



**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 2017**

**Subject: Management and Organizational Behaviour**

Month	Name of the topic	No of classes required	Remarks
August (1)	Unit: I (10 classes)		
	Managers and Management: Meaning	1	
September (13)	Roles of a manager and Functions of management	3	
	Processes of management	2	
	Historical roots of contemporary management practices	3	
	Theory X, Y and Z	1	
	Unit: II (10 classes)		
	Organizational behaviour: Def, Importance, Scope and Disciplines	2	
	Nature and levels of organizational behaviour	1	
	Transactional Analysis	1	
October (17)	Ego states and Johari window	2	
	Personality	1	
	The Big 5 model of personality	1	
	Organizationally relevant personality traits	1	
	Ability	1	
	Unit: III (10 classes)		
	Planning: Concept, nature, importance, limitations	2	
	Types and Process	2	
	Organizing: Concept,	1	
	Centralization and decentralization Organizational structure: Line and Staff	3	
	Types of organizational structures	2	
	Unit : IV (10 classes)		
	Motivation: Definition	1	
November (19)	Importance, Characteristics and Motives	3	
	Early theories of motivation	2	
	Contemporary theories of motivation	4	

	Unit: V (10 classes)		
	Groups and development: Concept of group and team, Group formation, Formal and Informal groups	4	
	Importance of team building	1	
	Leadership: Concept, leadership styles, Early and contemporary approaches to leaderships (Trait, behavioural and contingency)	5	
	Total Classes	50	

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*Ch. Chakravarthy*  
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 DEPARTMENT OF MANAGEMENT STUDIES  
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**Bhavan's Vivekananda College  
of Science, Humanities and Commerce  
Department of Management Studies  
MBA**

**Academic Organizer – Accounting for Management (Semester I)  
Academic Year 2017-18**

No. of classes in a month	Topic	No. of Classes required	Remarks
August (2)	Introduction	1	
	Concepts	1	
September (13)	Concepts	1	
	Conventions	1	
	Accounting Cycle	1	
	Journal	2	
	Ledger	1	
	Accounting Equation	2	
	Final Accounts	5	
October (17)	Introduction to financial statement analysis	2	
	Comparative statement analysis	2	
	Common size statement analysis	2	
	Trend analysis	3	
	Ratio analysis	8	
November (18)	Funds flow statement analysis	5	
	Cash flow statement analysis	4	
	Accounting standards	3	
	IFRS	4	
	GAAP	1	
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**Marketing Management 103 (2017-18)**

Month & No. of classes per month	Topic	Classes
August (2)	<b>Unit – I: Basics:</b> Marketing, Market, Marketing Management. Tasks, Philosophies, Marketing Mix-expanded Marketing Mix	2
September (13)	Marketing Program and Marketing Strategy, Managing marketing effort, Global marketing, Marketing Environment Company's Micro and Macro Environment - Interface other functional areas <b>Unit – II: Market Segmentation:</b> Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, International Markets, Market Targeting - Evaluating Market Segments, Selecting Market Segments-Differentiation, Product Positioning, Positioning Strategies, Demand Measurement and Sales Forecasting Methods, Estimating Current and Future Demand. Competitive strategies. <b>Unit – III: Marketing Programme:</b> Decisions Involved in Product,	3 2 2 2 2 2
October (17)	Branding, Packaging, Product Line and Product Mix Decisions. New Product development, Product Life Cycle, Pricing, Strategies, Distribution Channels, Channel Management Decisions, Promotion Mix - Advertising, Sales Promotion. Public Relations, Personal Selling. Online marketing	3 3 4 4 3
November (19)	<b>Unit – IV: Consumer Markets :</b> Model of Consumer Behavior, Seven Os Structure, Factors Affecting Consumer Behavior. Stages in the Adoption Process, Industrial Markets - Characteristics, Industrial Buyer Behavior, Services Markets-Characteristics, and Strategies. <b>Unit – V: Marketing Organization and Control:</b> Types of Marketing Organization Structures and Factors affecting Global marketing Organization, Marketing Organization Annual plan Control, Efficiency Control. Profitability Control and Strategic Control. Marketing Audit.	4 4 2 3 3 3

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**MBA I Year II Semester 2017**  
**Subject: Human Resource Management**

Month	Particulars	No of Classes	Remarks
February (16)	<b>UNIT-I: INTRODUCTION:</b> Human Resources Management (HRM): <ul style="list-style-type: none"> <li>• Concepts, Significance, Objectives, Scope, Functions</li> <li>• Changing role of Human Resource Manager</li> <li>• Line and Staff Structure of HR</li> <li>• Impact of Environment on HRM</li> <li>• Competitive Challenges influencing HRM</li> </ul>	4 1 1 2 3	
March (17)	<b>UNIT-II: PROCUREMENT OF HUMAN RESOURCE:</b> <ul style="list-style-type: none"> <li>• Job Design - Approaches - Job Rotation - Job Enlargement - Job Enrichment</li> <li>• Job Analysis: Concepts - Objectives - Components (Job Description and Job Specification) - Methods of Job Analysis.</li> <li>• Human Resource Planning: Concept - Objectives - Factors affecting HR planning - Process of HR Planning</li> </ul>	2 3 2	

