



**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**


**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program</b>	<b>MBA</b>
<b>Course Title: Management and Organizational Behaviour</b>	<b>Course Code: MBA 101</b>
<b>Year: I</b>	<b>Semester: I</b>
<b>Name of the faculty: Mr. Rajendra Kumar/Mrs. K. Suvarchala Rani</b>	
<b>No of Credits: 04</b>	<b>HPW:05</b>

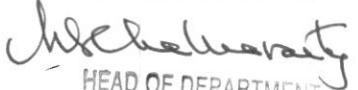
**Course Objectives**

- COb1** To understand the various concepts and theories of management.
- COb2** To comprehend the concepts of organisational behaviour and personality types.
- COb3** To know the various planning types and organisational structures.
- COb4** To analyse the content and process theories of motivation.
- COb5** To evaluate the different leadership styles and skills required for working in groups and teams.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	August (11)	Unit: I (12 classes) Managers and Management: Meaning Roles of a manager and Functions of management Processes of management Historical roots of contemporary management practices Theory X and Y	1 3 2 4 1	Chalk & Board Case Study and Poster Presentations on Management Gurus	
2.	September	Theory Z	1		

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

	(13)	Unit: II (12 classes) Organizational behaviour: Def, Importance, Scope and Disciplines Nature and levels of organizational behaviour Transactional Analysis Ego states and Johari window Personality The Big 5 model of personality Organizationally relevant personality traits Ability	3 2 1 2 1 1 1 1	Case Study  Activities on Johari Window and Personality traits	
3.	October (17)	Unit: III (12 classes) Planning: Concept, nature, importance, limitations Types and Process Organizing: Concept, Centralization and decentralization Organizational structure: Line and Staff Types of organizational structures  Unit: IV (12 classes) Motivation: Definition Importance, Characteristics and Motives Early theories of motivation	2 3 2 2 1 2  1 2 2	Case Study On Planning Types  Activity on Motivation	
4.	November (16)	Early theories of motivation Contemporary theories of motivation Unit: V (12 classes) Groups and development: Concept of group and team, Group formation, Formal and Informal groups Importance of team building Leadership: Concept, leadership styles.	2 5  5 2  2		
5.	December (3)	Early and contemporary approaches to leaderships (Trait, behavioural and	3		

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.

		contingency)			
--	--	--------------	--	--	--

Total

60

Learning Outcomes

**MBA101CO1** Explain the various concepts and theories of management.

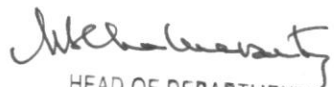
**MBA101CO2** Demonstrate the concepts of organisational behaviour and personality types.

**MBA101CO3** Categorise the various planning types and organisational structures.

**MBA101CO4** Examine the content and process theories of motivation.

**MBA101CO5** Demonstrate different leadership styles and skills required for working in groups and teams.



  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program</b>	<b>MBA</b>
<b>Course Title Accounting for Management</b>	<b>Course Code : MBA 102</b>
<b>Year : I</b>	<b>Semester: I</b>
<b>Name of the faculty Dr. Kavitha Lal / Dr. Mahendra</b>	
<b>No of Credits:4</b>	<b>HPW :4</b>

<b>Course Objectives</b>
<ol style="list-style-type: none"> <li>1 To Discuss various accounting concepts and summarize the business transactions.</li> <li>2 To compare intra firm and inter firm financial statements.</li> <li>3. To calculate various ratios an interpret the same.</li> <li>4. To differentiate funds flow and cash flow statement and to construct funds flow and cash flow statements.</li> <li>5. To discuss various accounting standards, US GAAP and IFRS.</li> </ol>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	August (11)	Unit:I Introduction - financial accounting accounting concepts and conventions accounting equation accounting process, accounting cycle journal classification of accounts- ledger trial balance	2 2 2 2 2 1	Chalk and Board	
2	September (15)	Final accounts Unit: II Company final accounts format Financial statement analysis- meaning- types Comparative statement analysis common size statement analysis- trend analysis	5 1 1 2 2 2	Chalk and Board, PPT	
3	October (15)	<b>Unit: III</b> Ratio analysis, Meaning, rationale and utility of ratio analysis-	2	Chalk and Board	

*M. Mahendra*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPUHI, SECUNDERABAD



		classification and importance of ratios, liquidity, profitability, leverage and structural ratios- problems	2		
		Preparation of balance sheet -	6		
		<b>Unit: IV</b>	3		
		Funds flow analysis- concept of funds flow	2		
4	November (16)	Statement of changes in working capital, funds from business operations, statement of sources and uses of funds	2	Chalk and Board	
		Funds flow statement analysis	5		
		AS 3 Cash flow statement analysis	3		
		Advantages of FFS and CFS	1		
		<b>Unit: V</b>			
		Accounting standards overview, rationale, importance in global environment, IAS, US GAAP-	2		
			1		
			1		
			1		
5	December (3)	Overview of IFRS revision	1	Chalk and Board	
			2		

Total classes 60

<b>Learning Outcomes</b>	
<b>1 Demonstrate</b>	accounting concepts and conventions and their implications on accounting system. <b>Create</b> financial statements of sole proprietorship.
<b>2 create and Present</b>	financial statements according to the provisions of the Indian Companies Act. <b>Analyse</b> financial statements and <b>Apply</b> comparative and common size techniques.
<b>3Analyse</b>	financial statements and apply various ratios to and <b>Interpret</b> company's financial performance.
<b>4 Differentiate</b>	between funds flow statement and cash flow statements. <b>Analyse</b> funds flow statement and cash flow statement according to Accounting Standard- 3
<b>5 Demonstrate</b>	various accounting standards and <b>Explain</b> the concept of <b>IFRS</b>

*[Handwritten signature]*

*[Handwritten signature]*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



Bharatiya Vidya  
**Bhavan**

**BHAVAN'S VIVEKANANDA COLLEGE  
OF SCIENCE, HUMANITIES AND COMMERCE**  
Sainikpuri, Secunderabad - 94  
Autonomous college, Osmania University (CBCS)  
Organizer for the academic year (2018-19)

Name of the Program	MBA
Course Title: Marketing Management	Course Code: MBA103
Year: I	Semester: I
Name of the faculty: Dr.S.Lalitha	
No of Credits: 04	HPW :04

Course Objectives
<ol style="list-style-type: none"> <li>1. To understand Marketing as an important function of business organizations</li> <li>2. To make the students know about the concepts of segmentation, targeting and positioning of products or services of organizations about the demand estimation.</li> <li>3. To make the students know about the concepts of 4Ps in detail.</li> <li>4. To provide insights of Consumer behavior in marketing</li> <li>5. To make the students know about the procedure of marketing control</li> </ol>

Month & No. of classes per month	Topic	Classes stipulated	Teaching Methods	Review
August(11)	<b>Unit – I: Basics: Marketing, Market, Marketing Management. Tasks, Philosophies, Marketing Mix-expanded Marketing Mix, Marketing Program and Marketing Strategy, Managing marketing effort, Global marketing, Marketing Environment - Company's Micro and Macro Environment - Interface other functional areas</b> <b>Unit – II: Market Segmentation: Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, International Markets</b>	1 2 4 1 3	Power Point Presentation, Chalk & board, Case Studies	
September(15)	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, Branding, Packaging, Product Line and Product Mix Decisions. New Product development, Product Life Cycle, Pricing,	3 3 4 3 2	Power Point Presentation, Chalk & board, Case Studies	
October(15)	Strategies, Distribution Channels, Channel Management Decisions Promotion Mix - Advertising, Sales Promotion. Public Relations, Personal Selling. Online Marketing. <b>Unit – IV: Consumer Markets: Model of Consumer</b>	5 5 2 3	Power Point Presentation,	

*S Lalitha*

*M. S. Srinivasulu Reddy*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD

	Behavior, Seven Os Structure, Factors Affecting Consumer Behavior. Stages in the Adoption Process		Chalk & board, Case Studies	
November(16)	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	3 3 3 4 3	Power Point Presentation, Chalk & board, Case Studies	
December(3)	Strategic Control. Marketing Audit.	3	Power Point Presentation, Chalk & board,	

Total classes

60

**Learning Outcomes**

1. **Express** Marketing as important function and make students know about the basic concepts of Marketing
2. **Develop** an idea about the process of Segmentation, Targeting and positioning.
3. **Familiarise** students with details of marketing mix
4. **Identifying** insights about Consumer behavior
5. **Explain** students about the process marketing control

*S. Lalitha*

*M. Chakraborty*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

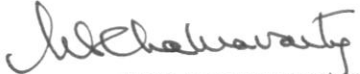
**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>Master of Business Administration</b>
<b>Statistics for Management</b>	<b>MBA 104(CBCS)</b>
<b>I Year</b>	<b>I Semester</b>
<b>Name of the faculty</b>	<b>N. Chandan Babu</b>
<b>No of Credits</b>	<b>03</b>

**Course Objectives**

- 1: Summarize different methods of data collection, Compute measures of central tendency, and measures of variation, ungrouped and grouped data sets.
- 2: Providing students with a formal treatment of probability theory and its applications.
- 3: Be able to compute probabilities using a binomial probability distribution, a Poisson probability distribution, a normal probability distribution. Understand the role of the standard normal distribution in this process.
- 4: Understand the methods of sampling, learn how to perform hypothesis testing for population proportion(s), mean(s), S.D by the p-value approach.
5. The meaning of bivariate data, concept of correlation, regression and its applications.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	August (8)	<b>Unit I</b> 1. Introduction to statistics, origin, managerial applications. 2. Measures of central tendency 3. Measures of dispersion 4. Skewness	2 2 2 2	Chalk, Black Board and Duster	
2	September (12)	<b>Unit I</b> 5 .Kurtosis. <b>Unit V</b> 1. Correlation analysis	1 2	Chalk, Black Board and Duster	

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

		2. Rank Correlation 3. Tied Rank correlation 4. Regression Analysis <b>Unit II</b> 1. Probability : Introduction	2 2 3 2		
3	October (11)	<b>Unit II</b> 2. Basic definitions of probability 3. Addition and multiplication laws 4. Conditional probability 5. Baye's Theorem and its applications <b>Unit III</b> 1. Random variable, p.m. f and p. d .f and Binomial distribution.	2 2 2 2 3	Chalk, Black Board and Duster	
4	NOV (12)	<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	1 2 3 2 3 1	Chalk, Black Board and Duster	
5	December (2)	<b>Unit IV</b> 3. Large sample tests	2	Chalk, Black Board and Duster	
Total	45		45		

#### Learning Outcomes

- 1: Interpret appropriate numerical data used in everyday life in numerical, use measures of location, measures of dispersion for grouped and ungrouped data
- 2: Determining probabilities for various events.
- 3: Summarize discrete and continuous probability distributions to various business problems.
- 4: Learn about a variety of sampling methods including random and non-random sampling. Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases.
- 5: Compute and interpret the results of Bivariate Regression and Correlation Analysis, for forecasting.



**Bhavan's Vivekananda College**  
of Science, Humanities and Commerce  
Accredited with 'A' Grade by NAAC  
Autonomous – Affiliated to Osmania University

*V. f*  
*(N. Chandan Babu)*

*M. Chakravarthy*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program:MBA</b>	
<b>Course Title :Managerial Economics</b>	<b>Course Code:MBA105</b>
<b>Year :2018-19</b>	<b>Semester:I</b>
<b>Name of the faculty:Dr.Y.Madhuri Srinivas</b>	
<b>No of Credits:4</b>	<b>HPW:4</b>

<b>Course Objectives</b>
<b>1</b> To impart knowledge on the nature, scope and fundamental principles of managerial economics. <b>2</b> To create an understanding and application of demand and supply analysis, demand elasticities, cardinal and ordinal theories, and demand forecasting methods. <b>3</b> To impart knowledge on production and cost analysis and application of break-even analysis. <b>4</b> To impart knowledge on equilibrium price and output determination in different types of market structures, basics of game theory, and pricing and non-pricing strategies to deter competition. <b>s5</b> To create an understanding of the methods for measurement of national income, concepts of inflation and its causes and policies to counter trade cycles.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	Aug-11	Unit 1: Introduction to Fundamental principles of Managerial Economics Theory of the firm Econometric models	6 3 2	Blackboard, Powerpoint presentation	
	Sept-15	Unit 2: Demand concepts, Demand elasticities Cardinal and ordinal approach to consumer equilibrium, market equilibrium Demand forecasting methods	5 5 5		
	Oct-15	Unit 3: Cost concepts, Production function,	4		

*Y. Madhuri*

*M. Chelvaraj*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

		cost-output relationships Law of diminishing marginal returns to scale, 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	2 2 2 2 3	presentation	
	Nov-16	Unit 4: Price determination under perfect competition. Monopoly, oligopoly & Monopolistic competition. Game theory basics, dominant strategy, Nash equilibrium, Prisoner's dilemma, pricing and non-pricing strategies, Sophisticated market pricing: Price discrimination using coupons and rebates, Peak load pricing, Transfer pricing, global use of Transfer pricing.	6 3 3 4	Blackboard, Powerpoint presentation	
	Dec-3	Nature, Concept & Measurement of National Income, Inflation: Types, causes and Measurement of Inflation: Philips curve, Stagflation. Trade cycles causes and policies to counter trade cycles.	2 1	Blackboard, Powerpoint presentation	
		Total	60		

#### Learning Outcomes

**1. Define** the basic concepts of Managerial Economics, demonstrate the use of econometric models in decision making.

**2 Discover** the reasons for success or failure of a product in the market by studying the various factors affecting demand for the product, **illustrate** when an individual consumer or market attains a state of equilibrium, forecast demand using different methods, **illustrate** the concept of elasticity for pricing products and for setting the budget for product promotions.

