

ACADEMIC REGULATIONS, PROGRAMME STRUCTURE AND SYLLABUS

INTEGRATED MBA

For

IMBA FIVE YEAR DEGREE PROGRAMME
(Applicable for the batches admitted from 2017-18)



ADITYA ENGINEERING COLLEGE

An Autonomous Institution

Approved by AICTE, Affiliated to JNTUK & Accredited by NBA, NAAC with 'A' Grade
Recognized by UGC under the sections 2(f) and 12(B) of UGC act 1956
Aditya Nagar, ADB Road, SURAMPALEM - 533 437

ABOUT ADITYA ENGINEERING COLLEGE

ADITYA ENGINEERING COLLEGE (AEC) was established in 2001 at Surampalem, Kakinada, Andhra Pradesh in 125 Acres of pollution free and lush green landscaped surroundings by the visionaries of Aditya Academy who are in the glorious service field of education since last 33 years.

AEC believes in the holistic development of society at large and are researching its efforts in multi-disciplinary activities. We shoulder the responsibility of shaping the Intellect, Character and Physique of every student, because we believe that these students will be the future architects to develop a humanized and harmonious society, and the nation as a whole.

Our vision is to impart education, in a conducive ambience, as comprehensive as possible, with the support of all the modern technologies and produce graduates and post graduates in engineering with the ability and passion to work wisely, creatively, and effectively for the betterment of our society. It is our endeavor to develop a system of Education which can harness students' capabilities and the muscles of the mind thoroughly trained to enable it to manifest the great feats of intellectualism which it is capable of.

SALIENT FEATURES:

- An Autonomous Institution.
- Accredited by NAAC with “A” Grade in 2015 and NBA in 2008.
- Recognized by UGC under sections 2(f) & 12(B).
- Affiliated to JNTUK, Kakinada.
- Recognized by Scientific and Industrial Research Organizations (SIROs) of Department of Scientific and Industrial Research, Ministry of Science and Technology, Govt. of India.
- Rated as “GOLD” Category institute by AICTE-CII Survey of Industry – Linked Technical Institutes 2016.
- Bagged Grade “A” (top grade) by the Govt. of A.P.
- Dept. of Science and Technology under Technology Development Board has sanctioned Incubation Centre and only one College in the state received this financial Assistance.

- Best Rankings & Ratings given to Aditya by reputed Magazines & journals in their surveys :
 - Grade AAA by careers 360.
 - One of the best 20 Engineering colleges in India by The Sunday Indian.
 - South India IV rank by Digital Mailers.
 - South India VI rank by Silicon India.
 - India 13th Rank out of top 25th Engineering Colleges by 4Ps.
 - Asia's Top 100 colleges by WCRC Leaders.
 - Higher Education Review 35th Rank in India.
 - South India's 68th Rank, India's 99th Rank by The Week magazine.
 - 8th Rank in providing high quality infrastructure out of 10 engineering Colleges in India by The Week magazine and more
- The college has students from 17 states across India & 13 foreign countries.
- 150+ foreign students.
- Honored with Best Placement Award by Chief Minister of Andhra Pradesh.
- Only one college in AP received Best Performance Award from Tech Mahindra for its outstanding achievement in campus placements.
- Remarkable achievement of campus placements in CMM Level 5 Companies
- Students received Gold Medals at University level.
- Offering most job potential engineering courses of Petroleum Engineering, Mining Engineering, and Agricultural Engineering in addition to the regular courses of Mechanical, Civil, and EEE, ECE, CSE and IT at UG, PG and Diploma Levels.
- Skill Development Centre with the collaboration of Govt. of A.P. (APSSDC)
- Siemens Centre of Excellence Campus.
- PMKVY Skill Development Centre Campus.
- South India's first Microsoft Ed-vantage Platinum Campus.
- Campus of Microsoft innovation centre.
- Adobe's Centre of Excellence Campus.
- Campus of CISCO Networking Academy.
- MOU with 4 Foreign Universities.
- MOU with Educational Consultants India Ltd., (EdCil).
- On campus Nationalized Bank with 8 ATMs facility.
- On campus hostels with world class infrastructure facilities & 50+ resident staff.
- Own transportation facility to pickup and drop the students and staff covering all the villages in the District with more than 60 buses.

ACADEMIC REGULATIONS (AR17)

Applicable for the students admitted from the academic year 2017-18 onwards

1. AWARD OF IMBA DEGREE

A student will be declared eligible for the award of Integrated Master of Business Administration Degree if he fulfills the following academic regulations.

- 1.1 If he pursued a Programme of study in not less than five and not more than ten academic years.
- 1.2 The student shall register for 198 credits and secure all the 198 credits.