April (17)	<ul style="list-style-type: none"> <li>- Problems in HR Planning.</li> </ul>			
	<ul style="list-style-type: none"> <li>• Recruitment: Objectives - Sources of recruitment</li> </ul>			2
	<ul style="list-style-type: none"> <li>• Selection: Concept - Selection - Procedure - Tests and Interview</li> </ul>			2
	<ul style="list-style-type: none"> <li>• Placement and Induction</li> </ul>			1
	<ul style="list-style-type: none"> <li>• Internal Mobility</li> </ul>			1
	<p><b>UNIT-III: DEVELOPING AND MOTIVATING HUMAN RESOURCE:</b></p>			
	<ul style="list-style-type: none"> <li>• HRD, Concept - Scope - Objectives</li> </ul>			2
	<ul style="list-style-type: none"> <li>• Training - Need of training - objectives - Benefits of training - Assessing training needs - Methods and Evaluation of Training. Difference between training and development</li> </ul>			4
	<ul style="list-style-type: none"> <li>• Performance Management: Concept - Performance Appraisal - Concept- - Traditional and Modern Methods of Appraisal</li> </ul>			3
	<ul style="list-style-type: none"> <li>• Career Planning and Development - Career, Career planning process, career development and Stages of career development</li> </ul>			3
<p><b>UNIT-IV: MAINTENANCE:</b></p>				
<ul style="list-style-type: none"> <li>• Job Evaluation: Concept - Methods</li> </ul>	2			
<ul style="list-style-type: none"> <li>• Compensation Management: Objectives - Components of Compensation -</li> </ul>	3			

May (5)	Factors affecting compensation		
	• Concepts of Minimum Wage, Living Wage and Fair Wage,	2	
	• Wage Differentials and fringe benefits	3	
	<b>UNIT-V: MAINTENANCE:</b>		
	• Industrial Relations (IR): Need, objectives and importance of IR	2	
• Discipline: Objectives	2		
• Grievance: Causes, Grievance Redressal mechanism;	1		
• Trade Unions: Meaning, Objectives, functions and problems of trade unions	2		
• Collective Bargaining: Types, Essential conditions for the success of Collective Bargaining.	2		
Total No of Classes		55	

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Sainikpuri, Secunderabad, 500094.

Department of Management Studies

Lesson plan – 2017-18

**Subject- : Financial Management (203)**

Month	Total No. of Classes	Unit	TOPIC	No. Of Classes	Remarks
JAN	14	I  II	Nature and Scope-2; Evolution of finance function – Its new role in the contemporary scenario-2 – Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare; -2 the Agency relationship and costs; Risk-Return trade off;-1 Concept of Time Value of Money – Future Value and Present value.-2  Investment decision process- Project generation, project evaluation, project selection and project implementation. Developing Cash Flow; Data for New Projects;-2, Using Evaluation Techniques – Traditional and DCF methods-3	9  5	
FEB	15	II  III	NPV, IRR problems- 3 ,The NPV vs. IRR Debate-1 Approaches for reconciliation. Capital budgeting decision under conditions of risk and uncertainty; Measurement of Risk – Risk adjusted Discount Rate, Certainty Equivalents and Beta Coefficient, Probability tree approach, Sensitivity analysis.-2  Sources of finance – a brief survey of financial instruments;-1 Capital Structure Theories,-2 Concept and financial effects of leverage; The capital structure decision in practice: EBIT – EPS analysis.-2 Cost of Capital: The concept – Average vs. Marginal Cost of Capital; Measurement of Cost of Capital – Component Costs and Weighted Average Cost of Capital-5	6  9	
MAR	16	IV	Concept of current assets, characteristics of working capital. Factors determining working capital.-3, Estimating working capital requirements. Working capital policy-1. Management of current assets: Cash Management,-2, Receivables Management-3 and Inventory Management.-3 Bank norms for working capital financing-1.  The Dividend Decision: Major forms of dividends – Cash and Bonus shares.-1,The theoretical backdrop – Dividends and valuation- Major theories centered on the works of Gordon-2	13  3	
APRIL	5	IV	Walter, and Lintner.-3 A brief discussion on dividend policies of Indian companies-1, review-1	5	

**Total classes**

**50**

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**MBA II Semester Research Methodology (2017-18)**

Month & No. of classes per month	Topic	Classes
January (14)	<b>Unit – I: Meaning and importance of Research:</b> Meaning of research , objectives of research – types of research - Research Process - Research design Introduction to design of experiments -Exploratory, causative, conclusive and experimental designs. <b>Unit II Sampling Design and Measurement and Scaling.</b> Census and Sample Survey – Implications of Sample Design – Steps in Sample Design – Different types of sample design. Methods of Data Collection – Primary and Secondary – tools and techniques of data collection - Measurement and scaling - Concept of measurement and scaling	2 4 2 3 3
February (15)	Types of Scales - Nominal, Ordinal, Interval and Ratio Scales - Attitude scales Turnstone's, Likert's, Guttman's, Semantic differential, Reliability and validity of scales. <b>Unit – III: Chi square and ANOVA ,Mc Nemar Test</b>	4 4 7
March (16)	Wilcoxon Matched pairs test, Mann-Whitney test, , Kruskal –Wallis tests, multiple regression <b>Unit – IV: Multi-Variate analysis:</b> Structural and Functional methods-Factor analysis, Cluster analysis, Discriminate analysis,	6 5 5
April (5)	<b>Unit – V : Research Report</b> -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.	2 3

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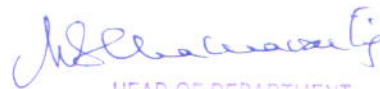
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### MBA III semester II year (2017-18) Total Quality Management