**3 Identify** the least cost-output relationship, **determine** the relationship between the output and the cost in the short run and the long run period of operation and **determine** the break-even level of output.

**4 Estimating** and optimizing the performance of the company in different market structures in terms of profits using the concepts of marginal revenue and marginal cost, and equilibrium price and output and **formulating** pricing and non-pricing strategies to deter competition.

**5 Describe** the methods for measurement of national income and inflation and to **enumerate** the policies to counter trade cycles. Students will be able to **analyze** the causes of a trade cycle and suggest remedies.

*M. S. Chakravarty*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.





**Bhavan's Vivekananda College**  
of Science, Humanities & Commerce  
Sainikpuri, Secunderabad – 500094  
Autonomous College - Affiliated to Osmania University  
**Subject: Business Law**

Name of the Program	MBA
Course Title: Business and Corporate Law	Course Code: <u>MBA 106</u>
Year: I	Semester: I (2018)
Name of the faculty: Mrs. V. Ashwini / V. Achuta	
No of Credits: 04	HPW :04

<b>Course Objectives</b>
COB1: To make students understand the different laws of contract
COB2: To impart the knowledge of law related to special contracts
COB3: To know about the law relating to the formation of company and companies act.
COB4: To make students aware of consumer protection law in India
COB5: To make them understand the concepts SEBI, IPR and RTI ACT 2005

Month	Total no. of classes	Unit	Topic	No. of Stipulated classes	Teaching Aids	Review
August	11	I	Law of Contracts: Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid Contract – Offer - Acceptance -, Consideration – Capacity to Contract – Free consent, void contracts	2 2 2 2 2 1	Case study	
September	15	I	Legality of Object – Performance of Contract – Remedies for breach of Contract -Quasi Contracts	1 1 2 1		
		II	Law relating to Special Contracts: Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act – Distinction between Sale and agreement to sell -	2 3 3 2	Role plays	
October	15	II	Conditions and Warranties. Negotiable Instruments Act – Definition and Characteristics of a Negotiable Instrument – Definitions, Essential elements and distinctions between Promissory Note, Bill of Exchange,	2 1 1 2	Animated Videos	

HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



		III	and Cheques - Types of crossing Companies Act: Definition of company – Characteristics - Classification of Companies- Formation of Company – Memorandum and Articles of Association – Prospectus - Share holders meetings - Boardmeetings – Law relating to meetings and proceedings-	2 1 1 1 2 1 1		
November	16	III  IV  V	Company - Management - Qualifications, Appointment, Powers, and legal position of Directors – Board - M.D and Chairman - Their powers. Companies Act 2013- CSR. Consumer Protection Law: Introduction to consumer protection law in India - Consumer councils – Redressal machinery - Rights of consumers - Consumer awareness, Competition Law – Environmental Protection Laws.  The Securities and Exchange Board of India Act 1992.	1 2 2 1 2 1 2 2 2	Animated Videos	
December	3		Intellectual Property Rights (IPR )- Definition, types, Importance of IPR, Intellectual property protection and enforcement, Right to Information Act 2005		Case study , PPT	
Total classes				60		

Learning Outcomes
MBA106.1.1: Identify the different laws used in making a contract
MBA106.1.2: Define the laws relating to special contracts
MBA106.1.3: Summarize the law relating to the formation of companies along with the highlights of Companies Act 2012
MBA106.1.4: Explain the consumer protection law in India
MBA106.1.5: Outline the concepts of, SEBI, IPR and RTI ACT 2005

*V. Ashwini*  
*M. Chuli*

*Ch. Ch. Ch. Ch. Ch.*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



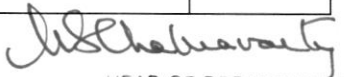
**Bhavan's Vivekananda College  
of Science, Humanities and Commerce  
Accredited with 'A' Grade by NAAC  
Autonomous – Affiliated to Osmania University  
Department of Management Studies**

**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program:MBA</b>	
<b>Course Title : Human Resources Management</b>	<b>Course Code: MBA201</b>
<b>Year :2018-19</b>	<b>Semester:II</b>
<b>Name of the faculty: Dr. V. Venu Madhav</b>	
<b>No of Credits:4</b>	<b>HPW:4</b>

<b>Course Objectives</b>
<p><b>COb1:</b> Discuss the significance of HRM and its competitive challenges of HRM.  <b>COb2:</b> To Design the process of procurement of Human Resources.  <b>COb3 :</b> To define the procedure for assessment &amp; development of Human Resources abilities.  <b>COb4 :</b> to Explain key concepts, components and factors of Compensation Management.  <b>COb5:</b> to discuss various approaches for harmonious Industrial Relations.</p>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	Dec-2	<b>Unit 1: Introduction:</b> HRM Concepts: Significance Objectives	2	Blackboard, Power point presentation	
	Jan-18	Scope Functions Changing role of HRM Line and Staff Structure of HR Department Impact of Environment on HRM Competitive challenges influencing HRM  <b>Unit 2: Procurement of Human Resources:</b> Job Design Job Rotation Job Enlargement Job Enrichment Job Analysis: Concepts Objectives Components	1 1 1 2 3 3  2	Blackboard, Powerpoint presentation	

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.

		Methods Human Resource Planning: Concept	4 1		
Feb-18		Objectives Factors effecting HR Planning Process of HR Planning Problems on HR Planning Recruitment: Objectives Sources of Recruitment Selection: Concept Procedure Tests and Interviews Placement Induction Internal Mobility  <b>Unit 3: Developing Human Resources:</b> HRD Concepts: Scope Objectives Training: Need for Training Objectives and Benefits Assessing Training Needs Methods and Evaluation of Training	4 2  4  2 1 2 1 1 1	Blackboard, Power point presentation	
Mar-18		Difference between Training and Development Performance Management: Concept Performance Appraisal: Concept Traditional and Modern Methods of Appraisal Career Planning and Development: Career Career Planning Process Career Development Stages of Career Development  <b>Unit 4 : Maintenance:</b>  Job Evaluation Concept: Methods Compensation Management: Objectives Components of Compensation Factors affecting Compensation Concepts of minimum Wage, Living Wage and Fair Wage Wage Differentials Fringe Benefits  <b>Unit 5: Industrial Relations:</b>  Need Objectives	1 2 2  2  2 1 2 2	Blackboard, Power point presentation and Case Study	

*M. Chakraborty*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

		Importance of IR Discipline: Objectives Grievance Causes Grievance of Redressal Mechanism	2		
	April-4	Trade Unions: Meaning Objectives Functions and Problems of Trade Unions Collective Bargaining Types Essential conditions for the success of Collective Bargaining	4	Blackboard, Powerpoint presentation	
		Total	60		

Learning Outcomes

**1: Explain** various concepts, theories and issues needing attention in Human Resources Management

**2: Demonstrate, interpret, predict and organise** the process of procurement of Human Resources.

**3: Define, outline, and determine** key elements of Human Resource Development and Assessment.

**4 : To distinguish** method for designing relative worth of job through better reward management.

**5 :** students will be able to **determine** key elements governing Harmonious industrial relations ( model building)

*Neeraj*

*M. Chakraborty*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



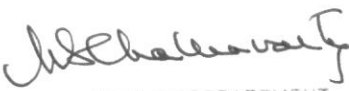
**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>MBA</b>
<b>Course Title : Financial Management</b>	<b>Course Code : MBA 209</b>
<b>Year : I Year</b>	<b>Semester : II Semester</b>
<b>Name of the faculty : Dr. M V S Mahendra/ Dr. Kavitha Lal</b>	
<b>No of Credits : 4</b>	<b>HPW : 4</b>

<b>Course Objectives</b>
<b>1</b> To discuss scope, functions, objectives of financial management and to understand the risk and return relationship, time value of money. <b>2</b> To calculate the traditional and DCF methods of capital budgeting. <b>3</b> To understand the various sources of finance, calculate cost of capital. <b>4</b> To understand the concept of working capital, estimate working capital.. <b>5</b> To calculate relevance Walter and Gordon and irrelevance dividend theories.

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	Dec(2)	<b>Unit I : Introduction</b> Nature and Scope;  evolution of finance function	1  1	Chalk and Board	

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

		<p>the agency relationship and costs;  risk and return trade off; concept of time value of money – future and present value.</p> <p><b>Unit II The Investment Decision</b>  Investment decision process – project generation, project evaluation, project selection and project implementation.  Developing cash flow; data for new projects; using evaluation techniques – Traditional (Payback, ARR) and DCF methods( NPV, IRR, PI).  Capital budgeting decisions under condition of risk and uncertainty; measurement of risk</p>	2 2 2 2 3 3		
3.	(Feb 18)	<p>Risk adjusted discount rate, certainty equivalents and beta coefficient, probability tree approach, sensitivity analysis.</p> <p><b>Unit III: The Financing Function</b>  Sources of finance – a brief survey of financial instruments the capital structure decision in practice: EBIT – EPS analysis.  Cost of Capital : The Concept – Average Vs Marginal cost of capital;  measurement of cost of capital – Component Costs  weighted average cost of capital.</p>	3 3 4 3 5	Chalk and Board	
4	Mar(18)	<p>Concept of current assets, characteristics of working capital.  Factors determining working</p>	1 2	Chalk and Board	

*M. Chakraborty*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

		capital.	2		
		Estimating working capital requirements.	4		
		Working capital policy. Bank norms for working capital financing.	2		
		The dividend decision : Major forms of dividends – Cash and bonus shares.	2		
		The theoretical backdrop – Dividends and valuation,	2		
		major theories centred on the works of Gordon, Walter( relevance theories),.	3		
5.	April(4)	Irrelevance theory- MM Hypothesis. A brief discussion on dividend policies of Indian companies	4	Chalk and Board	

Total classes

60

Learning Outcomes

- 1 Demonstrate** role of financial management in business corporations, Knowledge of the value of money overtime, its utility and trade off between risk and return.
- 2 Construct** and **Compare** the various capital budgeting techniques and risk in capital budgeting.
- 3 Distinguish** between equity, debt and preference capital. **Determine** capital structure using EBIT –EPS analysis. **Calculate** specific cost of capital and weighted average cost of capital.
- 4 Demonstrate** the concept of working capital and sources of working capital finance. **Determine** working capital.
- 5 Differentiate** between relevance and irrelevance theory of dividends. **Calculate** value of the firm using Walter's Model, Gordon's Model and MM Hypothesis.

*Handwritten signature*

*Handwritten signature*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



Bharatiya Vidya  
**Bhavan**

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

Sainikpuri, Secunderabad - 94

Autonomous college, Osmania University (CBCS)

Organizer for the academic year (2018-19)

Name of the Program	MBA
Course Title: Research Methodology	Course Code: MBA203
Year: I	Semester: II
Name of the faculty: Dr.S.Lalitha & Dr. Y. Madhuri Srinivas	
No of Credits: 04	HPW :05

### Course Objectives

- 1.To understand Research Methodology as specific important arena to know in business
- 2.To know about Services Marketing mix components in detail
- 3.To make the students know about Services Marketing strategies
- 4.To provide insights of Retail marketing
- 5.To make the students know about major attention areas of Retail marketing

Month & No. of classes per month	Topic	Classes stipulated	Teaching Methods	Review
December (2)	<b>Unit – I: Meaning and importance of Research:</b> Meaning of research – objectives of research –	2	Chalk & board	
January (18)	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.	5 3 3 3 4	Power Point Presentation, Chalk & board, Case Studies	
February (18)	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 scales.	6 5 4 3	Power Point Presentation, Chalk & board, Case Studies	
March (18)	<b>Unit – III: Non-Parametric Statistics in Research:</b> McNemar, Sign Test –One and Two samples, Run test, Wilcoxon Matched pairs test, Mann-Whitney test, Kolmogorov – Simronov D test, Kruskal –Wallis tests. <b>Unit – IV: Multi-Variate analysis:</b> Structural and Functional methods-Factor analysis, Cluster analysis, Discriminate analysis, Conjoint analysis, Multi Dimensional Scaling. Multiple Regression (Numerical with two independent variables). <b>Unit – V : Research Report</b>	6 5 3 2	Power Point Presentation, Cha lk & board, Case Studies	

*S. Lalitha*

*S. Lalitha*

DEPARTMENT OF  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



	<b>Research report</b> - Significance of report writing – different steps in report writing – layout of the research report	2		
April (4)	Types of reports – mechanics of writing a research report – precautions for writing research report.	2 2	Power Point Presentation, Chalk & board,	

*Total*

*60*

**Learning Outcomes**

- 1. Develop** an understanding about Research Methodology
- 2. Develop** an idea of Sampling Design and Measurement and Scaling
- 3. Familiarize** students about Non-Parametric Statistics in Research
- 4. Develop** students to know about Multi-Variate analysis
- 5. Identify** students to know about Research report

*S. Kalita*

*M. Chakraborty*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



**Bhavan's Vivekananda College  
of Science, Humanities and Commerce  
Accredited with 'A' Grade by NAAC  
Autonomous – Affiliated to Osmania University  
Department of Management Studies**


**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>Master of Business Administration</b>
<b>Operations Research</b>	<b>MBA 204(CBCS)</b>
<b>I Year</b>	<b>II Semester</b>
<b>Name of the faculty</b>	<b>N. Chandan Babu</b>
<b>No of Credits</b>	<b>04</b>

**Course Objectives**

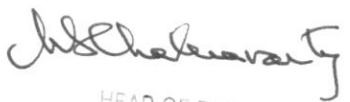
1. Formulate and solve mathematical model (linear programming problem) for a physical situation like production, distribution of goods and economics by graphical method
- 2: Determining the Optimum solution to the LPP by using simplex method and its extensions to dual LPP.
- 3: Be able to build and solve Transportation Models and Assignment Models.
- 4: Draw network diagrams. and evaluate optimum project duration by using CPM/PERT.
- 5: Summarize different queuing situations, simulate different real life probabilistic situations and Solve simple games using various techniques.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	Dec 02	<b>Unit I</b> 1. Introduction to operations research, origin, development and managerial applications.	2	Chalk, Black Board and Duster	

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.


