and Two-Way ANOVA.

REFERENCE

- Basics of Data Analytics Richa Mishra, Dr. Nirvikar Katiyar, Apoorv Mishra.
- Data Analytics: Principles, Tools, and Practices, Dr. Gaurav Arora, Chitra Lele, Dr. Munish Jindal.
- Essentials of Business Analytics Cam, Cocharan, Ohlmann, Anderson, Sweeney, Williams, Cengage Learning.
- Data Mining Concepts and Techniques, Jiawei Han, Micheline Kamber, Jian Pei.
- Big Data Analytics, Seema Acharya , Subhashini Chellappan.
- Statistical Methods by SP Gupta

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

I Year II Semester	**R24MBA14: Entrepreneurship & Design Thinking**	**L-T-P-C**
		3-0-0-4

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: Understanding Entrepreneurial Mindset

Introduction: Qualities, Skills, Types of Entrepreneurs, Approaches to Entrepreneurship, Process Approach, Role of Entrepreneurship in Economic Development.

The Individual Entrepreneurial Mindset & Personality: Stress and the Entrepreneur,Entrepreneurial Competencies.

Unit-II: Strategic Perspectives in Entrepreneurship

E**ntrepreneur:** Strategic Planning, Strategic Actions, Strategic Position, Business Stabilization, Building the Adaptive Firms, Unique Managerial Concern of Growing Ventures.Developing anEffective Business Model, Blue and Red Ocean strategies.

Unit-III: Opportunities and Challenges of Entrepreneurship

Initiatives by the Government of India to Promote Entrepreneurship; Social and Women Entrepreneurship, Sources of Finance, Feasibility Analysis, Industry and Competitor Analysis,The Challenges of New Venture Startups. Critical Factors for New Venture Development. Evaluation Process. Intellectual Property Protection: Patients, Copy Rights, Trademarks and Trade Secrets.

Unit-IV: Design Thinking – An Introduction

Design Thinking: Principles of Design Thinking, Process of Design Thinking, planning a design thinking Project, understanding of the problems, problem analysis, Reformation of the Problem, Empathetic Design Methods.

Unit-V: Prototype, Testing Ideas, Implementing Design Thinking

Creativity: Creativity Process, Creativity Techniques, Business Ideas, Evaluation of Ideas, Kano Methods, Finding gap in the Market Place, Prototype, Lean Startup Method, Visualization, Presentation Techniques, Desirability Testing, Implementing Design Thinking,Agility of Design Thinking.

REFERENCE

- Devayani M. Lal, Design Thinking, Sage Publication, 1e, 2021.
- Ali, J Ahmed, Punita Bhatt, Lain Acton, Entrepreneurship in Developing and Emerging Economies, Sage Publications, 1e, 2019.
- Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Entrepreneurship, Mc GrawHill Publication, 1oe, 2018.
- Bruce R. Barringers/ R. Duane Ireland, Entrepreneurship Successfully Launching New Ventures, 4e, Pearson, 2015.
- D F Kuratko and T V Rao, Entrepreneurship- A South Asian Perspective, Cengage learning, 1e, 2012.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

I Year II Semester	R24MBA15A: Total Quality Management	L-T-P-C
		3-0-0-3

Course Aim/s:

- To provide understanding of the basic concepts Quality concept, principles, various tools, statistical process control for the implementation of quality management with ISO certification process and its need for the industries. To explain to students to why TQM principles are important.
- To impart knowledge of different tools and techniques of TQM. To elaborate on various aspects in Quality Management Systems.
- To educate on the models of TQM implementation in manufacturing and service sectors.

Learning Outcome/s:

- Understand the need for Quality. Learn the relevant TQM models like PDCA Cycle, 5S, Kaizen, Quality Circles.
- Learn statistical aspects relevant for process control.
- Assess the relevance of Total Productive Maintenance, FMEA, Six Sigma. Learn different Quality Management Systems.

Unit-I: Introduction

Introduction: Evolution of Quality, Quality Definition, Need for Quality, Dimensions of Product and Service Quality, Basic Concepts of TQM, TQM Framework, Quality Philosophies, Contributions of Deming, Juran and Crosby, Feiganbaum, Ishikawa and Taguchi, Barriers to TQM, Quality Statements, Customer Focus, Customer Orientation, Customer satisfaction, Customer Complaints, Customer Retention, Costs of Quality.

Unit-II: TQM Principles

Leadership, Strategic Quality Planning, Quality Councils, Employee Involvement, Motivation, Empowerment, Team and Teamwork, Quality Circles Recognition and Reward, Performance Appraisal, Continuous Process Improvement, PDCA Cycle, 5S, Kaizen, Supplier Partnership, Partnering, Supplier Selection, Supplier Rating.

Unit-III: Statistical Process Control

Statistical Fundamentals such as Mean and Standard Deviation, Chance and Assignable Causes, Control Charts for Variables, Process Capability Analysis such as Cp and Cpk, seven basic (Traditional) Quality Control Tools: 1) Check Sheets (Tally Sheet) 2) Stratification (Alternatively, Flowchart or Run-chart) (Trend Analysis) 3) Histograms 4) Pareto Chart (80- 20Rule) 5) Cause-and-Effect Diagrams (Fishbone or Ishikawa Diagram) 6) Scatter Diagrams 7) Control charts.

Unit-IV: Tools and Techniques

Quality Functions Development (QFD), Benefits, Voice of Customer, Information Organization, House of Quality (HOQ), Building a HOQ, QFD Process, Taguchi Method and Quality Loss function, Failure Mode Effect Analysis (FMEA): Requirements of Reliability, Failure rate, Total Productive Maintenance (TPM), Seven New Management Tools for Process Improvement: Affinity diagram, Interrelationship Diagram, Tree Diagram, Matrix Diagram, Matrix Data Analysis, Arrow Diagram, Process Decision program Chart, Benchmarking and POKA YOKE, Six Sigma, Methodologies: DMAIC, DFSS, Six Sigma Belts, Quality Circles.

