



**Bhavan's Vivekananda College
of Science, Humanities & Commerce**

Sainikpuri, Secunderabad – 500094
Autonomous College - Affiliated to Osmania University
(Accredited with 'A' grade by NAAC)

MBA I Year I Semester 2015

Subject: Management and Organizational Behaviour

Month	Name of the topic	No of classes required	Remarks
	Unit: I (15 classes)		
	Managers and Management: Meaning	1	
	Roles of a manager and Functions of management	5	
	Processes of management	1	
	Historical roots of contemporary management practices	8	
	Unit: II (14 classes)		
	Organizational behaviour: Def, Importance, Scope, Concepts	2	
	Nature and levels of organizational behaviour	1	
	Models of OB	2	
	Transactional Analysis , Ego states and Johari window	2	
	Individuals in organization: Individual differences	1	
	Personality and ability	1	
	The Big 5 model of personality	1	
	Organizationally relevant personality traits	1	
	Nature of perception	1	
	Characteristics of the perceiver, target and situation	2	
	Perceptual problems	1	
	Unit: III (11)		
	Planning: Concept, nature, importance, limitations	2	
	Process, Types and Approaches, MBO	2	
	Organizing: Concept, nature importance, principles	1	
	Centralization and decentralization Organizational structure : Line and Staff	2	
	Types of organizational structures	4	

	Unit : IV (14 classes)		
	Motivation: Early and Contemporary theories of motivation	4	
	Groups and development: Concept of group and team, Group formation, Types of groups	2	
	Teams and importance of team building	1	
	Leadership: Early and contemporary approaches to leaderships(Trait, behavioural and contingency) and Leadership styles	4	
	Managing change: Lewins Process, Types and challenges	2	
	Resistance to change		
	Overcoming resistance to change	1	
	Unit: V (11 classes) Power, politics, conflict and negotiations: Sources of individual, functional and divisional power.	3	
	Organizational Politics	2	
	Conflict: causes and consequences	3	
	Pondy's model of organizational conflict Areas	1	
	Conflict resolution strategies	1	
	Revision	1	
	Total Classes	60	

Ku



Bharatiya Vidya
Bhavan

Bhavan's Vivekananda College

of Science, Humanities & Commerce

Sainikpuri, Secunderabad – 500094

Autonomous College - Affiliated to Osmania University

(Accredited with 'A' grade by NAAC)

Managerial Economics

Lesson plan-2015-16

Month(No. of classes)	Name of the topic	No. of classes required	Remarks
Sept.(2)	Unit 1: Introduction Opportunity cost principle	1 1	
Oct(15)	Other Fundamental principles of Managerial Economics Theory of the firm Economics of information Econometric models Unit 2: Demand concepts, Demand elasticities Cardinal and ordinal approach to consumer equilibrium, market equilibrium	2 1 1 1 4 4	
Nov(19)	Unit 3: Cost concepts, Production function, cost-output relationships law of variable proportions, returns to scale Isoquants, Expansion path, ridge lines, economies and diseconomies of scale, economies of scope learning curve Cobb-douglas and CES production function Cost-volume profit analysis Unit 4: Perfect competition, monopoly monopolistic competition, oligopoly, Nash equilibrium	4 3 4 1 2 4	
Dec(18)	Game theory Price and Non-price strategies for entry deterrence Pricing methods	4 6 6	
Jan(06)	Monetary policy, Inflation-2, Stagflation Philips curve-1, Trade cycles	6	

Total no. of classes

55

Y. Madhavi



Bharatiya Vidya
Bhavan
Bhavan's Vivekananda College
of Science, Humanities & Commerce
Sainikpuri, Secunderabad – 500094
Autonomous College - Affiliated to Osmania University
(Accredited with 'A' grade by NAAC)
Department of Management Studies
MBA I Semester Academic Organizer (2015-16)
Subject: Accounting for Management

Month & Number of Classes	Unit	Topic	No of Classes	Remarks
September (2)	I	Introduction to financial Accounting	2	
October (15)	I	Concepts & Conventions Accounting Cycle Accounting Standards Journal & Accounting Equation	2 1 2 8	
	II	Ledger	2	
November (19)	II	Final Accounts Company Final Accounts Introduction to Financial Statements	8 4 1	
	III	Comparative Analysis Common Size Statement Analysis	3 3	
December (18)	III	Trend Analysis	2	
	IV	Ratio Analysis	10	
	V	Funds Flow Analysis	6	
January (6)	V	Cash Flow Analysis	6	

Alitend.
 30/9/2015



Bharatiya Vidya
Bhavan

Bhavan's Vivekananda College
of Science, Humanities & Commerce
Sainikpuri, Secunderabad – 500094
Autonomous College - Affiliated to Osmania University
(Accredited with 'A' grade by NAAC)
Marketing Management

Lesson plan-2015-16

Month(No. of classes)	Name of the topic	No. of classes required	Remarks
Sept.(2)	Unit 1: Introduction-Marketing Management Market, Basic concepts-Needs, Wants, Demand	1 1	
Oct(15)	Marketing Philosophies, Marketing mix Marketing Plan, Marketing effort Global marketing, Marketing environment Unit 2: Segmentation Market targeting Differentiation, Positioning strategies	6 3 2 1 3	
Nov(19)	Demand measurement Competitive strategies Estimating current and future demand Unit 3: Product, Branding decisions Packaging, Product line, product mix decisions New product development Product life cycle, Pricing strategies Distribution channels Channel management decisions	5 2 2 3 3 2 2	
Dec(18)	Unit 4: Promotion mix, Online marketing Model of consumer behaviour Seven O's structure Factors affecting consumer behaviour Stages in the adoption process Industrial markets-characteristics Services markets characteristics, strategies	5 3 1 1 1 4 3	
Jan(06)	Unit 5: Types of marketing organization structures Factors affecting global marketing organization Annual plan control, efficiency control, Profitability control, Strategic control Marketing Audit	1 2 3	

Total no. of classes

60

Y. Madhavi



Bhavan's Vivekananda College
of Science, Humanities & Commerce
Sainikpuri, Secunderabad – 500094
Autonomous College - Affiliated to Osmania University
(Accredited with 'A' grade by NAAC)

Subject: Business Law

Lesson plan 2015-2016

Month	Total no. of classes	Unit	Topic	No. of classes	Remarks
September	2		Introduction – overview, contract & agreement-2	2	
October	15	I	classification of contract-1, elements of a valid contract-2, offer and acceptance-2, consideration and capacity of parties-2, Free consent-2, void contracts, legality and performance of a contract-1, breach of contract- remedies-quasi contracts, Casestudies2	12	
		II	Contract and agency- features-1, bailment and pledge-1, indemnity and guarantee-1	3	
November	19	II	sale of goods act-2, conditions and warranties-1, negotiable instruments and -2, cheques types, crossing-2	7	
		III	Company , characterstics-1, classification-2, formation-2, MOA, AOA, prospectus-3 meetings and directors qualifications and appointments-2, Companies Act 2013, CSR-2	12	
December	18	IV	Consumer protection law-1, consumer councils-2, redressal machinery-2, rights of consumers and consumer awareness-1, pollution control law-2, competition law-2	10	
		V	SEBI Act 1992- 4, Intellectual Property Rights- 4,	8	
January	6		Right to information Act 2005-2, arbitration and conciliation- 2.	4	
			Revision	2	
			Total classes	60	

100
29/9/2015



Bharatiya Vidya
Bhavan

**BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES AND COMMERCE**

Sainikpuri, Secunderabad - 94
(Accredited with A grade by NAAC)

Affiliated to Osmania University (Autonomous)

Product and Brand Management (M) (2015-16)

