



**Bhavan's Vivekananda College
of Science, Humanities and Commerce
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Department of Management Studies**

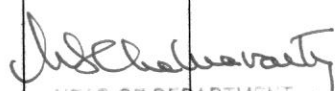
Academic Organizer for the academic Year – 2019-20

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

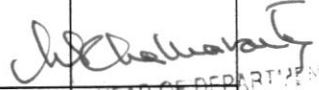
Course Objectives

- 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.	September (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.	October (15)	Theory Z Unit: II (12 classes) Organizational behaviour: Def, Importance, Scope and Disciplines Nature and levels of organizational behaviour Transactional Analysis Ego states and Johari	1 3 2 1 2 1	Case Study Activities on Johari Window and Personality	


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		window Personality The Big 5 model of personality Organizationally relevant personality traits Ability Unit: III (12 classes) Planning: Concept, nature, importance, limitations	1 1 1 2	traits	
3.	November (16)	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 Early theories of motivation	3 3 1 3 1 2 2 1	Case Study On Planning Types Activity on Motivation	
4.	December (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. Early and contemporary approaches to leaderships (Trait, behavioural and contingency)	1 5 5 2 2 1		
5.	January (2)	Early and contemporary approaches to leaderships	2		


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		(Trait, behavioural and contingency)			
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Total classes

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.

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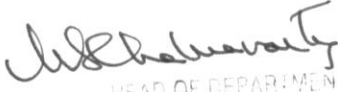
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Name of the Program	MBA
Course Title Accounting for Management	Course Code : MBA 102
Year : I	Semester: I
Name of the faculty : Dr. MVS Mahendra, Dr. Kavitha Lal	
No of Credits:4	HPW :4

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

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	SEP (11)	Unit:I Introduction - financial accounting concepts and conventions accounting equation accounting process, accounting cycle journal classification of accounts- ledger trial balance	1 2 2 2 2 1 1	Chalk and Board	
2	OCT(15)	Final accounts Unit: II Company final accounts format Financial statement analysis- meaning- types Comparative statement analysis common size statement analysis- trend analysis	5 2 1 2 2 1 1 1	Chalk and Board, PPT	


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3	NOV (15)	Unit: III Ratio analysis, Meaning, rationale and utility of ratio analysis- classification and importance of ratios, liquidity, profitability, leverage and structural ratios- problems Preparation of balance sheet - Unit: IV Funds flow analysis- concept of funds flow	2 2 6 3 2	Chalk and Board	
4	DEC (16)	Statement of changes in working capital, funds from business operations, statement of sources and uses of funds Funds flow statement analysis AS 3 Cash flow statement analysis Advantages of FFS and CFS Unit: V Accounting standards overview, rationale, importance in global environment, IAS, US GAAP-	2 5 4 1 1 1 1 1	Chalk and Board	
5	JAN (2)	Overview of IFRS	2	Chalk and Board	

Total classes

60

Learning Outcomes

1 Demonstrate accounting concepts and conventions and their implications on accounting system. **Create** financial statements of sole proprietorship.

2 create and Present financial statements according to the provisions of the Indian Companies Act. **Analyse** financial statements and **Apply** comparative and common size techniques.

3 Analyse financial statements and apply various ratios to and **Interpret** company's financial performance.

4 Differentiate between funds flow statement and cash flow statements. **Analyse** funds flow statement and cash flow statement according to Accounting Standard- 3

5 Demonstrate various accounting standards and **Explain** the concept of IFRS

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Academic Organizer for the academic Year – 2019-20

Name of the Program	MBA
Course Title: Marketing Management	Course Code: MBA103
Year: I	Semester: I
Name of the faculty: Mrs. G Archana / Nitin Bharadwaj	
No of Credits: 04	HPW :04

Course Objectives

1. To understand Marketing as an important function of a business organizations and also develop an idea of marketing environment and its components.
2. To make the students know about the concepts of segmentation, targeting and positioning of products or services of organizations about the demand estimation.
3. To understand how to design and develop marketing programmes for organizations.
4. To provide insights of the behaviour of target market and how to relate it to the marketing strategies of organizations.
5. To know the controlling procedures followed in marketing function by business organizations.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	Sep (11)	Unit – I Basics: Market, Marketing and Marketing Management. Marketing Management Philosophies, Marketing Mix-expanded Marketing Mix, Marketing tasks, Marketing Process and Marketing Strategy, Marketing Environment- Micro and Macro	1 2 1 1 2 3	Power Point Presentation, Case Studies	
	Oct (15)	Unit-2 Market Segmentation Levels and Bases for Segmentation, Segmenting Consumer Markets,	1	<i>[Signature]</i> HEAD OF DEPARTMENT DEPARTMENT OF MANAGEMENT STUDIES BHAVAN'S VIVEKANANDA COLLEGE SAINIKPURI, SECUNDERABAD.	

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		<p>Business Markets, International Markets, Market Targeting-Evaluating Market Segments, Selecting Market Segments-Differentiation, Product Positioning, Positioning Strategies, Demand Measurement and Sales Forecasting Methods Estimating the current and Future Demand. Competitive strategies.</p>	<p>2 2 1 2 3 2 2</p>	<p>Power Point Presentation, Case studies</p>	
	Nov (18)	<p>Unit-3 Marketing Programme: Decisions involved in Product, Branding, Packaging, Product Line, Product Mix Decisions, New Product Development, Product Life Cycle, Pricing, Strategies, Distribution Channels, Channel Management Decisions, Promotion Mix – Advertising, Sale Promotion, Public relations, Personal Selling, Unit-4 Consumer Markets: Online Marketing (an Overview) Model of Consumer Behaviour,</p>	<p>1 1 2 1 2 2 3 3 2 1</p>	<p>Power Point Presentation, Case Studies</p>	
	Dec (16)	<p>Factors Affecting consumer Behaviour, Stages of Adoption Process. Industrial Markets- Characteristics, Industrial Buyer Behaviour, Services Markets – Characteristics. Marketing of Services – Global Marketing. Unit-5: Marketing Organization and Control: Types of Marketing Organization Structure, Annual Plan control, Efficiency Control, Profitability Control and Strategic Control,</p>	<p>1 2 2 2 2 2 1 2</p>	<p>Power Point Presentation, Case Studies</p>	

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	Marketing Audit Revision	2		
	Total No of Classes	60		

Learning Outcomes

1. Develop an understanding of marketing as a function and capable to observe the factors effecting marketing of organization's products or services

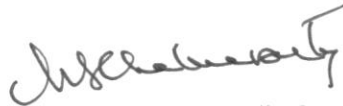
2. Identify the criteria to segment, target and positioning of products or services of organizations and to be able to estimate the demand

3. Design and develop marketing programmes and strategies for organizations

4. Analyse the behaviour of target market and relate them to organizational marketing strategies.

5. Summarize the efficiency of marketing function by applying the marketing audit and control procedures




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Name of the Program: MBA	
Course Title : Managerial Economics	Course Code: MBA 104
Year :2019-20	Semester: I
Name of the faculty: Dr.Y.Madhuri Srinivas	
No of Credits:4	HPW: 4

Course Objectives
<p>1 To impart knowledge on the nature, scope and fundamental principles of managerial economics.</p> <p>2 To create an understanding and application of demand and supply analysis, demand elasticities, cardinal and ordinal theories, and demand forecasting methods.</p> <p>3 To impart knowledge on production and cost analysis and application of break-even analysis.</p> <p>4 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.</p> <p>5 To create an understanding of the methods for measurement of national income, concepts of inflation and its causes and policies to counter trade cycles.</p>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	Sept-11	Unit 1: Introduction to Fundamental principles of Managerial Economics Theory of the firm Econometric models	6 3 2	Blackboard, Powerpoint presentation	

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Oct-15	Unit 2: Demand concepts, Demand elasticities Cardinal and ordinal approach to consumer equilibrium, market equilibrium Demand forecasting methods	5 5 5		
Nov-16	Unit 3: Cost concepts, Production function, 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	4 3 2 3 2 2	Blackboard, Powerpoint presentation	
Dec-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. Nature, Concept & Measurement of National Income, Inflation: Types, causes and Measurement of Inflation	4 3 3 2 4	Blackboard, Powerpoint presentation	
Jan-2	Philips curve, Stagflation. Trade cycles causes and policies to counter trade cycles.	2	Blackboard, Powerpoint presentation	
	Total	60		

Y. Madhura

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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.