Unit-V: Quality Management Systems

Introduction, Benefits of ISO Registration, ISO 9000 Series of Standards, ISO 9001, Requirements, Implementation, Documentation, Writing the Documents, Quality Auditing, TQM Culture, Quality Auditing, QS 9000, ISO 14000, Concepts, Requirements and Benefits, TQM Implementation in Manufacturing and Service Sectors.

REFERENCE

- Sunil Sharma, Total Quality Management, Sage Publications, 1e, 2018.
- Bester filed, et al., Total Quality Management, Pearson Education Asia, 3e, 2006. Suganthi, L. and Samuel, A., Total Quality Management, Prentice Hall (India) Pvt. Ltd.,2006.
- Janakiraman. B and Gopal.R.K., “Total Quality Management – Text and Cases”, PrenticeHall(India) Pvt. Ltd., 2006.
- James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 6thEdition, South-Western (Thomson Learning), 2005.
- Oakland, J.S., TQM – Text with Cases, Butterworth – Heinemann Ltd., Oxford, 3rdEdition, 2006.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

I Year II Semester	R24MBA15B: Marketing Research	L-T-P-C
		3-0-0-3

Course Aim/s:

- To provide conceptual understanding of marketing research, its design, and application of research methodology to Marketing issues.
- To explain to students the need for creating proper marketing research proposal. To impart knowledge on sampling and acquire knowledge on probability and non- probability sampling techniques.

Learning Outcome/s:

- Understand the importance of marketing research. Learn various aspects in research design.
- Learn sampling design process.
- Understand the characteristics of a good measurement, scaling and sampling methodology.
- Learn hypothesis testing and data presentation.

Unit – I

Introduction to Marketing Research: Meaning and Scope of Marketing Research, Factors that Influence Marketing Research, Scope of Marketing Research, Limitations of Marketing Research, Marketing Research Process, Role of Marketing Research in Marketing Decision-making, International Marketing Research, Marketing Research in social media, Mobile Marketing Research, Ethics in Marketing Research, Use of Information Technology in Marketing Research.

Unit – II

Marketing Research Design: The Process of Defining the Problem and Developing an Approach, Defining a Marketing Research Problem, Exploratory, Descriptive, Casual Research Design, Marketing Research Proposal.

Unit – III

Sampling and Data Collection: Sampling Design Process, Classification of Sampling Techniques, Probability and Non-Probability Sampling Techniques, Internet Sampling, Sampling Distribution, Sample Size Determination, Non-Response Issues in Sampling. Sources of Data Collection, Methods of Data Collection.

Unit – IV

Measurement and Scaling: Concept of Measurement, Types of Measurement Scales: Likert, Semantic Differential, Guttman, Interval, Q-Sort, Nature of Measurement, Characteristics of a Good Measurement, Nature of Attitude Scale, Rating Scale, Ranking Scale, Questionnaire Design, Editing, Coding and Tabulation of data.

Unit – V

Analysis and Presentation of Data: Data Preparation, Data Preparation Process, Statistically Adjusting Data, Frequency Distribution, Cross Tabulation, Hypothesis Testing, Bi-Variate Analysis, Correlation, Regression, Multi-Variate Analysis, Discriminant, Logit Analysis, Factor Analysis, Cluster Analysis. Report Writing, Report Preparation and Presentation.

REFERENCE

- Naresh Malhotra, Satyabhushan Dash, Marketing Research, Pearson,7e, 2019.
- GC Beri, Marketing Research, 4e, 2018, Mc Graw Hill 2018.
- Donald R Cooper, Pamela S Schindler, Marketing Research Concepts and Cases, McGraw Hill, 2005.
- David J Luck, Ronald S Rubin, Marketing Research, 9e, PHI, 2006.
- David A Aaker, V. Kumar, Georges, Marketing Research, 9e, Wiley India Pvt Ltd, 2009.
- Donald S. Tull, Del I. Hawkins, Marketing Research –Measurement & Method, PHIPrivate Limited, 2009.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

I Year II Semester	R24MBA15C: International Business	L-T-P-C
		3-0-0-3

Course Aim/s:

- To enhance the understanding of the dynamics of interactions between individual andthe 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 to International Business

Basic Concepts: Need for International Business (IB), Drivers of IB, Approaches, Modes, Opportunities and Challenges of IB. Distinction between Domestic and IB.

International Business Environment: Cultural, Political, Social and Technological Environment. Drivers of Globalization.

Unit-II: International Trade Theories

Classical Theories: Mercantilism, Absolute Advantage Theory, Comparative Advantage Theory and Factor Endowment Theory.

Modern Theories: Country Similarity Theory, Product Life Cycle Theory, New Trade Cycle Theory and National Competitive Advantage Theory. India's Foreign Trade, Foreign Direct Investment in India, Balance of Payments.

Unit-III: International Business and Economic Integration

Economic Integration: Levels, Benefits and Challenges of Economic Integration, Free Trade Agreement (FTA), International Trade Policy of India.

Regional Economic Groups: Customs Union, Common Market, Economic Union, European Union, NAFTA, ASEAN, SAARC and G8. Multilateral Trade Agreements: GAAT and WTO.

Unit-IV: Strategy and Structure of International Business

Analysis in IB: Environmental Analysis, Value Chain Analysis, Strategies of IB: Types of Strategies, Strategy Implementation Process, Control and Evaluation, Strategic Alliance: Nature, Benefits, Pitfalls, Scope of Strategic Alliance, Alliance Development Process, Economic Considerations for Strategic Alliances. Organization structure: Choosing an Organizational Design Structure, Issues in Global Organizational Design.