2. DISTRIBUTION AND WEIGHTAGE OF MARKS

- 2.1 The performance of a student in each semester shall be evaluated course – wise with a maximum of 100 marks for Theory on the basis of Sessional evaluation and End examination, project work evaluation for 450 marks on the basis of Sessional evaluation and End examinations and Minor Project for 100 marks on the basis of Sessional evaluation.
- 2.2 For the theory courses, the distribution shall be 40 marks for Sessional examinations and 60 marks for End examinations. The Sessional marks shall be awarded by giving a weightage of 80% for best of the two Sessional examinations and 20% for the other Sessional examination. The first Sessional examination is conducted for first 2 ½ units and second Sessional examination for remaining 2 ½ units for each course in a semester. The weightage of Sessional marks for 40 consists of Descriptive – 20 and Course seminar – 20. Each Descriptive examination shall be conducted for duration of 90 minutes with 4 questions (no choice), each question is for 5 marks. A student has to give course seminar (10 marks for preparation of report and 10 marks for presentation in the class room) in the respective courses. End examination is conducted for duration of 180 minutes with PART-A which contains ten questions, two questions are from each unit and each question may have sub questions and PART-B one question (case study) which is compulsory. Each question carries 10 marks. The student has to write one question from each unit.
- 2.3 For Minor Project, there shall be two seminar presentations during VI semester for 100 Sessional marks. For each seminar 25 marks shall be awarded and 50 marks shall be awarded for project report. A student has

to secure a minimum of 40% of marks to be declared successful. There shall be no End examination for minor project.

2.4 For Project evaluation, out of 450 marks, 250 marks shall be for project report, 100 marks for Sessional Evaluation and 100 marks for the End Examination (Viva–Voce). Every student shall be required to submit a thesis or dissertation on a topic approved by the Project Review Committee (PRC).

1. A PRC shall be constituted with the Head of the Department, supervisor and two other senior faculty members.
2. A student is permitted to register for the project work after satisfying the attendance requirements of all the courses up to IX semester.
3. A student has to undergo practical training in a Corporate Enterprise after completion of IX Semester End examinations. During training period, the student should work on a specific problem related to the elective subject. At the end of practical training, the student should submit a certificate obtained from the organization. The student has to prepare major project report based on the previous training experience.
4. The student shall prepare a Major Project Report under the supervision of a guide from the faculty of management. However, the students who prepare Major Project Report in the area of systems can also work under the guidance of Faculty member from Computer Science and Engineering Department.
5. A student has to submit, in consultation with his project supervisor, the title, objective and plan of action of his project work for approval. The student can initiate the Project work, in the X Semester after obtaining the approval from the PRC. The project duration is for one semester.
6. If a student wishes to change his supervisor or topic of the project, he can do so with the approval of the PRC. However, the PRC shall examine whether or not the change of topic / supervisor leads to a major change of his initial plans of project proposal. If yes, his date of registration for the project work starts from the date of change of Supervisor or topic as the case may be.

7. A student shall submit his status report at least 2 reviews conducted by the PRC.
 8. The Sessional Evaluation shall be on the basis of reviews and on the progress of the work evaluated by PRC.
 9. Three copies of the Project Thesis certified by the supervisor shall be submitted to the College after getting plagiarism check.
 10. The external examiner shall be appointed by the Principal from the panel of three examiners, who are eminent in that particular field given by the Head of the Department. The project thesis is sent to the same examiner for adjudication.
 11. If the report of the examiner is favourable, Viva–Voce examination shall be conducted by PRC and the examiner who adjudicated the Thesis.
 - (a) Student has to secure 35% of marks in the Project report & Viva–Voce examination and a minimum aggregate of 40% of total marks in Viva–Voce examination and Sessional evaluation taken together.
 - (b) If the report of the Viva–Voce is fail, the student shall retake the Viva–Voce examination only after three months. If he fails to get a satisfactory report at the second Viva–Voce examination, the student has to re-register for the project and complete the project within the stipulated time after taking the approval from the Principal.
 12. If the report of the examiner is unfavorable, the student shall revise and resubmit the Thesis, in the time frame as decided by the PRC. If the report of the examiner is unfavorable again, the thesis shall be summarily rejected. The student has to re-register for the project and complete the project within the stipulated time after taking the approval from the Principal.
- 3. RE-REGISTRATION FOR IMPROVEMENT OF SESSIONAL MARKS:**
Following are the conditions to avail the benefit of improvement of Sessional marks.
- 3.1 A Student shall be given one chance to re-register for each course provided the Sessional marks secured by a student are less than 50% and

has failed in the End examination.

- 3.2 In such a case, the student can re-register for the course(s) and the attendance shall be calculated separately.
- 3.3 If the student gets required minimum attendance then he shall be eligible for writing the End examination in that course(s).
- 3.4 In case that student secures less than the required attendance in any re-registered course(s), he shall not be permitted to write the End examination in the course. He shall again re-register the course when next offered.
- 3.5 In the event of the student taking re-registration, his Sessional marks and End examination marks obtained in the previous attempt stand cancelled in that course(s).
- 3.6 For re-registration, the student has to get approval from the Principal and has to pay the requisite fee which is of one third of the semester tuition fee before the start of the semester in which re-registration is required.
- 3.7 At a given time a student is permitted to re – register for maximum of two courses in addition to the regular semester.

4. ATTENDANCE REQUIREMENTS

- 4.1 A student shall be eligible to write the End examinations if he acquires a minimum of 75% of attendance in aggregate of all the courses.
- 4.2 Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) on a medical grounds in a semester may be granted by the College Academic Committee and a student can be condoned for a maximum of four times only.
- 4.3 Shortage of Attendance below 65% in aggregate shall not be condoned.
- 4.4 Students whose shortage of attendance is not condoned in any semester are not eligible to write their End examinations of that semester.
- 4.5 A fee of Rs. 500/- shall be payable towards condonation for shortage of attendance.
- 4.6 A student will be promoted to the next semester if he satisfies the attendance requirement of the present semester.
- 4.7 If any student fulfills the attendance requirement in the present semester, he shall not be eligible for re-admission into the same semester.
- 4.8 A student who is short of attendance in a semester may seek re-

admission into that semester when offered within 2 weeks from the date of the commencement of class work.