Y. Madhuni

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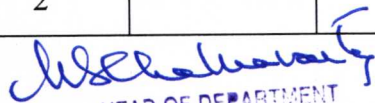
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Name of the Program	Master of Business Administration
Statistics for Management	MBA 104(CBCS)
I Year	I Semester
Name of the faculty	N. Chandan Babu
No of Credits	03

Course Objectives
<p>1: Summarize different methods of data collection, Compute measures of central tendency, and measures of variation, ungrouped and grouped data sets.</p> <p>2: Providing students with a formal treatment of probability theory and its applications.</p> <p>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.</p> <p>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.</p> <p>5. The meaning of bivariate data, concept of correlation, regression and its applications.</p>

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	September (8)	<p align="center">Unit I</p> <p>1. Introduction to statistics, origin, managerial applications.</p> <p>2. Measures of central tendency</p> <p>3. Measures of dispersion</p> <p>4. Skewness</p>	2 2 2 2	Chalk, Black Board and Duster	
2	October (11)	<p align="center">Unit I</p> <p>5 .Kurtosis.</p> <p align="center">Unit V</p> <p>1. Correlation analysis</p> <p>2. Rank Correlation</p> <p>3. Tied Rank correlation</p> <p>4. Regression Analysis</p> <p align="center">Unit II</p> <p>1. Probability : Introduction</p>	1 2 2 2 3 2	Chalk, Black Board and Duster	


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3	November (12)	<p style="text-align: center;">Unit II</p> 2. Basic definitions of probability 3. Addition and multiplication laws 4. Conditional probability 5. Baye's Theorem and its applications <p style="text-align: center;">Unit III</p> 1. Random variable, p.m. f and p. d .f and Binomial distribution.	2 2 2 2 3	Chalk, Black Board and Duster
4	December (12)	<p style="text-align: center;">Unit III</p> 2. Binomial distribution 3. Poission distribution 4. Normal distribution <p style="text-align: center;">Unit IV</p> 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	Janauary (2)	<p style="text-align: center;">Unit IV</p> 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.

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(N. Chandan Babu)

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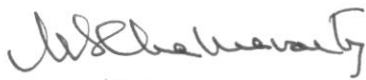
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Subject: Business Law and Regulation

Name of the Program	MBA
Course Title: Business Law and Regulation	Course Code: <u>MBA 106</u>
Year: I	Semester: I (2019-20)
Name of the faculty: Mrs. V. Ashwini / Dr.V.Venu Madhav	
No of Credits: 04	HPW :04


Course Objectives

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| 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 and SEBI |
| COB5: To make them understand the concepts IPR and Other Regulatory bodies |

Month	Total no. of classes	Unit	Topic	No. of Stipulated classes	Teaching Aids	Review
September	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	1 1 2 1 1 2 2	Case study	

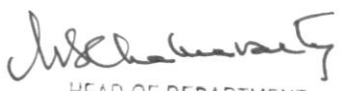

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October	15	I	- Free consent,- Remedies for breach of Contract , Quasi Contract.	2 2 1	Role plays			
		II	Law relating to Special Contracts: Sale of Goods Act – Distinction between Sale and agreement to sell – Conditions and Warranties Negotiable Instruments Act – Definition and Characteristics of a Negotiable Instrument –	2 2 3 1 2				
November	16	II	.Definitions, Essential elements and distinctions Between Promissory Note, Bill of Exchange, and Cheques – Types of crossing	2 1 1 1 1			Animated Videos	
		III	Companies Act: Definition of company – Characteristics – Classification of Companies- Formation of Company -Memorandum and Articles of Association – Prospectus - - Law relating to meetings and proceedings-	2 1 1 1 1 1 3				
December	16	III	Qualifications, Appointment, Powers, and legal position of Directors - Board – M.D and Chairman – Highlights of Companies Act 2013	1 1 1 1 1 1			Animated Videos	
		IV	Consumer Protection Law: Introduction to consumer protection law in India – Consumer councils – Redressal machinery - Rights of consumers – Consumer awareness,	1 1 1 1 1				


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		V	.SEBI Intellectual Property Rights (IPR)- Definition, types, Importance of IPR , Intellectual property protection and enforcement,	1 1 2 1 1		
January	2	V	RBI , IRDA, IMF.	2	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 2013
MBA106.1.4: Explain the consumer protection law in India and SEBI
MBA106.1.5: Outline the concepts of IPR, RBI, IRDA, IMF.


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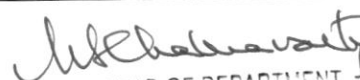
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Name of the Program:MBA	
Course Title : Human Resources Management	Course Code: MBA201
Year :2019-20	Semester:II
Name of the faculty: Dr. V. Venu Madhav	
No of Credits:4	HPW:4

Course Objectives
<p>COB1: Discuss the significance of HRM and its competitive challenges of HRM.</p> <p>COB2: To Design the process of procurement of Human Resources.</p> <p>COB3 : To define the procedure for assessment & development of Human Resources abilities.</p> <p>COB4 : to Explain key concepts, components and factors of Compensation Management.</p> <p>COB5: 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
	Jan-6	<p>Unit 1: Introduction: HRM Concepts: Significance Objectives Scope Functions Changing role of HRM Line and Staff Structure of HR Department</p>	<p>1 1 1 1 2</p>	Blackboard, Power point presentation	
	Feb-16	<p>Impact of Environment on HRM Competitive challenges influencing HRM</p> <p>Unit 2: Procurement of Human Resources: Job Design Job Rotation Job Enlargement Job Enrichment Job Analysis: Concepts Objectives</p>	<p>2 3 2</p>	Blackboard, Powerpoint presentation	


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		Components Methods Human Resource Planning: Concept Objectives Factors effecting HR Planning Process of HR Planning Problems on HR Planning	4 1 4		
March-18		Recruitment: Objectives Sources of Recruitment Selection: Concept Procedure Tests and Interviews Placement Induction Internal Mobility Unit 3: Developing Human Resources: HRD Concepts: Scope Objectives Training: Need for Training Objectives and Benefits Assessing Training Needs Methods and Evaluation of Training Difference between Training and Development Performance Management: Concept Performance Appraisal: Concept	2 2 2 1 2 1 1 1 3 1 2	Blackboard, Power point presentation	
April -16		Traditional and Modern Methods of Appraisal Career Planning and Development: Career Career Planning Process Career Development Stages of Career Development Unit 4 : Maintenance: 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 Unit 5: Industrial Relations: Need Objectives Importance of IR Discipline: Objectives	2 2 2 2 2 2 2 2	Blackboard, Power point presentation and Case Study	

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		Grievance Causes Grievance of Redressal Mechanism	2		
	May-4	Trade Unions: Meaning Objectives Functions and Problems of Trade Unions Collective Bargaining Types Essential conditions for the success of Collective Bargaining	4	Blackboard, Power point 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)

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Ch. Chakravarthy
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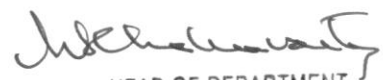
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Name of the Program	MBA
Course Title : Financial Management	Course Code : MBA 202
Year : I Year	Semester : II Semester
Name of the faculty : Dr. M V S Mahendra/ Dr. Kavitha Lal	
No of Credits : 4	HPW : 4

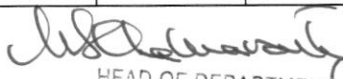
Course Objectives

- 1** To discuss scope, functions, objectives of financial management and to understand the risk and return relationship, time value of money.
- 2** To calculate the traditional and DCF methods of capital budgeting.
- 3** To understand the various sources of finance, calculate cost of capital.
- 4** To understand the concept of working capital, estimate working capital..
- 5** 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.	Jan (6)	Unit I : Introduction Nature and Scope; evolution of finance function its new role in the contemporary scenario Goals of finance function Maximizing Vs satisfying; Profit vs. wealth vs. welfare	1 1 1 2 1	Chalk and Board	


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2.	Feb(16)	<p>the agency relationship and costs; risk and return trade off; concept of time value of money – future and present value.</p> <p>Unit II The Investment Decision</p> <p>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 3 5	Chalk and Board	
3.	(Mar 18)	<p>Risk adjusted discount rate, certainty equivalents and beta coefficient, probability tree approach, sensitivity analysis.</p> <p>Unit III: The Financing Function</p> <p>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	April(16)	Concept of current assets,	1	Chalk and Board	


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		characteristics of working capital.	2		
		Factors determining working 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.	1		
		The theoretical backdrop – Dividends and valuation,	1		
		major theories centred on the works of Gordon, Walter(relevance theories),.	3		
5.	May(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.