Unit-V: International Business Operations

Issues in International Production: Sourcing and Vertical Integration. Major Activities in International Marketing: Brand Decisions.

Issues in International Financial Management: Forex Market, International Monetary System, International Financial Markets, Export Financing. Issuesin International HRM.

REFERENCE

- 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

I Year II Semester	R24MBA15D: Rural Marketing	L-T-P-C
		3-0-0-3

Course Aim/s:

- To enable understanding of the importance of Rural Marketing, Rural Environment, Problems in Rural Marketing in India
- To describe the different rural marketing Strategies to be adopted by the corporate.
- To elaborate on the rural market brand and channel management aspects.
- To help understand the factors that influence rural consumers during purchase of products
- To impart knowledge on various applications and innovation strategies in rural marketing.

Learning Outcome/s: Students will be able to:

- Understand the importance of Indian Rural Economy. Learn various rural marketing strategies
- Learn challenges of Retail Channel Management. Understand the aspects of rural business research.
- Learn e- rural marketing, CSR, IT for rural development, e- Governance for Rural India.

Unit – I: Introduction

Nature and Characteristics of Rural Market, Understanding the Indian Rural Economy, Rural Marketing Models, Rural Marketing Vs Urban Marketing, Parameters Differentiating Urban & Rural Market, Differences in Consumer Behavior in Rural and Urban Markets.

Unit – II: Rural Marketing Mix

Rural Marketing Mix, Additional Ps in Rural Marketing, 4As of Rural Marketing Mix, New Product Development for Rural Market, Rural Market Product Life Cycle, Objectives behind New Product Launch, New Product Development process.

Unit – III: Rural Market Brand & Channel Management

Brand Loyalty in Rural Market, Regional Brands Vs National Brands, Channel Management, Indian Rural Retail Market, Rural Retail Channel Management, Strategies of Rural Retail Channel Management.

Unit – IV: Rural Market Research

Sources of Information, Factors Influencing Rural Consumers during Purchase of Products, Rural Consumer Life style, Approaches and Tools of Marketing Research, Rural Business Research, Evolution of Rural Marketing Research, Sources and Methods of Data Collection, Data Collection Approaches in Rural

Areas, Data Collection Tools for Rural Market. Limitation and Challenges in Rural Marketing Research, Role of Rural Marketing Consulting Agencies.

Unit – V: Applications and Innovations

Marketing of Consumer Products, Services, Social Marketing, Agricultural Marketing, Rural Industry Products, Innovation for Rural Market, Marketing Strategies, eRural Marketing, Agricultural Co–operative Marketing, Rural Market Mapping, Corporate Social Responsibility, Organized Rural Marketing, IT for Rural Development, e-Governance for Rural India.

REFERENCE

- Dinesh Kumar, Punam Gupta, Rural Marketing, Sage Publications, 2017. Pradeep Kashyap, Rural Marketing, 3e Pearson Education, 2016.
- T P Gopalaswamy, Rural Marketing, Environment, problems and strategies,Vikas Publications, 3e,2016. Sanal Kumar Velayudhan, Rural Marketing, Sage Publications,2e, 2012.
- C. S. G. Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing: Text and Cases, Pearson Education, 2009.
- Balram Dogra & Karminder Ghuman, Rural Marketing, TMH, 2009.

MBA II YEAR I SEMESTER

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year I Semester	**R24MBA16: Management Information System**	**L-T-P-C**
		3-0-0-4

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 – Classification of Management – Classification of Information and Classification of 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: Types of Cybercrimes – Preventive Measures.

Unit-IV: Introduction to ERP

ERP System: Overview of ERP Systems, Business benefits of ERP, Challenges of implementation of ERP Systems - ERP Maintenance - Emerging Trends in ERP

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.

REFERENCE

- 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

II Year I Semester	**R24MBA17: Logistics & Supply Chain Management**	**L-T-P-C**
		3-0-0-4

Course Aim/s:

- To understand components, processes of supply chain and logistics also performance drivers.
- To impart knowledge on the various functions of logistics management.
- To educate on designing of the supply chain network.
- To clarify the significance of establishing global supply chain.
- To highlight the role of information technology in supply chain.

Learning Outcome/s:

- Understand the cyclical perspective of logistics and supply chain process.
- Learn about distribution, transportation, warehousing issues &challenges in supply chain. Appreciate the significance of network design in the supply chain.
- Gain knowledge of various models / tools of measuring the Supply Chain Performance.
- Appreciate the role of coordination and technology in supply chain management.

Unit-I: Understanding Supply Chain

Objectives of a Supply Chain - Importance, Stages of Supply Chain, Value Chain Process, Cycle View of Supply Chain Process, Logistics &SCM, Supply Chain Drivers and Obstacles, Supply Chain Strategies, Best Practices in SCM, Green Supply Chain Management, Supply Chain Sustainability.

Unit-II: Logistics

Functions of Logistics Management, Distribution related Issues and Challenges, Gaining Competitive Advantage through Logistics Management, Transportation: Functions, Costs, and Mode of Transportation Network and Decision, Models, Containerization, Cross Docking, Reverse Logistics.

Outsourcing: Nature and Concept, Strategic Decision to Outsourcing, Third-party Logistics (3PL), Fourth-party Logistics (4PL).

Unit-III: Designing the Supply Chain Network

Designing the Distribution Network, Role of Distribution, Factors Influencing Distribution, Design Options, e-Business and its Impact, Distribution Networks in Practice, Network Design in the Supply Chain, Role of Network, Modeling for Supply Chain.