5. MINIMUM ACADEMIC REQUIREMENTS

The following academic requirements have to be satisfied in addition to the attendance requirements mentioned in item no.4.

- 5.1 A student is deemed to have passed a course and earns the credits allotted to that course by securing not less than 35% of marks in the End examination, and minimum 40% of marks of the total marks (sum of Sessional marks and End examination marks).
- 5.2 A student will be promoted from IV semester to V semester, if he fulfills the academic requirement of 50% of the credits up to IV semester from all the examinations, whether or not the student takes the examinations.
- 5.3 A student shall be promoted from VI semester to VII semester if he fulfills the academic requirements of 50% of the credits up to VI semester from all the examinations, whether or not the student takes the examinations.
- 5.4 A student shall be promoted from VIII semester to IX semester if he fulfills the academic requirements of 50% of the credits up to VIII semester from all the examinations, whether or not the student takes the examinations.
- 5.5 All the credit courses shall be considered for calculation of SGPA and CGPA.

6. PROGRAMME PATTERN

- 6.1 The entire programme of study is for five academic years and all the years are in semester pattern.
- 6.2 A student is eligible to appear for the End examination in a course, but absent from it or has failed in the End examination, may write the exam in that course when conducted next.
- 6.3 When a student is detained for lack of credits / shortage of attendance, he may be re-admitted into the same semester in which he has been detained. However, the academic regulations under which he was first admitted shall continue to be applicable to him.

7. AWARD OF DEGREE AND CLASS

After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of IMBA degree, he shall be placed in one of the following four classes:

Class Awarded	CGPA to be secured	From the CGPA Secured from 198 Credits
First Class with Distinction	≥ 7.75 with no course failures	
First Class	≥ 6.75 with course failures	
Second Class	≥ 5.75 to < 6.75	
Pass Class	≥ 4.75 to < 5.75	

7.1 Cumulative Grade Point Average (CGPA)

The following procedure is to be adopted to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

Range of Marks (%)	Letter Grade	Level	Grade Point
≥ 90	O	Outstanding	10
≥ 80 to < 90	A+	Excellent	9
≥ 70 to < 80	A	Very Good	8
≥ 60 to < 70	B+	Good	7
≥ 50 to < 60	B	Fair	6
≥ 40 to < 50	P	Satisfactory	5
< 40	F	Fail	0
	-	Absent	0

7.2 COMPUTATION OF SGPA

The SGPA is the ratio of sum of the product of the number of credits with the grade Points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e

$$SGPA(S_i) = \frac{\sum (C_i \cdot G_i)}{\sum (C_i)}$$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course.

7.3 COMPUTATION OF CGPA

- i. The CGPA is also calculated in the same manner taking into

account all the courses undergone by a student over all the semesters of the programme, i.e.

$$CGPA = \frac{\sum (C_i \cdot S_i)}{\sum (C_i)}$$

Where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester.

ii. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

iii. Equivalent Percentage = $(CGPA - 0.75) \times 10$

8. **MINIMUM INSTRUCTION DAYS**

The minimum instruction days for each semester shall be 90 working days.

9. **WITHHOLDING OF RESULTS**

If the student has not paid any dues to the college or involved in indiscipline activities, his result will be withheld.

10. **TRANSITORY REGULATIONS**

10.1 Discontinued or detained students are eligible for readmission as and when next offered.

10.2 The readmitted students will be governed by the regulations under which the student has been admitted.

11. **GENERAL**

11.1 Wherever the words “he”, “him”, “his”, occur in the regulations, they include “she”, “her”, “hers”.

11.2 The academic regulations should be read as a whole for the purpose of any interpretation.

11.3 In case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Academic Council is final.

11.4 The college may change or amend the academic regulations or syllabi at any time and the changes or amendments made shall be applicable to all the students with effect from the dates notified by the college.

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MALPRACTICES RULES
Disciplinary Action for /Improper Conduct in Examinations

The Chief controller of examinations shall refer the cases of malpractices in Sessional and End Examination to an Enquiry Committee constituted by him / her. The Committee will submit a report on the malpractice allegedly committed by the student to the Chief Controller of Examinations. The Chief Controller of Examinations along with the members of the Committee is authorized to impose a suitable punishment, if the student is found guilty as per the following guidelines.

	Nature of Malpractices / Improper conduct	Punishment
	If the candidate	
1(a)	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with or related to the course of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the candidate which can be used as an aid in the course of the examination)	Expulsion from the examination hall and cancellation of the performance in that course only.
(b)	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the examination hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that course only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him.
2	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the course of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that course and all other courses the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the courses of that Semester.
3	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that course and all other courses the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining

		examinations of the courses of that Semester
4	Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.	Expulsion from the examination hall and cancellation of the performance in that course and all other courses the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the courses of that Semester. The candidate is also debarred for two consecutive semesters from class work and all End examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
5	Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.	Expulsion from the examination hall and cancellation of the performance in that course and all other courses the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the courses of that Semester. The candidate is also debarred for two consecutive semesters from class work and all End examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
6	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that course and all other courses the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the courses of that Semester. The candidate is also debarred and forfeits seat.
7	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from the examination hall. The candidate is also debarred and forfeits the seat. The performance of the original candidate, who has been impersonated, shall be cancelled in all the courses of the examination (including practical and project work) already appeared and shall not be allowed to appear for examinations of the remaining courses of that

		semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the impostor is an outsider, he will be handed over to the police and a case is registered against him.
8	Refuses to obey the orders of the Chief controller of examinations / Observer / any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in-charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction or property in the examination hall or any part of the College campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.	In case of students of the college, they shall be expelled from examination halls and cancellation of their performance in that course and all other courses the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the courses of that semester. The candidates also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.
9	If student of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in any malpractice or improper conduct mentioned in clause 6 to 8.	Student of the colleges expulsion from the examination hall and cancellation of the performance in that course and all other courses the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the courses of that semester/year. The candidate is also debarred and forfeits the seat.