Month & No. of classes per month	Topic	Classes
August (1)	Unit - I: Product and Branding Decisions: Product, Product Policy	1
September (18)	Objectives of product management, Functions of product managers. Major product decisions- Product design, Product Mix, Product line, Packaging, branding, new product development, Product Modification and Deletion. Unit - II: Product Market Evolution: Strategic planning gap. Growth Strategies- Intensive, Interactive, Diversification strategies. Ansoff's grid. Product Portfolio analysis-	3 4 4 3 4
October (15)	BCG & GE matrix. Innovation and New Product Development Generic Product Development Process. Idea generating device, Idea-Screening, Concept generation, selection and Testing. Prototype Product. Unit-III: Market structure Analysis, Market segmentation, market maps, product maps	4 2 5 4
November (19)	Preference choice models, Brand aid model Unit-IV: Preference segmentation DESIGNR model, STRATOP and Defender models. Unit-V: Product testing and Launching	5 6 4 4
December (7)	Marketing Mix models ,organizational structures of product based organizations	3 4



Bharatiya Vidya
Bhavan

Bhavan's Vivekananda College
Of Science, Humanities and Commerce
Department of Management Studies
(Accredited with 'A' Grade by NAAC)
Research for Marketing Decisions

Lesson plan-2015-16

Month(No. of classes)	Name of the topic	No. of classes required	Remarks
Feb. (3)	<u>Unit-1</u> Introduction, MIS	3	
Mar. (16)	Research designs, experimental designs <u>Unit 2</u> Sources of marketing information Sampling design and methods Measurement and scaling Design of a questionnaire	5 2 3 5 2	
April (17)	<u>Unit 3</u> Decision under certainty, uncertainty EMV, EOL, EVPI, Decision tree analysis <u>Unit 4</u> McNemar, Sign test, Run test, Wilcoxon matched pairs test Mann Whitney test Kolmogorov-smirnov test	4 4 3 3 2 2 1	
May (2)	Kruskal-Wallis test	1	
June (16)	<u>Unit 5</u> Factor Analysis, Cluster analysis Discriminant analysis, Conjoint analysis Multidimensional scaling	4 3 2	
July (6)	Multiple Regression Research report Revision of problems	5 3 3	

Total no. of classes required

60

Y. Madhavi



Bharatiya Vidya
Bhavan

Bhavan's Vivekananda College
Of Science, Humanities and Commerce
Department of Management Studies
(Accredited with 'A' Grade by NAAC)
Managerial Communication

Lesson plan-2015-16

Month(No. of classes)	Name of the topic	No. of classes required	Remarks
Feb. (19)	<u>Unit-1</u> Communication process, barriers to communication,	7	
	Listening process,	6	
	Importance of feedback	6	
Mar. (19)	<u>Unit 2</u> Characteristics of non-verbal communication,	2	
	Interpreting non-verbal communication,	4	
	Functions of Non-verbal communication,	2	
	Negotiations,	2	
	Making Presentations	9	
April (13)	<u>Unit 3:</u> Speeches for commemorative occasions	3	
	Effective presentation strategies	4	
	Persuasive speaking	1	
	<u>Unit 4:</u> Report writing, business letters	5	
May (9)	<u>Unit 5</u> Communication for building media relations,	5	
	investor relations, govt. relations, Do's and don'ts of crisis communication	4	

Total no. of classes required

55

Y. Medhuni



Bhavan's Vivekananda College
of Science, Humanities & Commerce
 Sainikpuri, Secunderabad – 500094
 Autonomous College - Affiliated to Osmania University
 (Accredited with 'A' grade by NAAC)
DEPARTMENT OF MANAGEMENT STUDIES

MASTER OF BUSINESS ADMINISTRATION (MBA) II YEAR IV SEM
 ACADEMIC ORGANISER 2015-16

MBA302:
International Business

Month and classes	Topic	No of classes	remarks
August (1)	Unit - I: Global Imperative: An overview-International Business:	1	
September (18)	A global perspective- Emergence of Globalization-Drivers of Globalization- Internationalization Process Stages in International Business-Approaches to International Business The World of International Business: Regional and Global Strategy The Multinational Enterprise-Triad and International Business International Trade Theories; Environment of International Business-Cultural Environment and Political Environment. Unit - II: Global Business & National Regulation: Rationale for Government Intervention	1 3 2 2 3 3 3 1	
October (15)	Forms of Trade Regulation at National Level-Tariff and Non- Tariff Barriers. Regional Economic Integration: Levels of Economic Integration-Benefits & Costs of Economic Integration Major Trading Blocks: EU, NAFTA, ASEAN and SAARC. Multilateral Regulation of Trade and Investment-Basic Principles of Multilateral Trade Negotiations- GATT and its early Rounds- World Trade Organization-Structure and functions- TRIPs & TRIMs- WTO & India-UNCTAD.	3 2 3 2 1 2 1 1	
November (19)	Unit - III: Global Business and Entry Strategies: Global Market Entry Strategies-Exporting, Licensing, Franchising, Contract Manufacturing, Assembly and Integrated Local manufacturing. Global Ownership Strategies: Strategic Alliance- Types of	2 2 2	

Meem



Bhavan's Vivekananda College
of Science, Humanities & Commerce

Sainikpuri, Secunderabad – 500094

Autonomous College - Affiliated to Osmania University

(Accredited with 'A' grade by NAAC)

DEPARTMENT OF MANAGEMENT STUDIES

	Strategic Alliances–Selection of Strategic Alliance Partner, managing and sustaining Strategic Alliance–Cost and Benefit Analysis of Entry Strategies: Entry Analysis and Entry strategy configuration. Unit – IV: Global E-Business: Conceptual Framework of E-business– rerequisites for Effective E-business Transactions E-enabled Business Process Transformation and Challenges– E-business Technology and Environment–E-Business Applications–E- Business Models–Alternative E-business Strategies–Global E- Marketing – Electronic Processing of International Trade Documents – Policy Framework for Global E-business	2 2 2 2 2 2 2 1	
December (07)	Unit - V: Managing Global Business: Strategy and Global Organization -Global Strategic Planning–Going Global and Implementing Strategies– Intercultural Communications– Intercultural Human Resources Management in Global Context.	3 2 2	
	Total	55	

Handwritten signature



Bharatiya Vidya
Bhavan

Bhavan's Vivekananda College
Of Science Humanities and Commerce
(Autonomous College – Affiliated to Osmania University)
(Accredited with 'A' grade by NAAC)

Department of Management Studies

Subject: Organization Development (MBA III Semester EII & Minor)

Academic Organizer 2015

Month	No of Teaching days	Name of the topic	No of classes required
		Unit: I General Introduction to OD	
August	1	Overview of the field of OD	1
September	18	Definitions of OD	3
		Short History of OD and its evolution	3
		Growth and relevance of OD	2
		Characteristics of OD	1
		Case Study Analysis	1
		Unit: II Foundations of OD	
		Models and theories of Planned change: Lewin's Change Model	3
		Burke Litwin Model	2
		General model of planned change	3
October	15	Systems theory	1
		Participation and empowerment	1
		Teams and Team work	1
		Parallel learning structures	1
		A normative re-educative strategy of changing	1
		Applied behavioural science	1
		Action research as a process and as an approach	2
		Case Study Analysis	1
		Unit III: Managing OD process:	
		Diagnosis: The six-box model	1
		Action Component: OD interventions and their nature	1
		Classification of OD interventions	2
		Planning, choosing and implementing an intervention strategy	1
		Evaluating and institutionalizing OD interventions	1
November	19	Program management component: Conditions for optimal success of OD	1