Sub. Mr.

Asst. Prof.
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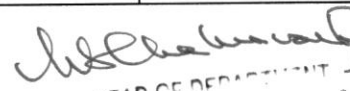
Academic Organizer for the academic Year – 2019-20

Name of the Program: MBA	
Course Title :Marketing Research	Course Code: MBA 203
Year :2019-20	Semester: II
Name of the faculty: Dr.Y.Madhuri Srinivas	
No of Credits: 4 V. Ashwini	HPW: 4

Course Objectives
<ol style="list-style-type: none">1. To provide an understanding of the concepts of research methodology,2. To understand and identify the data collection methods, instruments and method of sampling.3. To understand the levels and types of measurement scales.4. To study and understand the non-parametric tests of significance.5. To develop the insights into writing research reports.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	Jan-6	Unit 1: Research Obj., types, Steps in research,	2 4	Blackboard, Powerpoint presentation	
2.	Feb-16	Research designs Unit 2: Data collection methods Research process, research plan,	3 4 4 3	Blackboard, Powerpoint presentation Mini project-survey	

Y. Madhuri


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		sampling plan, methods, questionnaire	2		
3.	Mar-18	Unit 3: Levels and types of measurement scales, types of hypotheses, Unit 4: non-parametric tests	6 5 7	Blackboard, Powerpoint presentation	
4.	April-16	Unit 5: Types of reports, Report writing, format of a report.	6 6 4	Blackboard, Powerpoint presentation	
5.	May-4	Report writing-precautions	4	Blackboard, Powerpoint presentation	
		Total	60		

Learning Outcomes

- 1. Develop** an understanding of the concepts of research methodology,
- 2. Summarize** the data collection methods, instruments and method of sampling.
- 3. Discuss and Analyze** the levels and types of measurement scales.
- 4. Familiarise** with the non-parametric tests of significance
- 5. Determine** the steps in writing research reports.

M. Madhavi

V. Ashwin

M. Chakraborty
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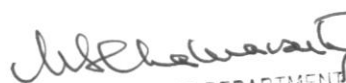
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Academic Organizer for the academic Year – 2019-20

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

Course Objectives
<ol style="list-style-type: none"> 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
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1	Jan 06	Unit I 1. Introduction to operations research, origin, development and managerial applications. 2. Concept of LPP, Non-LPP, IPP, Dynamic and Goal programming problems	2 4	Chalk, Black Board and Duster	
2	Feb 16	Unit I 3. Formulation of LPP, Solving of LPP by Graphical method Unit II 1. Solving of LPP by Simplex method 2. Duality in LPP, Primal-Dual relationships 3. Dual solutions	6 5 3 2	Chalk, Black Board and Duster	
3	Mar 18	Unit II 4. Sensitivity Analysis Unit III 1. Concept of Transportation Problem 2. NWCR, LCM and VAM 3. Solving Transportation problem by MODI Method 4. Solving Transportation problem Stepping stone algorithm. 5. Concept of Assignment problem 6. Solving of Assignment problems by Hungarian method 7. Travelling sales man problem Unit IV 1. Network Analysis 2. CPM	2 2 2 1 1 2 2 2 2	Chalk, Black Board and Duster	
4	Apr 16	Unit IV 3. PERT 4. Time cost trade off 5. Maximal flow and minimum cut problem Unit V 1. Queuing theory 2. Simulation	2 3 3 5 3	Chalk, Black Board and Duster	
5	May 4	Unit V 3. Game theory	4		
Total	60		60		

Learning Outcomes

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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
(N. Chandan Babu)

J. Cheluvarty
HEAD OF DEPARTMENT
DEPARTMENT OF MANAGEMENT STUDIES
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Bharatiya Vidya
Bhavan

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Organizer for the academic year (2019-2020)

Name of the Program	MBA
Course Title: Operations Management	Course Code: MBA 205.1
Year: I	Semester: II
Name of the faculty: Dr.S.Lalitha	
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
January(6)	Unit I: Introduction :Introduction to operations Management, Role of operations management in total management system, interface between operations system and systems of other functional areas, characteristics of process technologies- project, job shop, assembly, batch and continuous.	2 2 2	Power Point Presentation, Chalk & board, Case Studies	
February(16)	Inter relationship between product life cycle and process life cycle, PPC – Basic functions of production planning and control, Unit – II: Scheduling and control of production operations: 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	3 3 4 2 2	Power Point Presentation, Chalk & board, Case Studies	

S. Lalitha

M. Lakshmi

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March(18)	<p>Unit - III: Quality control: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 techniques in the Methods Study for identifying the most appropriate method. Work measurement - its uses and different methods, computation of allowance and allowed time.</p> <p>Unit - IV: Materials Management: Need and importance of Materials management-Materials Requirement Planning-</p>	4 3 3 4 2 2	Power Point Presentation, Chalk & board, Case Studies	
April(16)	<p>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</p> <p>Unit - V: Stores Management: 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 –.</p>	4 2 2 4 2 2	Power Point Presentation, Chalk & board, Case Studies	
May(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 tstores management

S. Lalitha

M. Chakravarthy
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Academic Organizer for the academic Year – 2019-20

Name of the Program	MBA
Course Title: Business Communication	Course Code: 206
Year: I	Semester: II
Name of the faculty: Mrs. K. Suvarchala Rani/ Nitin Bharadwaj	
No of Credits: 04	HPW: 04

Course Objectives

COb1 To understand communication types and process and listening skills.

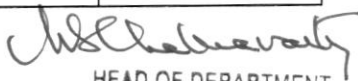
COb2 To comprehend non-verbal and negotiation skills in business scenarios.

COb3 To know both the verbal and non-verbal dimensions of different types presentations.

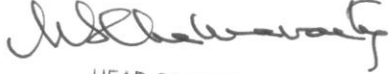
COb4 To write effective business reports and letters.

COb5 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.	January (6)	Unit I The role and process of communication Barriers to Communication Overcoming barriers to communication	2 2 2	Chalk & Board Management Games	
2.	February (16)	Overcoming barriers to communication Types of communication	1 3	Role plays on barriers of communication process	


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		Listening Process Elements of good listening Improving listening competence Importance of feedback- Principles of feedback Unit II Characteristics of non-verbal communication Types and functions of Non-verbal communication Interpreting non-verbal communication Negotiations – Approaches	1 1 1 1 1 1 4 1 1	Group Discussion, listening skills are encouraged by making the students listen to the downloaded audio podcast from British Council and also testing them. Chalk & Board & Role Plays	
3.	March (18)	Negotiations – Approaches Preparing for and conducting negotiations Unit III Making Presentations Choosing the method of speaking Analyzing the audience Non-verbal dimensions of presentations Speeches for commemorative occasions Effective presentation strategies Persuasive speaking Unit IV Report writing Types of reports Structure of reports – Individual and Committee reports	3 2 1 2 1 2 4 1 1 1	Case studies on Negotiations Presentations on Startup ideas Speeches on various occasions were written and presented by Students	


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4.	April (16)	Structure of reports – Individual and Committee reports 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 Unit V: Media relations Building better relations with media Investor relations – Framework for managing investor relations	1 2 2 1 1 1 1 2 2 1 2	Scenarios are given to write email and resumes are made Group Discussion	
5.	April (4) May	Managing government relationship Communication in crisis – Do's and Don'ts in a wake of a crisis	2 2	Case Studies on Crisis Management	

Total classes 60

Learning Outcomes

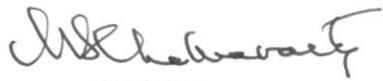
MBA206.1CO1 Determine the appropriate communication and listening skills.

MBA206.1CO2 Demonstrate the non-verbal and negotiation skills in various business situations.

MBA206.1CO3 Demonstrate effective presentation skills in various occasions.

MBA206.1CO4 Formulate effective business reports and letters in different scenarios.

MBA206.1CO5 Develop relations with media, investors, government and effective communication in crisis situations


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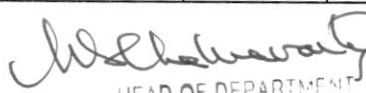
Academic Organizer for the academic Year – 2019-20

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

Course Objectives

1. To understand the concepts of evolution and awards of Total quality management.
2. To comprehend the tools of Total quality management.
3. To know the techniques of Total quality management.
4. To explain the concepts and framework of six sigma.
5. To evaluate the use of Total quality management in various service sectors.