<u>Month</u>	<u>Name of the Topic</u>	<u>No of Classes</u>	<u>Remarks</u>
JULY (10)	<b>Unit: 1 TQM History &amp; Evolution</b> Concept of TQM- 2 Evolution of TQM- 1 Deming's Philosophy - 1 Conventional quality management Vs TQM- 1 Benefits and Costs of TQM - 1 Historical Perspectives of TQM - 1 Quality systems Awards & Guidelines - 3	15	
AUGUST (14)	<b>Unit: 2 Tools of TQM</b> Measurement Tools – Check sheets, Histograms, Run Charts - Scatter diagrams, cause & effect diagram, Pareto Chart, process capability measurement – 3 Analytical Tools – process mapping, Regression Analysis, Resource Utilization and Customer Service Analysis, The Five Why's, Overall Equipment Effectiveness – 2 Improvement Tools: Kaizen, JIT, Quality Circles, Forced field Analysis, Five S's. – 2 Control Tools: Gantt Chart, Network Diagram, Radar Chart, The PDCA cycle, Milestone Tracker Diagram and Earned Value Management – 3 <b>Unit: 3 Techniques of TQM</b> Quantitative techniques – FMEA, Statistical Process Control (SPC), Quality Function Deployment (QFD), - 4 Design of Experiments (DOE), Quality by Design and Monte Carlo Technique -4	10	
September (12)	Qualitative techniques: Benchmarking, Sales and Operations Planning, Kanban and Activity Based Costing (ABC) - 4 Taguchi methods: Quality loss function, Signal-to-Noise ratio -2 <b>Unit: 4 Six Sigma</b> Concept – definition, evolution, principles - 1 Objectives, framework - Six sigma organization: roles &	10	

	responsibilities – 2 Six sigma problem solving approach: the DMAIC model- 3		
October (14)	six sigma metrics: cost of poor quality – 1 defects per million opportunities /First Pass Yield – 1 Benefits and costs of six sigma- 2 <b>Unit :5 TQM in service sector</b> Implementation of TQM in service organization: Framework for improving service quality- 3, Model to measure service quality programs-4 TQM in Health-care services- 1 Hotels and financial services – Banks, Investment Company and Mutual Funds -2	10          10	
	Total	50	

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**Bhavan's Vivekananda College**  
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**Department of Management Studies**  
**MBA**

**Academic Organizer – Strategic Management Accounting (Semester III)**  
**Finance Elective II**  
**Academic Year 2017-18**

No. of classes in a month	Topic	No. of Classes required	Remarks
July 10	Introduction	1	
	Cost and Cost Classification	2	
	BEP and BEP Charts, BEP Calculation	3	
	Decision Making using BEP and CVP Analysis	4	
August 14	Budget and Budgetary Control and Types	3	
	Flexible Budget and Fixed Budget	4	
	Management Control and Operational Control	1	
	Zero Based Budgeting	2	
	Introduction to Variance	1	
	Material Variance	2	
September 12	Labour Variance	1	
	Overhead Variance	3	
	Sales Variance	2	
	Responsibility Accounting	1	
	Responsibility Centers	1	
	Performance Evaluation	4	
October 14	Transfer Pricing	4	
	Activity Based Costing	2	
	Problems on activity based costing	4	
	Customer account profitability analysis	4	
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**Department of Management Studies**

**Subject: Organizational Change and Development Development (MBA III Semester EII)**  
**Academic Organizer 2017-18**

Month	Name of the topic	No of classes	Remarks
<b>July (10)</b>	<b>Unit: I Organizational Change</b>		
	Concept, Importance and Imperatives of change – 3		
	Forces of Change – 2		
	Change Agent, Types of Change (Planned and unplanned change) – 2		
	Resistant to change, sources, Overcoming Resistance to change – 2		
	Minimising resistance to change – 1		
<b>August (14)</b>	<b>Unit: II Introduction and Foundations of OD</b>		
	Overview of the field of OD, Definitions of OD – 1		
	Short history and its evolution – 1		
	Growth and relevance of OD and characteristics – 1		
	Values assumptions and beliefs in OD – 1		
	Models and theories of Planned change: Lewin's Change Model and Burke Litwin Model – 1		
	General model of planned change – 1		
	Systems theory – 1		
	Participation and empowerment – 1		
	Teams and Team work, Parallel learning structures - 1		
	Action research as a process and as an approach, Applied behavioural science– 1	10	
	<b>Unit III: Managing OD process:</b>		
	Diagnosis: The six-box model – 1		
	Action Component: OD interventions and their nature – 2		
	Classification of OD interventions – 1		
<b>September</b>	Planning, choosing and implementing an		

(12)	intervention strategy – 2		
	Evaluating and institutionalizing OD interventions – 2		
	Program management component: Conditions for optimal success of OD – 1		
	Issues in consultant-client relationship – 1	10	
	<b>Unit IV: Human Process interventions</b>		
	Human Process approaches: T Groups – 1		
	Process consultation – 1		
	Third party interventions -1		
	Team interventions – 1		
	Techniques and exercises used in team interventions, RAT and RNT – 1		
	Responsibility charting and Forced Field Analysis– 1		
<b>October (14)</b>	Broad team building interventions – 1		
	Organizational process approaches: Organization confrontation – 1		
	Inter-group interventions -1		
	Grid OD – 1	10	
	<b>Unit V: Techno-Structural and Strategic interventions</b>		
	Structural Design: Restructuring- Downsizing and reengineering – 2		
	Employee involvement: Quality circles and TQM – 2		
	Work Design: Engineering and System approach – 2		
	Strategic interventions: Organizational transformation and its characteristics – 2		
	Self-designing organizations – 1		
	Organizational learning – 1	10	
<b>Total No. of classes</b>		50	