		Issues in consultant-client relationship	1
		Case Study Analysis	1
		Unit IV: Human Process interventions	
		Human Process approaches: T Groups	1
		Process consultation	1
		Third party interventions	1
		Team interventions	1
		Techniques and exercises used in team interventions	1
		Role analysis technique	1
		Role negotiation technique	1
		Responsibility charting	1
		Force field analysis	1
		Broad team building interventions	1
		Organizational process approaches: Organization confrontation	1
		Inter-group interventions	1
		Grid OD	1
		Case study Analysis	1
		Unit V: Techno-Structural and Strategic interventions	
		Structural Design: Restructuring- Downsizing and reengineering	2
December	7	Employee involvement: Quality circles and TQM	1
		Work Design: Engineering and System approach	2
		Strategic interventions: Organizational transformation and its characteristics	1
		Self designing organizations	1
		Organizational learning	1
		Case Study Analysis	1
Total No. of classes			60

As
3/08/2018



Bharatiya Vidya
Bhavan

Bhavan's Vivekananda College
of Science, Humanities & Commerce
Department of Management Studies
(Accredited with 'A' Grade by NAAC)

Promotion & Distribution Management (E-II & Minor)
Lesson plan-2015-2016

Month(No. of classes)	Name of the topic	No. of classes required	Remarks
August(1)	<u>Unit 1:</u> Introduction Marketing communication decision process	1	
Sept.(18)	The integration of marketing communication, IMC planning process	5	
	<u>Unit 2:</u> Introduction, advertising objectives, creativity	5	
	Creative strategy development Appeals, execution styles & creative tactics Media planning & strategy	7	
Oct.(15)	<u>Unit 3:</u> Role of Personal selling, salesmanship, Personal selling process and approaches	5	
	Personal selling objectives	7	
		2	
Nov. (19)	Sales management process-evaluating, motivating and controlling the sales force	5	
	<u>Unit-4:</u> Consumer and trade promotion	6	
	Support media Direct marketing	6	
Dec.(7)	<u>Unit-5:</u> Channels of distribution	2	
	Channel design & selection of channels	4	
	Motivation & control of channel members		
	Distribution of services		
	Market logistics & supply chain mgt.		

Total no. of classes required

55

T. Madhu,



BHAVAN'S VIVEKANANDA COLLEGE OF SCIENCE, COMMERCE AND HUMANITIES

Sainikpuri, Secunderabad, 500094.

Ph.27111611, 27115878

Autonomous college

(Affiliated to Osmania University)

Accredited with "A" grade by NAAC

DEPARTMENT OF MANAGEMENT STUDIE

2015-16

Change Management

Month & Classes	Topic	NO. OF CLASSES REQUIRED	REMARKS
June(13)	Unit-I Organizational Change		
	Concept And The Need For Change	2	
	Types Of Change	2	
	Forces Of Change	2	
	Theoretical Framework Of Organizational Change	2	
	Individual, Group And Institutional Change	2	
	Barriers To Organizational Change	2	
	Planned Organizational Change	1	
July(17)	Elements Of Planned Change	3	
	Strategies For Planned Change	3	
	Techniques And Methods For Achieving Change Planned Change	3	
	Change At Individual And Organizational Change	2	
	Unit - II Influence Of Change		
	Recent Approaches To Organizational Change	4	
	Process Based Change Models	2	
August(11)	Models Of Evolving Managerial Implications	3	
	Interpretations Of Change	2	
	Content Based Models	3	
	Different Approaches	3	
September(17)	Organizational Change Vs. Organizational Transformational	2	
	Role Of A Leader In Affecting Change.	2	
	Unit-II Resistance To Organizational Change		
	The Concept And Nature Of Change	2	
	Positive Vs Negative Resistance To Change	3	
	Factors Contributing To Resistance To Change	3	
	Mechanism Underlying Resistance To Change	2	

	The Human Side And Behavioral Elements Of Resistance To Change	2	
	The Cognitive And Affective Processes	1	
October(7)	The Cognitive And Affective Processes	2	
	Role Of Change Agents - Skills Required For The Change Agent	4	
	Unit -IV Management Of Change And Human Resource Development.		
	HRD Contribution To Organizational Change	1	
November(15)	HRD Contribution To Organizational Change	1	
	Reward Management And Management Of Change	2	
	Reward Management Values, Structure And Processes	6	
	Role In Changing Employee Behaviour	2	
	Managing Change Through Employee Involvement	2	
	Organising And Management Of Change	2	
December(14)	Evaluating And Promoting Change	2	
	Unit-V Organizational Culture And Change Management		
	Levels Of Culture	3	
	Main Perspectives Of Organizational Culture	3	
	Integration, Differentiation And Fragmentation	4	
	Understanding And Managing Change	2	
January(6)	Human Resources Interventions With Organizations	3	
	Complexity Of Issues Associated With Aligning Culture.	3	

16 16 }
 19 35 }
 19 54 }
 11 65 }
 05- 70 }
 20 90 }
 18 108 }
 120 }





Bhavan's Vivekananda College
of Science, Humanities & Commerce
Sainikpuri, Secunderabad – 500094
Autonomous College - Affiliated to Osmania University
(Accredited with 'A' grade by NAAC)

Strategic Management Accounting (MBA III SEM) 2015-16– Finance Elective II

Month	Particulars	No of Classes	Remarks
August (1)	Introduction	1	
September (18)	SMA Objectives, Management Control Systems	2	
	Classification of Costs	1	
	Fixed Vs Variable Costs (Including Segregation of SFC)	2	
	CVP Analysis	2	
	BEP & Problems	5	
	CVP analysis and Decision Making	6	
October (15)	Strategic Planning: Management Control and Operation Control	2	
	Standard Costing	1	
	Material Variances	3	
	Labour Variances	3	
	Overhead Variances	3	
	Sales Variances	3	
November (19)	Responsibility Accounting and Divisionalization	1	
	Responsibility Centers	2	
	Evaluation of Responsibility Centers	3	
	Transfer Pricing	2	
	Introduction to Activity Based Costing	2	
	Classification of Activities	1	
	Cost Drivers	1	
Problems on ABC	7		
December (7)	Product Life Cycle Costing	4	
	Target Costing	3	

Subudh
31/8/15



Bhavan's Vivekananda College

of Science, Humanities & Commerce

Sainikpuri, Secunderabad – 500094

Autonomous College - Affiliated to Osmania University

(Accredited with 'A' grade by NAAC)

DEPARTMENT OF MANAGEMENT STUDIES

MASTER OF BUSINESS ADMINISTRATION (MBA) II YEAR IV SEM

ACADEMIC ORGANISER 2015-16

Compensation Management (HR)

Month and classes	Topic	No of classes	remarks
August (1)	UNIT - I: Introduction to Strategic Compensation Management: Concept of compensation	1	
September (18)	-Exploring and defining the compensation context- System of compensating-compensation dimensions- concept of reward-Role of compensation in Organization- Non-financial compensation system- Concept of total reward system- New trends in compensation management- The 3-P compensation concept. UNIT - II: Compensation and Employee Behaviour: Bases For Traditional Pay System and Modern Pay System- Establishing Pay Plans- Aligning Compensation Strategy with HR Strategy and Business Strategy	2 2 2 2 2 1 1 2 2 2	
October (15)	Seniority and Longevity pay- Linking Merit Pay with Competitive Strategy- Incentive Pay-Person focuses to Pay-Team Based Pay. UNIT - III: Designing Compensation System: Building internally consistent Compensation System- Creating Internal Equity through Job Analysis and Job Valuation- Building Market Competitive Compensation System- Compensation Surveys	2 2 2 2 3 2 2	
November (19)	Integrating Internal Job Structure with External Market Pay Rates-Building Pay Structures that Recognize Individual Contributions- Constructing a Pay Structure-Designing Pay for Knowledge Program. -UNIT - IV: Employee Benefits Management: Components-Legally required Benefits-Benefits Administration- Employee Benefits and Employee Services-Funding Benefits through VEBA-	3 1 2 2	