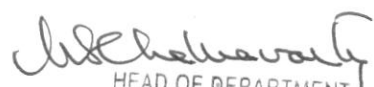
S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June (5)	The concept of TQM Evolution of TQM – Inspection, SQC, QA and TQM Deming's Philosophy quality management versus TQM)	1 2 1 1	Chalk and board	


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2.	July (21)	<p>Benefits and Costs of TQM</p> <p>Historical perspectives of TQM</p> <p>Quality System Awards and Guidelines – ISO, Malcolm Baldrige National Quality Award (MBNQA), European Foundation for Quality Management (EFQM)</p> <p>Unit – II: Tools of TQM:</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>	2 1 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>Unit – III: Techniques of TQM:</p> <p>Quantitative techniques: Failure Mode Effect Analysis (FMEA), Statistical Process Control (SPC),</p>	3 3	Chalk and board	

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		<p>Quality Function Deployment (QFD),</p> <p>Design of Experiments (DOE), Quality by Design and Monte Carlo Technique (MCT).</p> <p>Qualitative techniques: Benchmarking, Sales and Operations Planning, Kanban and Activity Based Costing (ABC).</p> <p>Qualitative techniques: Benchmarking, Sales and Operations Planning, Kanban and Activity Based Costing (ABC).</p>	<p>3</p> <p>3</p> <p>2</p>		
4	September (17)	<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>Unit: 4 Six Sigma 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>Unit -V: TQM in the Service Sectors:</p> <p>Implementation of TQM in service organization: Framework for improving service quality</p>	<p>3</p> <p>2</p> <p>1</p> <p>2</p> <p>1</p> <p>3</p>	Chalk and board	


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		Model to measure service quality programs TQM in Health-care services	4 1		
5	October (3)	Hotels and financial services – Banks, Investment Company and Mutual Funds	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					

K

M. Chakraborty
HEAD OF DEPARTMENT
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Organizer for the academic year (2019-20)

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

Course Objectives
11. To understand International Business important content to know in business organizations 12. To develop an idea of International Business environment and its components. 13. To make the students know about Global Market Entry Strategies 14. To provide insights of E-business 15. To make the students know about Managing Global Business

Month & No. of classes per month	Topic	Classes stipulated	Teaching Methods	Review
June(11)	Unit - I: Global Imperative: 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, International Trade Theories–porter's diamond model	2 3 3 3	Power Point Presentati on, Chalk & board, Case Studies	
July(19)	Product life cycle theories. Environment of International Business–Cultural Environment and Political Environment. Unit - II: Global Business & National Regulation: 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, World Trade Organization	4 2 3 4 4 2	Power Point Presentati on, Chalk & board, Case Studies	

S. Lalitha

M. Chelvaraj
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August(13)	Structure and functions–TRIPs & TRIMs-WTO & India–UNCTAD. Unit – III: Global Business and Entry Strategies: Global Market Entry Strategies–Exporting, Licensing, Franchising, Contract Manufacturing, Assembly and Integrated Local manufacturing. Global Ownership Strategies: Strategic Alliance– Types of Strategic Alliances– Selection of Strategic Alliance Partner, managing and sustaining Strategic Alliance–Cost and Benefit Analysis of Entry Strategies: Entry Analysis and Entry strategy configuration. Unit – IV: Global E-Business: Conceptual Framework of E-business	3 3 2 2 1 2	Power Point Presentation, Chalk & board, Case Studies
September (15)	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 Unit - V: Managing Global Business: Strategy and Global Organization -Global Strategic Planning–Going Global and Implementing Strategies–	3 4 2 3 3	Power Point Presentation, Chalk & board, Case Studies
October(2)	Intercultural Communications ,International HRM -functions	4	Power Point Presentation, Chalk & board,
	total	60	

Learning Outcomes

- | |
|---|
| 11. Develop an understanding about the basics of International Business. |
| 12. Develop an idea of International business environment and its components |
| 13. Familiarise the students with entry strategies into global business |
| 14. Identifying insights about E-business |
| 15. Explaining students about the overall management of International business |

S. Lalitha

M. Chakraborty
HEAD OF DEPARTMENT
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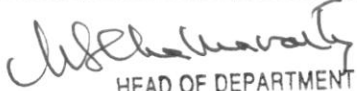


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Academic Organizer for the academic Year – 2019-20

Name of the Program	MBA
Course Title : Entrepreneurial Development	Course Code : MBA 302 303
Year : II Year	Semester : III Semester
Name of the faculty : V. Ananta Mr. Nitin Bharad	
No of Credits : 4	HPW

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June (5)	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	1 1 1 2	Chalk and Board	
2.	July (21)	role of entrepreneurship in economic development- functions, growth, problems and development of entrepreneurship meaning and trends of women	1 2 2	Chalk and Board	


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		<p>entrepreneurship rural entrepreneurship – concept, problems and development</p> <p>Unit 2: Factors affecting Entrepreneurial Growth Economic and Non-Economic factors entrepreneurial motivation entrepreneurial competencies entrepreneurial mobility EDP's – concept- need Objectives and course content, evaluation of EDP's</p> <p>Unit 3: Small Enterprises Definition, characteristics, relationship with large units of small enterprises</p>	<p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p>		
3.	August (14)	<p>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- Unit 4: Institutional finance to Entrepreneurs IDBI, IFCI, IIBI, LIC UTI, NABARD, SFC's</p>	<p>1</p> <p>1</p> <p>2</p> <p>1</p> <p>2</p> <p>2</p> <p>1</p> <p>2</p> <p>2</p>	Chalk and Board	
4	September (17)	<p>SIDC's, SIDBI and EXIM Bank Role of NSIC, SSIB, SSIC's MSMEDI, DIC's, Industrial Estates- TCO's, crowd funding Unit 5: Venture Capital Concept, features and need relevance and development of</p>	<p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>1</p>	Chalk and Board	

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		venture capital funds structure and regulatory frame work	2		
		Investment process and evaluation	2		
		Investment nurturing methodologies	1		
		valuation of venture capital portfolio	1		
		performance of TDICI and other venture capital firms in india	2		
5	October (3)	Exit strategies & policy imperatives of VCF role of private equity	1 1 1	Chalk and Board	

Total classes

60

Course Outcomes

MBA403CO1 Explain the concepts and types of entrepreneurship.

MBA403CO2 Identify the factors affecting entrepreneurial growth.

MBA403CO3 Explain role of small businesses in economic development and development of project.

MBA403CO4 Examine the institutional support provided by the various financial institutions to the entrepreneurs

MBA403CO5 Determine the different methods of venture financing.

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Academic Organizer for the academic Year –2019-20

Name of the Program MBA	
Course Title <u>Securities Analysis & Portfolio Management</u>	Course Code MBA 304.1
Year 2019-20	Semester III
Name of the faculty Dr. Kavitha Lal	
No of Credits: 4	HPW : 4

Course Objectives
<ol style="list-style-type: none"> 1 To discuss approaches of investment analysis and calculate risk and return of a single security. 2 To compare type of debentures and calculate the value of a bond using bond yield measures. 3 To calculate the value of equity share using DDM and P/E approach. 4. To identify the minimum risk of a portfolio and Detect over pricing. 5. To calculate portfolio using portfolio measures.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	JUNE(11)	UNIT: 1 Introduction Real and financial assets, Sources of information Investment decision process 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 1 1 1 2 2 2	Chalk & Board	
2	JULY(19)	Approaches of investment analysis: fundamental analysis- Technical analysis- EMH Behavioural finance and heuristic driven biases UNIT: 2 Debt instruments- definition, features and types Factors affecting bond yield, current yield, holding period yield	2 2 2 2 2 2	Chalk & Board, PPT	


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		Value of a bond YTM problems , YTC Problems	1 2		
		Bond duration problems Bond convexity, managing bond portfolio & strategies.	2 2		
3	August(13)	UNIT: 3 Common stock features Approaches- Approaches – balance sheet , dividend capitalization models P/E approach, Free cash flow model CAPM- SML Sensex, And Nifty, activity on Sensex and Nifty UNIT: 4 Concept of portfolio return and risk Risk and return of a portfolio problems-	2 2 3 2 2 2	Chalk & Board	
4	September(15)	Markowitz portfolio theory. Minimum risk portfolio. Single index model Capital Market Theory CAPM , Arbitrage Pricing theory- law of one price & Two factor arbitrage pricing UNIT: 5 Performance measures- Sharpe's reward to variability index Sharpe's reward to variability index , Treyner's reward to variability –index- Jensen's model-2, Fama's decomposition of returns Dollar and time weighted returns Mutual funds- features , genesis-	1 1 1 1 2 1 2 1 2 1 1 1	Chalk & Board	
5	October(2)	NAV, Types and schemes of mutual funds Regulation of mutual funds and investor's protection in India	1 1	Chalk & Board	

Total classes

60

Learning Outcomes	
1.	To present approaches of investment analysis and Measure risk and return of a 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 measures.