Unit – IV: Supply Chain Performance

Performance Measurement: Dimension, Tools of Performance Measurement SCOR Model; Demand Chain Management, Global Supply Chain, Challenges in Establishing Global Supply Chain.

Unit – V: Coordination in a Supply Chain

Importance of Coordination, Lack of Supply Chain Coordination and the Bullwhip Effect, Obstacles to Coordination, Building Partnerships and Trust, Continuous Replenishment and Vendor Managed Inventories, Forecasting and Replenishment, Collaborative Planning, Role of Information Technology in Supply Chain, Supply Chain 4.0.

REFERENCE

- IMT Ghaziabad Advanced Supply Chain Management, Sage Publications, 2021.
- Rajat K. Basiya, Integrated Supply Chain Management, Sage Publications, 2020.
- K Sridhara Bhat, Logistics & Supply Chain Management, HPH, 1e, 2017.
- Chopra, Sunil, Meindl, Peter and Kalra, D. V., Supply Chain Management: Strategy, Planningand Operation; Pearson Education, 6e, 2016.
- Altekar, Rahul V, Supply Chain Management: Concepts and Cases; PHI Learning, 1e, 2005.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year I Semester	**R24MBA18: Production and Operations Management**	**L-T-P-C**
		3-0-0-4

Course Aim/s:

To introduce concepts of production and operations management in an organization andexpose 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- Sustainable Operations Management- Industry 4.O.

Types of Production Systems: Flow Shop - Job Shop - Batch Manufacturing - The Project – Productivity- Line Balancing - World Class Manufacturing.

Unit-II: Product & Process Design and Analysis

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

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. Capacity Planning, Enhanced Capacity using Optimization.Value Analysis, Value Engineering, Lean Production System.

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- Quality Control Concepts.

Unit-V: Materials Management

Integrated Materials Management, Components of Integrated Materials Management, Materials Planning, Inventory Control, Purchase Management, eProcurement, Green Purchasing, Stores Management, EOQ, Models of Inventory - Operation of Inventory Systems,Quantity Discount, Implementation of Purchase Inventory Model.

Incoming Materials Control, Obsolete Surplus and Scrap Management, ABC Analysis, XYZAnalysis, VED Analysis, FSN Analysis, SDE Analysis.

REFERENCE

- 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

II Year I Semester	**R24MBAB1: Data Analysis through KNIME**	**L-T-P-C**
	Required Software: KNIME Analytics Platform	**3-0-0-4**

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.

Chapter I: Introduction to KNIME Analytics Platform

KNIME Installation Process – Need – Importance; User Interface; File – Edit – View – Help; Data sources – Access - Reading various Files; Industrial usage of KNIME regarding HR – Marketing – Finance - Production and Operations - Logistics and Supply Chain Departments - Limitations.

Chapter II: Nodes Description

Nodes Connectivity, Ports; Dealing with IO Node: Reading – Writing nodes; Data Manipulation Node: Row, Column nodes; View nodes; Analytics node: Mining node, Statistical node; DB Node, Other Data Type- Text processing Node; KNIME Lab Node- Row filter & Splitter nodes; Work Flow control Node - Reporting Node; Report to pdf node.

Chapter III: Data Blending and Filtering

Table Creation, Joins and its types; Column:- Appender, Column filter, Rename, Combine, Column Sort, Merger; Rule based row filtration; Date and Time row filter; Row: Duplicate row, Row sort, Group Sorting; Pivoting, Unpivoting, Identifying missing values, Cell Split.

Chapter IV: Data Conversion & Data Analysis Methods

Cell Split by position, Column Aggregator, Type Conversion; Math formula and Rule Engine, String Manipulation.

Data Analysis Methods: Support Vector Machines (SVM): K-Nearest Neighbor's (KNN); Logistic Regression; Random Forest (RF); Tree Ensemble; Comparative Model Analysis on SVM, KNN, LR.

Chapter V: Data Visualization & Data Driven Decision Making

Pie Chart, Bar Chart, Pivot Tables; Importing and Exporting of KNIME workflows; Data-Driven Decision making (DDDM): Decision Rule Framing; Deriving Decisional Tree, Analysis for Data-Drien Decision Making (DDDM).

REFERENCE

- 21 Analytics Insights for Data Science written by Chat GPT & Michael Berthold.
- From Excel to KNIME written by Kathrin Melcher.
- KNIME Beginner's Luck Written by Satoru Hayasaka & Rosaria Silipo
- Just KNIME It Written by Aline Bessa & Victor Palacios
- Explainable AI: Interpreting Machine Learning with XAI Written by Keerthan Shetty & Paolo Tamagnini.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year I Semester	R24MBAB2: Data Analysis Using Advanced Spreadsheets	L-T-P-C 3-0-0-4

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 and Grouped Worksheets; Splitting the Screen - Freezing Panes - Copying and Pasting Data between Spread sheets -Hide & Unhide.

Unit-II: Tables &Advanced Charts

Tables: Insert a Table and Style Options–Add Rows and Columns- Performa 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.

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

Unit-III: Advanced 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-Trouble shooting 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- IF ERROR; SUMIF – AVERAGE IF – COUNTIF - COUNTIFS - SUMIF - AVERAGEIFS.

Unit-IV: Advanced Pivot Tables & Macros
Pivot Tables: Creating Pivot Tables - Choosing Fields - Pivot Table Layout; Filtering Pivot Tables - Modifying Pivot Table Data; Pivot Charts - Power Pivot.
Macros: Macro Security- Recording a Macro - Assign a Macro to a Button or Shape; Run a Macro up on Opening a Workbook - Inspect and Modify a Macro.