Handwritten signature

	Costing the Benefits-	2	
	Components of Discretionary Core Fringe Compensation-	1	
	Designing and Planning Benefit Program-	2	
	Totally Integrated Employee Benefit Program.	2	
	UNIT - V: Contemporary Strategic Compensation Challenges:		
	International Compensation and Competitive Strategies-	2	
	Executive Compensation Packages-		
	Compensating Executives	3	
December (07)	Compensating the Flexible Workforce-	2	
	Contingent Employees and Flexible Work Schedules-	2	
	Compensation for Expatriates and Repatriates-	1	
	Strategic Issues and Choices in Using Contingent and Flexible Workers.	2	

Mem



Bhavan's Vivekananda College

of Science, Humanities & Commerce

Sainikpuri, Secunderabad – 500094

Autonomous College - Affiliated to Osmania University

(Accredited with 'A' grade by NAAC)

DEPARTMENT OF MANAGEMENT STUDIES

MASTER OF BUSINESS ADMINISTRATION (MBA) II YEAR IV SEM

ACADEMIC ORGANISER 2015-16

4.3: Entrepreneurial Development

Month and classes	Topic	No of classes	remarks
January (8)	Unit – I: Entrepreneur and Entrepreneurship: Evolution of the Concept of Entrepreneur–Characteristics of an Entrepreneur–Distinction Between an Entrepreneur and a Manager	3	
	Functions of an Entrepreneur– Theories of Entrepreneurship– Concept of Entrepreneurship	3	
	Growth of Entrepreneurship in India–Role of-Entrepreneurship in Economic Development–	2	
February (17)	Concept of Entrepreneurship–Functions, growth, Problems, Development,	2	
	Recent Trends of Women Entrepreneurship–Meaning of and-Need for Rural Entrepreneurship– Problems and Development of Rural Entrepreneurship.	3	
	Unit – II: Factors Affecting Entrepreneurial Growth: Economic and Non-Economic Factors–Government Actions; Entrepreneurial motivation; Entrepreneurial competencies; Entrepreneurial mobility	6	
	Entrepreneurship Development Programmes (EDPs)–Need for, objectives, course contents and curriculum, phases, evaluation of EDPs.	3	
	Unit – III: Small Enterprises: Definition–Characteristics–Relationship with large units–Rationale–Objectives	3	
March (17)	Scope of Small Enterprises–Opportunities for an Entrepreneurial career–Role of Small Enterprises in Economic Development–Their problems.	3	
	Project Identification and Selection–Project Formulation–Project Appraisal–Financing–ownership Structures, MSME act.	4	
	Unit – IV: Institutional Finance to Entrepreneurs: Commercial Banks–Other Major Financial Institutions such as IDBI, IFCI, IIBI, LIC, UTI, NABARD, SFCs, SIDCs, SIDBI, and EXIM Bank;	5	
	Need for Institutional support to Entrepreneurs–Role of NSIC, SSIB, SSICs, MSMEDI, DICs, Industrial Estates, Specialized Institutions, and TCOs, Microfinance institutions.	5	
April (13)	Unit – V: Venture Capital: Venture Capital Financing Concept and features, Need, relevance and development of venture capital funds.	3	
	Structure and regulatory framework of venture capital financing in India	2	
	Investment process and evaluation – Conventional valuation method, the	4	

Man

PTO

	first Chicago method, Revenue multiplier method. methodologies –		
	Structuring venture capital financing. Investments nurturing Valuation of venture capital portfolio.	5	
May (5)	Performance of TDICI and other Venture Capital Firms in India, Exit Strategies of venture capital financing.	3	
	Policy imperatives of VCF development in India. Role of private equity.	2	

Suggested Books:

1. Vijay Sathe, "Corporate Entrepreneurship" 1st edition, 2009, Cambridge
2. S.S. Khanka, "Entrepreneurial Development", 2007, S. Chand & Co. Ltd.
3. Vasanth Desai, "Dynamics of Entrepreneurial Development and Management", 2007, HPH, Millenium Edition.
4. Dr. Vasant Desai, "Small Scale Industries and Entrepreneurship", 2006, HPH.
5. P. Narayana Reddy, "Entrepreneurship – Text and Cases", 2010, 1st Ed. Cengage Learning.
6. S. R. Bhowmik and M. Bhowmik, "Entrepreneurship", 2007, New Age International.
7. David H. Hott, "Entrepreneurship New Venture Creation", 2004, PHI.
8. A. Sahay and A. Nirjar, "Entrepreneurship", 2006, Excel Books.
9. Poornima. M Charantimath, "Entrepreneurial Development and Small Business Enterprises", 2006, Pearson Education.
10. Morse.E.A., Mitchell.R.K., "Cases in Entrepreneurship", 2006, Sage Publications.
11. Donald G. Kuratko and Richard M. Hodgetts, "Entrepreneurship", 2006, Thomson.
12. Raj Agrawal, "Business Environment", 2005, Excel Books.

Strategic Management Organizing: 4th Sem. MBA (Jan'16 to May'16).**Faculty: Dr. K. Rajanath for Section "A" and "B"**

SN	Month	Days	Content	Periods
01	Jan	11	Unit - 1: Strategic Management, Definition, The Management Process of Crafting and Executing Strategy: Developing a strategic vision, mission statement, establishing objectives, crafting strategy. Concept of strategic intent. A model of elements of strategic management. The strategic position- strategic choice - strategy in action.	10
02	Feb*	12	Unit - 2: Strategic position, evaluating a company's external environment-relevant components of external environment- creating the environmentally aware organization - the general environment - demographic segment, socio culture segment, political segment, technological segment, economic segment,& global environment - The competitive environment- the macro environment - key of divers change - porter, diamond model, Porter's five force model- Industry Analysis Strategic groups opportunities, threats, industry competition, sources of competition-competitor analysis ,other internal environment-strategic capability 0 evaluating a company's resources and competitive position - Value Chain Analysis Resources capabilities and cross competencies - Cost Efficiency - Sustaining Competitive advantage - diagnosing strategic capability - managing strategic capability.	14
03	March*	19	Unit - 3: Strategy Formulation: Business, Level Strategy-Creating and Sustaining Competitive Advantages: Strategy and Competitive Advantage-Strategic Choices - Bases of Competitive Advantage - Generic Strategies Sustaining Competitive Advantage - Competitive Strategy in hypercompetitive conditions - Industry life cycle stages: Strategic Implications: Tailoring Strategy to fit specific industry and company situations, Strategies for competing in emerging industries. Turbulent and high velocity markets. Maturing industries, Stagnant industries and Fragmented industries strategies for industry leaders. Runner up firms, week and crisis ridden business.	10 ₇
04	April	11	Unit - 4: Strategy Alternatives: Corporate Level and International Strategy: Creating Value through Diversification Related Diversification - Vertical Integration strategies, unrelated Diversification, Unbundling and Outsourcing strategies, uses offensive and defensive strategies. Outsourcing: various activities for outsourcing, benefits of outsourcing, growth and drivers of outsourcing. Supplementing the Chosen Competitive Strategy - Cooperative Strategies, Product and Market Diversification - Merger and Acquisition strategies, Strategic Alliances	10
05	May	11	Unit - 5: Strategic Implementation: Strategic control and Corporate Governance - Responding Effectively to environmental changes - Attaining Behavioral Control: Instilling a Corporate Culture that promotes good strategy execution - leading the strategy execution process. . Strategy & Leadership, Social Responsibility & Corporate Governance, Corporate Culture, Organizational Structure and Controls, Strategic Leadership, Strategic Entrepreneurship - Crafting a Social Responsibility Strategy, Corporate Governance.	10

- Shall be on leave for three weeks between Feb and March 2016 due to my daughter's marriage.