2	Jan 18	<b>Unit I</b>			
		2. Concept of LPP, Non-LPP, IPP, Dynamic and Goal programming problems	5	Chalk, Black Board and Duster	
	3. Formulation of LPP, Solving of LPP by Graphical method	5			
		<b>Unit II</b>			
		1. Solving of LPP by Simplex method	5		
		2. Duality in LPP, Primal-Dual relationships	3		
3	Feb 18	<b>Unit II</b>			
		3. Dual solutions	2	Chalk, Black Board and Duster	
		4. Sensitivity Analysis	2		
		<b>Unit III</b>			
		1. Concept of Transportation Problem	2		
		2. NWCR, LCM and VAM	2		
		3. Solving Transportation problem by MODI Method	2		
		4. Solving Transportation problem Stepping stone algorithm.	1		
		5. Concept of Assignment problem	1		
		6. Solving of Assignment problems by Hungarian method	2		
7. Travelling sales man problem	2				
		<b>Unit IV</b>			
		1. Network Analysis	2		
4	Mar 18	<b>Unit IV</b>			
		2. CPM and PERT	4	Chalk, Black Board and Duster	
		3. Time cost trade off	3		
		4. Maximal flow and minimum cut problem	3		
		<b>Unit V</b>			
1. Queuing theory	5				
		2. Simulation	3		
5	Apr 4	<b>Unit V</b>			
		3. Game theory	4		
<b>Total</b>	<b>60</b>		<b>60</b>		

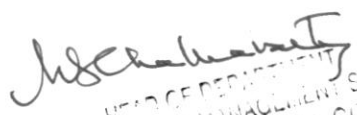
Learning Outcomes

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.

Students able to:

- 1: Formulate and solve mathematical model (linear programming problem) for a physical situation like production, distribution of goods and economics by graphical method
- 2: Determining the Optimum solution to the LPP by using simplex method and its extensions to dual LPP.
- 3: Build and solve Transportation Models and Assignment Models.
- 4: Draw network diagrams. And evaluate optimum project duration by using CPM/PERT.
- 5: Summarize different queuing situations, simulate different real life probabilistic situations and Solve simple games using various techniques.

  
(N. Chandan Babu)

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



Bharatiya Vidya  
**Bhavan**

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

Sainikpuri, Secunderabad - 94

**Autonomous college, Osmania University (CBCS)**

**Organizer for the academic year (2018-19)**

Name of the Program	MBA
Course Title: Operations Management	Course Code: MBA 205A
Year: I	Semester: II
Name of the faculty: Dr.N.S.Chakravarty	
No of Credits: 04	HPW :04

**Course Objectives**

- 1.To understand role of relationship between Operations as business function ,PPC and process technologies
2. To understand concepts of Plant Location and Layout, maintenance management, capacity planning, line balancing and production techniques .
- 3.To understand concepts of Statistical Quality Control and work study  
make the students know about
- 4.To understand concepts of materials management
5. To understand concepts of stores management.

classes per month	Topic	Classes stipulated	Teaching Methods	Review
December(2)	<b>Unit I: Introduction</b> :Introduction to operations Management, Role of operations management in total management system, interface between operations system and systems of other functional areas,	2	Power Point Presentation, Chalk & board, Case Studies	
January(18)	Characteristics of process technologies- project, job shop, assembly, batch and continuous. Inter relationship between product life cycle and process life cycle, PPC – Basic functions of production planning and control, <b>Unit – II: Scheduling and control of production operations:</b> Aggregate planning, MPS, Operations scheduling, Job sequencing – n jobs two machines and n jobs 3 machines - Plant Capacity and Line Balancing. Plant layout -different types of layouts. Location and the factors influencing location. Maintenance Management: Objectives – Failure Concept, Reliability, Preventive and Breakdown maintenance, Replacement policies	4 4 3 3 2 2	Power Point Presentation, Chalk & board, Case Studies	
February(18)	<b>Unit - III: Quality control:</b> Standards and specifications, Quality Assurance and Quality Circles – Statistical Quality Control – Control Charts for Variables- Average, Range and S.D., Control charts for Attributes- fraction defective and number of defects, Acceptance Sampling Plans, OC Curve Work Study, various	4 3 3 4	Power Point Presentation, Chalk & board, Case Studies	

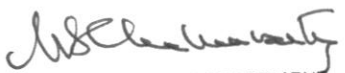
*N.S.Chakravarty*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

techniques in the Methods Study for identifying the most

	appropriate method. Work measurement - its uses and different methods, computation of allowance and allowed time. <b>Unit - IV: Materials Management:</b> Need and importance of Materials management-Materials Requirement Planning-	2  2		
March(18)	Materials Budgeting- Techniques for prioritization of materials- Sources of Supply of Materials -selection, evaluation and Performance of suppliers-make or buy decisions and its implications under various circumstances Vendor rating - determinants of vendor rating, concept of waste management <b>Unit - V: Stores Management:</b> Objectives of Stores Management – Requirements for efficient. Management of Stores - safety stock Inventory Control - Different Systems of Inventory Control, Types of Inventory. Costs - Systems of inventory control –.	4 2 2 2  4 2 2	Power Point Presentation, Chalk & board, Case Studies	
April(4)	ABC, VED and FNSD analyses. Value Analysis – Importance in cost reduction – concepts and procedures	4	Power Point Presentation, Chalk & board,	
	TOTAL	60		

#### Learning Outcomes

1. **Express** Operations as important business function
2. **Develop** an idea about concepts of Plant Location and Layout, maintenance management and production scheduling.
3. **Familiarise** students with statistical quality control
4. **Identifying** insights about materials management
5. **Explain** students about stores management

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.




**Bhavan's Vivekananda College  
of Science, Humanities and Commerce  
Accredited with 'A' Grade by NAAC  
Autonomous – Affiliated to Osmania University  
Department of Management Studies**

**Academic Organizer for the academic Year –2018-19**


<b>Name of the Program</b>	<b>MBA</b>
<b>Course Title: Business Communication</b>	<b>Course Code: <del>30</del> MBA 206</b>
<b>Year: I</b>	<b>Semester: II</b>
<b>Name of the faculty: Mrs. K. Suvarchala Rani</b> / Mrs. V. Ashwini	
<b>No of Credits: 04</b>	<b>HPW: 05</b>

Course Objectives
<b>COb1</b> To understand communication types and process and listening skills.
<b>COb2</b> To comprehend non-verbal and negotiation skills in business scenarios.
<b>COb3</b> To know both the verbal and non-verbal dimensions of different types presentations.
<b>COb4</b> To write effective business reports and letters.
<b>COb5</b> To study the relations with media, investors, government and effective communication in crisis situations.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	December (2)	<b>Unit I</b> The role and process of communication	2	Chalk & Board Management Games	
2.	January (18)	Barriers to Communication Overcoming barriers to communication Types of communication Listening Process Elements of good listening Improving listening competence Importance of feedback- Principles	2 3 1 1 1 1 1	Role plays on barriers of communication process  Group Discussion, listening skills are encouraged by making the students listen to the downloaded audio podcast from British Council and also	

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.

		of feedback <b>Unit II</b> Characteristics of non-verbal communication Types and functions of Non-verbal communication Interpreting non-verbal communication Negotiations – Approaches	1 4 1 2	testing them.  Chalk & Board & Role Plays	
3.	February (18)	Negotiations – Approaches Preparing for and conducting negotiations <b>Unit III</b> Making Presentations Choosing the method of speaking Analyzing the audience Non-verbal dimensions of presentations Speeches for commemorative occasions Effective presentation strategies Persuasive speaking <b>Unit IV</b> Report writing Types of reports Structure of reports – Individual and Committee reports	2 2 1 2 1 2 4 1 1 2	Case studies on Negotiations  Presentations on Startup ideas  Speeches on various occasions were written and presented by Students	
4.	March (18)	Essential of good report writing Business Letters – Drafting letters relating to enquiries and replies Orders and replies Complaints and claims Effective business correspondence Email writing Drafting a resume <b>Unit V:</b> Media relations Building better relations with media Investor relations –	2 2 1 1 1 1 2 2 1 2	Scenarios are given to write email and resumes are made  Group Discussion	

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.




		Framework for managing investor relations Managing government relationship Communication in crisis – Do's and Don'ts in a wake of a crisis	1 1		
5.	April (4)	Communication in crisis – Do's and Don'ts in a wake of a crisis	5	Case Studies on Crisis Management	

Total                      60

Learning Outcomes	
<b>MBA206.1CO1</b>	Determine the appropriate communication and listening skills.
<b>MBA206.1CO2</b>	Demonstrate the non-verbal and negotiation skills in various business situations.
<b>MBA206.1CO3</b>	Demonstrative effective presentation skills in various occasions.
<b>MBA206.1CO4</b>	Formulate effective business reports and letters in different scenarios.
<b>MBA206.1CO5</b>	Develop relations with media, investors, government and effective communication in crisis situations

*Ky*

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



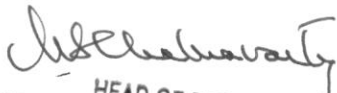
**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

**Academic Organizer for the academic Year – 2018-19**

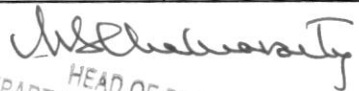
<b>Name of the Program</b>	<b>MBA</b>
<b>Course Title</b> <b>: Total Quality Management</b>	<b>Course Code :MBA 301</b>
<b>Year : II</b>	<b>Semester: III</b>
<b>Name of the faculty : Dr.K.Suvarchala Rani</b>	
<b>No of Credits: 4</b>	<b>HPW :4</b>

<b>Course Objectives</b>
<ol style="list-style-type: none"><li><b>1. To understand the concepts of evolution and awards of Total quality management.</b></li><li><b>2. To comprehend the tools of Total quality management.</b></li><li><b>3. To know the techniques of Total quality management.</b></li><li><b>4. To explain the concepts and framework of six sigma.</b></li><li><b>5. To evaluate the use of Total quality management in various service sectors.</b></li></ol>

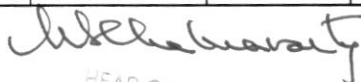
<b>S.No</b>	<b>Month &amp; No of Classes</b>	<b>Topics to be Covered</b>	<b>No of Classes (Stipulated)</b>	<b>Teaching Methods</b>	<b>Review</b>
1.	June (8)	The concept of TQM Evolution of TQM – Inspection, SQC, QA and TQM Deming's Philosophy quality management versus TQM ) Benefits and Costs of TQM  Historical perspectives of TQM	1 2  1 1  2  1	Chalk and board	

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SATNIKPURI, SECUNDERABAD.

2.	July (18)	<p>Quality System Awards and Guidelines – ISO, Malcolm Baldrige National Quality Award (MBNQA), European Foundation for Quality Management (EFQM)</p> <p><b>Unit – II: Tools of TQM:</b></p> <p>Measurement Tools: Check Sheets, Histograms, Run Charts, Scatter Diagrams, Cause and Effect Diagrams, Pareto’s Chart, Process Capability Measurement.</p> <p>Analytical Tools: Process Mapping, Regression Analysis, Resource Utilization and Customer Service Analysis, The Five Why’s, Overall Equipment Effectiveness.</p> <p>Improvement Tools and techniques: Kaizen, JIT, Quality Circles, Forced field Analysis, Five S’s.</p>	4 5 5 4	Chalk and board	
3.	August (14)	<p>Control Tools: Gantt Chart, Network Diagram, Radar Chart, The PDCA cycle, Milestone Tracker Diagram and Earned Value Management.</p> <p><b>Unit – III: Techniques of TQM:</b></p> <p>Quantitative techniques: Failure Mode Effect Analysis (FMEA), Statistical Process Control (SPC), Quality Function Deployment (QFD),</p>	3 3	Chalk and board	

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.