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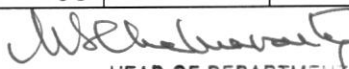


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Academic Organizer for the academic Year – 2019-20

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 (5)	Strategic Management Accounting Management Control System Cost Classification	02 01 02		
	July (21)	Segregating the Costs 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	02 02 05 02 02 01 04 01 02		
	August (14)	Material Variances Labour Variances Overhead Variances	03 02 03		


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		Sales Variances	02		
		Responsibility Centres	04		
September (17)		Divisionalization and Performance reporting	03		
		Transfer Pricing	03		
		Activity Based Costing Introduction	02		
		Traditional Vs ABC	01		
		Problems on ABC	05		
		Customer Profitability Analysis	03		
October (3)		Revision & Old question papers review	03		

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.

CO4: **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.

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Academic Organizer for the academic Year – 2019-20

Name of the Program	MBA
Course Title : Personal Finance	Course Code :MBA 304.3
Year :II	Semester: III
Name of the faculty : V. Ashritha G. ARCHANA	
No of Credits : 4	HPW

Course Objectives
<ol style="list-style-type: none">1. to make the students understand and determine Personal financial planning process and interpret personal financial statements2. Able to make them Categorize the various types of investment avenues3. To make the students Estimate the return and risk of personal investment4. To make the students learn about various pension plans and insurance plans5. Enable the students to prepare personal tax planning and filing of income tax returns

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	June 5	Unit 1: Basics of personal financial management: Introduction to personal finance planning and objectives of PFP steps in formulating PFP, PFP strategies PFP process	1 2 1 1	Chalk & Board	

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2.	July 21	<p>PFM process, preparation of personal budget personal financial statements case studies on personal financial planning of individuals</p> <p>Unit 2: personal savings & investment: 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>Unit 3: computation of return and risk of personal investment: Present value of single amount and future value of a single amount</p>	1 2 2 2 1 2 1 2 1 2 2 1 3	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>Unit 4: Retirement Savings Plans: Pension plans – Meaning Defined contribution plan and Defined benefit plan,</p>	3 3 3 1 2 2	Chalk & Board	
4.	September 17	<p>. provident fund, gratuity, life insurance plans, general insurance plans, reverse mortgage plans</p> <p>Unit 5: Tax planning Personal tax planning, tax computation,</p>	2 2 2 2 2 3 4	Chalk & Board	
5.	October 3	<p>products meant for tax exemptions, filing of income tax returns</p>	2 1	Chalk & Board	

Total classes

60

Learning Outcomes



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1. To **Determine** Personal financial planning process and **interpret** personal financial statements
2. To **Categorize** the various types of investment avenues
3. To **Estimate** the return and risk of personal investment
4. To **infer** various pension plans and insurance plans
5. To **interpret** personal tax planning and filing of income tax returns



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Academic Organizer 2019-20

Name of the Program	MBA
Course Title: Compensation Management (HR)	Course Code: MBA305.1
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
June (11)	UNIT - I: Introduction to Strategic Compensation Management: 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- Concept of total reward system- New trends in compensation management-	3 2 2 1 2 1	
July 19	The 3-P compensation concept. UNIT – II: Compensation and Employee Behaviour: Bases For Traditional Pay System and Modern Pay System Establishing Pay Plans- Aligning Compensation Strategy with HR Strategy and Business Strategy- Seniority and Longevity pay- Linking Merit Pay with Competitive Strategy- Incentive Pay-Person focuses to Pay-Team Based Pay. UNIT – III: Designing Compensation System: Building internally consistent Compensation System- Creating Internal Equity through Job Analysis and Job	2 3 2 2 2 3 2 2	Case Study

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	Valuation- Building Market Competitive Compensation System-	1	
August (13)	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. UNIT - IV: Employee Benefits Management: Components-Legally required Benefits - Benefits Administration- Employee Benefits and Employee Services-Funding Benefits through VEBA- Costing the Benefits- Components of Discretionary Core Fringe Compensation- Designing and Planning Benefit Program- Totally Integrated Employee Benefit Program.	2 2 2 2 2 2 1	Case Study PPT
September (15)	UNIT - V: Contemporary Strategic Compensation Challenges: International Compensation and Competitive Strategies- Executive Compensation Packages- Compensating Executives Compensating the Flexible Workforce- Contingent Employees and Flexible Work Schedules- Compensation for Expatriates and Repatriates-	3 3 3 3 3	Case Study
October (02)	Strategic Issues and Choices in Using Contingent and Flexible Workers.	2	
	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



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Academic Organizer for the academic Year – 2019-20

Name of the Program: MBA	
Course Title : Promotion and Distribution Management	Course Code: 305.2
Year :2019-20	Semester: III
Name of the faculty: Dr.Y.Madhuri Srinivas	
No of Credits:4	HPW: 4

Course Objectives

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

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	June-11	Unit-I: The nature of marketing communication, tools of marketing communication Integrated marketing communication planning process. Steps in developing an effective marketing communication programme,	3 4 4	Blackboard, Powerpoint presentation	

Y. Madhuri

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July-19	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 3 6	Blackboard, Powerpoint presentation	
Aug-13	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 2 2 1 1 2	Blackboard, Powerpoint presentation	
Sept-15	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 5	Blackboard, Powerpoint presentation	
Oct-2	Control of channel members, Distribution of Services.	2	Blackboard, Powerpoint presentation	
	Total	60		

Learning Outcomes

Y. Madhura

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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.

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Academic Organizer for the academic Year – 2019-20

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

Course Objectives

COb1 To understand the concepts of change and the ways to overcome resistance to change.

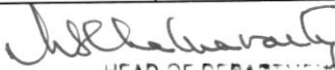
COb2 To comprehend the models and theories of organizational development.

COb3 To know the process of organizational development.

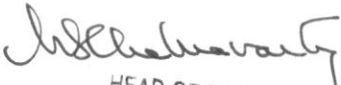
COb4 To analyse the various human process interventions in the organizations.

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 (11)	Concept, Importance and Imperatives of change Forces of Change Change Agent, Types of Change (Planned and unplanned change) Resistant to change, sources Overcoming Resistance to	1 1 1 3 2 2	Chalk & board Research on organizations PPT on Resistance and overcoming resistance	


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		change	1	towards change	
2		Minimizing resistance to change	1		
	July (19)	Unit: II Introduction and Foundations of OD			
		Overview of the field of OD,	1	Chalk & Board	
		Definitions of OD	1		
		Short history and its evolution	1		
		Growth and relevance of OD and characteristics	1		
		Values assumptions and beliefs in OD	1		
		Models and theories of Planned change: Lewin's Change Model and Burke Litwin Model	2	PPT on Burke Litwin Model	
		General model of planned change	1	Chalk & Board	
		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	Case Study & Simulation	
		Unit III: Managing OD process:			
		Diagnosis: The six-box model	1	Chalk & Board	
		Action Component: OD interventions and their nature	1		
		Classification of OD interventions	2		


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		Planning, choosing and implementing an intervention strategy	2	PPT	
3	August (13)	Evaluating and institutionalizing OD interventions Program management component: Conditions for optimal success of OD Issues in consultant-client relationship Unit IV: Human Process interventions Human Process approaches: T Groups Process consultation Third party interventions Team interventions Techniques and exercises used in team interventions, RAT and RNT Responsibility charting and Forced Field Analysis	2 2 2 1 1 1 1 2 1	PPT Group Discussion Chalk & Board PPT	
4	September (15)	Broad team building interventions Organizational process approaches: Organization confrontation Inter-group interventions Grid OD Unit V: Techno-Structural and	1 1 1 2		

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		Strategic interventions Structural Design: Restructuring- Downsizing and reengineering Employee involvement: Quality circles and TQM Work Design: Engineering and System approach Strategic interventions: Organizational transformation and its characteristics Self-designing organizations	2 2 2 2		
5	October (2)	Organizational learning	2		

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.