Bharatiya Vidya
Bhavan

**Bhavan's Vivekananda College
of Science, Humanities & Commerce
Sainikpuri, Secunderabad – 500094
Autonomous College - Affiliated to Osmania University
(Accredited with 'A' grade by NAAC)
Supply Chain Management**

Lesson plan-2015-2016

Month(No. of classes)	Name of the topic	No. of classes required	Remarks
Jan (8)	<u>Unit 1:</u> Introduction, concept, objectives of SCM-2, functions of SCM, Conceptual framework of SCM, Supply Chain Strategy	3 5	
Feb (17)	Global SCM, Reverse supply chain, value chain, SCOR model, Optimization, Demand planning, Aggregate planning, Predictable variability, Bull whip effect	8 9	
Mar (17)	<u>Unit 2:</u> Logistics management, developing the logistics organization for effective SCM, Integrated logistics strategy 3PL, 4PL <u>Unit 3:</u> Sourcing, global sourcing, group purchasing, reverse auctions, supplier partnerships, Inventory management in supply chain, role and importance of inventory in a supply chain Inventory policies, JIT, VMI, inventory as an element of customer service Outsourcing Transportation in SC, Fleet management, factors affecting transport selection, Warehousing Case studies	5 3 3 3 3	
April(13)	Role and importance of handling systems, Pricing, Revenue management, Role of IT in SCM <u>Unit 4:</u> Strategic partnerships, alliances, collaborative advantage, strategic relationships Best practice and benchmarking,	3 4	

Y. Medhuni

	PPP environment, SC restructuring, Lean manufacturing <u>Unit 5:</u> SC Network design, role and importance of distributors in SCM Role of human resources in SCM, issues in work force management and relationship management with suppliers, customers, and employees Case studies	1 3 2	
May (5)	Retail SCM Role of packaging, customer-led business, developing customer service strategy complaint handling, RFID, bar coding	5	

Total no. of classes

60

Y. Madhavi.



Bharatiya Vidya
Bhavan

Bhavan's Vivekananda College
of Science, Humanities and Commerce
Autonomous College – Affiliated to Osmania University
Accredited with 'A' Grade by 'NAAC'
Department of Management Studies
Performance Management IV Semester 2015-16

Month	Name of the topic	No of classes required	Remarks
January (8)	Unit – I: Introduction: Definition, concerns and scope of PM. Performance Appraisals. Determinants of job performance: Mapping, process, sequence and cycle of PM. Performance planning and Role clarity. KPAs- Performance Targets.	13 2 2 1 1 2	
February (17)	Trait, Behavior and Results approaches to measuring performance. The impact of HRM practices on performance. Practicals	2 2 1	
	Unit – II: Performance Appraisal: Assessment centre-psychometric tests. Role Play–Self-appraisal-360 Degree appraisals Rating-less appraisals for the future of PMS. Critical incidents worksheet Combining behaviour and outcomes Attribution theory-Causal matrix. Diagnosis and Performance improvement. Performance review Performance analysis. Practicals	12 2 2 1 1 2 1 1 1 1	
March (17)	Unit – III: Performance Bench marking: Human information processing and performance loop, performance shaping factors– Yerkes– Dodson's Law- Corporate performance management- EFQM Excellence model– Diagnostic and Process bench marking. PM Audit, PM pathway analysis. The impact of Performance Management on Line managers and Employees. Practicals	12 2 2 1 1 2 1 1 1 1	

April (13)	Unit – IV: Competency mapping and Pay Plans: Competency Mapping– Mercer’s Human Capital Wheel –Human Asset worth estimator and Accession rate- CIPD Human Capital framework, Performance, Competence and Contribution related pay models. Cafeteria benefits plan, call back pay. The McBer Generic managerial competency model- Competency causal flow model- Competency gap–Competency Assessment- Balanced Score Card framework. Practicals	13 1 1 2 1 3 2 1 1 1	
May (5)	Unit – V: Performance Metrics and Models: Performance measures pyramid. Steps for designing metrics, Wang Lab, Smart pyramid, Conceptual, DHL, RCN Models of PM, Gilbert’s performance matrix, Behavior Engineering model. Direction of trouble shooting with Behavior model– Mager and Pipes trouble shooting model – ATI performance improvement model, Spangenberg’s Integrated model of PM and Sears model for organizational performance. Total classes	10 2 2 1 1 2 2 2 60	

Ky
 1/2/2016



Bhavan's Vivekananda College
of Science, Humanities & Commerce

Sainikpuri, Secunderabad – 500094
Autonomous College - Affiliated to Osmania University
(Accredited with 'A' grade by NAAC)

Investment Management- Lesson plan 2015-16 FINANCE – ELECTIVE - I

Month	No. Of Days	Topic	Remarks
August	1	UNIT: 1 Overview of the subject-1	
September	18	Introduction-1, Real and financial assets, Investment decision process-2 Sources of information, Factors affecting inv. Decision-1, Investment Vs speculation Vs gambling-1 Expost and ex ante returns- problems-2, Risk- sources, types, risk-return trade –off-2, Measurement of risk- range , standard deviation, coefficient of variation-2, Approaches of investment analysis- fundamental analysis-2, Technical analysis-2, EMH-1, Behavioural finance and heuristic driven biases-1	
October	15	UNIT: 2 Debt instruments- features and types-1 Factors affecting bond yield, current yield, holding period yield Holding period yield,-1 YTM problems , YTC Problems-5. Bond theorems-2, Valuation of compulsory/ optionally convertible bonds-1, Bond duration problems-4, Bond convexity, managing bond portfolio & strategies-1	
November	19	UNIT: 3 Common stock features-1, Approaches – balance sheet , dividend capitalization models-3 P/E approach, Free cash flow model-1 CAPM- SML-2, Sensex, And Nifty-1. UNIT: 4 Concept of portfolio return and risk-1, Risk and return of a portfolio problems-3, Markowitz portfolio theory-1, Minimum risk portfolio, Single index model-2, Capital Market Theory-1, CAPM-2, Arbitrage Pricing theory- law of one price & Two factor arbitrage pricing, A synthesis of CAPM and APT-1	
December	7	UNIT: 5 Performance measures- Sharpe's reward to variability index Sharpe's reward to variability index , Treynor's reward to variability index, Jensen's model, Fama's decomposition of returns-4 Mutual funds- features , genesis, NAV, Types and schemes of mutual funds problems , regulation of mutual funds and investor's protection in India-3	
TOTAL CLASSES 60			

100
31/8/2015



Bhavan's Vivekananda College
of Science, Humanities & Commerce
Sainikpuri, Secunderabad – 500094
Autonomous College - Affiliated to Osmania University
(Accredited with 'A' grade by NAAC)

Financial Risk Management (MBA IV SEM) 2015-16– Finance Elective I

Month	Particulars	No of Classes	Remarks
January (8)	Introduction to risk and types of risk	2	
	Approaches to risk management	2	
	Misconceptions of risk	2	
	Types of derivatives	1	
	Forwards	1	
February (17)	Forwards	1	
	Payoff Forwards	2	
	Valuation of forward contract	7	
	Futures	6	
	Difference between forwards and futures	1	
March (17)	Hedge Ratio and Minimizing the risk	3	
	Option and types of options	3	
	BOPM	6	
	BSOPM	5	
April (13)	Introduction to Swaps	1	
	Currency Swaps	4	
	Interest Rate Swaps	4	
	Value at Risk	4	
May (5)	Cash Flow at Risk	3	
	Asset Liability Management	2	