		<p>Design of Experiments (DOE), Quality by Design and Monte Carlo Technique (MCT).  Qualitative techniques: Benchmarking, Sales and Operations Planning, Kanban and Activity Based Costing (ABC).  Qualitative techniques: Benchmarking, Sales and Operations Planning, Kanban and Activity Based Costing (ABC).</p>	<p>3 3 2</p>		
4	September (16)	<p>Taguchi methods: Quality loss function, Signal-to-Noise ratio: Nominal- the- best, Target-the-best, Smaller-the-best, Larger-the-best. Parameter design, Tolerance design</p> <p><b>Unit: 4 Six Sigma</b>  The concept of Six Sigma, Objectives of Six Sigma, The frame-work of Six Sigma programme</p> <p>Six Sigma Organization: roles and responsibilities  Six Sigma problem solving approach: The DMAIC model, Six Sigma Metrics: Defects per million opportunities and First pass yield.  Benefits of Six Sigma</p> <p><b>Unit -V: TQM in the Service Sectors:</b></p> <p>Implementation of TQM in service organization: Framework for improving service quality  Model to measure service quality programs</p>	<p>3 2 1 2 1 3 4</p>	Chalk and board	

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

5	October (4)	TQM in Health-care services  Hotels and financial services – Banks, Investment Company and Mutual Funds	1  3	Chalk and board	
---	----------------	---	------------	-----------------------	--

Total classes

60

Learning Outcomes

- 1 Explain concept and evolution of Total quality management
- 2 Identify the various tools of Total quality management.
- 3 Examine the techniques of Total quality management.
- 4 Discuss the concept of six-sigma framework and metrics.
- 5 Determine the use of TQM in various service sectors

*[Handwritten signature]*

*M. Chakraborty*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



Bharatiya Vidya  
**Bhavan**

**BHAVAN'S VIVEKANANDA COLLEGE  
OF SCIENCE, HUMANITIES AND COMMERCE**  
Sainikpuri, Secunderabad - 94  
**Autonomous college, Osmania University (CBCS)**  
**Organizer for the academic year (2018-19)**

Name of the Program	MBA
Course Title: <b>International Business</b>	Course Code: <b>MBA302</b>
Year: <b>II</b>	Semester: <b>III</b>
Name of the faculty: <b>Dr. S.Lalitha</b>	
No of Credits: <b>04</b>	HPW : <b>04</b>

Course Objectives
<p>6. To understand International Business important content to know in business organizations</p> <p>7. To develop an idea of International Business environment and its components.</p> <p>8. To make the students know about Global Market Entry Strategies</p> <p>9. To provide insights of E-business</p> <p>10. To make the students know about Managing Global Business</p>

Month & No. of classes per month	Topic	Classes stipulated	Teaching Methods	Review
June(8)	<b>Unit - I: Global Imperative:</b> An overview–International Business: 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 mercantilism, cost and absolute cost advantage theories	2 3 3	Power Point Presentati on, Chalk & board, Case Studies	
July(18)	International Trade Theories-porter's diamond model and product life cycle theories. Environment of International Business-Cultural Environment and Political Environment. <b>Unit - II: Global Business &amp; National Regulation:</b> Rationale for Government Intervention–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. Basic Principles of Multilateral Trade Negotiations–GATT and its early Rounds	3 4 2 3 4 2	Power Point Presentati on, Chalk & board, Case Studies	

*S. Lalitha*

*S. Lalitha*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

August(14)	World Trade Organization–Structure and functions–TRIPs & TRIMs–WTO & India–UNCTAD. <b>Unit – III: Global Business and Entry Strategies:</b> Global Market Entry Strategies–Exporting, Licensing, Franchising, Contract Manufacturing, Assembly and Integrated Local manufacturing. Global Ownership Strategies: Strategic Alliance– Types of 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. <b>Unit – IV: Global E-Business:</b> Conceptual Framework of E-business	3 3 2 2 2 2	Power Point Presentation, Chalk & board, Case Studies	
September (16)	Prerequisites 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 <b>Unit - V: Managing Global Business:</b> Strategy and Global Organization -Global Strategic Planning–Going Global and Implementing Strategies–	3 4 3 3 3	Power Point Presentation, Chalk & board, Case Studies	
October(4)	Intercultural Communications ,International HRM -functions	4	Power Point Presentation, Chalk & board,	
	total	60		

#### Learning Outcomes

6. **Develop** an understanding about the basics of International Business.
7. **Develop** an idea of International business environment and its components
8. **Familiarise** the students with entry strategies into global business
9. **Identifying** insights about E-business
10. **Explaining** students about the overall management of International business

*S. Lalitha*

*M. Chakravarthy*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.




**Bhavan's Vivekananda College  
of Science, Humanities and Commerce  
Accredited with 'A' Grade by NAAC  
Autonomous – Affiliated to Osmania University  
Department of Management Studies**

**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>MBA</b>
<b>Course Title Security Analysis &amp; Portfolio Management</b>	<b>Course Code 304.1</b>
<b>Year II</b>	<b>Semester III</b>
<b>Name of the faculty Dr. Kavitha Lal</b>	
<b>No of Credits:4</b>	<b>HPW :4</b>

<b>Course Objectives</b>
<ol style="list-style-type: none"> <li>1.To make students understand approaches of investment analysis and Measurement of risk and return of a single security</li> <li>2. To Explain type of debentures and validate the value of a bond using Bond Yield measures.</li> <li>3 .To Assess the value of a equity share using DDM and P/E approach.</li> <li>4. To Estimate risk, return of a portfolio, minimum risk of a portfolio and Detect over pricing and under pricing of a stock using CAPM model.</li> <li>5. To Measure Portfolio using portfolio performance measures</li> </ol>

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	JUNE(8)	<b>UNIT: 1</b> Introduction Real and financial assets, Investment decision process Sources of information, Factors affecting inv. Decision Investment Vs speculation Vs gambling Expost and ex ante returns- problems Risk- sources, types, risk-return trade –off, Measurement of risk- range , standard deviation, coefficient of variation.	1 1 2 2 2		
2	JULY(18)	Approaches of investment analysis- fundamental analysis Technical analysis EMH-Behavioural finance and heuristic driven biases <b>UNIT: 2</b>	1 1 1		

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



		Debt instruments- definition, features and types	2		
		Factors affecting bond yield, current yield, holding period yield	2		
		Holding period yield	4		
		YTM problems ,YTCTProblems	1		
		Valuation of compulsory/ optionally convertible bonds	2		
		,Bond duration problems	1		
		,Bond convexity, managing bond portfolio & strategies	1		
		<b>UNIT: 3</b>	2		
		Common stock features			
		Approaches			
3	AUGUST(14)	<b>UNIT: 3</b>			
		Approaches – balance sheet , dividend capitalization models	3		
		P/E approach, Free cash flow model	2		
		CAPM- SML	1		
		Sensex, And Nifty, activity on Sensex and Nifty,	1		
		<b>UNIT: 4</b>	1		
		Concept of portfolio return and risk	2		
		,Risk and return of a portfolio problems-	2		
		Markowitz portfolio theory	1		
		Minimum risk portfolio	1		
		Single index model			
4	SEPTEMBER(16)	Capital Market Theory	1		
		CAPM	2		
		Arbitrage Pricing theory- law of one price &Two factor arbitrage pricing,	2		
		<b>UNIT: 5</b>			
		Performance measures- Sharpe's reward to variability index			
		Sharpe's reward to variability index ,Treyner's reward to variability –index,	2		
		Jensen's model	2		
		Fama's decomposition of returns, Dollar and time weighted returns	2		
		Mutual funds- features , genesis	2		
		NAV, Types and schemes	2		
		of mutual funds problems	1		
5	OCTOBER (4)	Regulation of mutual funds and investor's protection in India	2		
		Revision	2		

Total

60

**Learning Outcomes**

1. present approaches of investment analysis and Measure risk and return of a

*Handwritten signature*

*Handwritten signature*

HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

single security

2. To Explain type of debentures and validate the value of a bond using Bond Yield measures.

3 .To Assess the value of a equity share using DDM and P/E approach.

4. To Estimate risk, return of a portfolio, minimum risk of a portfolio and Detect over pricing and under pricing of a stock using CAPM model.

5. To Measure Portfolio using portfolio performance measures.

*Handwritten signature*

*Handwritten signature*

HEAD OF DEPARTMENT  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

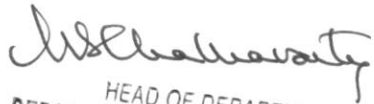


**Bhavan's Vivekananda College**  
 of Science, Humanities and Commerce  
 Accredited with 'A' Grade by NAAC  
 Autonomous – Affiliated to Osmania University  
 Department of Management Studies

**Academic Organizer 2018-19**

Name of the Program	<b>MBA</b>
Course Title: <b>Compensation Management (HR)</b>	Course Code: <b>MBA305.1</b>
Year: II	Semester: III
Name of the faculty: <b>Dr.V.Venu Madhav</b>	
No of Credits: <b>04</b>	HPW : <b>04</b>

Month and classes	Topic	No of classes	Teaching Methods
June (8)	<b>UNIT - I: Introduction to Strategic Compensation Management:</b> Concept of compensation- Exploring and defining the compensation context- System of compensating- compensation dimensions- concept of reward-Role of compensation in Organization- Non-financial compensation system-	3  2 2 1	
July 18	Concept of total reward system- New trends in compensation management- The 3-P compensation concept. <b>UNIT - II: Compensation and Employee Behaviour:</b> Bases For Traditional Pay System and Modern Pay System  Establishing Pay Plans- Aligning Compensation Strategy with HR Strategy and Business Strategy- Seniority and Longevity pay- Linking Merit Pay with Competitive Strategy- Incentive Pay-Person focuses to Pay-Team Based Pay.	2 2 2  3  2 2 2 3	Case Study
August (14)	<b>UNIT - III: Designing Compensation System:</b> Building internally consistent Compensation System- Creating Internal Equity through Job Analysis and Job	2 2	Case Study PPT

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECOND FLOOR

	Valuation- Building Market Competitive Compensation System-  Compensation Surveys-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. <b>UNIT - IV: Employee Benefits Management:</b> Components-Legally required Benefits - Benefits Administration- Employee Benefits and Employee Services-Funding Benefits through VEBA- Costing the Benefits-	2  2  2  1  2  1	
September (16)	Components of Discretionary Core Fringe Compensation- Designing and Planning Benefit Program- Totally Integrated Employee Benefit Program. <b>UNIT - V: Contemporary Strategic Compensation Challenges:</b> International Compensation and Competitive Strategies- Executive Compensation Packages- Compensating Executives Compensating the Flexible Workforce- Contingent Employees and Flexible Work Schedules- Compensation for Expatriates and Repatriates-	2  1  3 3  2 3 2	Case Study
October (04)	Strategic Issues and Choices in Using Contingent and Flexible Workers.	4	

Total classes

60

Learning Outcomes
CO1: To identify key concepts and theories of compensation management
CO2:to explain the influence of compensation on employee behavior and
CO3:to define, outline the process of designing the compensation system
CO4:to identify and analyze different employee benefits and reward and recognition management
CO5:to be able to determine key elements contemporary strategic compensation challenges



*M. S. Chavara*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



Bharatiya Vidya  
**Bhavan**

**BHAVAN'S VIVEKANANDA COLLEGE  
OF SCIENCE, HUMANITIES AND COMMERCE**  
Sainikpuri, Secunderabad - 94  
Autonomous college, Osmania University (CBCS)  
Organizer for the academic year (2018-19)

Name of the Program	MBA
Course Title: Product and Brand Management	Course Code: <b>MBA306.1</b>
Year: II	Semester: <b>III</b>
Name of the faculty: Dr.S.Lalitha	
No of Credits: 04	HPW :04

Course Objectives
1.To understand Product and Brand as specific marketing functions 2.To know about Product Market Evolution 3.To make the students know about Brand Management 4.To provide more insights of Brand positioning & Brand Equity 5.To make the students know about brand strategy making

Month & No. of classes per month	Topic	Classes stipulated	Teaching Methods	Review
June(8)	<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, new product development,.	2 3 3	Power Point Presentation, Chalk & board, Case Studies	
July(18)	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, Product Vs Brand.	2 3 3 2 2 3 3	Power Point Presentation, Chalk & board, Case Studies	
August(14)	Creation of Brands through goods, services, people Organization, Retail stores, places, online, entertainment, ideas, challenges to Brand builders. Steps in Brand Management Process .Brand management practices.	3 3 2	Power Point Presentation, Chalk &	

*S. Lalitha*

*M. Chakravarthy*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

	<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,	3 3	board, Case Studies	
September(16)	Factors affecting Brand Imitation. sources of opportunities for global brand, single name to global brand, Organization for a global brand, Brand building blocks-Resonance, Judgments, Feelings, performance, imagery, salience-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 over time. Brand Architecture and brand consolidation.	3 2 2 2 2 2 3	Power Point Presentation, Chalk & board, Case Studies	
October(4)	Brand Imitation, Kinds of imitations, revision	4	Power Point Presentation, Chalk & board,	

Total

60

<b>Learning Outcomes</b>
<b>1. Develop</b> an understanding about Product and Brand as marketing functions
<b>2. Develop</b> an idea of Product Market Evolution
<b>3. Familiarize</b> students about Brand Management
<b>4. Identify</b> about Brand positioning & Brand Equity
<b>5. Develop</b> students to make brand strategies

*S. Lalitha*

*M. S. Channarayana*

HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT  
BHAVAN'S VIVEKANANDA CAMPUS  
SAINIKPURI, SECUNDERABAD.