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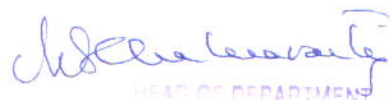
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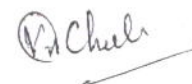
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Subject: Personal Finance Lesson plan 2017-18

MBA II<sup>nd</sup> Year III<sup>rd</sup> Semester

Month	Total no. of classes	Unit	Topic	No. Of Classes	Remarks
July	10	I	<b>Unit 1: Basics of personal financial Management</b>  Introduction to personal financial planning -1, objectives-1, steps in formulating -2, PFP process-2, preparation of personal budget-2, personal financial statements-2	10	
August	14	II	<b>Unit II: Personal savings and investment</b> Investment criteria-1, savings instruments- post office-2, banks-1, chitfunds-1, shares and its types-2, debentures and bonds-1, mutual funds-1, govt bonds-1, physical assets-1 <b>Unit III: Risk and Return of Investments</b> Present value-1, present value of cash flows with annuity and deferred annuity-2	14	
September	12	III  IV	present value of cash flows with annuity and deferred annuity-1, future value-1, future value of cash flows -2, computation of interest-1, dividend-1, and capital gains-1, reverage on returns-1  <b>Unit IV: Retirement Savings plan</b> Pension plans-1, contribution and benefit plan -2, Provident fund-1,	12	
October	14	I	gratuity-1, LIC plans -2, GIC plans-2, Reverse Mortgage plans-1  <b>Unit – V: Tax planning</b> Personal tax planning-2, tax computation-3, tax exemptions-2, Filing of IT returns-1	14	
			Total	50	

  
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**MBA II Year IV Semester 2017**  
**Subject: Performance and Talent Management**

Month	Name of the topic	No of Classes required	Remarks
November (2)	Unit I: I Introduction to Performance Management		
	Performance Management – Concepts	2	
December (12)	Philosophy, Overview, Objectives and Standards	2	
	Performance Management System – Importance, Features, Dimensions,	2	
	Performance consulting	2	
	Four pillars of PMS	1	
	Strategic Performance Management systems	1	
	<b>Unit II: Performance Planning, Appraisal and Review</b>		
	Performance Planning – Process, Contents, steps,	2	
	Process of developing individual to group performance plans	2	
January (12)	Performance Appraisal and Review – Process and methods	2	
	Objectives, steps, Design, Types	1	
	Methods of Appraisal,	1	
	Steps in Review	1	
	Effective Performance counselling	1	
	<b>Unit III: Decisions based on Performance</b>		
	Performance based Compensation – Concepts of compensation	4	
	Performance related compensation and benefits	1	
February (13)	Skill based pay, competency based pay	1	
	Executive compensation	1	
	Performance based Career Planning	1	

	Career Development and Succession planning	2	
	<b>Unit-4 Performance Metrics and Models</b>		
	Performance Measures Pyramid	2	
	Steps For Designing Metrics	2	
	Wang Lab, Smart Pyramid	2	
	Spangenberg's Integrated Model of PM	2	
	Sears Model For Organizational Performance	1	
March (11)	Balanced Scorecard	1	
	<b>Unit-5 Talent Management</b>		
	Talent Management Definition	1	
	Elements of Talent Management	2	
	Creating A Great Place To Work	2	
	Attraction Strategies	1	
	Talent Strategies	1	
	Career Management	1	
	Talent Management For Knowledge Workers	1	
	Talent Management In Practice	1	
	Total No of Classes	50	

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***Securities Analysis & Portfolio Management- Lesson plan 2017-18 FINANCE – ELECTIVE – I semester- III***

Month	No. Of Days	Topic	Remarks
JULY	10	<b>UNIT: 1</b> Introduction-1, Real and financial assets, Investment decision process-1, Sources of information, Factors affecting inv. Decision Investment Vs speculation Vs gambling-1, Expost and ex ante returns- problems-2, Risk- sources, types, risk-return trade –off, Measurement of risk- range , standard deviation, coefficient of variation-3, Approaches of investment analysis- fundamental analysis-1, Technical analysis-1, EMH- Behavioural finance and heuristic driven biases-1,	
August	14	<b>UNIT: 2</b> Debt instruments- definition, features and types-1 Factors affecting bond yield, current yield, holding period yield Holding period yield,-2 YTM problems , YTC Problems-4 Valuation of compulsory/ optionally convertible bonds-1, Bond duration problems-2, Bond convexity, managing bond portfolio & strategies-1 <b>UNIT: 3</b> Common stock features-1, Approaches-2	
September	12	<b>UNIT: 3</b> Approaches – balance sheet , dividend capitalization models-2 P/E approach, Free cash flow model CAPM- SML-1, Sensex, And Nifty, activity on Sensex and Nifty-1, <b>UNIT: 4</b> Concept of portfolio return and risk-1, Risk and return of a portfolio problems-3, Markowitz portfolio theory-2. Minimum risk portfolio-1, Single index model-1	
October	14	Capital Market Theory-1, CAPM-2, Arbitrage Pricing theory- law of one price & Two factor arbitrage pricing,-1 A synthesis of CAPM and APT-1. <b>UNIT: 5</b> 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, Revision -2	
<b>TOTAL CLASSES 50</b>			