10	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.	Cancellation of the performance in that course.
11	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that course and all other courses the candidate has appeared including practical examinations and project work of that End examination.
12	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be reported to the Chief controller of examinations for further action to award suitable punishment.	

Ragging

Prohibition of ragging in educational institutions Act 26 of 1997

Salient Features

- ⇒ Ragging within or outside any educational institution is prohibited.
- ⇒ Ragging means doing an act which causes or is likely to cause Insult or Annoyance of Fear or Apprehension or Threat or Intimidation or outrage of modesty or Injury to a student

	Imprisonment Upto		Fine Upto
Teasing, Embarrassing and Humiliation	 6 Months	+	Rs. 1,000/-
Assaulting or Using Criminal force or Criminal intimidation	 1 Year	+	Rs. 2,000/-
Wrongfully restraining or confining or causing hurt	 2 Years	+	Rs. 5,000/-
Causing grievous hurt, kidnapping or Abducts or rape or committing unnatural offence	 5 Years	+	Rs. 10,000/-
Causing death or abetting suicide	 10 Years	+	Rs. 50,000/-

In Case of Emergency CALL TOLL FREE NO. : 1800 - 425 - 1288

LET US MAKE ADITYA A RAGGING FREE CAMPUS

Ragging

**ABSOLUTELY
NO TO RAGGING**

1. Ragging is prohibited as per Act 26 of A.P. Legislative Assembly, 1997.
2. Ragging entails heavy fines and/or imprisonment.
3. Ragging invokes suspension and dismissal from the College.
4. Outsiders are prohibited from entering the College and Hostel without permission.
5. Girl students must be in their hostel rooms by 7.00 p.m.
6. All the students must carry their Identity Cards and show them when demanded
7. The Principal and the Wardens may visit the Hostels and inspect the rooms any time.

In Case of Emergency CALL TOLL FREE NO. : 1800 - 425 - 1288

LET US MAKE ADITYA A RAGGING FREE CAMPUS

VISION & MISSION OF THE COLLEGE

VISION

To induce higher planes of learning by imparting technical education with International standards, Applied research, Creative ability and Value based instruction to emerge as a premier institute.

MISSION

Achieving academic excellence by providing globally acceptable technical education by forecasting technology through

- Innovative research & development
- Industry institute interaction
- Empowered manpower

VISION & MISSION OF THE DEPARTMENT

VISION

To become a Centre of Excellence in Management Education

MISSION

- M1: By Providing quality education through innovative and latest pedagogical tools in management education.
- M2: By promoting research and innovative solutions to various management problems and serve the needs of industry and society.
- M3: By collaborating with industries for effective teaching-learning process and to develop ethical future leaders capable of managing change and transformation in a globally competitive environment and to advance the theory and practice of management.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)**Graduates of the Program will**

PEO 1	Have successful careers and will adapt to leadership roles along diverse career paths while adhering to professional ethics.
PEO 2	Adapt to a rapidly changing environment.
PEO 3	Design, build, and test professional knowledge acquired and develop an ability to work in teams with effective communication, critical thinking and problem solving skills.

PROGRAM OUTCOMES (Pos)**After successful completion of the program, the graduates will be able to**

PO 1	Apply knowledge of different management faculties practically.
PO 2	Design solutions for Complex managerial problems in business Management.
PO 3	Identify, formulate, research literature, and analyze complex managerial problems in different Industries.
PO 4	Analyze a problem, identify, formulate and use the appropriate managerial skills for obtaining its solution.
PO 5	Apply, recognize and address ethical issues and values and use them in organizational settings and to work effectively in teams.
PO 6	Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions for various ethical, legal, financial, marketing, sales, logistical security problems in organizational settings.
PO 7	Demonstrate effective communication, both in writing and orally.
PO 8	Demonstrate knowledge of contemporary issues and ethical management.
PO 9	Integrate knowledge and demonstrated ability to perform as a management professional, and be prepared for continued learning throughout their career. Recognition of the need for, and an ability to engage in continuing professional development and life-long learning.
PO 10	Demonstrate knowledge and understanding of principles of different management faculties and apply them to one's own work and work in teams in multi cultural and dynamic environment.
PO 11	Observe and critically examine and adapt conceptual business foundations to solve practical decision-making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

PROGRAM SPECIFIC OUTCOMES

After successful completion of the program, the graduates will be able to

PSO 1	Observe and critically examine conceptual business foundations to solve practical decision-making problems in all functional areas of management using techniques such as case analysis, projects and assignments.
PSO 2	Choose different kinds of research methods including design of experiments, analysis and interpretation of data, using application software to provide valid conclusions for various managerial problems.
PSO 3	Use information and knowledge effectively for scanning and organizing data, synthesizing and analyzing in order to extract meaning from information, and to share knowledge.