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Academic Organizer 2019-20

Name of the Program	MBA
Course Title: Labour Laws and Employee Relations(Course Code: MBA305.2
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
November (12)	Unit - I: Labour Legislation Administration: The classification of labour laws–The scheme for the structured study of the Acts– Labour Administration–Evolution of labour administration in India–labour policy in India– Judiciary and the child labour–Right to education and child labour– Public Interest litigation and child labour–labour administrative machinery of the government the role of ILO In labour administration– Recommendations of the Second National Commissioner on Labour–2002.	3	Case study
		3	
		3	
		3	
December (15)	Unit - II: 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– 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 Unit - III: Wage Legislation and administration: The need for wage legislation– payment of wages act–1936– the minimum wages act–1948–the payment of bonus act–1965–equal remuneration act–1976–	2	PPT
		2	
		4	
		2	

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January (16)	the context and concepts of wage-wage administration in India-Components and determinants of wage- Wage structure towards a wage policy. Unit - IV: The Trade Unions Act 1926-the trade union leadership and linkage of trade union with potential parties-problems of trade union recognition and government policy- 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	Case Study
February (16)	Industrial Employment (Standing Orders) Act-1946. Unit - V: Industrial Relations-basic concept and philosophy of industrial relations-evolution and growth of industrial relation in India-factor influencing industrial relations in India- 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	Case Study
March (1)	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. |

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Academic Organizer for the academic Year – 2019-20

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.

Month	Total no. of classes	Unit	Topic	No of Classes Stipulated	Teaching Aids	Review
June	5	I	Organizational Psychology - Historical evolution of Organizational Psychology -	5		


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July	21	I	Feldman's Organizational socialization process	4	Role Play	
		II	Impact of diversity on socialization	3		
			Productive Behaviour in Organizations – Job performance – Organizational citizenship behaviour – Innovation – Counterproductive Behaviour in Organizations - Ineffective job performance – Absenteeism and turnover.	3 2 2 3 2 2	Case Study	
August	14	III	Brief history –	3		
			Approaches (medical, clinical/counseling, engineering psychology, and organizational psychology)–	4		
			Workplace stressors-	4		
			Reducing the impact of workplace stressors	3		
September	17	IV	Types of interactions –	3	Case Study	
		V	Predictors of interaction patterns – Intergroup conflict – Improving the quality of intergroup relations	2 2 3		
			Organizational Culture – Manifestations of organizational culture, Measuring organizational culture,	2 3 3		
October	3	V	Changing organizational culture	3		
Total Classes				60		

Learning Outcomes

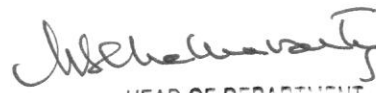
MBA305.3CO1: Identify the historical evolution of Organisational Psychology and explain the significance of organisational socialisation process

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


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Sainikpuri, Secunderabad - 94
Autonomous college, Osmania University (CBCS)
Organizer for the academic year (2019-20)

Name of the Program	MBA
Course Title: Product and Brand Management	Course Code: MBA306.1
Year: II	Semester: III
Name of the faculty: <i>Dr.S.Lalitha Dr. N.S. Chakravathy</i>	
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

classes per month	Topic	Classes stipulated	Teaching Methods	Review
June(5)	Unit - I: Product and Branding Decisions: Product, Product Policy, objectives of product management, Functions of product managers.Major product decisions- Product design, Product Mix, Product line, Packaging,	2 3	Chalk & board, Case Studies	
July(21)	branding, new product development, Product Modification and Deletion Unit - II: Product Market Evolution: Strategic planning gap. Growth Strategies- Intensive, Interactive, Diversification strategies. Ansoff's grid. Product Portfolio analysis- BCG & GE matrix. Innovation and New Product Development Generic Product Development Process. Idea generating device, Idea-Screening, Concept generation, selection and Testing. Prototype Product. Unit - III: Brand Management: Brand, Brand management: Branding, Evolution of Brands, Functions of Brand to consumer, Role of Brand- Advantages of Brand, Product Vs Brand.	6 3 3 2 2 3 2	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. Unit - IV: Brand positioning & Brand Equity: 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 2 3 3 3	Chalk & board, Case Studies	

M. Chakravathy

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September(17)	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. Unit - V: Designing and sustaining branding strategies: Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing Brands overtime. Brand Architecture and brand consolidation.	3 2 3 2 4 3	Chalk & board, Case Studies	
October(3)	Brand Imitation, Kinds of imitations, revision	3	,Chalk & board,	

NO. of clases

60

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

M. Chakraborty
 HEAD OF DEPARTMENT
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 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 (2019-20)

Name of the Program	MBA
Course Title: Advertising & Sales Promotion	Course Code: MBA306.3
Year: II	Semester: I
Name of the faculty: Dr.S.Lalitha	
No of Credits: 04	HPW :04

Course Objectives

6. To understand about importance of Marketing Communication mix in marketing
7. To know about Advertising and important concepts
8. To make the students know about Creative and Media Strategy Development
9. To provide more insights of Sales promotion
10. To make the students know about Digital and Social Media Marketing

Month & No. of classes per month	Topic	Classes stipulated	Teaching Methods	Review
June(5)	Unit I: Introduction to Advertising Marketing Communication mix, Integrated Marketing Communication, Communication process models-AIDA, Hierarchy of effects,	2	Power Point Presentation, Chalk & board, Case Studies	
		3		
July(21)	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. 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,	3	Power Point Presentation, Chalk & board, Case Studies	
		6		
		2		
		2		
		2		
August(14)	Choosing among major media types, Media strategy implementation with IMC perspective. Emerging Media options. Unit III: Advertisement Effectiveness Testing for advertising effectiveness; Advertising research: Communication-effect research, sales-effect research, methods of copy testing,	4	Power Point Presentation, Chalk & board, Case Studies	
		2		
		2		
		2		
		2		
September(1)	Advertising research agencies. Social, Economic, Cultural and	3	Power Point	

S. Lalitha

S. Lalitha

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7)	Ethical aspects of advertising, Functions of ASCI, Advertising awards. Unit IV: Sales Promotion and Online Marketing Sales Promotion: Meaning, purpose, Major decisions in Sales Promotion, Consumer and Trade Promotion tools, Coordinating Sales Promotion and Advertising, Introduction to Online Marketing, Online Consumer, Online Marketing: Advantages and Disadvantages, Challenges of Online Marketing, Unit V: Digital and Social Media Marketing Digital media basics, E-mail and Mobile marketing, Video-based Marketing, Pod Casts, SEO, SEM, Google analytics, banner/Display advertising,.	3 1 2 3 2 3	Presentation, Chalk & board, Case Studies	
October(3)	understanding social media marketing and platforms, PR and online Reputation management	3	Power Point Presentation, Chalk & board,	

Total

60

Learning Outcomes

1. Develop an understanding about Marketing Communication mix in marketing
2. Develop an idea of Advertising and important concepts
3. Familiarize students about students know about Creative and Media Strategy Development
4. Identify the insights about insights of Sales promotion
5. Explain students about about Digital and Social Media Marketing

S. Lalitha

M. Chakravarthy
HEAD OF DEPARTMENT
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Bharatiya Vidya
Bhavan

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Autonomous college,Osmania University (CBCS)
Organizer for the academic year (2019-20)**

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(10)	Unit I: Introduction: 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:	3 4 3	Power Point Presentation, Chalk & board, Case Studies	
December(17)	The Strategic Position–Strategic Choices-Strategy in action Unit II: Strategic Position: Evaluating a Company's external environment Relevant components of External Environment–Creating the Environmentally aware Organization–The General Environment –Demographic Segment, Socio culture Segment, Political Segment, Technological, 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 Unit III: Strategy Formulation; Business–Level Strategy-Creating and Sustaining Complete Advantages:	2 3 2 2 2 1 2 2 1	Power Point Presentation, Chalk & board, Case Studies	