**Bhavan's Vivekananda College**  
 of Science, Humanities and Commerce  
 Accredited with 'A' Grade by NAAC  
 Autonomous – Affiliated to Osmania University  
 Department of Management Studies

Academic Organizer for the academic Year – 2018-19

Name of the Program	MBA
Course Title : Strategic Management Accounting	Course Code: 304-2
Year: II	Semester : III
Name of the faculty: Dr. M V S Mahendra	
No of Credits: 4	HPW 4

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	June (8)	Strategic Management Accounting Management Control System Cost Classification Segregating the costs Break-even analysis	02 01 02 02 01		
	July (18)	Break-even analysis CVP analysis and decision making  Strategic Planning , Management Control and Operational Control Budgets & Types of Budget Budgetary Control Problems on Flexible Budget Zero Based Budgeting  Standard Costing Introduction	01 05  02 02 01 04 01  02		
	August (14)	Material Variances Labour Variances Overhead Variances Sales Variances  Responsibility Centres	03 02 03 02  04		
	September (16)	Divisionalization and Performance reporting	03		

HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SANKRUPATI, SECUNDERABAD

		Transfer Pricing	03		
		Activity Based Costing Introduction	02		
		Traditional Vs ABC	01		
		Problems on ABC	05		
		Customer Profitability Analysis	02		
October (4)		Customer Profitability Analysis	02		
		Revision & Old question papers review	02		

Total classes

60

#### Learning Outcomes

At the end of the course students are able to:

C01: **Classify** the cost and calculate breakeven point.

C02: **Analyze** business decisions using cost-volume- profit analysis.

C03: **Compare** between management control and operational control.

C04: **Develop and apply** standards and budgets for planning and controlling purposes.

C04: **Analyze** the responsibility accounting

C06: **Compare and contrast** the traditional costing and ABC costing and they can **estimate** the cost using ABC analysis.

*lllue*

*M. Chakraborty*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECTOR 14, GHAZIABAD.






**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

**Academic Organizer for the academic Year – 2018-19**


<b>Name of the Program</b>	<b>MBA</b>
<b>Course Title: Organizational Change &amp; Development</b>	<b>Course Code: MBA 305.2</b>
<b>Year: II</b>	<b>Semester: III</b>
<b>Name of the faculty: Mrs. K. Suvarchala Rani</b>	
<b>No of Credits: 04</b>	<b>HPW: 04</b>

<b>Course Objectives</b>
COb1 To understand the concepts of change and the ways to overcome resistance to change.
COb2 To comprehend the models and theories of organizational development.
COb3 To know the process of organizational development.
COb4 To analyse the various human process interventions in the organizations.
COb5 To analyse the various techno-structural and strategic interventions in organizational setting

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June (8)	Concept, Importance and Imperatives of change Forces of Change Change Agent, Types of Change (Planned and unplanned change) Resistant to change, sources	1 1 1 3 2	Chalk & board  Research on organizations	
2	July (18)	Overcoming Resistance to change  Minimizing resistance to change	3  1	PPT on Resistance and overcoming resistance towards change	

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

		<p><b>Unit: II</b>  <b>Introduction and Foundations of OD</b>  Overview of the field of OD, 1  Definitions of OD 1  Short history and its evolution 1  Growth and relevance of OD and characteristics 1  Values 2  assumptions and beliefs in OD  Models and theories of Planned change: Lewin's Change Model and Burke Litwin Model 1  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  <b>Unit III:</b>  <b>Managing OD process:</b>  Diagnosis: The six-box model 1  Action Component: OD interventions and their nature 1</p>		<p>Chalk &amp; Board</p> <p>PPT on Burke Litwin Model</p> <p>Chalk &amp; Board</p> <p>Case Study &amp; Simulation</p> <p>Chalk &amp; Board</p>	
3	August (14)	<p>Classification of OD interventions 2</p> <p>Planning, choosing and implementing an intervention strategy 2</p>		<p>PPT</p> <p><i>Ch. S. Cheluvu</i>  HEAD OF DEPARTMENT  DEPARTMENT OF MANAGEMENT STUDIES  DHAVAN'S VIVEKANANDA COLLEGE  SAINIKPURI, SECUNDERABAD.</p>	

		<p>Evaluating and institutionalizing OD interventions Program management component: Conditions for optimal success of OD</p> <p>Issues in consultant-client relationship</p> <p><b>Unit IV: Human Process interventions</b></p> <p>Human Process approaches: T Groups</p> <p>Process consultation</p> <p>Third party interventions</p> <p>Team interventions</p> <p>Techniques and exercises used in team interventions,</p>	<p>2</p> <p>2</p> <p>2</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	<p>Group Discussion</p> <p>Chalk &amp; Board PPT</p>	
4	September (16)	<p>RAT and RNT</p> <p>Responsibility charting and Forced Field Analysis</p> <p>Broad team building interventions</p> <p>Organizational process approaches: Organization confrontation</p> <p>Inter-group interventions</p> <p>Grid OD</p> <p><b>Unit V: Techno-Structural and Strategic interventions</b></p> <p>Structural Design: Restructuring- Downsizing and reengineering</p> <p>Employee involvement: Quality circles and</p>	<p>2</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>2</p> <p>2</p> <p>2</p>	<p>Chalk &amp; Board PPT</p>	<p></p> <p>HEAD OF DEPARTMENT DEPARTMENT OF MANAGEMENT STUDIES BHAVAN'S VIVEKANANDA COLLEGE SAINIKPURI, SECUNDERABAD.</p>

		TQM Work Design: Engineering and System approach Strategic interventions: Organizational transformation and its characteristics	2  2		
5	October (4)	Self-designing organizations Organizational learning	2  2		

Total classes 60

**Learning Outcomes**

MBA305.2CO1 Explain the various concepts and the ways of overcoming resistance to change

MBA305.2CO2 Identify the models of organizational development in various situations in organizations.

MBA305.2CO3 Examine the process of organizational development

MBA305.2CO4 Distinguish the various human process interventions.

MBA305.2CO5 Discuss the various techno-structural and strategic interventions.

*Ky*

*Abhaya*

HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program:MBA</b>	
<b>Course Title :Promotion and Distribution Management</b>	<b>Course Code:305.2</b>
<b>Year :2018-19</b>	<b>Semester:III</b>
<b>Name of the faculty:Dr.Y.Madhuri Srinivas</b>	
<b>No of Credits:4</b>	<b>HPW:4</b>

<b>Course Objectives</b>
<p>1 To impart knowledge on the nature, scope and importance of marketing communication and provide knowledge on developing an effective marketing communication programme.</p> <p>2 To create an understanding of creative and media strategy.</p> <p>3 To impart knowledge on the personal selling process and create an understanding of evaluating and controlling the sales force.</p> <p>4 To impart knowledge on consumer and trade oriented sales promotion, Direct Marketing and Public Relations.</p> <p>5 To create an understanding of the types, levels and functions of distribution channels.</p>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	June-8	Unit-I: The nature of marketing communication, tools of marketing communication Integratedmarketing communication planning process. Steps in developing an effective marketing communication programme,	2 2 4	Blackboard, Powerpoint presentation	
	July-18	Unit-II:Creative strategy development. Process of execution of creative strategy: Appeals, execution styles and creative tactics. Media planning & Strategy: Developing Media Plans & Strategies and Implementation with IMC perspective.	4 6 2 6	Blackboard, Powerpoint presentation	

*Y. Madhuri*


*Madhuri Srinivas*  
HEAD OF DEPARTMENT

DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

Aug-14	Unit – III: Role of personal selling in IMC programme. Integration of personal selling with other promotional tools. Personal selling process, Evaluating, motivating and controlling sales force effort. Unit – IV: Sales Promotion - objectives, consumer and trade oriented sales promotion, Sales promotion tools Support media Direct marketing, publicity and public relations.	2 1 2 3 2 1 1 2	Blackboard, Powerpoint presentation	
Sept-16	Unit – V: Types of distribution channels, Role and functions of channels of distribution. Levels of distribution channels, Distribution Systems. Channel design decisions and channel management decisions, selection of channels, Motivation of channel members	5 5 6	Blackboard, Powerpoint presentation	
Oct-4	Control of channel members, Distribution of Services.	4	Blackboard, Powerpoint presentation	
	Total	60		

#### Learning Outcomes

- 1 Enumerate** the tools of marketing communication and demonstrate the steps in developing an effective marketing communication program.
- 2 Develop** a creative and media strategy with an IMC perspective and demonstrate how advertisements can be created and published in media.
- 3 Illustrate** the role of personal selling in the IMC programme, explain the personal selling process, and show how to motivate, evaluate and control the sales force effort.
- 4 Demonstrate** the use of consumer and trade oriented sales promotion tools, illustrate the use of Direct Marketing, Publicity and Public Relations tools.
- 5 Design** a distribution channel network and demonstrate ways to motivate and control channel members.

  
 DEPARTMENT OF MARKETING  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.




**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>MBA</b>
<b>Course Title : Personal Finance</b>	<b>Course Code :MBA 304.3</b>
<b>Year :II</b>	<b>Semester: III</b>
<b>Name of the faculty :V.Achuta</b>	
<b>No of Credits : 4</b>	<b>HPW</b>

<b>Course Objectives</b>
<ol style="list-style-type: none"><li><b>1. to make the students understand and determine</b> Personal financial planning process and <b>interpret</b> personal financial statements</li><li><b>2. Able to make them Categorize</b> the various types of investment avenues</li><li><b>3. To make the students Estimate</b> the return and risk of personal investment</li><li><b>4. To make the students learn about</b> various pension plans and insurance plans</li><li><b>5. Enable the students to prepare</b> personal tax planning and filing of income tax returns</li></ol>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June 8	<b>Unit 1: Basics of personal financial management:</b> Introduction to personal finance planning and objectives of PFP  steps in formulating PFP,  PFP strategies PFP process preparation of personal budget	1  2  1 2 2	Chalk & Board	

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

2.	July 18	<p>personal financial statements case studies on personal financial planning of individuals</p> <p><b>Unit 2: personal savings &amp; investment:</b> Investment criteria – liquidity, safety and profitability. Savings instruments of post office and banks, Chit funds, investment in shares, debentures, corporate and government bonds, mutual funds. Investment in physical assets – real estate, gold and silver. Risk and return associated with these investments.</p> <p><b>Unit 3: computation of return and risk of personal investment:</b> Present value of single amount and future value of a single amount</p>	<p>2 2  1 2 1 1 2 1 1 1 2  2</p>	Chalk & Board	
3.	August 14	<p>, present value and future value of an annuity Computation of interest, dividend and capital gains on personal investments, Impact of leverage on return.</p> <p><b>Unit 4: Retirement Savings Plans:</b> Pension plans – Meaning Defined contribution plan and Defined benefit plan,</p>	<p>3 3 3 1 2</p>	Chalk & Board	
4.	September 16	<p>. provident fund, gratuity, life insurance plans, general insurance plans, reverse mortgage plans</p> <p><b>Unit 5: Tax planning</b> Personal tax planning, tax computation,</p>	<p>1 2 2 2 2 3 4</p>	Chalk & Board	
5.	October	products meant for tax exemptions,	1	Chalk &	

*J. S. Cheluvathy*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



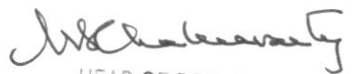
4	filing of income tax returns	3	Board
---	------------------------------	---	-------

Total classes

60

Learning Outcomes
<ol style="list-style-type: none"> <li>1. To <b>Determine</b> Personal financial planning process and <b>interpret</b> personal financial statements</li> <li>2. To <b>Categorize</b> the various types of investment avenues</li> <li>3. To <b>Estimate</b> the return and risk of personal investment</li> <li>4. To <b>infer</b> various pension plans and insurance plans</li> <li>5. To <b>interpret</b> personal tax planning and filing of income tax returns</li> </ol>

Prachin

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



Bhavan's Vivekananda College  
of Science, Humanities and Commerce

Accredited with 'A' Grade by NAAC

Autonomous – Affiliated to Osmania University

Department of Management Studies

Academic Organizer for the academic Year – 2018-19

Name of the Program	MBA
Course Title: Organisation Psychology	Course Code: MBA 305.3
Year: II	Semester: III
Name of the faculty: Mrs. V. Ashwini	
No of Credits: 04	HPW :04

#### Course Objectives

**COB1:** To make students understand the concepts of Organisational Psychology and socialisation.

**COB2:** To impart knowledge on the productive and counter productive behaviours exhibited by an employee.

**COB3:** To make students learn about the concept of stress and it's reduction techniques.

**COB4:** To provide insights into the different interaction patterns and enhancing techniques of inter group behaviour

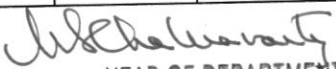
**COB5:** To make students familiarise with concept of Organisational culture.

#### Lesson plan

Month	Total no. of classes	Unit	Topic	No of Classes Stipulated	Teaching Aids	Review
June	8	I	Organizational Psychology - Historical evolution of Organizational Psychology – Feldman's Organizational socialization process	5 3	Role Play	

*[Signature]*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

July	18	I	Impact of diversity on socialization	3	Case Study	
		II	Productive Behaviour in Organizations – Job performance – Organizational citizenship behaviour – Innovation – Counterproductive Behaviour in Organizations - Ineffective job performance – Absenteeism and turnover.	3 2 2 3 3 2		
August	14	III	Brief history –  Approaches (medical, clinical/counseling, engineering psychology, and organizational psychology)—  Workplace stressors-  Reducing the impact of workplace stressors	3  4  4  3		
September	16	IV  V	Types of interactions – Predictors of interaction patterns – Intergroup conflict – Improving the quality of intergroup relations  Organizational Culture – Manifestations of organizational culture, Measuring organizational culture,	2 2 2 2  2 3 3	Case Study	
October	4	V	Changing organizational culture	4		
Total Classes				60		

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDEHABAD.