Mission of the department – PEOs mapping

PEOs Statements	M1	M2	M3
PEO 1: Have successful careers and will adapt to leadership roles along diverse career paths while adhering to professional ethics.	3	3	3
PEO 2: Adapt to a rapidly changing environment.	3	2	3
PEO 3: Design, build, and test professional knowledge acquired and develop an ability to work in teams with effective communication, critical thinking and problem solving skills.	3	3	3

PROGRAMME STRUCTURE

I SEMESTER

Course Code	Name of the Course	Lecture (L)	Credits ©
175IM1T01	English Language – I	4	4
175IM1T02	Business Mathematics & Statistics	4	4
175IM1T03	Fundamentals of Business Organization	4	4
175IM1T04	Financial Accounting – I	4	4
175IM1T05	Fundamentals of Computers	4	4
OTAL		20	20

II SEMESTER

Course Code	Name of the Course	Lecture (L)	Credits ©
175IM2T06	English Language – II	4	4
175IM2T07	Business Environment	4	4
175IM2T08	Managerial Economics	4	4
175IM2T09	Financial Accounting – II	4	4
175IM2T10	Organizational Communications	4	4
TOTAL		20	20

III SEMESTER

Course Code	Name of the Course	Lecture (L)	Credits ©
175IM3T11	Principles of Management	4	4
175IM3T12	Cost Accounting	4	4
175IM3T13	Banking Theory & Practice	4	4
175IM3T14	Business Law	4	4
175IM3T15	Entrepreneurship Development	4	4
TOTAL		20	20

IV SEMESTER

Course Code	Name of the Course	Lecture (L)	Credits ©
175IM4T16	Organizational Behavior	4	4
175IM4T17	Management Accounting	4	4
175IM4T18	Company Law	4	4
175IM4T19	Elements of Direct & Indirect Taxes	4	4
175IM4T20	Management Information Systems	4	4
TOTAL		20	20

V SEMESTER

Course Code	Name of the Course	Lecture (L)	Credits ©
175IM5T21	Financial Management	4	4
175IM5T22	Marketing Management	4	4
175IM5T23	Human Resource Management	4	4
175IM5T24	Production & Operations Management	4	4
175IM5T25	Research Methodology	4	4
TOTAL		20	20

VI SEMESTER

Course Code	Name of the Course	Lecture (L)	Credits ©
175IM6T26	Operations Research	4	4
175IM6T27	International Business	4	4
175IM6T28	Strategic Management	4	4
175IM6T29	Decision Support Systems	4	4
175IM6P01	Minor Project	---	4
TOTAL		16	20

Note: The Student has to choose the Electives from the four Specializations available (HR, Finance, Marketing, Systems)

VII SEMESTER

Course Code	Name of the Course	Lecture (L)	Credits (C)
175IM7T30	Knowledge Management	4	4
175IM7T31	Strategic Cost Management	4	4
---	Elective - I	4	4
---	Elective - II	4	4
---	Elective - III	4	4
TOTAL		20	20

VIII SEMESTER

Course Code	Name of the Course	Lecture (L)	Credits (C)
175IM8T32	Total Quality Management	4	4
175IM8T33	Project Management	4	4
---	Elective - IV	4	4
---	Elective - V	4	4
---	Elective - VI	4	4
TOTAL		20	20

IX SEMESTER

Course Code	Name of the Course	Lecture (L)	Credits (C)
175IM9T34	Intellectual Property Rights	4	4
175IM9T35	Corporate Governance	4	4
---	Elective - VII	4	4
---	Elective - VIII	4	4
---	Elective - IX	4	4
TOTAL		20	20

X SEMESTER

Course Code	Name of the Course	Lecture (L)	Credits (C)
175IMAP02	Major Project	---	18
TOTAL		---	18

Elective	HR	FINANCE	MARKETING	SYSTEMS
Elective – I	Human Resource Planning (175HR7E01)	Security Analysis (175FI7E01)	Consumer Behavior (175MA7E01)	E-Business (175SY7E01)
Elective – II	Leadership Management (175HR7E02)	Banking and Insurance Management (175FI7E02)	Rural Marketing (175MA7E02)	Relational Database Management Systems (175SY7E02)
Elective – III	Compensation and Reward Management (175HR7E03)	Advanced Management Accounting (175FI7E03)	Supply Chain Management (175MA7E03)	Web Designing (175SY7E03)
Elective – IV	Performance Management (175HR8E04)	Strategic Financial Management (175FI8E04)	Customer Relationship Management (175MA8E04)	System Analysis & Design (175SY8E04)
Elective – V	Strategic Human Resource Management (175HR8E05)	Portfolio Management (175FI8E05)	Strategic Marketing Management (175MA8E05)	Business Intelligence (175SY8E05)
Elective – VI	Organizational Development & Change Management (175HR8E06)	Financial Markets and Services (175FI8E06)	Services Marketing (175MA8E06)	Enterprise Resource Planning (175SY8E06)
Elective – VII	Global Human Resource Management (175HR9E07)	Global Financial Management (175FI9E07)	Promotion and Distribution Management (175MA9E07)	Cyber Laws & Security (175SY9E07)
Elective – VIII	Labor Welfare & Legislation (175HR9E08)	Risk Management (175FI9E08)	Global Marketing Management (175MA9E08)	Information Systems & Audit (175SY9E08)
Elective – IX	Management of Industrial Relations (175HR9E09)	Tax Management (175FI9E09)	Retail Marketing (175MA9E09)	SAP (175SY9E09)

I Semester	L	C
Course Code: 175IM1T01	4	4

ENGLISH LANGUAGE -1

Course Objectives:

- COB 1: To develop good oral and written communication skills in students for their future jobs.
- COB 2: To enable effective usage of grammar, sentence structures and parts of speech so as to make them strong in communication.
- COB 3: To develop basic language skills in terms of both written and oral.
- COB 4: To teach the effective utilization of language practically.