Unit-V: Data Cleaning, Analysis and Dashboards
Data Cleaning: Methods of Cleaning Data - Usage of Power Query.
Data Analysis: Descriptive Analysis - Exploratory Data Analysis - Anamoly Detection.
Dashboards: Preparing Dynamic Dash boards using - Charts and Pivot Tables.

REFERENCE

- Jordan Goldmeier, Advanced Excel Essentials ,Apress, New York
- Stewart, K, Microsoft Excel: A Professional Approach, New Delhi: Tata McGrawHill.
- Mcfedries, P, Excel 2013 Formulas and Functions, New Delhi: Pearson Education.
- Winston, W,MicrosoftExcel2013DataAnalysisandBusinessModeling,NewDelhi: Prentice HallofIndia.
- Jelen. B,& Alexendar,M, Excel2013-Pivot Table 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

II Year I Semester	**R24MBAB5: Predictive Analytics**	**L-T-P-C**
		3-0-0-4

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 datain 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: Fundamentals of Regression Analysis - Requirements in Regression Model Building - Model Diagnostics - Interpretation of Regression results for Management Decision. Multiple Regression Analysis**;** Significance of Multiple Regression Analysis-Testing Rule of Multiple Regression Analysis.

Unit-II: Non-linear Regression and Regression Modeling

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

Diagnostics of Regression Modeling: Model Diagnostics – Multi-colinearity – Autocorrelation.

Unit-III: Dummy Modeling and Panel Data Model

Dummy Modeling: Dummy Independent Modeling - Linear Probability Model - Logit Model - Probit Model.

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

Machine Learning: 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: Data Interpretation - Data Reduction - Classification and Clustering Techniques - Association Rule Mining - Cause and Effect Model.
Simulation: Monte Carlo Simulation - Discriminant Event Simulation - Application Using Simulation.

REFERENCE

- 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 - AGuide 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

II Year I Semester	**R24MBAF1: Security Analysis & Portfolio Management**	**L-T-P-C**
		3-0-0-4

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

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

Investment Alternatives: Negotiable Securities & Non-negotiable Securities. Primary Market: Types of New Issues- Parties to New Issue & Secondary Market.

Unit-II: Security Analysis

Fundamental Analysis: Economic Analysis, Industry Analysis & Company Analysis- Earnings of the Company, Financial Analysis, Growth in Earnings.

Technical Analysis: Dow Theory, Efficient Market Hypothesis, Random Walk Theory, Support and Resistance Levels, Odd Lot Trading Moving Averages.

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.

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

Unit-V: Mutual Funds & Exchange Traded 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. Exchanger Traded Funds: Types of ETFs and Trading Process.

REFERENCE

- 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

II Year I Semester	**R24MBAF2: Strategic Investment & Financial Decisions**	**L-T-P-C**
		3-0-0-4

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

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.

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

Unit-IV: Strategic Analysis of selected Investment Decisions

Lease Financing: Leasing vs. Operating Risk - Borrowing vs. Procuring - Hire purchase and Installment 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.

REFERENCE

- Nikiforos T. Laopodis, Understanding Investments-Theories and Strategies, Routledge.
- 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.
- Ravi M Kishore, Strategic Financial Management, Taxman.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year I Semester	**R24MBAF5: Tax Planning and Management**	**L-T-P-C**
		3-0-0-4

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 andmanagement techniques.

Learning Outcome/s:

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

Unit-I: Introduction to Tax

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. Individual Income Exempted from Tax (Theory & Problems).

Unit-II: Heads of Income

Heads of Income: Income from Salaries - Income from House Property - Profits & Gains from Business orProfession - Capital Gains - Income from Other sources – Total Income- Deduction under section 80's .

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

Unit-III: Corporate Tax

Assessment of Companies: Computation of taxable income of companies - 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 (Theory & Problems).

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 (Theory).

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- SGST- CGST- IGST - Impact of GST (Theory).

REFERENCE

- Dr. Vinod K. Singhania & Dr. Monica Singhania Students Guide to Income Tax (TaxmannPublication, 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)
- 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

II Year I Semester	**R24MBAH1: Talent& Performance Management Systems**	**L-T-P-C**
		3-0-0-4

Course Aim/s:

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

REFERENCE

- 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

II Year I Semester	**R24MBAH2: Training and Development**	**L-T-P-C**
		3-0-0-4

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: Introduction to Training, Training vs Development, Training vs education, Training Process Model-Open System Model - Trends in Training - Challenges and Career Opportunities in Training, Principles of Learning in training.

Unit-II: Need Analysis and Training Design

Need Analysis: Concepts, Process, Model, Organizational constraints, Training design- steps in training design, aligning training design with learning process.

Unit-III: Training Methods

Methods: Criteria of Selecting Appropriate Training Methods – Development of Training Methods, On-The-Job Training Methods, Off-The-Job 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.

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.

REFERENCE

- 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

II Year I Semester	**R24MBAH5: Compensation and Reward Management**	**L-T-P-C**
		3-0-0-4

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 - 3P Concept inCompensation Management.

Reward Management: Developing Reward Policies - Reward System inService Organisations-Case Discussion.

Unit-II: Designing Compensation System

Building Compensation System: Building internally consistent Compensation System - Building Market Competitive Compensation System - 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 - Designing Pay Ranges and Bands in Public and Private sectors - Comparison in Evaluation of Different Types of Pay Structures in India.

Unit-IV: Benefits and Services

Employee 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 the Flexible Workforce - Contingent Employees and Flexible Work Schedules - Compensation for Expatriates and Repatriates - New trends in compensation.

REFERENCE

- 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.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year I Semester	**R24MBAM1: Consumer Behaviour**	**L-T-P-C**
		3-0-0-4

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.