**Learning Outcomes**

MBA305.3CO1: Identify the historical evolution of Organisational Psychology and explain the significance of organisational socialisation process

MBA305.3CO2: Able to illustrate the impact productive and counterproductive behaviours of an employee on organisational effectiveness.

MBA305.3CO3: Apply the learnt concepts in Managing Occupational of stress.

MBA305.3CO4: Identify the different inter group behaviours.

MBA305.3CO5: Explain the impact of Organisational culture on psychology

*V. Ashwin*

*M. Chakraborty*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program:MBA</b>	
<b>Course Title :Advertising and sales Promotion</b>	<b>Course Code:306.3</b>
<b>Year :2018-19</b>	<b>Semester:III</b>
<b>Name of the faculty:Dr.Y.Madhuri Srinivas</b>	
<b>No of Credits:4</b>	<b>HPW:4</b>

<b>Course Objectives</b>
<b>1 To impart knowledge on the marketing communication mix, IMC and 5 Ms of Advertising.</b> <b>2 To create an understanding and application of creative and media strategy.</b> <b>3 To impart knowledge on Advertising research and Advertising awards.</b> <b>4 To impart knowledge on major decisions in sales promotion and consumer and trade promotion tools.</b> <b>5 To create an understanding of the basic concepts, advantages and challenges of digital marketing.</b>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	June-8	Unit I: Introduction to Advertising  Marketing Communication mix, Integrated Marketing Communication,  Communication process models-AIDA, Hierarchy of effects, Innovation-Adoption, Communications model, Definition, importance, functions, and objectives of advertising.  Role of advertising in marketing communication. Advertising plan, Five Ms of advertising, Advertising Budget, Advertising Agencies-functions.	2  2  2  2	Blackboard, Powerpoint presentation	

*Y. Madhuri*

*Y. Madhuri*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

July-18	Unit II: Creative and Media Strategy Development  Creative strategy/Big idea, Steps in creative strategy development, Process of execution of creative strategy, Structure of advertising copy, Layout, Appeals, execution styles and creative tactics.  Media planning and strategy, Reach, frequency and impact decisions,  Choosing among major media types, Media strategy implementation with IMC perspective.	3 5 5 5	Blackboard, Powerpoint presentation		
Aug-14	Unit III: Advertisement Effectiveness  Testing for advertising effectiveness;  Advertising research: Communication-effect research, sales-effect research,  Methods of copy testing, Advertising research agencies. Social, Economic, Cultural and Ethical aspects of advertising, Functions of ASCI, Advertising awards.	4 3 5 2	Blackboard, Powerpoint presentation		
Sept-16	Unit IV: Sales Promotion  Sales Promotion: Meaning, purpose, Major decisions in Sales Promotion, Consumer and Trade Promotion tools,  Coordinating Sales Promotion and Advertising.	2 4 6 4	Blackboard, Powerpoint presentation		
Oct-4	Unit V: Digital and Social Media Marketing  Digital media basics, Digital Consumer, Digital Marketing: Advantages and Disadvantages, Challenges of Digital Marketing, Digital marketing methods Digital Reputation management.	1 3	Blackboard, Powerpoint presentation		
	Total	60			

*M. Chakravarty*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD

### Learning Outcomes

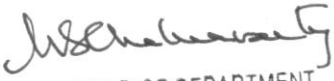
**1:** Describe the marketing communication mix, IMC, communication models, elucidate the role of advertising in marketing communication, design an advertising plan and an advertising program using the 5 Ms of advertising, describe the methods for setting the advertising budget, and describe the functions of advertising agencies.

**2:** Develop a creative strategy using the steps in creative strategy development, explain the various styles of advertising executions, creative tactics, appeals, layouts, describe the elements of a media strategy, explain the implementation of media strategy with IMC perspective, and enumerate emerging media options.

**3:** Describe the methods for testing advertising effectiveness, explain the methods used in advertising research, explain the Social, Economic, Cultural and Ethical aspects of advertising, enumerate the functions of ASCI and types of advertising awards.

**4:** Define sales promotion and its purpose, explain the major decisions in sales promotions, differentiate between consumer and trade promotion tools, coordinate sales promotion with advertising.

**5:** Define digital media and the digital consumer, explain the advantages, disadvantages and challenges of digital marketing, explain digital marketing methods, social media marketing and platforms, and enumerate methods for digital reputation management.

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



Bharatiya Vidya  
**Bhavan**

**BHAVAN'S VIVEKANANDA COLLEGE**  
OF SCIENCE, HUMANITIES AND COMMERCE  
Sainikpuri, Secunderabad - 94  
Autonomous college, Osmania University (CBCS)  
Organizer for the academic year (2018-19)

Name of the Program	MBA
Course Title: STRATEGIC MANAGEMENT I	Course Code: MBA401
Year: II	Semester: IV
Name of the faculty: Dr.S.Lalitha	
No of Credits: 04	HPW :04

Course Objectives
1.To understand Strategic Management as important business function 2.To know about Relevant components of Environment 3.To make the students know about Strategy Formulation 4.To provide more insights of Strategy alternatives 5.To make the students know about Strategic Implementation

Month & No. of classes per month	Topic	Classes stipulated	Teaching Methods	Review
November(12)	<b>Unit I: Introduction:</b> Strategic Management, Definition, The Managerial Process of Crafting and Executing Strategy: Developing a strategic Vision, 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: Strategic Position:</b> Evaluating a Company's external environment	3 4 3 2	Power Point Presentation , Chalk & board, Case Studies	
December(15)	Relevant components of External Environment–Creating the Environmentally aware Organization–The General Environment –Demographic Segment, Socio culture Segment, Political Segment, Technological, Economic Segment & Global Environment–The Competitive Environment–The Macro Environment–Key drivers of change–Porter's Diamond Model–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: Strategy Formulation;</b> Business–Level Strategy–Creating and Sustaining Complete Advantages: Strategy and Competitive advantage–Strategic Choices–Bases of Competitive Advantage-	3 2 2 2 1 2 2 1	Power Point Presentation , Chalk & board, Case Studies	

*S. Lalitha*

*M. Cheluvu*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



January(16)	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 : Strategy alternatives:</b> Corporate Level and International Strategy: Creating Value through Diversification- Related Diversification-Vertical integration strategies, unrelated diversification,	3 2 2 3 3 4	Power Point Presentation  Chalk & board, Case Studies	
February(16)	Unbundling and Outsourcing strategies, using offensive and defensive strategies. Outsourcing, Various activities for outsourcing, Benefits of outsourcing, growth and drivers of outsourcing, Supplementing the Chosen Competitive Strategy-Co-operative strategies, Product & Market Diversification-Merger and Acquisition strategies, Strategic Alliances. <b>Unit V: Strategic Implementation:</b> Strategic Control and Corporate Governance-Responding Effectively to Environmental Change-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.	3 2 2 2 2 3 2	Power Point Presentation ,Chalk & board, Case Studies	
March(1)	Corporate governance.	1	Power Point Presentation ,Chalk & board,	

Total.

60

**Learning Outcomes :**

**1.Develop** an understanding of Strategic Management as important function

**2.Develop** an idea of components of Environment

**3.Familiarize** students about Strategy Formulation

**4.Identify** about Strategy alternatives

**5. Develop** students know about Strategic Implementation

*S. Lalitha*

*M. S. Chakravarthy*

HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program:MBA</b>	
<b>Course Title :Supply Chain Management</b>	<b>Course Code:MBA402</b>
<b>Year :2018-19</b>	<b>Semester:IV</b>
<b>Name of the faculty:Dr.Y.Madhuri Srinivas</b>	
<b>No of Credits:4</b>	<b>HPW:4</b>

<b>Course Objectives</b>
<b>1</b> To impart knowledge on the objectives, functions and conceptual framework of Supply Chain Management, supply chain strategy, global supply chains, and value chain in SCM. <b>2</b> To create an understanding of Logistics management, Reverse Logistics, Inventory management and its role in customer service. <b>3</b> To impart knowledge on modes and formats of transportation in supply chains, Warehouse Management Systems and handling systems. <b>4</b> To impart knowledge on role of IT in Supply Chain Management, Retail SCM and packaging in SCM. <b>5</b> To create an understanding of distribution networks in SCM, complaint handling, and developing a customer service strategy.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	Nov-12	Introduction to Supply Chain Management-Concept, Objectives and functions of SCM, conceptual framework of SCM, supply chain strategy- Global Supply Chain Management, Value chain and value delivery systems for SCM, Bull-whip effect, SCOR model.	3 3 3 3	Blackboard, Powerpoint presentation	
	Dec-15	Logistics Management, Integrated logistics Management,  Inbound and Outbound Logistics, Logistics Planning and strategy, Reverse Logistics.	3  2 3 2	Blackboard, Powerpoint presentation	

Y. Madhuri

HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

		Inventory management and its role in customer service, 3PL, 4PL, JIT, VMI.	2 3		
	Jan-16	Transportation in Supply Chain, Transportation formats, and factors influencing their choice, Multi Modal transport, Containerisation, Vehicle Scheduling and routing, Milk run and cross docking, Warehousing – Types of warehouses, Warehousing operations, Warehouse Management Systems. Third Party warehousing, Role and Importance of handling systems.	3 1 2 2 3 3	Blackboard, Powerpoint presentation	
	Feb-16	Role of Information and Communication Technology in SCM, Current IT trends in SCM, RFID, Bar coding, Retail SCM – problems and prospects, Role of Packaging. Distribution network in SC, Channel design, factors influencing design, Customer led business, Complaint Handling,	2 2 2 2 2 2 2	Blackboard, Powerpoint presentation	
	Mar-1	Developing customer service strategy, Aggregators in e-business.	1	Blackboard, Powerpoint presentation	
		Total	60		

#### Learning Outcomes

- 1 Enumerate** the objectives and functions of Supply chain management and **design** a supply chain strategy.
- 2 Develop** an integrated logistics strategy and illustrate the role of Inventory management in customer service.
- 3 Analyze and compare** the various modes of transportation and optimize transportation and warehouse operations in supply chains.
- 4 Discover** current IT trends in SCM, illustrate problems, prospects and trends in Retail supply chains and explain the role of packaging in SCM.
- 5 Design** a distribution channel network and develop a customer service strategy.

Y. Madhuru

*M. Chakravarthy*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.

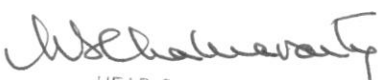


**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

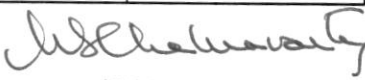
**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>MBA</b>
<b>Course Title : Entrepreneurial Development</b>	<b>Course Code : MBA 302</b>
<b>Year : II Year</b>	<b>Semester : III Semester</b>
<b>Name of the faculty : V.Achuta</b>	
<b>No of Credits : 4</b>	<b>HPW</b>

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June (8)	Unit 1: Entrepreneur and Entrepreneurship Concept- evolution- characteristics entrepreneur Vs Manager, functions of an entrepreneur theories of entrepreneurship  concept of entrepreneurship and its growth in India role of entrepreneurship in economic development- functions, growth, problems and development of entrepreneurship	1 1 1  2 1 2	Chalk and Board	
2.	July (18)	meaning and trends of women entrepreneurship rural entrepreneurship – concept, problems and development	2  2	Chalk and Board	

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

		<b>Unit 2: Factors affecting Entrepreneurial Growth</b> Economic and Non-Economic factors entrepreneurial motivation entrepreneurial competencies entrepreneurial mobility EDP's – concept- need Objectives and course content, evaluation of EDP's <b>Unit 3: Small Enterprises</b> Definition, characteristics, relationship with large units of small enterprises	2 2 2 2 2 2 2 2		
3.	August (14)	rationale, objectives and scope of small enterprises opportunities and role of small enterprises in economic development project identification project selection project Appraisal formulation financing-ownership structures , MSME Act- <b>Unit 4: Institutional finance  to Entrepreneurs</b> IDBI, IFCI, IIBI, LIC UTI, NABARD, SFC's SIDC's, SIDBI and EXIM Bank	1 1 2 1 2 2 1 2 2 2	Chalk and Board	
4	September (16)	Role of NSIC, SSIB, SSIC's MSMEDI, DIC's, Industrial Estates- TCO's, crowd funding <b>Unit 5: Venture Capital</b> Concept, features and need relevance and development of venture capital funds structure and regulatory frame work Investment process and evaluation	2 2 2 2 1 2 2 2	Chalk and Board	

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
RAVAN'S VIVEKANANDA  
SAINIKPURA, MUMBAI 400 074

		Investment nurturing methodologies	1		
		valuation of venture capital portfolio	1		
		performance of TDICI and other venture capital firms in india	1		
5	October (5)	performance of TDICI and other venture capital firms in india	1	Chalk and Board	
		Exit strategies	1		
		policy imperatives of VCF	1		
		role of private equity	1		
<b>Course Outcomes</b>					
<b>MBA403CO1</b> Explain the concepts and types of entrepreneurship.					
<b>MBA403CO2</b> Identify the factors affecting entrepreneurial growth.					
<b>MBA403CO3</b> Explain role of small businesses in economic development and development of project.					
<b>MBA403CO4</b> Examine the institutional support provided by the various financial institutions to the entrepreneurs					
<b>MBA403CO5</b> Determine the different methods of venture financing.					