Course Outcomes:

At the end of the Course, Student will be able to:

- CO 1: Distinguish between Wit and Humor. They will be able to discover the importance of Wit in everyday lives.
- CO 2: Break down complex paragraph into simpler easy to understand sentences and summaries in a wise manner.
- CO 3: Interpret any report and assimilate.
- CO 4: Practice critical writing skills.
- CO 5: Demonstrate human values and professional ethics and make better ethical decisions.
- CO 6: Develop a healthy life style and improve academic performance.

Mapping of Course Outcomes with Program Outcomes

CO/PO	PO 1 (K3)	PO 2 (K4)	PO 3 (K5)	PO 4 (K5)	PO 5 (K3)	PO 6 (K3)	PO 7 (K2)	PO 8 (K3)	PO 9 (K2)	PO 10 (K2)	PO11 (K3)
CO1 (K1)	-	-	-	-	-	-	2	-	2	-	-
CO2 (K2)	-	-	-	-	-	-	3	-	3	-	-
CO3 (K2)	-	-	-	-	-	-	3	-	3	-	-
CO4 (K3)	-	-	-	-	-	-	3	-	3	-	-
CO5 (K3)	-	-	-	-	-	-	3	-	3	-	-
CO6 (K3)	-	-	-	-	-	-	3	-	3	-	-

Mapping of Course Outcomes with Program Specific Outcomes

CO / PSO	PSO 1 (K5)	PSO 2 (K5)	PSO 3 (K3)
CO1 (K1)	-	-	-
CO2 (K2)	-	-	-
CO3 (K2)	-	-	-
CO4 (K3)	1	-	-
CO5 (K3)	1	-	-
CO6 (K3)	1	-	-

UNIT - I:

1. Chapter entitled '*Wit and Humour*' from '*Skills Annexe -Functional English for Success*, Published by Orient Black Swan, Hyderabad
2. Chapter entitled '*Mokshagundam Visvesvaraya*' from "*Epitome of Wisdom*", Published by Maruthi Publications, Hyderabad.

L-Listening For Sounds, Stress and Intonation

S-Greeting and Taking Leave, Introducing Oneself and Others (Formal and Informal Situations) R- Reading for Subject/ Theme

W- Writing Paragraphs

G-Types of Nouns and Pronouns

V- Homonyms, homophones synonyms, antonyms

UNIT - II:

1. Chapter entitled "*Cyber Age*" from "*Skills Annexe -Functional English for Success*" Published by Orient Black Swan, Hyderabad.
2. Chapter entitled '*Three Days To See*' from "*Epitome of Wisdom*", Published by Maruthi Publications, Hyderabad.

L – Listening for themes and facts

S – Apologizing, interrupting, requesting and making polite conversation

R – for theme and gist

W – Describing people, places, objects, events

G – Verb forms

V – noun, verb, adjective and adverb

UNIT - III:

1. Chapter entitled '*Risk Management*' from "*Skills Annexe - Functional English for Success*"Published by Orient Black Swan, Hyderabad
2. Chapter entitled '*Leela's Friend*' by R.K. Narayan from "*Epitome of Wisdom*", Published by Maruthi Publications, Hyderabad.

L – for main points and sub-points for note taking

S – giving instructions and directions, Speaking of hypothetical situations

R – reading for details

W – note – making, information transfer, punctuation

G – present tense

V – synonyms and antonyms

UNIT - IV:

1. Chapter entitled '*Human Values and Professional Ethics*' from "*Skills Annexe -Functional English forSuccess*" Published by Orient Black Swan, Hyderabad
2. Chapter entitled '*The Last Leaf*' from "*Epitome of Wisdom*", Published by Maruthi Publications, Hyderabad

L -Listening for specific details and information

S- narrating, expressing opinions and telephone interactions

R -Reading for specific details and information

W- Writing formal letters and CVs

G- Past and future tenses

V- Vocabulary - idioms and Phrasal verbs

UNIT - V:

1. Chapter entitled '*Sports and Health*' from "*Skills Annexe - Functional English for Success*" Published by Orient Black Swan, Hyderabad
2. Chapter entitled '*The Convocation Speech*' by N.R. Narayanmurthy' from "*Epitome of Wisdom*", Published by Maruthi Publications, Hyderabad

L- Critical Listening and Listening for speaker's tone/ attitude S- Group discussion and Making presentations

R- Critical reading, reading for reference

W-Project proposals; Technical reports, Project Reports and Research Papers G- Adjectives, prepositions and concord

V- Collocations and Technical vocabulary Using words appropriately

* Exercises from the texts not prescribed shall also be used for classroom tasks.