16/11/17  
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**Department of Management Studies**  
**Subject: Organization Development (MBA III Semester EII & Minor)**  
**Academic Organizer 2017-18**

Month	Name of the topic	No of classes	Remarks
<b>July (10)</b>	<b>Unit: I Organizational Change</b>		
	Concept, Importance and Imperatives of change – 3		
	Forces of Change – 2		
	Change Agent, Types of Change(Planned and unplanned change) – 2		
	Resistant to change, sources, Overcoming Resistance to change – 2		
	Minimising resistance to change – 1		
	<b>Unit: II Introduction and Foundations of OD</b>		
	Overview of the field of OD, Definitions of OD – 1		
	Short history and its evolution – 1		
<b>August (14)</b>	Growth and relevance of OD and characteristics – 1		
	Values assumptions and beliefs in OD – 1		
	Models and theories of Planned change: Lewin's Change Model and Burke Litwin Model – 1		
	General model of planned change – 1		
	Systems theory – 1		
	Participation and empowerment – 1		
	Teams and Team work, Parallel learning structures - 1		
	Action research as a process and as an approach, Applied behavioural science– 1	10	
	<b>Unit III: Managing OD process:</b>		
	Diagnosis: The six-box model – 1		
	Action Component: OD interventions and their nature – 2		
	Classification of OD interventions – 1		

<b>September (12)</b>	Planning, choosing and implementing an intervention strategy – 2		
	Evaluating and institutionalizing OD interventions – 2		
	Program management component: Conditions for optimal success of OD – 1		
	Issues in consultant-client relationship – 1	10	
	<b>Unit IV: Human Process interventions</b>		
	Human Process approaches: T Groups – 1		
	Process consultation – 1		
	Third party interventions -1		
	Team interventions – 1		
	Techniques and exercises used in team interventions, RAT and RNT – 1		
	Responsibility charting and Forced Field Analysis- 1		
	Broad team building interventions – 1		
<b>October (14)</b>	Organizational process approaches: Organization confrontation – 1		
	Inter-group interventions -1		
	Grid OD – 1	10	
	<b>Unit V: Techno-Structural and Strategic interventions</b>		
	Structural Design: Restructuring- Downsizing and reengineering – 2		
	Employee involvement: Quality circles and TQM – 2		
	Work Design: Engineering and System approach – 2		
	Strategic interventions: Organizational transformation and its characteristics – 2		
	Self-designing organizations – 1		
	Organizational learning – 1	10	
<b>Total No. of classes</b>		75	

*Kg*

*Chandrasekhar*  
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**Product and Brand Management (M) (2017-18)**

Month & No. of classes per month	Topic	Classes
July (10)	<b>Unit - I: Product and Branding Decisions:</b> Product, Product Policy, objectives of product management, Functions of product managers. Major product decisions- Product design, Product Mix, Product line, Packaging, branding	1 2 4 3
August (14)	New product development, Product Modification and Deletion. <b>Unit - II: Product Market Evolution:</b> Strategic planning gap. Growth Strategies- Intensive, Interactive, Diversification strategies. Ansoff's grid. Product Portfolio analysis- BCG & GE matrix. Innovation and New Product Development Generic Product Development Process. Idea generating device, Idea-Screening, Concept generation, selection and Testing. Prototype Product. <b>Unit- III: Brand Management:</b> Brand, Brand management: Branding, Evolution of Brands, Functions of Brand to consumer, Role of Brand- Advantages of Brand	2 3 3 1 2 2 1
September (12)	Steps in Brand Management Process .Brand management practices. <b>Unit - IV: Brand positioning&amp;Brand Equity:</b> Meaning of Brand positioning, Point of parity & Point of difference, positioning guidelines.Repositioning strategies and Brand Loyalty. Brand equity -Meaning, Sources, Customer Based Brand Equity-Meaning, and Model of CBBE, Brand building blocks-Resonance, Judgments, Feelings, performance, imagery	3 3 3 2 1
October (14)	Brand Building Implications, David Aaker's Brand Equity Model. <b>Unit - V: Designing and sustaining branding strategies</b> Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing Brands overtime. Brand Architecture and brand consolidation. Brand Imitation, Kinds of imitations, Factors affecting Brand Imitation. Sources of opportunities for global brand, single name to global brand, Organization for a global brand	2 3 2 2 3 2

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### MBA III semester II year (2017-18) Total Quality Management

<u>Month</u>	<u>Name of the Topic</u>	<u>No of Classes</u>	<u>Remarks</u>
JULY (10)	<b>Unit: 1 TQM History &amp; Evolution</b> Concept of TQM- 2 Evolution of TQM- 1 Deming's Philosophy - 1 Conventional quality management Vs TQM- 1 Benefits and Costs of TQM - 1 Historical Perspectives of TQM - 1 Quality systems Awards & Guidelines - 3	15	
AUGUST (14)	<b>Unit: 2 Tools of TQM</b> Measurement Tools – Check sheets, Histograms, Run Charts - Scatter diagrams, cause & effect diagram, Pareto Chart, process capability measurement – 3 Analytical Tools – process mapping, Regression Analysis, Resource Utilization and Customer Service Analysis, The Five Why's, Overall Equipment Effectiveness – 2 Improvement Tools: Kaizen, JIT, Quality Circles, Forced field Analysis, Five S's. – 2 Control Tools: Gantt Chart, Network Diagram, Radar Chart, The PDCA cycle, Milestone Tracker Diagram and Earned Value Management – 3 <b>Unit: 3 Techniques of TQM</b> Quantitative techniques – FMEA, Statistical Process Control (SPC), Quality Function Deployment (QFD), - 4 Design of Experiments (DOE), Quality by Design and Monte Carlo Technique -4	10	
September (12)	Qualitative techniques: Benchmarking, Sales and Operations Planning, Kanban and Activity Based Costing (ABC) - 4 Taguchi methods: Quality loss function, Signal-to-Noise ratio -2 <b>Unit: 4 Six Sigma</b> Concept – definition, evolution, principles - 1	10	