*Chellamurthy*

HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

*Chellu*

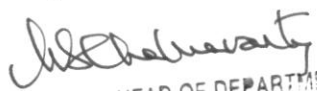


**Bhavan's Vivekananda College**  
 of Science, Humanities and Commerce  
 Accredited with 'A' Grade by NAAC  
 Autonomous – Affiliated to Osmania University  
 Department of Management Studies

Academic Organizer for the academic Year – 2018-19

Name of the Program	MBA
Course Title : Derivatives	Course Code: 4041
Year: III	Semester : IV
Name of the faculty: Dr. M V S Mahendra	
No of Credits: 4	HPW 4

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	November <b>(12)</b>	Concept of Types of Derivatives Role of Derivatives in Management of Risk Participants of Derivatives Market Financial Vs Commodity Derivatives Regulatory bodies of Derivatives Market Introduction to Forwards	02 02 02 02 02 02		
	December <b>(15)</b>	Forward Rate Determination Cash & Carry Strategy, Reverse Cash & Carry Strategy Futures Introduction Mark to Market (Problems on Market to Market) Difference between forwards and futures Hedge ratio and portfolio risk management Introduction to Options Types of Options At the Money, In the Money	01 03 01 02 01 02 01 02		

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SUMMER CAMP, SECUNDERABAD.

		and Out of the Money	02		
January (16)		Factors determining factor pricing	02		
		BOPM (European Option)	03		
		BOPM (American Option)	03		
		BSOPM Call Option	03		
		BSOPM Put Option	03		
		Strips and Straps	02		
February (16)		Straddle	02		
		Strangle	02		
		Butterfly Strategy	02		
		Introduction to Swaps	02		
		Currency Swaps	04		
		Interest Rate Swaps	04		
March (1)		Revision	01		

Total classes

60

#### Learning Outcomes

At the end of the course students are able to:

CO1 : **Discuss** the uses of financial derivatives in managing the risk.

CO2: **Apply their knowledge** of derivatives in solving problems involving financial risks including foreign exchange risk, interest rate risk and credit risk.

CO3: **Calculate** the option pricing using BOPM and BSOPM models

CO4: **Differentiate** between different derivative instruments (Forwards, Futures, Options and Swaps)

CO5: **Evaluate** the various option strategies.

*[Handwritten Signature]*

*[Handwritten Signature]*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.





**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program</b>	<b>MBA</b>
<b>Course Title: Performance and Talent Management</b>	<b>Course Code:MBA405.1</b>
<b>Year: II</b>	<b>Semester: IV</b>
<b>Name of the faculty: Mrs. K. Suvarchala Rani</b>	
<b>No of Credits: 04</b>	<b>HPW: 04</b>

**Course Objectives**

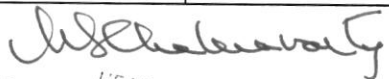
- COb1**To understand the various performance management system and strategic performance management system.
- COb2**To comprehend the components of performance management system.
- COb3**To analyze the compensation decisions based on performance.
- COb4**To evaluate the models and metrics of performance management.
- COb5**To know the concept of managing talent in the organization.

<b>S.No</b>	<b>Month &amp; No of Classes</b>	<b>Topics to be Covered</b>	<b>No of Classes (Stipulated)</b>	<b>Teaching Methods</b>	<b>Review</b>
1.	November (10)	Performance Management – Concepts Philosophy, Overview, Objectives and Standards Performance Management System – Importance, Features, Dimensions, Performance consulting Four pillars of PMS Strategic Performance Management systems	2 2 2 2 2	Chalk & board, PPT  Newspaper Review Presentations on Performance Management Process	
2.	December (15)	<b>Unit II:Performance Planning, Appraisal and Review</b> Performance Planning – Process, Contents, steps,			

*M. S. Suvarchala Rani*

HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SEC...

		Process of developing individual to group performance plans Performance Appraisal and Review – Process and methods Objectives, steps, Design, Types Methods of Appraisal, Steps in Review Effective Performance counseling <b>Unit III: Decisions based on Performance</b> Performance based Compensation – Concepts of compensation	2 2 2 1 2 2 1 3	Chalk & board and Role plays         Presentations on Performance related pay	
3.	January (16)	Performance related compensation and benefits Skill based pay, competency-based pay Executive compensation Performance based Career Planning Career Development and Succession planning <b>Unit-4 Performance Metrics and Models</b> Performance Measures Pyramid Steps for Designing Metrics Wang Lab, Smart Pyramid	3 1 1 1 3 2 2 3		
4.	February (16)	Spangenberg's Integrated Model of PM Sears Model for Organizational Performance Balanced Scorecard <b>Unit-5 Talent Management</b>	1 2 2	Article reviews on Talent Management	

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD

		Talent Management Definition	1		
		Elements of Talent Management	2		
		Creating A Great Place to Work	2		
		Attraction Strategies	2		
		Talent Strategies	1		
		Career Management	2		
		Talent Management for Knowledge Workers	1		
5.	March (1)	Talent Management in Practice	1		
		Total No of Classes	60		

#### Learning Outcomes

**MBA405.1CO1** Explain the concepts of Performance management system and strategic performance management.

**MBA405.1CO2** Demonstrate the components of performance management system.

**MBA405.1CO3** Examine the compensation decisions based on performance.

**MBA405.1CO4** Compare the models and metrics of performance management.

**MBA405.1CO5** Explain the concept of managing talent in the organization.

*ky*

*M. Srinivas*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



Bharatiya Vidya  
**Bhavan**

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

**Sainikpuri, Secunderabad - 94**

**Autonomous college, Osmania University (CBCS)**

**MBA IV Semester: Consumer Behavior (code: MBA406.2)**

**Organizer for the academic year (2018-19)**

Name of the Program	MBA
Course Title: Consumer Behaviour	Course Code: MBA406.1
Year: II	Semester: IV
Name of the faculty: Dr.N.S.Chakravarty	
No of Credits: 04	HPW :04

**Course Objectives**

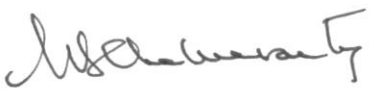
- 1.To understand Consumer Behavior as an important concept to know in marketing
- 2.To know about Relevant components of consumer behavior studies
- 3.To make the students know about Social and cultural effects on Consumers
- 4.To provide more insights of decision making procedure
- 5.To know about Models of Consumer behavior

classes per month	Topic	Classes stipulated	Teaching Methods	Review
November(12)	<b>Unit-I:</b> Contemporary Dimensions of Consumer Behavior, CB research process. Concepts and theories of motivation and personality and their Marketing implications. The concept of perception and its impact on Marketing Strategies.	3 4 3 2	Chalk & board, Case Studies	
December(15)	<b>Unit – II:</b> Learning principles and their marketing implications: Concepts of conditioning, important aspects of information processing theory; encoding and information Retention, Retrieval of information, Split-brain Theory. <b>Unit – III:</b> Social and cultural settings: Culture,	2 3 3 4 3	Chalk & board, Case Studies	
January(16)	Sub-culture and Cross culture and Cross cultural marketing practices. Family Life Cycle-1, 2, 3 and reference groups – Personality, Life Style Influences. <b>Unit – IV:</b> Consumer decision making: Information Search, evaluation of alternatives.	3 4 4 5	Chalk & board, Case Studies	
February(16)	Steps between evaluation of alternatives and purchase decision. Post-purchase behaviour, Customer action and disposal of products. <b>Unit – V:</b> Models of Consumer Behaviour: Traditional Models, Contemporary Models. Generic Model of Consumer Behavior, Howard Sheth Model, Engel, Blackwell models,	4 3 4 3 2	Chalk & board, Case Studies	

*N.S.Chakravarty*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD

March(1)	Consumerism.	1	Chalk & board,
----------	--------------	---	----------------

<b>Learning Outcomes</b>
<b>1. Identify Consumer Behaviour as most important concept to learn in marketing</b>
<b>2. To Know about the principles in understanding consumer behaviour</b>
<b>3. To know factors effecting Consumer Behaviour</b>
<b>4. To identify the steps in consumer decision making process</b>
<b>5. To explain various models of Consumer Behaviour</b>

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BRAHMAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



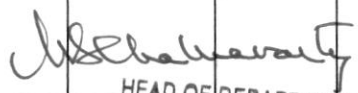
**Bhavan's Vivekananda College  
of Science, Humanities and Commerce  
Accredited with 'A' Grade by NAAC  
Autonomous – Affiliated to Osmania University  
Department of Management Studies**

**Academic Organizer for the academic Year –2018-19**

<b>Name of the Program MBA</b>	
<b>Course Title Banking &amp; Insurance</b>	<b>Course Code MBA</b>
<b>Year 2018-19</b>	<b>SemesterIV</b>
<b>Name of the faculty Dr. Kavitha Lal</b>	
<b>No of Credits: 4</b>	<b>HPW : 4</b>

<b>Course Objectives</b>
<p>1 To make students understand the functions of banks along with the various types (classification) of banks.</p> <p>2. To make students understand various types of loans offered by Banks and get overview of Non-Performing Assets.</p> <p>3. To give students overview of various Trends and Innovations in Banking.</p> <p>4. To make students understand principles of insurance and the functions of Insurers.</p> <p>5. To make students understand insurance Intermediaries and to identify Life insurance and General insurance.</p>

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	NOV(12)	<b>Unit – I</b> Introduction bank, customer, bank-customer relationship Evolution of banking, origin Role of banks in economic development classification of banks Financial Inclusion	1 2 3 2 2 2		
2	DEC(15)	<b>Unit – II</b> Loan meaning Types of loans interest rate- meaning – types interest rate determination types of accounts KYC	2 1 2 3		

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD

		steps followed in the assessment of credit worthiness of a prospective borrower CIBIL, CRR, SLR, International banking NPA	1 1 1 1 1 2		
3	JAN (16)	<b>Unit- III</b> Trends in banking- retail banking Banking innovations- ATM branch less banking, business participant, e- banking consortium loans, inter bank transactions,, debit and credit card, convenient banking, RTGS, NEFT, payment banks, changing role of banks as financial intermediaries <b>Unit – IV</b> Insurance meaning types principles advantages of insurance policies life and non- life types	1 1 1 1 2 1 1 2 2 2 2		
4	FEB (16)	functions of insures IRDA <b>Unit – V</b> Life insurance- types insurance contracts, tax treatment, products classification of life insurance-, actuarial science and provisions provisions and special life insurance forms. health insurance ,general insurance	2 3 1 2 2 2 2 2		
5	March(1)	third party administrations	1		

Total classes

60

<b>Learning Outcomes</b>
<ol style="list-style-type: none"> <li>1 To <b>Present</b> the functions of banks and to <b>Identify</b> the various types (classification) of banks.</li> <li>2. To <b>compare</b> various types of loans offered by Banks and <b>Comment</b> of Non- Performing Assets.</li> <li>3. To <b>Define</b> various Trends and Innovations in Banking.</li> <li>4. To <b>Appraise</b> principles of insurance and <b>Summarize</b> the functions of Insurers.</li> <li>5. To <b>Categorize</b> insurance Intermediaries and to <b>compare</b> Life insurance and General insurance</li> </ol>

*[Signature]*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD




**Bhavan's Vivekananda College**  
of Science, Humanities and Commerce  
Accredited with 'A' Grade by NAAC  
Autonomous – Affiliated to Osmania University  
Department of Management Studies

**Academic Organizer 2018-19**

Name of the Program	MBA
Course Title: Labour Laws and Employee Relations(	Course Code: MBA405.2
Year: II	Semester: III
Name of the faculty: Dr.V.Venu Madhav	
No of Credits: 04	HPW :04

Month and classes	Topic	No of classes	Teaching Methods
<b>November (12)</b>	<b>Unit - I:</b> Labour Legislation Administration: The classification of labour laws-The scheme for the structured study of the Acts-	3	Case study
	Labour Administration-Evolution of labour administration in India-labour policy in India- Judiciary and the child labour-Right to education and child labour-	3	
	Public Interest litigation and child labour-labour administrative machinery of the government the role of ILO In labour administration-	3	
	Recommendations of the Second National Commissioner on Labour-2002.	3	
<b>December (15)</b>	<b>Unit - II:</b> Employee Benefits-Defining and exploring employee benefits-Employee benefits practice Legal and regulatory influences on discretionary benefits practices- the economics of employee benefits- regulating employee benefits-	2	PPT
	Social security legislations-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	2	
	<b>Unit - III:</b> Wage Legislation and administration: The need for wage legislation-	4	
	payment of wages act-1936- the minimum wages act-1948-the payment of bonus act-1965-equal remuneration act-1976-	2	
		5	

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD




<b>January (16)</b>	the context and concepts of wage-wage administration in India-Components and determinants of wage-  Wage structure towards a wage policy. <b>Unit - IV:</b> 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- trade and collective bargaining-problems and issues involved in collective bargaining-extent of success of collective bargaining process-collective bargaining in promoting industrial amity and peace-	3  3 5 5	<b>Case Study</b>
<b>February (16)</b>	Industrial Employment (Standing Orders) Act-1946. <b>Unit - V:</b> Industrial Relations-basic concept and philosophy of industrial relations-evolution and growth of industrial relation in India-factor influencing industrial relations in India- Industrial relations to Employee Relations-differences in perspectives-employee relations at work place-culture and employee relations-future of employee relations Industrial conflict-types and causes of industrial disputes- Machinery for the prevention and	2 2 3 3 2 2 2	<b>Case Study</b>
<b>March (1)</b>	Settlement of industrial disputes.	1	
	Total	60	

#### Learning Outcomes

- 1) To identify labour administration mechanism In India
- 2) to explain important employee welfare and social security legislation
- 3) to define, outline the wage legislation in India
- 4) to identify and analyse role of Trade Unions and collective bargaining in Harmonious Employee relations
- 5) To Analyse the process of legislative framework of settlement of Industrial dispute.