Signature
18/1/2016



462

Bhavan's Vivekananda College**of Science, Humanities & Commerce**

Sainikpuri, Secunderabad – 500094

Autonomous College - Affiliated to Osmania University

(Accredited with 'A' grade by NAAC)

Department of Management Studies**Organizer for the academic year 2015-16****Services and Global Marketing (E-II & Minor Marketing)**

Month	Topic	No. of Classes
January (8)	Unit – I: Service: Concepts, Scope of Services.	2
	Goods-Services continuum. 4Is of Services Goods and Services	2
	Services Categorization. Industrial Services	2
	Segmentation of services	2
February (17)	Target Marketing and positioning	3
	Customer expectations and perceptions of services	3
	Unit – II: Service marketing Mix:	
	Product, Pricing, Place, Promotion, People, Physical evidence and process	8
Service Quality, Dimensions of quality	2	
Understanding Quality Management.	1	
March (17)	Measuring service Quality	3
	Unit – III: Strategies for Marketing: Overview	1
	Strategies for dealing with intangibility, inventory, inconsistency and inseparability	6
	Building customer Relationship through Segmentation and retention strategies	3
Service Marketing Triangle- External Marketing, Internal Marketing, Relationship Marketing and Interactive Marketing.	4	
April (13)	Unit – IV: Introduction to Global Marketing Importance of Global Markets	2
	Consumer Markets–The Environment of Global Marketing	2
	Cultural Environment–Economic Environment	
	Demographic Environment–Political and Government Environment–	2
	Technological Environment.	3
Unit – V: International Brands and International Products	2	
Identifying Global customer needs	2	
Satisfying Global Customers-Coordinating Marketing Activities	3	
May (5)	Global Product Planning	1
	Product Objectives–New Products in Global Marketing Distinction	2
	between Global Marketing and Indian Marketing	2
	Total	60

Dr. S. Kalitha

S. Kalitha



Bhavan's Vivekananda College
of Science, Humanities & Commerce
 Sainikpuri, Secunderabad – 500094
 (Accredited with 'A' grade by NAAC)
 Department of Management Studies
 Performance Management IV Semester 2015-16

Month	Name of the topic	No of classes required	Remarks
January (8)	Unit – I: Introduction: Definition, concerns and scope of PM. Performance Appraisals. Determinants of job performance. Mapping, process, sequence and cycle of PM. Performance planning and Role clarity. KPAs- Performance Targets.	12	
February (17)	Trait, Behavior and Results approaches to measuring performance. The impact of HRM practices on performance. Practicals Unit – II: Performance Appraisal: Assessment center- psychometric tests. Role Play–Self-appraisal-360 Degree appraisals-Rating-less appraisals for the future of PMS. Critical incidents worksheet, Combining behavior and outcomes, Attribution theory-Causal matrix. Diagnosis and Performance improvement. Performance review, Performance analysis. Practicals	12	
March (17)	Unit – III: Performance Bench marking: Human information processing and performance loop, performance shaping factors–Yerkes– Dodson's Law- Corporate performance management-EFQM Excellence model– Diagnostic and Process bench marking. PM Audit, PM pathway analysis. The impact of Performance Management on Line managers and Employees. Practicals Unit – IV: Competency mapping and Pay Plans: Competency Mapping–Mercer's Human Capital Wheel– Human Asset worth estimator and Accession rate-CIPD Human Capital framework	13 12	

April (13)	Performance, Competence and Contribution related pay models. Cafeteria benefits plan, call back pay. The McBer Generic managerial competency model- Competency causal flow model-Competency gap-Competency Assessment-Balanced Score Card framework. Practicals Unit – V: Performance Metrics and Models: Performance measures pyramid. Steps for designing metrics, Wang Lab, Smart pyramid, Conceptual, DHL, RCN Models of PM, Gilbert's performance matrix and Behavior Engineering model.	11	
May (5)	Direction of trouble shooting with Behavior model-Mager and Pipes trouble shooting model – ATI performance improvement model, Spangenberg's Integrated model of PM, Sears model for organizational performance. Total classes	60	

[Handwritten signature]
03/02/2016



Bhavan's Vivekananda College
of Science, Humanities & Commerce

Sainikpuri, Secunderabad – 500094

Autonomous College - Affiliated to Osmania University
(Accredited with 'A' grade by NAAC)

DEPARTMENT OF MANAGEMENT STUDIES

MASTER OF BUSINESS ADMINISTRATION (MBA) II YEAR IV SEM

ACADEMIC ORGANISER 2015-16

LABOUR LEGISLATION AND EMPLOYEE RELATIONS:

Month / classes	Topic	classes	Remarks
January (8)	Unit – I: Labour Legislation Administration: The classification of labour laws The scheme for the structured study of the Acts	3	
	Labour Administration Evolution of labour administration in India labour policy in India	3	
	Judiciary and the child labour	2	
	Right to education and child labour	1	
February (17)	Public Interest litigation and child labour– labour administrative machinery of the government The role of ILO In labour administration- Recommendations of the Second National Commissioner on Labour–2002.	1 3	
	Unit – II: Employee Benefits - Defining and exploring employee benefits– Employee benefits practice– Legal and regulatory influences on discretionary benefits practices–	3	
	the economics of employee benefits– regulating employee benefits– social security legislations–	3	
	major legislations– The ESI Act–1948- the maternity benefit act–1961– the workmen's compensation act–1923- the payment of gratuity act-1972– Employee provident funds and miscellaneous provisions act–1952. Retirement, health and life insurance	7	
march (17)	Unit-III Wage Legislation and administration: The need for wage legislation–	2	
	Payment of wages act–1936– The minimum wages act–1948– the payment of bonus act–1965- equal remuneration act–1976–	5	
	The context and concepts of wage– wage structure towards wage policy. wage administration in India– Components and determinants of wage– wage structure towards a wage policy.	5	

Man

PTO

	Unit-IV-The Trade Unions Act 1926– the trade union leadership and linkage of trade union with potential parties–problems of trade union recognition and government policy–	5	
April (13)	trade and collective bargaining– problems and issues involved in collective bargaining– extent of success of collective bargaining process–	3	
	collective bargaining in promoting industrial amity and peace– Industrial Employment (Standing Orders) Act–1946.	4	
	Unit – V: Industrial Relations– basic concept and philosophy of industrial relations– evolution and growth of industrial relation in India– factor influencing industrial relations in India–	3	
may (5)	Industrial relations to Employee Relations– differences in perspectives– employee relations at work place–	3	
	culture and employee relations– future of employee relations	2	
	industrial conflict–types and causes of industrial disputes– machinery for the prevention and settlement of industrial disputes.	3	



Bhavan's Vivekananda College of Science, Humanities and Commerce
Dept. of Management Studies
Semester – IV 2015-16

Organizer for Banking and Insurance (Finance E-II & Minor)

No. of classes in a month	Topic	No. of Classes required	Remarks
Jan(8)	Unit – I Introduction,-1, bank, customer, bank-customer relationship – 1 Evolution of banking, origin-1, nationalization and reforms-2, Role of commercial banks, various services offered by banks-2, Financial statements of Indian banks-1	8	
Feb(17)	camel ratings, key performance indicators-2, sources of bank funds-1, Financial Inclusion-1, sources of risks-1. Unit – II Features of bank credit-1, types of lending-2 steps followed in the assessment of credit worthiness of a prospective borrower, the credit process management-2, Different types of loans and features -1, loan pricing- basic model-1 pricing fixed and floating rate, cost benefit loan pricing,-2, CPA-1, NPA-2	5 12	
March (17)	Unit – III Regulation of bank capital-1, need to regulate bank capital-1, Economic capital model, regulatory capital- 2, Basel Accord-I &II- 4, Banking innovations- 2, Bank assurance-1 role of banks as Financial intermediaries-2. Unit – IV Insurance as a risk management technique-1, principles-3	13 4	
April(13)	Requisites of insurable risk and characteristics of insurable risk-1 Insurance contract, functions of insurer-1, types of insures-1, reinsurance-1, Marketing channels-2, overview of IRDA-2. Unit – V Life insurance- types, insurance contracts, tax treatment-1, products-2, classification of life insurance- 1, actuarial science and provisions- 1.	8 5	
May(5)	provisions and special life insurance forms - 1 health insurance-1, general insurance – 2, third party administrations-1.	5	
	• Total no. of classes	60	