Reference Books:

1. Contemporary English Grammar Structures and Composition by David Green, MacMillan Publishers, New Delhi. 2010.
2. Innovate with English: A Course in English for Engineering Students, edited by T Samson, Foundation Books.
3. English Grammar Practice, Raj N Bakshi, Orient Longman.
4. Technical Communication by Daniel Riordan. 2011. Cengage Publications. New Delhi.
5. Effective English, edited by E Suresh Kumar, A RamaKrishna Rao, P Sreehari, Published by Pearson
6. Handbook of English Grammar & Usage, Mark Lester and Larry Beason, Tata Mc Graw -Hill.
7. Spoken English, R.K. Bansal & JB Harrison, Orient Longman.
8. Technical Communication, Meenakshi Raman, Oxford University Press
9. Objective English Edgar Thorpe & Showick Thorpe, Pearson Education
10. Grammar Games, Renuvolcuri Mario, Cambridge University Press.
11. Murphy's English Grammar with CD, Murphy, Cambridge University Press.

BUSINESS MATHEMATICS & STATISTICS

I Semester	L	C
Course Code: 175IM1T02	4	4

Course Objectives:

- COB 1: To develop a deeper understanding of the quantitative techniques, that could be successfully used for improving the quality of managerial decisions.
- COB 2: To teach the practical application of Mathematical models.

Course Outcomes:

At the end of the Course, Student will be able to:

- CO 1: Classify basic concepts and mechanics of quantitative Techniques.
- CO 2: Test the applicability of probability.
- CO 3: Classify and tabulate data by using statistical methods.
- CO 4: Prepare diagrammatic and graphical representations of statistical data.
- CO 5: Calculate measures of dispersion and skewness.

Mapping of Course Outcomes with Program Outcomes

CO/PO	PO 1 (K3)	PO 2 (K4)	PO 3 (K5)	PO 4 (K5)	PO 5 (K3)	PO 6 (K3)	PO 7 (K2)	PO 8 (K3)	PO 9 (K2)	PO 10 (K2)	PO11 (K3)
CO1 (K2)	2	-	-	-	-	2	-	-	3	-	-
CO2 (K4)	3	-	2	2	-	3	-	-	3	-	-
CO3 (K2)	2	-	-	-	-	2	-	-	3	-	-
CO4 (K3)	3	-	1	1	-	3	-	-	3	-	-
CO5 (K3)	3	-	1	1	-	3	-	-	3	-	-

Mapping of Course Outcomes with Program Specific Outcomes

CO / PSO	PSO 1 (K5)	PSO 2 (K5)	PSO 3 (K3)
CO1 (K2)	-	-	-
CO2 (K4)	2	2	-
CO3 (K2)	-	-	-
CO4 (K3)	1	1	-
CO5 (K3)	1	1	-

UNIT - I:

Logics: Statements – connectivity – truth tables and values – equivalent and connectivities – contradictions – algebra statements – deductive reasoning – arguments – joint denial – compound statements. **Sets:** Elements – sets – power sets – operation with sets – union – algebra of sets – Cartesian product of two sets – relations – mapping. **Interests and annuities:** Finding interest and sum under simple

and compound interest – annuities – perpetuity – discounts.

UNIT - II:

Probability: Theory of probability – terminology – types – axioms – statistical independence and dependence – Baye's theorem - Permutations and Combinations: factorial notations – finding permutations – combinations – complimentary combinations – finding combinations. **Binomial Theorem:** Random variable - binomial coefficients – finding general, middle and greatest terms – mean and standard deviation of binomial distribution. **Poisson theorem:** Poisson approximations – mean and standard deviations of Poisson probability distribution.

UNIT - III:

Business Statistics: Definition – concepts – scope – uses – mistrust. **Statistical Plan:** Meaning – steps – brief description of concepts of censuses and sample – primary and secondary data – sources and methods of collection. **Classification and tabulation:** classes – tabulation – principles – frequency distribution: individual, discrete and continuous series.

UNIT - IV:

Diagrammatic and graphic presentation: One, two and three dimensional diagram – pictograms – cartograms – principles. Types of graphs – uses and limitations – guidelines. **Data analysis:** measures of central tendencies - Arithmetic mean – median – Ogive curves – mode – geometric and harmonic mean.

UNIT - V:

Measures of dispersion: Meaning – Range – Quartile deviation – Mean deviation – standard deviation – coefficient of dispersion. **Skewness:** Meaning of skewness, moments and kurtosis – measures of skewness, moments and kurtosis.

Reference Books:

1. Qazi Zameeruddin, VK Khanna and SK Bhambri, Business Mathematics, Vikas Publishing House Private Limited, New Delhi, 2014.
2. Beri G C, Business Statistics, 3rd editon, Tata McGraw Hill Education Private Limited, New Delhi, 2010
3. Gupta S P, Statistics, Sultan Chand & sons, New Delhi, 2016.
4. Sanchetti D C and Kapoor V K, Business Mathematics and Business Statistics, Sultan Chand & sons, New Delhi, 2015.
5. Shenoy G V, Srivastava U K, and Sharma S C, Business Statistics, Wiley Eastern Limited, New Delhi.

FUNDAMENTALS OF BUSINESS ORGANIZATION

I Semester	L	C
Course Code: 175IM1T03	4	4

Course Objectives:

- COB 1: To familiarize the students with the basic concepts and legal aspects of business organizations.
- COB 2: To facilitate students in understanding the legal aspects relating to organizations and their formation.