  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



Bharatiya Vidya  
**Bhavan**

**BHAVAN'S VIVEKANANDA COLLEGE**  
OF SCIENCE, HUMANITIES AND COMMERCE  
Sainikpuri, Secunderabad - 94  
Autonomous college, Osmania University (CBCS)  
Organizer for the academic year (2018-19)

Name of the Program	MBA
Course Title: Services and Retail Marketing	Course Code: MBA406.2
Year: II	Semester: II
Name of the faculty: Dr.S.Lalitha	
No of Credits: 04	HPW :05

#### Course Objectives

- 1.To understand Services marketing as specific marketing function
- 2.To know about Services Marketing mix components in detail
- 3.To make the students know about Services Marketing strategies
- 4.To provide insights of Retail marketing
- 5.To make the students know about major attention areas of Retail marketing

Month & No. of classes per month	Topic	Classes stipulated	Teaching Methods	Review
November(12)	<b>Unit – I: Service:</b> Concepts, Scope of Services. Goods-Services continuum. 4Is of Services Goods and Services. Categorization. Industrial Services. Segmentation target Marketing and positioning. Customer expectations and perceptions of services.  <b>Unit – II: Service marketing Mix:</b> Product, Pricing, Place, Promotion, People, Physical evidence and process.	4 4 4	Power Point Presentation, Chalk & board, Case Studies	
December(15)	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 and Interactive Marketing	5 4 3 3	Power Point Presentation, Chalk & board, Case Studies	
January(16)	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 5 3 2 2	Power Point Presentation, Chalk & board, Case Studies	
February(16)	<b>Unit – V: Store management and visual merchandising: Store</b>	2	Power Point	

S. Lalitha

*S. Lalitha*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.

	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.	4 4 4 2	Presentation, Chalk & board, Case Studies
March(1)	Problem in Indian Retailing. Retail Selling Approaches.	1	Power Point Presentation, Chalk & board,

Total classes

60

<b>Learning Outcomes</b>
<b>1. Develop</b> an understanding about Services marketing
<b>2. Develop</b> an idea of Services marketing mix
<b>3. Familiarize</b> students about strategies of Services marketing
<b>4. Develop</b> students to know about Retail Marketing
<b>5. Identify</b> students to know more about important arenas in Retail marketing

*S. Lalitha*

*M. Srinivasulu*  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



**Bhavan's Vivekananda College**  
**of Science, Humanities and Commerce**  
**Accredited with 'A' Grade by NAAC**  
**Autonomous – Affiliated to Osmania University**  
**Department of Management Studies**

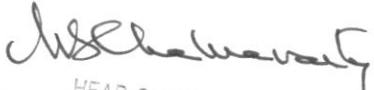
**Academic Organizer for the academic Year – 2018-19**

<b>Name of the Program</b>	<b>MBA</b>
<b>Course Title : Commercial Banking</b>	<b>Course Code :MBA 404.3</b>
<b>Year :II</b>	<b>Semester: IV</b>
<b>Name of the faculty :V.Achuta</b>	
<b>No of Credits : 4</b>	<b>HPW</b>

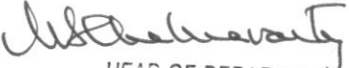
**Course Objectives**

1. To make the students **Understand** Indian financial system and banking structure
2. Enable the students to learn the techniques in appraising the financial performance of banks
3. To make the students **Interpret** the various banking regulations and **learn** about NPA's
4. To make the students **Define** Financial innovations and opportunities for banks
5. To make the students **Identify** management of banking organizations

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	November 12	Unit - I: introduction of Indian Financial system components Indian banking system structure of banking in India evaluation of banking system, future trends of banking	2 2 2 2 2	Chalk & Board	

  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD

2.	December 15	<p>Unit – II : Analysis of the banking structure and performance management interpreting bank balance sheet and income expenditure statements</p> <p>Financial statement analysis and bank performance measurement CAR(Capital Adequacy ratio)</p> <p>NPA (Non performing Assets)</p> <p>Liquidity ratios</p> <p>Structural ratios</p> <p>Profitability ratios</p> <p>Unit III Banking Regulations control of banking sector by RBI</p> <p>CRR</p>	<p>1</p> <p>1 2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>1</p> <p>2</p>	Chalk & Board	
3.	January 16	<p>SLR</p> <p>CRAR</p> <p>Income recognition Norms</p> <p>Provisions for NPA's</p> <p>Unit IV : Financial Innovations and opportunities for banks</p> <p>Financial Inclusion</p> <p>Factoring</p> <p>Bancassurance</p>	<p>2</p> <p>3</p> <p>2</p> <p>2</p> <p>3</p> <p>2</p> <p>2</p>	Chalk & Board	

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.

4.	February 16	universal banking securitization take out finance  Unit V : management of banking organization Loan Management Investment Management Liquidity Management Profit and growth Management Asset Liability Management	2 2 2  2 2 2 2 2	Chalk & Board	
5.	March 1	Asset Liability Management Using traditional GAP and modern techniques	1	Chalk & Board	

Total classes

60

#### Learning Outcomes

5. To **Comment** on Indian financial system and banking structure
6. To **Appraise** the financial performance of banks
7. to **Interpret** the various banking regulations and **Infer** about NPA's
8. To **Define** Financial innovations and opportunities for banks
9. To **Identify** management of banking organizations

*Chakr*

*J. Chakraborty*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.




**Bhavan's Vivekananda College**  
of Science, Humanities & Commerce  
Autonomous College - Affiliated to Osmania University  
Sainikpuri, Secunderabad – 500094

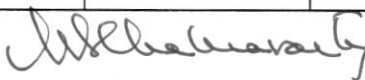
Name of the Program	MBA
Course Title: International Human Resource Management	Course Code: MBA 405.3
Year: II	Semester: 4 <sup>th</sup> Sem 2018-19
Name of the faculty: Mrs. V. Ashwini	
No of Credits: 04	HPW :04

<b>Course Objectives:</b>
<b>COB1:</b> To make students understand the concepts of IHRM
<b>COB2:</b> To impart knowledge on the expatriate staffing procedure.
<b>COB3:</b> To make students learn about the expatriate training programme
<b>COB4:</b> To provide insights on the Performance and compensation procedures followed for an International employee.
<b>COB5:</b> To make students aware of International Industrial relations.

Month	Total no. of classes	Unit	Topic	No. of classes	Teching Methods	Review
November	12	I	<b>Unit I: Introduction to IHRM:</b> Definition – Differences between Domestic and international HRM -  Variables Moderating differences (Cultural environment, Industry type, Extent of Reliance of MNCs on Domestic Markets, Attitudes of Senior management)	5  6  1	Chalk and Board	

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.

December r	15	I	Applying strategic View of IHRM –	2	PPT	
			Path to Global Status (Export, Sales Subsidiary, Foreign Production licensing, Sub Contracting, Network of Subsidiaries).	3		
		II	<b>Unit II: Staffing International Assignments:</b> Approaches to staffing (Ethnocentric Polycentric, Geocentric, Regio centric) –	2		
			Determinants of Staffing choices –	2		
			Transferring staff for international (Importance, reasons, types) –	2		
			Roles of Expatriates and Non-Expatriates and Inpatriates –	1		
			Selection criteria –	2		
			Dual Career Couples	1		
January	16	III	<b>Unit III: International Training and Development:</b> The role of Expatriate training – Components of effective Pre-departure training programmes –	3	Case Study	
			Developing staff through international assignments –	2		
			Re-entry and Career Issues –	1		
			Repatriation Process –	1		
			Re entry and Repatriation problems	1		
			( Individual reactions to Re- entry - Responses of The MNE –	2		
			Designing Repatriation Programs.	2		
			<b>Unit IV: International Performance &amp;</b>			

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.



		IV	<b>Compensation Management</b> : International Performance management  (Expatriate and Non Expatriate Performance Management)	2  2		
February	16	IV          V	Appraisal of international Employees-  International Compensation – components- Allowances – Benefits–  Approaches to International Compensation of expatriates  ( The going Rate Approach , Balance Sheet Approach)  <b>Unit V: International Industrial Relations :</b> Introduction , Key Issues in International Industrial Relations –  Trade unions and international industrial relations - Response of trade unions to multinationals	2  3  2  2    3  4	Chalk and Board	
March	1	V	Managing Human Resource in off shoring Countries	1		
			Total Classes	60		

Outcomes
<b>CO1:</b> To identify the concepts of HR in global perspective.
<b>CO2:</b> Apply the knowledge in recruiting an expatriate for international assignments.
<b>CO3:</b> Design an expatriate training programme
<b>CO4:</b> To explain the appraisal and reward system of an expatriate
<b>CO5:</b> Identify the key issues in International Industrial relations

*V. Ashwin*

*M. Srinivas*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SECUNDERABAD.



Bharatiya Vidya  
**Bhavan**

**BHAVAN'S VIVEKANANDA COLLEGE  
OF SCIENCE, HUMANITIES AND COMMERCE  
Sainikpuri, Secunderabad - 94  
Autonomous college, Osmania University (CBCS)  
MBA IV Semester: Retail Management**

**Organizer for the academic year (2018-19)**

Name of the Program	MBA
Course Title: Retail Management	Course Code: MBA406.3
Year: II	Semester: IV
Name of the faculty: Dr. Y. Madhuri Srinivas	
No of Credits: 04	HPW :04

**Course Objectives**


- 1.To understand Retail management as an important arena of marketing
- 2.To know about Relevant components of retail marketing
- 3.To make the students know about Store management
- 4.To provide more insights of Retailing theories
- 5.To make the students know about Retail Warehousing and SCM

Month & No. of classes per month	Topic	Classes stipulated	Teaching Methods	Review
November(12)	<b>Unit I:</b> Retail Management: Introduction to Retail marketing- introduction, meaning, characteristics. Types of retailers; Retail Pricing Strategies; Problem in Indian Retailing. Retail Selling Approaches. FDI in retailing	3 4 3 2	Power Point Presentation, Chalk & board, Case Studies	
December(15)	<b>Unit II:</b> Understanding consumer needs and motives, customer buying roles, Retail shopper behavior Stages in retail buying decision process for products: information search, alternatives evaluation, brand choice, post purchase dissonance, brand loyalty; Personal, social, cultural influences on the customer. Positioning of a brand, Consumer's concept of self image: Brand updating and brand extension <b>Unit III:</b> Store management and Visual Merchandising Store management: Responsibilities of a store manager,	2 5 3 2 3	Power Point Presentation, Chalk & board, Case Studies	
January(16)	Store security, Store record and accounting system, Coding system. Store layout, Design Types of layouts, Visual merchandising techniques, Controlling costs and reducing inventory loss,	3 3	Power Point Presentation, Chalk & board, Case Studies	

*Y. Madhuri Srinivas*  
HEAD OF DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES  
BHAVAN'S VIVEKANANDA COLLEGE  
SAINIKPURI, SEC.

	exteriors, interiors, customer service, planning merchandise assortments, Buying systems, Retail communication mix: Advertising, sales promotion techniques, retailer promotions, Mall management, Retail vending machines. <b>Unit IV:</b> Theories of Retail Development, Customer Relationship Management, Retail Information Systems.	2 2 4 2		
February(16)	HR in retail Operations: Recruitment, selection, training and development of retail employees, Legal issues in Retailing <b>Unit V:</b> Retail SCM & Warehousing: Channel, Channel flows, Growth of Channel relationships & partnerships, Distribution logistics and stock control, Retail logistics & cost structure, Retail warehousing, Computerized replenishment systems, Internet & direct distribution systems, Aggregators in e-business	2 2 2 4 3 2  1	Power Point Presentation,Chalk & board, Case Studies	
March(1)	International retailing – key success factors	1	Power Point Presentation,Chalk & board,	

<b>Learning Outcomes</b>
<b>1.Develop</b> an understanding of Retail management as important function
<b>2.Develop</b> an idea of components of retail marketing
<b>3.Familiarize</b> students about Store management
<b>4.Identify</b> about Retailing theories
<b>5. Develop</b> students know about Retail Warehousing and SCM

  
 HEAD OF DEPARTMENT  
 DEPARTMENT OF MANAGEMENT STUDIES  
 BHAVAN'S VIVEKANANDA COLLEGE  
 SAINIKPURI, SECUNDERABAD.