Unit-V: Consumerism and Ethics

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

REFERENCE

- 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

II Year I Semester	**R24MBAM2: Services Marketing**	**L-T-P-C**
		3-0-0-4

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.

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.

REFERENCE

- Christoper Lovelock, Jochen Wirtz, Jayanta Chatterjee, Services Marketing, Pearson.
- Valarie A. Zeithaml & Mary Jo-Bitner: Services Marketing, Integrating customer focusacross 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, OxfordUniversity Press.
- Govind Apte, Services Marketing, Oxford Press.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year I Semester	**R24MBAM5: Digital and Social Media Marketing**	**L-T-P-C**
		3-0-0-4

Course Aim/s:

- The objective of this course is to understand the importance of digital marketing, SocialMedia 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

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.

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.

REFERENCE

- 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.

MBA II YEAR II SEMESTER

II Year II Semester **R24MBA23: Strategic Management** **L-T-P-C 3-0-0-4**

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.

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.

REFERENCE

- 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.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year II Semester	**R24MBAB3: Data Visualization & Big Data Analytics**	**L-T-P-C**
		3-0-0-4

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: Data Exploration & Cleaning

Introduction to Data Cleaning- and Pre Processing- Techniques for handling missing Data- Outliers and Data Transformation.

Data Exploration: Visualizing Data Sets- Identifying Patterns- Exploratory Data Analysis- Understanding Data Distribution and Relationships.

Unit-III: Data Visualization for Business Applications

Data Visualization for Marketing- Analyzing Marketing Data, Understanding customer behavior and trends. Data Visualization for Finance: Visualizing Financial Data- Analyzing Performance and Decision Making.

Data Visualization for Operations: Using Visualization to optimize business operations and process.

Unit-IV: Introduction to Big Data

Types of Digital Data- Characteristics of Data- Evolution of Big Data- Definition of Big Data, Challenges of Big Data, 3D's of Big Data, Non- Definitional Traits of Big Data- Business Intelligence vs Big Data- Data warehouse and Hadoop Environment- Big Data Analytics- Classification of Analytics- Data Science- Terminologies in Big Data- Cap Theorem- BASE concept.

Unit-V: NoSQL

Types of Data Bases, Advantages- NewSQ, SQL vs NoSQL vs NewSQL. Introduction to Hadoop: Features- Advantages- Versions- Over of Hadoop Ecosystem- Hadoop Distribution- Hadoop vs SQL

REFERENCE

- Iliinsky, N. & Steele, J, Designing Data Visualizations, Mumbai: O"Reilly/ Shroff Publishers.
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- Nandeshwar, A, Tableau Data Visualization Cookbook, Mumbai: PACKT Shroff Publishers.
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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year II Semester	**R24MBAB4: Data Analysis Using R and Tableau**	**L-T-P-C**
		3-0-0-4

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 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-II: 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.

Unit- III: Advanced Worksheet Analytics

Advanced Data manipulation with sets, parameters, and groups; Implementing calculated fields and functions for deeper data analysis; Applying unions, joins, and data blending for richer data insights; creating bank customer analysis dashboards.

Unit-IV: Introduction to the R language

R Studio: Introduction – R studio user interface; menus & submenus in R studio: File, Edit, View, Plots & Session: Data Types and Classes; Data Structures in R - R Programming Fundamentals; Advantages and Disadvantages of using R.

Unit-II: Working with R & Basic Plotting

Working with R studio: Reading and Writing Data - R Libraries - Functions and R Programming –Basic R studio Commands & Shortcut keys.

Basic Plotting with R Studio: Manipulating the Plotting Window; creating basic Plots using R Studio; Advanced Plotting using Lattice Library; Saving Plots as Image and PDF.

REFERENCE

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year II Semester	**R24MBAB6: Data Management & Business Intelligence**	**L-T-P-C**
		3-0-0-4

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.

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.

REFERENCE

- 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.
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- Rajiv Sabherwal, Business Intelligence, Wiley Publications.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year II Semester	**R24MBAF3: International Financial Management**	**L-T-P-C**
		3-0-0-4

Course Objective:

- To provide an understanding about MNC Financial Management.
- To elucidate various aspects of Balance of Payments.
- To enlighten on various aspects in Foreign Exchange Market.
- To discuss on the methods of Measuring exchange rate movements.
- To help understand the Asset-Liability Management and International Financing.

Course Outcome:

- Understand recent changes and challenges in International Financial Management.
- Learn Factors affecting International Trade flows
- Learn various aspects about International Stock market.
- Understand the uses of exchange rates.
- Examine the importance of International Financing.

Unit – I: Introduction

An Overview, Importance, Nature and Scope of International Financial Management, Domestic FM Vs. IFM.

International Business Methods, Recent Changes and Challenges in International Financial Management.

Unit – II: International Flow of Funds

Balance of Payments (BOP), Fundamentals of BOP, Accounting Components of BOP, Factors affecting International Trade Flows, Agencies that facilitate International Flows. Indian BOP Trends.

International Monetary System: Evolution, Gold Standard, Bretton Woods's System, the Flexible Exchange Rate Regime, Evaluation of Floating Rates, the Current Exchange Rate arrangements, the Economic and Monetary Union (EMU) and Developments.

Unit – III: Foreign Exchange Market

Function and Structure of the Forex Markets, Major Participants, Types of Transactions and Settlements Dates, Foreign Exchange Quotations, Process of Arbitrage, Speculation in the Forward Market.

Currency Futures and Options Markets - Overview of the other markets, Euro Currency Market, Euro Credit Market, Euro Bond Market, International Stock Market.