	Objectives, framework - Six sigma organization: roles & responsibilities - 2 Six sigma problem solving approach: the DMAIC model- 3		
October (14)	six sigma metrics: cost of poor quality - 1 defects per million opportunities /First Pass Yield - 1 Benefits and costs of six sigma- 2 <b>Unit :5 TQM in service sector</b> Implementation of TQM in service organization: Framework for improving service quality- 3, Model to measure service quality programs-4 TQM in Health-care services- 1 Hotels and financial services - Banks, Investment Company and Mutual Funds -2	10           10	
	Total	60	

*R*

*M. Chakravarty*

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**MBA IV Sem Strategic Management (2017-18)**

Month & No. of classes per month	Topic	Classes
November (2)	<b>Unit: I:</b> Strategic Management, Definition, The Managerial Process of Crafting and Executing Strategy: Developing a strategic Vision.	2
December (12)	Mission Statement, Establishing objectives, Crafting & executing strategy. Concept of strategic Intent, A model of elements of Strategic Management: The Strategic Position–Strategic Choices–Strategy in action <b>Unit: II:</b> Strategic Position: Evaluating a Company's external environment–Relevant components of External Environment. The Macro Environment–Key drivers of change–Porter's Diamond Model.	4 5 3
January (12)	Porter's Five Forces Model–Industry Analysis–Strategic groups–opportunities, threats, Industry Competition, Sources of Competition–Competitor analysis, other internal environment–Strategic Capability–Evaluating a Company's Resources and Competitive Position–Value–Chain Analysis Resources, capabilities and core competencies–Cost Efficiency–Sustaining Competitive Advantage–Diagnosing strategic capability–Managing Strategic capability <b>Unit: III:</b> Strategy Formulation; Business–Level Strategy–Creating and Sustaining Complete Advantages: Strategy and Competitive advantage–Strategic Choices.	3 3 3 3
February (13)	Bases of Competitive Advantage–Generic Strategies Sustaining Complete 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, weak and crisis ridden Business. <b>Unit IV:</b> Strategy alternatives: Corporate Level strategy.	3 4 3 2 1
March (13)	International Strategy. Creating Value through Diversification–Related Diversification–Vertical integration strategies, unrelated diversification, Unbundling and Outsourcing strategies, using offensive and defensive strategies. Outsourcing, Various activities, Benefits, growth and drivers of outsourcing. Co-operative strategies, Product & Market Diversification–Merger and Acquisition strategies, Strategic Alliances. <b>Unit: V:</b> Strategic Implementation: Strategic Control and Corporate Governance–Responding Effectively to Environmental Change–Attaining Behavioral Control: Instilling a Corporate Culture. Leading the Strategy Execution Process. Strategy & Leadership, Social Responsibility & Corporate Governance, Strategic Entrepreneurship–Crafting a Social Responsibility Strategy, Corporate governance.	4 3 3 1 2

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**MBA IV Semester Services and Retail Marketing (2017-18)**

Month & No. of classes per month	Topic	Classes
November (2)	<b>Unit – I: Service:</b> Concepts, Scope of Services. Goods-Services continuum.	2
December (12)	4Is of Services Goods and Services. Categorization. Industrial Services. Segmentation target Marketing and positioning. <b>Unit – II: Service marketing Mix</b>	6 4 2
January (12)	Product, Pricing, Place, Promotion, People, Physical evidence and process. Service Quality-Dimensions of quality. Quality Management. And Measuring service Quality. Strategies for dealing with intangibility, inventory, inconsistency and inseparability. <b>Unit – III: Strategies for services marketing:</b> Service Marketing Triangle- External Marketing, Internal Marketing, Relationship Marketing Interactive Marketing	6 3 3
February (13)	Building customer Relationship through Segmentation and retention strategies. CRM- Definition Factors responsible for CRM growth, framework of CRM, Types of CRM, CRM and Relationship Marketing <b>Unit-IV: Retail Marketing.</b> Retail marketing-Introduction, meaning, characteristics, emergence of organizations of retailing - Types of Retailers,Role of retailing, trends in retailing.FDI in Retail - Problems of Indian Retailing - Current Scenario. Factors influencing retail pricing, Retail pricing strategies.	4 2 4 2 1
March (13)	<b>Unit-V: Store management and Visual merchandising:</b> Store Management: Responsibilities of Store Manager, Store Security, Store Record and Accounting System, Coding System, Store Layout, design: Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors Customer Service, Planning Merchandise Assortments -Buying systems -Buying merchandise and Retail Communication Mix.	3 2 4 2 2

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Department of Management Studies  
MBA  
Academic Organizer – Derivatives (Semester IV)  
Finance Elective I  
Academic Year 2017-18**