M. Chaitanya
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	Strategy and Competitive advantage-Strategic Choices-Bases of Competitive Advantage-			
January(15)	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. Unit IV : Strategy alternatives: Corporate Level and International Strategy: Creating Value through Diversification- Related Diversification-Vertical integration strategies, unrelated diversification,	3 2 2 3 3 2	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. Unit V: Strategic Implementation: 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 2 3	Power Point Presentation, Chalk & board, Case Studies	
March(1)	Corporate governance.	1	Power Point Presentation, Chalk & board,	

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

Indrakumar
HEAD OF DEPARTMENT
DEPARTMENT OF MANAGEMENT STUDIES
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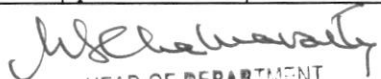
Academic Organizer for the academic Year –2019-20

Name of the Program:MBA	
Course Title :Supply Chain Management	Course Code:MBA402
Year :2019-20	Semester:IV
Name of the faculty:Dr.Y.Madhuri Srinivas & G. Archana	
No of Credits:4	HPW:4

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

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	Nov-10	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 2 2	Blackboard, Powerpoint presentation	
	Dec-17	Logistics Management, Integrated logistics Management,	3	Blackboard, Powerpoint presentation	

Y. Madhuri
[Signature]



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		Inbound and Outbound Logistics, Logistics Planning and strategy, Reverse Logistics. Inventory management and its role in customer service, 3PL, 4PL, JIT, VMI.	3 3 2 3 3		
	Jan-15	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 4	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. Madhura



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Academic Organizer for the academic Year – 2019-20

Name of the Program	MBA
Course Title : Derivatives	Course Code: 404.1
Year: II	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 (10)	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	02 02 02 02 02		
	December (17)	Introduction to Forwards 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	02 01 03 01 02 01 02 01		


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		Types of Options	02		
		At the Money, In the Money and Out of the Money	02		
	January (15)	Factors determining factor pricing	02		
		BOPM (European Option)	03		
		BOPM (American Option)	03		
		BSOPM Call Option	03		
		BSOPM Put Option	03		
		Strips and Straps	01		
	February (16)	Strips & Straps	01		
		Straddle	02		
		Strangle	02		
		Butterfly Strategy	02		
		Introduction to Swaps	02		
		Currency Swaps	04		
		Interest Rate Swaps	03		
	March (2)	Revision	02		

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.




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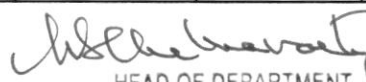
Academic Organizer for the academic Year – 2019-20

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

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

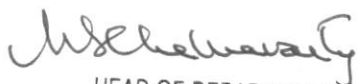
S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	November 10	Unit - I: introduction of Indian Financial system components Indian banking system structure of banking in India evaluation of banking system	2 2 2 2 2	Chalk & Board	
2.	December 17	future trends of banking Unit – II : Analysis of the banking structure and performance management	2 1	Chalk & Board	


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		interpreting bank balance sheet and income expenditure statements Financial statement analysis and bank performance measurement CAR(Capital Adequacy ratio) NPA (Non performing Assets) Liquidity ratios Structural ratios Profitability ratios Unit III Banking Regulations control of banking sector by RBI CRR	2 2 1 2 1 2 1 2 1 1		
3.	January 15	CRR SLR CRAR Income recognition Norms Provisions for NPA's Unit IV : Financial Innovations and opportunities for banks Financial Inclusion Factoring Bancassurance	1 2 1 2 3 1 2 2 1	Chalk & Board	
4.	February 16	Bancassurance 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	1 2 2 2 2 1 2 2 2	Chalk & Board	
5.	March 1	Asset Liability Management Using traditional GAP and modern techniques	1	Chalk & Board	


Total classes

60


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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


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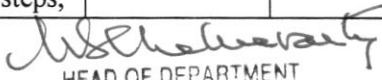
Academic Organizer for the academic Year –2019-20

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

Course Objectives

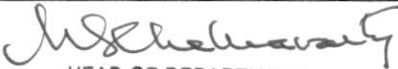
- COb1** To understand the various performance management system and strategic performance management system.
- COb2** To comprehend the components of performance management system.
- COb3** To analyze the compensation decisions based on performance.
- COb4** To evaluate the models and metrics of performance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

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1.	November (10)	Performance Management – Concepts Philosophy, Overview, Objectives and Standards Performance Management System – Importance, Features, Dimensions, Performance consulting Four pillars of PMS	2 2 2 2 2	Chalk & board, PPT Newspaper Review Presentations on Performance Management Process	
2.	December (17)	Strategic Performance Management systems Unit II: Performance Planning, Appraisal and Review Performance Planning – Process, Contents, steps,	2 2		


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		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 Unit III: Decisions based on Performance Performance based Compensation – Concepts of compensation	2 2 1 2 2 1 3	Chalk & board and Role plays Presentations on Performance related pay	
3.	January (15)	Performance related compensation and benefits Skill based pay, competency-based pay Executive compensation Performance based Career Planning Career Development and Succession planning Unit-4 Performance Metrics and Models Performance Measures Pyramid Steps for Designing Metrics Wang Lab, Smart Pyramid	3 1 1 1 3 2 2 2		
4.	February (17)	Spangenberg's Integrated Model of PM Sears Model for Organizational Performance Balanced Scorecard Unit-5 Talent Management Talent Management Definition Elements of Talent Management Creating A Great Place to Work Attraction Strategies Talent Strategies	2 2 2 1 2 2 2 2 1	Article reviews on Talent Management	


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		Career Management	2		
		Talent Management for Knowledge Workers	1		
5.	March (1)	Talent Management in Practice	1		
		Total No of Classes	60		

Learning Outcomes

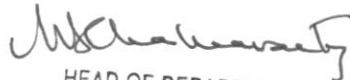
MBA405.1CO1 Explain the concepts of Performance management system and strategic performance management.

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.


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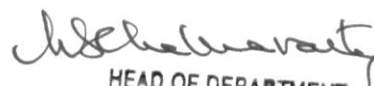
Academic Organizer for the academic Year –2019-20

Name of the Program MBA	
Course Title Banking & Insurance	Course Code MBA 405.1
Year 2019-20	Semester IV
Name of the faculty Dr. Kavitha Lal	
No of Credits: 4	HPW : 4

Course Objectives

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

S. No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
1	NOV(10)	Unit – I Introduction bank, customer, bank-customer relationship Evolution of banking, origin Role of banks in economic development classification of banks Financial Inclusion	1 1 3 2 1 2		
2	DEC(17)	Unit – II Loan meaning Types of loans interest rate- meaning – types interest rate determination types of accounts	2 2 2		


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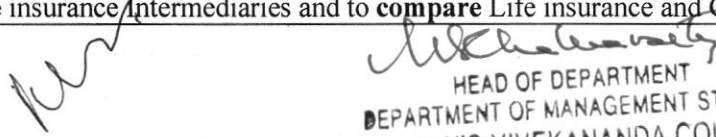
		KYC steps followed in the assessment of credit worthiness of a prospective borrower CIBIL, CRR, SLR, International banking NPA	3 1 1 2 1 1 2		
3	JAN (15)	Unit- III Trends in banking- retail banking Banking innovations- ATM branch less banking, business participant, e- banking consortium loans, inter bank transactions,, debit and credit card, convenient banking, RTGS, NEFT, payment banks, changing role of banks as financial intermediaries Unit – IV Insurance meaning types principles advantages of insurance policies life and non- life types	1 2 1 1 2 1 1 2 2 2		
4	FEB (17)	functions of insures IRDA Unit – V 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 2 2 1 2 2 2 2 2		
5	March(1)	third party administrations	1		

Total classes

60

Learning Outcomes

- 1 To **Present** the functions of banks and to **Identify** the various types (classification) of banks.
2. To **compare** various types of loans offered by Banks and **Comment** of Non- Performing Assets.
3. To **Define** various Trends and Innovations in Banking.
4. To **Appraise** principles of insurance and **Summarize** the functions of Insurers.
5. To **Categorize** insurance Intermediaries and to **compare** Life insurance and General insurance


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Sainikpuri, Secunderabad – 500094

Name of the Program	MBA
Course Title: International Human Resource Management	Course Code: MBA 405.3
Year: II	Semester: 4 th Sem (2019-20)
Name of the faculty: Mrs. V. Ashwini	
No of Credits: 04	HPW :04

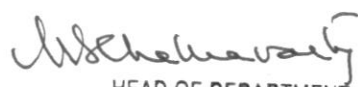
Course Objectives:
COB1: To make students understand the concepts of IHRM
COB2: To impart knowledge on the expatriate staffing procedure.
COB3: To make students learn about the expatriate training programme
COB4: To provide insights on the Performance and compensation procedures followed for an International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