Unit – IV: Exchange Rates

Measuring Exchange Rate Movements, Factors influencing Exchange Rates. Government influence on Exchange Rates, Exchange Rate Systems. Managing Foreign Exchange Risk. International Arbitrage and Interest Rate Parity.

Relationship between Inflation, Interest Rates and Exchange Rates, Purchasing Power Parity, International Fisher Effect, Fisher Effect, Interest Rate Parity, Expectations Theory.

Unit – V: Asset–liability Management

Foreign Direct Investment: International Capital Budgeting, International Capital Structure and Cost of Capital. International Portfolio Management.

International Financing: Equity, Bond Financing, Parallel Loans, International Cash Management, Accounts Receivable Management, Inventory Management. Payment methods of International Trade.

REFERENCE

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- Alan C. Shapiro, Multinational Financial Management, John Wiley,11e, 2019.
- Jeff Madura, International Corporate Management, Cengage, 13e,2016.
- S. Eun Choel and Risnick Bruce: International Financial Management, TMH, 2012
- Sharan.V, International Financial Management 6e, PHI, 2014.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year II Semester	**R24MBAF4: Financial Analytics**	**L-T-P-C**
		3-0-0-4

Course Objective:

- To enable understanding of various aspects in Financial Analytics.
- To help understand time value money, risk and return aspects.
- To impart knowledge of various capital budgeting techniques.
- To elucidate various aspects of Equity Valuation.
- To enlighten on the aspects of Bond Valuation.

Course Outcome:

- Understand techniques of financial statements.
- Learn the relevance of time value money.
- Learn various aspects of capital budgeting.
- Understand industry, technical and economic analysis.
- Learn duration of bond and immunization strategies.

Unit – I: Techniques of Financial Statement

Horizontal, Vertical Analysis, Trend Analysis, Ratio Analysis, Liquidity, Profitability, Solvency and Turnover Ratio, Valuation of Ratios, Statement of Cash Flow, Classification of Cash Flow. Computing Net Cash Flow: Operating, Investing and Financing Activities. Reporting and Interpretation using Spreadsheet.

Unit – II: Time Value of Money& Risk and Return

Time Value of Money: Future Value: Simple, Compound Interest and Annuity, Present Value: Discounted, Annuity, Equated Loan Amortization, Perpetuity using Spreadsheets.
Risk and Return: Holding Period Returns, Arithmetic Mean vs Geometric Mean, Risk: Standard Deviation, Coefficient of Variation, Beta, Covariance of Stock.

Unit – III: Capital Budgeting Techniques

Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index, Decision Tree, Cash Flow in Capital Budgeting, Cost of Capital.
Advance Capital Budgeting Techniques, Adjusted Present Value Approach, Competing Project Risk using Spreadsheets.

Unit – IV: Equity Valuation

Calculation of Portfolio Mean and Variance, Capital Asset Pricing Model (CAPM), Variance: Covariance Matrix, Estimating Beta and Security Market Line.
Industry Analysis, Economic Analysis and Technical Analysis in Stock, Real Option in Capital Budgeting.

Unit – V: Bond Valuation

Bond Duration, Duration of Bond with Uneven Payments, Immunization Strategies, Modeling the Term Structure.
Calculating Expecting Bond Return in a Single and Multi-period Framework, Semi-annual Transition Matrix, Computation of Bond Beta.

REFERENCE

- Sheeba Kapil, Financial Valuation and Modeling, Wiley, 1e,2022.
- R. Narayanaswamy, Financial Accounting-Managerial Perspective, PHI,7e,2022.
- Timothy Mayes, Financial Analysis with MS Excel, Cengage, 7e, 2013.
- N R Parasuraman, Financial Management-step by step approach, Cengage, 1e,2014.
- Simon Bennings, Financial Modeling-Using Excel, MIT Press, Camberidge,3e
- Vijay Gupta, Financial Analysis using Excel, VJ Books Inc, Canada.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year II Semester	**R24MBAF6: Risk Management & Financial Derivatives**	**L-T-P-C**
		3-0-0-4

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 derivativesmarket.
- 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.

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

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.

REFERENCE

Punithavathy Pandian: Security Analysis & Portfolio Management, Vikas.

- 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

II Year II Semester	**R24MBAH3: International Human Resource Management**	**L-T-P-C**
		3-0-0-4

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 Organization

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, NewDelhi

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year II Semester	**R24MBAH4: HR Analytics**	**L-T-P-C**
		3-0-0-4

Course Objectives:

- To provide an overview of evolution of HRM and its journey towards Analytics and highlight the need, concepts and scope of HR Analytics linked with business outcomes.
- To elucidate the methods of capturing, examining & purifying data and to introduce the aspect of HR Metrics in the context of HR Analytics.
- To impart knowledge of conduction of HR Analytics for key HR Processes using MS Excel.

Course Outcomes:

- Gain an understanding of the relevance of HR Analytics in the current business scenario.
- Have an understanding of the models of conducting HR Analytics and understanding of the methods of capturing, examining & purifying data for conduction of HR Analytics.

Unit – I: Introduction to HR Analytics

History of Different HRM Perspectives, Transition from HRM to HCM and Gaining Sustainable Advantage through HCM. HR Analytics and Changing Role of HR Professionals. Importance and Scope of HR Analytics. Significance of HR Analytics, Benefits of HR Analytics. Levels of Analysis and Conducting analytics. Key Influencers of HR Analytics Process. Big Data Era in HR Analytics, HR Analytics – Linkage to Business Outcomes.

Unit – II: Understanding HR Analytics

Conducting HR/Workforce Analytics: Models of HR Analytics, How to Conduct HR Analytics. Understanding HR Data: Importance of Data, Types and Scales of Data; Methods of Capturing Data, Data Examination & Purification. Understanding various HR Metrics from the perspective of HR Analytics.