No. of classes in a month	Topic	No. of Classes required	Remarks
November (2)	Introduction	2	
December (12)	Types of derivatives	2	
	Myths	1	
	Participants	2	
	Evolution and derivative markets in India	3	
	Forwards	4	
January (12)	Futures	2	
	Cash and Carry Model	2	
	Hedging Strategies	2	
	Options	6	
February (13)	Binomial option pricing model (BOPM)	4	
	Strategies of option trading	5	
	Black Scholes Option Pricing Model (BSOPM)	4	
March (11)	Swaps and Currency Swaps	4	
	Interest Rate Swaps	5	
	Revision and old question papers review	2	
(50)		50	

*Subodh*

*Chhanna*  
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**Bhavan's Vivekananda College of Science, Humanities and Commerce**  
**Dept. of Management Studies**  
**Semester – IV 2017-18**  
**Organizer for *Banking and Insurance* (Finance E-II)**

No. of classes in a month	Topic	No. of Classes required	Remarks
Nov (2)	<b>Unit – I</b> Introduction,-1, bank, customer, bank-customer relationship – 1	2	
Dec (12)	Evolution of banking, origin-1, nationalization and reforms-1, Role of commercial banks, various services offered by banks-1, Financial statements of Indian banks-1 camel -1ratings, key performance indicators-1, sources of bank funds-1, Financial Inclusion-1, sources of risks-1.	9	
	<b>Unit – II</b> Features of bank credit-1, types of lending-2	3	
Jan(12)	steps followed in the assessment of credit worthiness of a prospective borrower, the credit process management-1, Different types of loans and features -1, loan pricing- basic model-2 pricing fixed and floating rate, cost benefit loan pricing,-2, CPA-1, NPA-2	9	
	<b>Unit – III</b> Regulation of bank capital-1, need to regulate bank capital-1 Economic capital model, regulatory capital- 1	3	
Feb(13)	Basel Accord-I &II,III- 3 , Banking innovations- 1, Bank assurance-1 role of banks as Financial intermediaries-1	6	
	<b>Unit – IV</b> Insurance as a risk management technique-1, principles-2, Requisites of insurable risk and characteristics of insurable risk-1, Insurance contract, functions of insurer-1, types of insures-1,reinsurance-1	7	
March (11)	Marketing channels-1, overview of IRDA-1.	2	
	<b>Unit – V</b> Life insurance- types, insurance contracts, tax treatment-1, products-2, classification of life insurance- 1, actuarial science and provisions- 1, provisions and special life insurance forms - 1 health insurance-1, general insurance – 1, third party administrations-1.	9	
	<b>• Total no. of classes</b>	<b>50</b>	

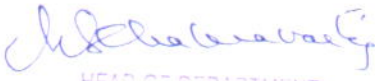
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**Autonomous College - Affiliated to Osmania University**  
**Subject: Commercial Banking Lesson plan 2017-18**  
**MBA IV Semester II<sup>nd</sup> Year**

Month	Total no. of classes	Unit	Topic	Remarks
November	2	I	<b>Unit - I:</b> introduction of Indian Financial system and its components-2	
December	12	II	Indian banking system -2, structure of banking in india-2, evaluation of banking system-2, future trends of banking – 3  <b>Unit – II :</b> Analysis of the banking structure and financial statement Analysis- introduction -1, interpreting bank balance sheet -3	
January	12	II	interpreting bank balance sheet -1, income statement -2, evaluating the banking performance – 1 CAR-1, NPA-1, Liquidity ratios -2, profitability ratios-1, structural Ratios-1 <b>Unit III:</b> Banking Regulations and control of RBI CRR-1, SLR-1,	
February	13	I	CRAR-1, income recognition norms-1, <b>Unit –IV</b> Financial Innovations and opportunities for banks Factoring-2, bancassurance-2, universal banking-2, securitization-2, take out finance-2,	
March	11		innovations in the banking sector-2, opportunities for banks -2  <b>Unit –V</b> management of banking organization Loan management -2, profit and growth management -3, asset liability management -2	
Total	50			

  
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**MBA: Advertising and Sales Promotion**

**Lesson plan-2017-2018**

Month(No. of classes)	Name of the topic	No. of classes required	Remarks
July (10)	Unit 1: Marketing communication mix IMC Communication process models Objectives of advertising 5 Ms of advertising Advertising agencies	2 2 2 2 2	
Aug (14)	Unit 2: Creative strategy Ad layouts, appeals, tactics Media planning and strategy Emerging media options	5 3 3 3	
Sept (12)	Unit 3: Testing for advertising effectiveness Advertising research Social, economic, cultural, ethical aspects of advertising Functions of ASCI, Advg awards	4 3 3 2	
Oct(14)	Unit 4: Major decisions in sales promotion Consumer and trade promotion tools Unit 5: Digital Marketing: Advantages, Disadvantages Digital Reputation Mgt	2 3 5 4	

Total no. of classes

50

*M. Medhuni.*

*M. Chakraborty*

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**MBA: Business Communication**

**Lesson plan-2017-2018**

Month(No. of classes)	Name of the topic	No. of classes required	Remarks
Jan (14)	Unit 1: Communication process Barriers to comm. Surmounting barriers Types of comm.. Listening process Principles of feedback	2 2 2 2 3 3	
Feb (15)	Unit 2: Types of non-verbal comm.. Functions of Nonverbal comm.. Approaches to negotiations Unit 3: Making effective presentations	6 2 2 5	
Mar (16)	Speeches for commemorative occasions Persuasive speaking Unit 4: Types, structure of reports Business letters Email writing, resumes	3 2 4 4 3	
Apr(5)	Unit 5: Building relations with media Investors, govt Crisis comm.	3 2	

Total no. of classes

50

*Y. Madhura*

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**MBA: Managerial Economics**