Month	Total no. of classes	Unit	Topic	No. of classes	Teching Methods	Review
November	10	I	Unit I: Introduction to IHRM: 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)	4 6	Chalk and Board	

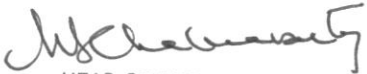
V. Ashwini

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December	17	I	Applying strategic View of IHRM – Path to Global Status (Export, Sales Subsidiary, Foreign Production licensing, Sub Contracting, Network of Subsidiaries).	2 4	PPT	
		II	Unit II: Staffing International Assignments: Approaches to staffing (Ethnocentric Polycentric, Geocentric, Regio centric) – Determinants of Staffing choices – Transferring staff for international (Importance, reasons, types) – Roles of Expatriates and Non-Expatriates and Inpatriates – Selection criteria – Dual Career Couples	2 2 3 1 2 1		
January	15	III	Unit III: International Training and Development: The role of Expatriate training – Components of effective Pre-departure training programmes – Developing staff through international assignments –	2 2 1 1 1 2 2	Case Study	
		IV	Re-entry and Career Issues – Repatriation Process – Re entry and Repatriation problems (Individual reactions to Re- entry - Responses of The MNE - Designing Repatriation Programs. Unit IV: International Performance & Compensation Management : International Performance management (Expatriate and Non Expatriate Performance Management)	2 2		
February	17	IV	Appraisal of international Employees- International Compensation – components- Allowances – Benefits– Approaches to International Compensation of expatriates (The going Rate Approach , Balance Sheet Approach)	2 3 2 2	Chalk and Board	
		V	Unit V: International Industrial Relations : Introduction , Key Issues in International Industrial Relations – Trade unions and international industrial relations - Response of trade unions to multinationals	3 3 2		
March	1	V	Managing Human Resource in off shoring Countries	1		
Total Classes				60		


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


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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 (2019-20)**

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

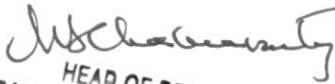
Course Objectives
<ol style="list-style-type: none"> 1.To understand Consumer Behavior as an important concept to know in marketing 2.To know about Relevant components of consumer behavior studies 3.To make the students know about Social and cultural effects on Consumers 4.To provide more insights of decision making procedure 5.To know about Models of Consumer behavior

classes per month	Topic	Classes stipulated	Teaching Methods	Review
November(10)	Unit-I: Contemporary Dimensions of Consumer Behavior, CB research process. Concepts and theories of motivation and personality and their Marketing implications.	3 4 3	Chalk & board, Case Studies	
December(17)	The concept of perception and its impact on Marketing Strategies. Unit – II: 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. Unit – III: Social and cultural settings: Culture,	3 3 4 4 3	Chalk & board, Case Studies	
January(15)	Sub-culture and Cross culture and Cross cultural marketing practices. Family Life Cycle-1, 2, 3 and reference groups – Personality, Life Style Influences. Unit – IV: Consumer decision making: Information Search, evaluation of alternatives.	3 4 4 4	Chalk & board, Case Studies	
February(16)	Steps between evaluation of alternatives and purchase decision. Post-purchase behaviour, Customer action and disposal of products. Unit – V: Models of Consumer Behaviour: Traditional Models, Contemporary Models. Generic Model of	4 3 4	Chalk & board, Case Studies	

N. Nithin
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	Consumer Behavior, Howard Sheth Model, Engel, Blackwell models,	3 2		
March(1)	Consumerism.	1	Chalk & board,	

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


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**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 –2019-20

Name of the Program:MBA	
Course Title :Services and Retail marketing	Course Code:MBA 406.2
Year :2019-20	Semester:IV
Name of the faculty:Dr.Y.Madhuri Srinivas	
No of Credits:	HPW:4

Course Objectives
<ol style="list-style-type: none"> 1. To impart knowledge on the nature, scope, importance and positioning of services. 2.To create an understanding of services marketing mix and service quality measurement, and strategies to deal with the 4Is of services-intangibility, inseparability, inconsistency and inventory. 3.To impart knowledge on services marketing strategies and types of Customer Relationship Management (CRM). 4.To create an understanding of the problems and challenges of Indian Retailing and Retail pricing strategies. 5.To impart knowledge on store management, visual merchandising, buying systems and retail communication mix.

S.No	Month & No of Classes	Topics to be Covered	No of Classes (Stipulated)	Teaching Methods	Review
	Nov-10	Unit 1:Scope of services Goods-services continuum 4Is of services Goods, services categorization Industrial services Segmentation, targeting, positioning Customer expectations, perceptions of services <u>Unit 2:</u> 7 Ps of services	1 1 1 1 2 2 2	Blackboard, Powerpoint presentation	
	Dec-17	Service quality, dimensions of quality Measuring service quality Strategies for dealing with intangibility, inventory, inconsistency and inseparability <u>Unit 3:</u>	2 2 2	Blackboard, Powerpoint presentation	

Y. Madhuri

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		Service marketing triangle Relationship marketing Building customer relationship through segmentation and retention strategies CRM, factors responsible for CRM growth Framework of CRM Types of CRM CRM and Relationship marketing	2 1 3 2 1 1 1		
	Jan-15	<u>Unit 4:</u> Retail marketing-characteristics Emergence of retailing organizations Types of retailers Trends in retailing FDI in retailing Problems of Indian retailing Factors influencing retail pricing Retail pricing strategies <u>Unit 5:</u> Store management: Responsibilities of store manager Store security Store record and accounting system Coding system	2 2 2 1 2 2 2 1 1	Blackboard, Powerpoint presentation	
	Feb-17	Store layout and 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 Retail communication mix	2 1 2 2 2 1 3 3 1	Blackboard, Powerpoint presentation	
	Mar-1	Retail communication mix	1	Blackboard, Powerpoint presentation	
		Total	60		

Learning Outcomes

1. Define the service concept and the goods-services continuum, elaborate on the 4Is of services and the associated challenges, explain the segmentation, target marketing and positioning of services.

2: Describe the tools of the services marketing mix, elaborate on the measurement of service quality through the service gaps model, explain the strategies for dealing with the 4 Is of services.

Y. Madhwar

M. S. Srinivasan
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BHAVAN'S VIVEKANANDA COLLEGE
SAINIKPURI, SECUNDERABAD.

3: Explain the service marketing triangle, explain how customer relationships can be built using segmentation and retention strategies, define CRM, elucidate the factors responsible for CRM growth, describe the types and framework of CRM,

4: Explain the characteristics of retail marketing, Describe the type of retailers, role and trends in retailing, level of FDI in retailing, describe the current scenario and problems in Indian retailing, and enumerate retail pricing strategies.

5: Describe the responsibilities of a store manager, explain the types of store layouts and visual merchandizing techniques, describe the process of planning merchandise assortments, explain buying systems and the retail communication mix.

Y. Madhuri

M. Chakraborty
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BHAVAN'S VIVEKANANDA COLLEGE
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Sainikpuri, Secunderabad - 94
Autonomous college, Osmania University (CBCS)
MBA IV Semester: Retail Management (code: MBA406.2)

Organizer for the academic year (2019-20)

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

Course Objectives
<ol style="list-style-type: none"> 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(10)	Unit I: 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	Power Point Presentation, Chalk & board, Case Studies	
December(17)	Unit II: 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 Unit III: Store management and Visual Merchandising Store management: Responsibilities of a store manager,	2 2 5 3 2 3	Power Point Presentation, Chalk & board, Case Studies	
January(15)	Store security, Store record and accounting system, Coding system. Store layout, Design Types of layouts, Visual merchandising techniques, Controlling costs and reducing inventory loss, exteriors, interiors, customer service, planning merchandise assortments, Buying systems, Retail	3 3 2	Power Point Presentation, Chalk & board, Case Studies	

S Lalitha

S. Lalitha
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	communication mix: Advertising, sales promotion techniques, retailer promotions, Mall management, Retail vending machines. Unit IV: Theories of Retail Development, Customer Relationship Management, Retail Information Systems.	1 4 2		
February(16)	HR in retail Operations: Recruitment, selection, training and development of retail employees, Legal issues in Retailing Unit V: 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,	

Total

60

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

S. Lalitha

M. S. Chakraborty
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