Unit – III: Analytics for Key HR Processes Using MS Excel

HR Analytics for Recruitment & Selection, Training & Development, Performance Appraisal, Talent Management, Employee Engagement, Compensation Management and Expatriate Management.

Unit – IV: Descriptive Analytics

Overview of Select Tools for Conduction HR Analytics: MS Excel, R, Tableau, Power BI, Python, SPSS & PSPP. Descriptive Analytics in HR: HR Dashboards using MS Excel, Slicing and Dicing of HR Data using MS Excel Pivot Table Applications, Data Visualization for Key HR processes.

Unit – V: Predictive & Prescriptive HR Analytics

Predictive HR Analytics: Correlation, Linear and Multiple Regression, Factor Analysis and Cluster Analysis, Comparison of Means and Analysis of Variance for Manpower Demographics, Employee Satisfaction, Training Effectiveness etc. Prescriptive HR Analytics, Predictive vs Prescriptive HR Analytics, Future of HR Analytics.

REFERENCE

- Rama Shankar Yadav & Sunil Maheshwari, HR Analytics, Wiley, 2021.
- Pratyush Banerjee, Jatin Pandey & Manish Gupta, HR Analytics: Practical Applications of HR Analytics, Sage, 2019.
- Dipak Kumar Bhattacharya, HR Analytics, Sage, 2017.
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- Nishant Uppal, Human Resource Analytics, Pearson, 2021.
- Bharti Motwani, HR Analytics: Practical Approach Using Python, Wiley, 2021.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year II Semester	**R24MBAH6: Diversity and Change Management**	**L-T-P-C**
		3-0-0-4

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.

Managing Change: 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.

REFERENCE

- 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

II Year II Semester	**R24MBAM3: Integrated Marketing Communications**	**L-T-P-C**
		3-0-0-4

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 maintenanceof 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.

REFERENCE

- 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

II Year II Semester	**R24MBAM4: Marketing Analytics**	**L-T-P-C**
		3-0-0-4

Course Objectives:

- To provide an understanding of Fundamentals of Marketing Analytics
- To elaborate on the scope of MS Excel for conduction of Marketing Analytics,
- To highlight the importance of Management of Customer Expectations through Marketing Analytics,
- To orient on the usage of Marketing Analytics for Product Pricing and
- To impart knowledge on Market Segmentation methods and Advertising using Marketing Analytics.

Course Outcomes: Students will be able to

- Learn the Concepts of Marketing Analytics and their relevance in business,
- Use MS Excel to deal with Marketing Data at basic level,
- Appreciate Customer's journey through Product Selection Process and Customer Lifetime Value,
- Conduct Analysis in Determining the Pricing Strategies and
- Understand the Process of Optimizing Clusters and Measure the Effectiveness of Promotion.

Unit – I: Introduction to Marketing Analytics

Definition, Need and Scope of Marketing Analytics, Marketing Analytics Vs Marketing Research, Levels in Marketing Analytics, Adoption and Application of Marketing Analytics, Marketing Analytics and Business Intelligence. MS Excel as a Tool for conduction of Marketing Analytics. Using MS Excel to Organize and Summarize Marketing Data: Creation of Pivot Tables and Organizing Data.

UNIT – II: Summarizing Marketing Data

Summarizing Revenue Data: Month-wise and Product-wise. Slicing & Dicing of Data: Pareto Principle, Report Filters and Slicers. Demographic Analysis: Analyzing Sales Data by Age, Gender, Income and Location, Construction of Crosstabs of Two Demographic Variables. Using GETPIVOT Function for Pulling Data. Adding Data Labels and Data Tables.

UNIT – III: Customer Analytics

Customer Journey Mapping and the Process of Mapping (How to). Metrics for Tracking Customer Experience: Customer Feedback Metrics & Behavior Derived Customer Metrics. Customer Persona, Building a Customer Persona and its Benefits, Customer Lifetime Value (CLV). Calculating Customer Lifetime Value: Creating the Basic Customer Value Template.

Unit – IV: Pricing Analytics

Pricing, Goals of Pricing, Price Elasticity, Estimating Linear and Power Demand Curves, Using Excel Solver to Optimize Price. Price Bundling, Bundling Prices to Extract Consumer Surplus, Mixed Bundling, Using Evolutionary Solver to Find Optimal Bundle Prices. Price Skimming.

Unit – V: Segmentation & Promotion Analytics

Segmentation Analytics: Cluster Analysis and its Applications, Location-wise Clustering, Using Solver to find Optimal Clusters. Using Conjoint Analysis to Segment a Market, Using Decision Trees for Segmenting the Market. Promotion Analytics: Promotions and Types of Promotions, Discounting & Types of Discounting. Measuring the Effectiveness of Advertising: The Adstock Model, Pay per Click Advertising.

REFERENCE

- Seema Gupta & Avadhoot Jathar, Marketing Analytics, Wiley, 2021.
- Wayne L. Winston, Marketing Analytics: Data Driven Techniques with Microsoft Excel, 2014.
- Chuck Hermann, Ken Burbary, Digital Marketing Analytics, Que Publishing, 2e, 2018.
- Moustusy Maity and Pavankumar Gurazada, Marketing Analytics for Strategic Decision
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- Mike Grigsby, Marketing Analytics, Kogan Page, 2015.
- Robert Kozielski, Measuring Marketing Analytics, Emerald Publishing, 2018.

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

II Year II Semester	**R24MBAM6: Customer Relationship Management**	**L-T-P-C**
		3-0-0-4

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.

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.

REFERENCE

- 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.
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- V. Kumar and Werner. J. Reinartz, Customer Relationship Management, Wiley.