**Lesson plan-2017-2018**

Month(No. of classes)	Name of the topic	No. of classes required	Remarks
Aug (1)	Unit 1: Introduction to Managerial Economics Nature and scope of ME	1	
Sept (13)	Fundamental concepts Risk and Uncertainty Econometric models Unit 2: Types of demand Determinants of demand	4 2 1 3 3	
Oct (17)	Market equilibrium Cardinal, Ordinal approaches to consumer equilibrium Budget line, indifference curves Demand elasticities Demand forecasting methods Unit 3: Short run and long run production function Law of diminishing marginal returns Economies and Diseconomies	1 4 3 3 3 3	
Nov(19)	Long run and short run TC, AC, MC curves Cost-volume-profit analysis Unit 4: Market structures and pricing Game theory basics Pricing methods Unit 5: Concept and measurement of national Income Inflation Trade cycles	3 3 5 3 3 1 1	

Total no. of classes

50

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**MBA: Research Methodology**

**Lesson plan-2017-2018**

Month(No. of classes)	Name of the topic	No. of classes required	Remarks
Jan (14)	Unit 1: Objectives of research Types of research Research process Research design Experimental designs	2 2 2 2 6	
Feb (15)	Unit 2: Sampling design decisions Sampling methods Data collection methods Measurement Types of scales	3 2 2 3 5	
Mar (16)	Reliability, validity of a scale Unit 3: Chi square, ANOVA, Mcnemar, Wilcoxon, Mann Whitney, Kruskal wallis test Unit 4; Factor analysis Cluster analysis, MDS Multiple regression analysis	3 6 2 5	
Apr(5)	Unit 5: Types of reports Steps in report writing Layout and mechanics of writing a research report	3 2	

Total no. of classes

50

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**MBA: Supply Chain Management**

**Lesson plan-2017-2018**

Month(No. of classes)	Name of the topic	No. of classes required	Remarks
Nov (2)	Unit 1: Introduction to SCM Evolution of SCM Objectives of SCM	2	
Dec (12)	Conceptual framework SCM strategy Global SCM Reverse supply chain Value chain SCOR model Demand planning, Aggregate planning Unit 2: Logistics management, Sourcing	1 2 2 1 1 1 2 2	
Jan (12)	Inventory management, JIT, VMI Outsourcing Unit 3: Transportation formats Modes, factors affecting transportation Cross docking, warehousing	3 1 4 4 3	
Feb(13)	Role of IT in SCM Unit 4: Strategic partnerships and alliances Collaborations SC re-engineering Benchmarking Lean manufacturing, Agile mfg	1 4 2 3 3	
Mar(11)	Unit 5: Distribution network in SC Channel design Developing customer service strategy Retail SCM, RFID Aggregators in e-business	3 3 2 2 1	

Total no. of classes

50

*Y. Madhusri*

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*U. Chidambaram*



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 Department of Management Studies  
 Lesson plan-2017-18  
**SUBJECT : STATISTICS FOR MANAGEMENT**

Month	Total No. of Class	Topics to be covered	No. of classes Per topic	Remarks
August	2	<b>Unit I</b> 1. Introduction to statistics, origin, managerial applications.	2	
September	13	<b>Unit I</b> 2. Measures of central tendency 3. Measures of dispersion 4. Skewness and Kurtosis. <b>Unit V</b> 1. Correlation analysis 2. Rank Correlation	2 3 3 3 2	
October	17	<b>Unit V</b> 3. Tied Rank correlation 4. Regression Analysis <b>Unit II</b> 1. Probability : Introduction, Basic definitions 2. Addition and multiplication laws 3. Conditional probability 4. Baye's Theorem and its applications <b>Unit III</b> 1. Random variable, p.m. f and p. d .f	2 3 2 3 2	
November	18	<b>Unit III</b> 2. Binomial distribution 3. Poission distribution 4. Normal distribution <b>Unit IV</b> 1. Estimation theory, Point and Interval estimation 2. Concept of Testing of Hypothesis 3. Large sample tests	3 2 3 2 3 5	
Total	50		50	

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Department of Management Studies

Lesson plan-2017-18

Semester-II

Subject : OPERATIONS RESEARCH

Month	Total No. of Class	Topics to be covered	No. of classes Per topic	Remarks
JAN	14	<b>Unit I</b> 1. Introduction to operations research, origin, development and managerial applications. 2. Concept of LPP, Non-LPP, IPP, Dynamic and Goal programming problems 3. Formulation of LPP, Solving of LPP by Graphical method <b>Unit II</b> 1. Solving of LPP by Simplex method	3 3 4 4	
FEB	15	<b>Unit II</b> 2. Duality in LPP, Primal-Dual relationships 3. Dual solutions 4. Sensitivity Analysis <b>Unit III</b> 1. Concept of Transportation Problem 2. NWCR, LCM and VAM 3. Solving Transportation problem by MODI Method 4. Solving Transportation problem Stepping stone algorithm. 5. Concept of Assignment problem 6. Solving of Assignment problems by Hungarian method	3 2 1 1 2 2	
MAR	16	<b>Unit III</b> 7. Travelling sales man problem <b>Unit IV</b> 1. Network Analysis 2. CPM and PERT 3. Time cost trade off 4. Maximal flow and minimum cut problem <b>Unit V</b> 1. Queuing theory 2. Simulation	1 1 3 3 3 3 2	
APR	5	<b>Unit V</b> 3. Game theory	5	
Total	50		50	