18/11/2016



Bhavan's Vivekananda College
of Science, Humanities & Commerce
 Sainikpuri, Secunderabad – 500094
 Autonomous College - Affiliated to Osmania University
 (Accredited with 'A' grade by NAAC)
MBA I Year I Semester 2015-16
Subject: Human Resource Management

Month	Particulars	No of Classes	Remarks
February (19)	UNIT-I: INTRODUCTION: Human Resources Management (HRM): <ul style="list-style-type: none"> • Concepts, Significance, Objectives, Scope, Functions • Changing role of Human Resource Manager • HRM Policies • HRM V/S Personnel management • Line and Staff Structure of HR • Impact of Environment on HRM • Competitive challenges influencing HRM • HRIS: Three levels comparison Competency Framework for HR professionals 	13 3 1 1 1 1 2 1 1 2	
March (19)	UNIT-II: PROCUREMENT OF HUMAN RESOURCE: <ul style="list-style-type: none"> • Job Design - Approaches - Job Rotation - Job Enlargement - Job Enrichment - Job Bandwidth • Job Analysis: Concepts - Objectives - Components (Job Description and Job Specification) - Methods of Job Analysis. • Human Resource Planning: Concept - Objectives - Factors affecting HR planning - Process of HR Planning - Problems in HR Planning. 	14 3 3 3	

April (13)	<ul style="list-style-type: none"> • Recruitment: Objectives - Sources of recruitment 1 • Selection: Concept – Selection - Procedure – Tests and Interview 2 • Placement and Induction 1 • Internal Mobility 1 		
	<p>UNIT-III: DEVELOPING AND MOTIVATING HUMAN RESOURCE:</p>	12	
	<ul style="list-style-type: none"> • Human Resource Development (HRD): Concept - Scope - Objectives- Brief introduction of Techniques of HRD. 2 		
	<ul style="list-style-type: none"> • Training - Assessing training needs - Methods and Evaluation of Training. Development: Techniques of Management Development – Evaluating Effectiveness. 3 		
	<ul style="list-style-type: none"> • Performance Management: Concept - Performance Appraisal - Concept- Traditional and Modern Methods of Appraisal – Concepts of Potential Appraisal, Assessment Centres 2 		
	<ul style="list-style-type: none"> • Career Planning and Development. 2 		
	<ul style="list-style-type: none"> • Concept of Empowerment – Participative Management: Objectives – Types – Quality Circles 2 		
	<ul style="list-style-type: none"> • Brief Introduction to forms of Workers Participation in Management in India 1 		
	<p>UNIT-IV: MAINTENANCE:</p>	12	
	<ul style="list-style-type: none"> • Compensation Management: Objectives – Essentials of Sound Wage Structure – Components of Compensation 2 		
	<ul style="list-style-type: none"> • Job Evaluation: Concept – Methods 2 		

May (9)	<ul style="list-style-type: none"> • Concepts of Minimum Wage, Living Wage and Fair Wage Wage Differentials. 1 • Employee Relations: Objectives Discipline: Objectives 2 • Grievance: Causes, Procedure; 1 • Trade Unions: Objectives - Role of Trade Union in New economy 2 • Collective Bargaining: Types, Essential conditions for the success of Collective Bargaining. 2 		
	UNIT-V: CONTEMPORARY HRM PRACTICES: 9		
	<ul style="list-style-type: none"> • HR outsourcing and HR issues in mergers and acquisitions 1 • HR six – sigma process and Emotional intelligence and competencies at work 1 • Work life integration and HR Scorecard 1 • International HRM and Strategic HRM 2 • Knowledge Management: Concept - KM Architecture - Knowledge Conversion - Knowledge Management Process 2 • Learning Organization: Concept – Role of Leader in Learning Organizations. 2 		
	Total No of Classes	60	

Ky
03/02/2016



Bhavan's Vivekananda College
of Science, Humanities & Commerce

Sainikpuri, Secunderabad – 500094

Autonomous College - Affiliated to Osmania University

(Accredited with 'A' grade by NAAC)

MBA I Year I Semester 2015

Subject: Management and Organizational Behaviour

Month	Name of the topic	No of classes required	Remarks
	Unit: I (15 classes)		
September (2)	Managers and Management: Meaning	2	
October (15)	Roles of a manager and Functions of management	4	
	Processes of management	1	
	Historical roots of contemporary management practices	8	
	Unit: II (13 classes)		
	Organizational behaviour: Def, Importance, Scope, Concepts	2	
November (19)	Nature and levels of organizational behaviour	1	
	Models of OB	2	
	Transactional Analysis , Ego states and Johari window	1	
	Individuals in organization: Individual differences	1	
	Personality and ability	1	
	The Big 5 model of personality	1	
	Organizationally relevant personality traits	1	
	Nature of perception, Characteristics of the perceiver, target and situation	2	
	Perceptual problems	1	
	Unit: III (11)		
	Planning: Concept, nature, importance, limitations	3	
	Process, Types and Approaches, MBO	1	
	Organizing: Concept, nature importance, principles	3	
	Centralization and decentralization Organizational structure: Line and Staff	1	
December (18)	Types of organizational structures	3	

	Unit : IV (11 classes)		
	Motivation: Early and Contemporary theories of motivation	3	
	Groups and development: Concept of group and team, Group formation, Types of groups	2	
	Teams and importance of team building	1	
	Leadership: Early and contemporary approaches to leaderships(Trait, behavioural and contingency) and Leadership styles	3	
	Managing change: Lewins Process, Types and challenges - Resistance to change Overcoming resistance to change	2	
	Unit: V (10 classes) Power, politics, conflict and negotiations: Sources of individual, functional and divisional power.	3	
	Organizational Politics	1	
January (6)	Conflict: causes and consequences	3	
	Pondy's model of organizational conflict Areas	2	
	Conflict resolution strategies	1	
	Total Classes	60	

Ky
28/08/2015



Bharatiya Vidya
Bhavan

**BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES AND COMMERCE**

Sainikpuri, Secunderabad - 94
(Accredited with A grade by NAAC)

Affiliated to Osmania University (Autonomous)

Research Methodology (2015-16)

Month & No. of classes per month	Topic	Classes
February (19)	<p>Unit - I: Meaning and importance of Research: Meaning of research – objectives of research – types of research - Research Process - Research design Introduction to design of experiments -Exploratory, causative, conclusive and experimental designs.</p> <p>Unit II Sampling Design and Measurement and Scaling. Census and Sample Survey – Implications of Sample Design – Steps in Sample Design – Different types of sample design.</p>	3 2 4 2 4 2 2
March (19)	<p>Methods of Data Collection – Primary and Secondary – tools and techniques of data collection - Measurement and scaling - Concept of measurement and scaling – Types of Scales - Nominal, Ordinal, Interval and Ratio Scales - Attitude scales Thurstone's, Likert's, Guttman's, Semantic differential, Reliability and validity of a scale.</p> <p>Unit - III: Non-Parametric Statistics in Research: McNemar, Sign Test –One and Two samples, Run test</p>	4 4 3 3 5
April (13)	<p>Wilcoxon Matched pairs test, Mann-Whitney test, Kolmogorov – Simronov D test, Kruskal –Wallis tests.</p> <p>Unit - IV: Multi-Variate analysis: Structural and Functional methods-Factor analysis, Cluster analysis, Discriminate analysis, Conjoint analysis, Multi Dimensional Scaling. Multiple Regression</p>	6 3 4
May (9)	<p>Multi Dimensional Scaling. Unit - V : Research Report Research report - Significance of report writing – different steps in report writing – layout of the research report – types of reports – mechanics of writing a research report – precautions for writing research report.</p>	1 2 1 3 2



Bhavan's Vivekananda College of Science, Humanities & Commerce

(Accredited with 'A' Grade by NAAC)
Sainikpuri, Secunderabad, 500094.

Department of Management Studies

Lesson plan – 2015-2016

Subject - : Financial Management (2.3)

Month	Total No. of Classes	Unit	TOPIC	No. Of Classes	Remarks
Feb	19	I	Introduction-1 FM- nature & scope, Evolution -1, functions Goals- Maximizing & satisfying-1, Agency costs-1, risk-return trade off, Time value of money-PV, FV-2, New role in the contemporary scenario-1	8	
		II	Investment decision process-1, estimation of cash flows Evaluation techniques (Traditional & DCF) -2 (PB, ARR, NPV, IRR)- problems-7	11	
March	19	II	Evaluation techniques (Traditional & DCF)-3 Measurement of Risk- RADR, CE, Beta, Certainty equivalents, probability tree, sensitivity Analysis problems-5	8	
		III	Sources of finance- capital structure-1, Capital structure theories-1, Leverages-2, EBIT-EPS analysis-3 Cost of capital – WACC (problems)-4	11	
April	13	IV	Working capital- Factors determining wc-1, Estimation of wc (problems)-4, Cash management (cash budget problems)-3, Receivables management (problems)-2, Inventory management-2, bank norms for working capital financing-1	13	
May	9	IV	Major forms of dividends- cash and bonus-1, Dividend Theories (Gordon, Walter, Lintner) problems-5, A Brief discussion on dividend policies of indian companies-1, Revision-2	9	
			Total classes	60	

KL
3/2/2016

Amud
3/2/16



Bhavan's Vivekananda College
of Science, Humanities & Commerce

Sainikpuri, Secunderabad – 500094

Autonomous College - Affiliated to Osmania University

(Accredited with 'A' grade by NAAC)

MBA IV Semester II year Entrepreneurial Development (2015-16)

No. of classes	Subject Details	Stipulated classes
January (8)	Unit 1: Entrepreneur and Entrepreneur Concept of Entrepreneur , characteristics -2, Entrepreneur Vs Manger , Functions & Types-1, Entrepreneurship – concept & Evolution – 2 functions& growth, -2, role of entrepreneurship in economic development – 1,	8
February (17)	Women Entrepreneurship – concept , features – 2 , trends & development – 1 Rural Entrepreneurship – concept & Need -1 problems &Development -1 , theories of entrepreneurship – 1 Unit 2 : Factors Affecting Entrepreneurial Growth Economic & Non-economic factors – 2, Government actions- 1, Entrepreneurial Motivation -1, Entrepreneurial Motivation -1, Entrepreneurial competencies -2, Entrepreneurial mobility -1, Entrepreneurial development programme's (EDP's) - 3	17
March(17)	Unit 3: Small Enterprises Definition, features & Relationship with large units -2, Rationale & objectives -2, Scope & opportunities -2 Role in economic development & problems – 1, Project Identification , selection& formulation – 3 Project Appraisal -1, MSME -1 Unit 4: Institutional Finance to Entrepreneurs Commercial Banks – 1, Other Financial institutions (IDBI, IFCI, SFC, LIC, UTI, IIBI, NABARD, EXIM bank, SIDBI etc.)- 4	17
April (13)	Other Financial institutions (IDBI, IFCI, SFC, LIC, UTI, IIBI, NABARD, EXIM bank, SIDBI etc.)- 1, Need -1, Role of NSIC, SSIB, SSIC, TCO's, DIC's, MSMEDI Industrial Estates, micro finance institutions etc. -5 Unit 5: Venture Capital Concept, Definition , features -1, Need and development of funds - 1, Structure and regulatory frame work in India-2 Process and Evaluation -1	13
May (5)	Process and Evaluation -1 Nurturing methodologies -1, Entry & Exit strategies – 1, Role of Private Equity-1, performance of TDICI & other venture capital firms-1	5
Total		60

Archule
3/2/16



Bhavan's Vivekananda College
of Science, Humanities & Commerce
 Sainikpuri, Secunderabad – 500094
 Autonomous College - Affiliated to Osmania University
 (Accredited with 'A' grade by NAAC)
MBA II Year IV Semester 2016
Subject: Performance and Talent Management

Month	Name of the topic	No of Classes required	Remarks
December (15)	UNIT: I (12 classes)		
	PERFORMANCE MANAGEMENT (PM)CONCEPTUAL FRAMEWORK		
	Ø Introduction to Performance Management	2	
	Ø Nature , Scope ,Importance ,Process of Performance Management	2	
	Ø Link between Performance Management and Performance Appraisal	2	
	Ø Benefits of Performance Management	2	
	Ø Performance Planning	2	
	Ø Role analysis and Evaluating Performance Management	2	
	UNIT-2 (12 classes)		
	PERFORMANCE APPRAISAL & POTENTIAL APPRAISAL		
	Ø Meanings of Performance Appraisal	1	
	Ø Methods and Approaches to Performance Appraisal	2	
January (19)	Ø Obstacles in Appraisal	1	
	Ø Designing Appraisal for Better Results	1	
	Ø Performance Appraisal Interview	1	
	Ø Potential Appraisal	1	
	Ø 360 Feedback	1	
	Ø Assessment Centres	1	
	Ø Performance Reviews	1	
	Ø Coaching and Counselling	2	
	UNIT-3 (12 classes)		
	PERFORMANCE MANAGEMENT APPLICATION & IMPROVEMENT		
	Ø Performance Management for Teams	1	
	Ø Performance Management in Practice	1	

	Ø Analysing Performance Problems	1	
	Ø Performance Counselling –Concept, Principles and Skill Competency Based Performance Management	1	
	Ø Performance Management Linked Reward Systems	2	
	Ø Reward Management Objectives, Components of Reward System	2	
	Ø Linkage of Performance Management to Reward And Compensation Systems “Do Only What You Get Paid For” Syndrome	2	
February (12)	Ø Types of Pay for Performance Plans	2	
	ü Individual Based		
	ü Team Based		
	ü Plant Wide Plans		
	ü Corporate Wide Plans		
	UNIT-4 (12 classes)		
	PERFORMANCE METRICS AND MODELS		
	Ø Performance Measures Pyramid	2	
	Ø Steps For Designing Metrics	2	
	Ø Wang Lab, Smart Pyramid, Conceptual, DHL, RCN Models Of PM	2	
	Ø Spangenberg’s Integrated Model of PM	2	
March (14)	Ø Sears Model For Organizational Performance	2	
	Ø Balanced Scorecard	1	
	UNIT-5 (12 classes)	1	
	TALENT MANAGEMENT		
	Ø Talent Management Definition	2	
	Ø Elements of Talent Management	2	
	Ø Creating A Great Place To Work	2	
	Ø Attraction of Strategies	1	
	Ø Talent Strategies	1	
	Ø Career Management	1	
	Ø Talent Management For Knowledge Workers	1	
	Ø Talent Management In Practice	2	
	Total No of Classes	60	

K
5/12/2016