Course Outcomes:

At the end of the Course, Student will be able to:

- CO 1: Identify the basic concepts of organizations and their functioning.
- CO 2: Enumerate the importance of entrepreneurship.
- CO 3: Classify legal frame work of organization.
- CO 4: Develop a keen understanding of issues relating to day to day functioning of companies.

Mapping of Course Outcomes with Program Outcomes

CO/PO	PO 1 (K3)	PO 2 (K4)	PO 3 (K5)	PO 4 (K5)	PO 5 (K3)	PO 6 (K3)	PO 7 (K2)	PO 8 (K3)	PO 9 (K2)	PO 10 (K2)	PO11 (K3)
CO1 (K1)	1	-	-	-	-	-	2	-	2	-	-
CO2 (K1)	1	-	-	-	-	-	2	-	2	-	-
CO3 (K2)	2	-	-	-	-	-	3	-	3	-	-
CO4 (K3)	3	-	1	1	-	-	3	-	3	-	-

Mapping of Course Outcomes with Program Specific Outcomes

CO / PSO	PSO 1 (K5)	PSO 2 (K5)	PSO 3 (K3)
CO1 (K1)	-	-	-
CO2 (K1)	-	-	-
CO3 (K2)	-	-	-
CO4 (K3)	1	-	-

UNIT - I:

Fundamental Concepts:

Concepts: Business, trade, industry and commerce – Business: Features of business – Trade: Classification, Aids to Trade – Industry: Classification – Commerce - Relationship between trade, industry and commerce - Business Organization: Concept - Functions of Business.

UNIT - II:**Entrepreneur:**

Meaning - Characteristics of Entrepreneurs – Types of Entrepreneurs – Functions of an entrepreneur - Steps to start Enterprise – Sources of finance: Long Term, Short Term.

UNIT - III:**Forms of Organization:**

Sole Proprietorship, Partnership and Joint Hindu Family: Business Organization: Forms of Business Organization – Classification – Factors influencing the choice of suitable form of organization. Sole Proprietorship: –Suitability. Partnership: Meaning – Characteristics – Kinds of partners - Registration of partnership – Partnership deed – Rights and obligations of partners. - Joint Hindu Family Business.

UNIT - IV:**Joint Stock Company-I:**

Joint Stock Company: Meaning – Characteristics – Advantages - Kinds of Companies – Difference between private and public companies – Promotion of A Company: Stages-Promoters –Characteristics –Registration –Capital subscription – Commencement of Business – Preparation of Important documents:

UNIT - V:**Joint Stock company II:**

Memorandum of Association: Significance, Clauses – Articles of Association: Contents – Prospectus: Contents – Statement in lieu of Prospectus - Memorandum of association - Articles of Association and Prospectus - Registration of a company including documents.

Reference Books:

1. Bhushan Y K: Business Organization and Management, Sultan Chand
2. RK Sharma and Shashi K.Gupta: Industrial Organization and Management, Kalyani
3. CB Gupta : Industrial Organization and Management, Sultan Chand
4. Sherlekar etal: Business Organization and Management, Himalaya
5. Talloo: Business Organisation and Management. TMH.
6. Maheswari, Business Organization and Management, IBH, 2011.
7. RK Sharma and Shashi K.Gupta: Industrial Organization and Management, Kalyan
8. Aryasree & Murthy: Industrial Organistion & Manaement, Tata Mc Graw Hill.

FINANCIAL ACCOUNTING – I

I Semester	L	C
Course Code: 175IM1T04	4	4

Course Objectives:

- COB 1: To acquaint the students with fundamental concepts and processes of accounting so that they are able to appreciate the nature of item presented in the annual accounts.
- COB 2: To familiarize the student with those significant tools and techniques of financial analysis, which are useful in the interpretation of financial statements.
- COB 3: To familiarize students with tools and techniques which help in management planning and control systems.

Course Outcomes:

At the end of the Course, Student will be able to:

- CO 1: Identify different accounting practices.
- CO 2: Choose the appropriate techniques in accounting to solve the problems.
- CO 3: Analyze financial statements independently.
- CO 4: Analyze different financial statements.

Mapping of Course Outcomes with Program Outcomes

CO/PO	PO 1 (K3)	PO 2 (K4)	PO 3 (K5)	PO 4 (K5)	PO 5 (K3)	PO 6 (K3)	PO 7 (K2)	PO 8 (K3)	PO 9 (K2)	PO 10 (K2)	PO11 (K3)
CO1 (K2)	2	-	-	-	-	-	3	-	3	-	-
CO2 (K3)	3	-	1	1	-	-	3	-	3	-	-
CO3 (K3)	3	-	1	1	-	-	3	-	3	-	-
CO4 (K4)	3	-	2	2	-	-	3	-	3	-	-

Mapping of Course Outcomes with Program Specific Outcomes

CO / PSO	PSO 1 (K5)	PSO 2 (K5)	PSO 3 (K3)
CO1 (K2)	-	-	-
CO2 (K3)	1	-	-
CO3 (K3)	1	-	-
CO4 (K4)	2	-	-

UNIT – I:

Introduction to accounting - objectives and Principles - accounting concepts and conventions, journal accounting.

UNIT – II:

Ledger: Positing - Subsidiary books - Errors of Rectification - Trail Balance - Suspense accounts.

UNIT – III:

Valuation of fixed assets: Depreciation of fixed assets - Methods of deprecation – Bank reconciliation Statement.

UNIT – IV:

Final Accounts : Trading Accounts – Profit and Loss account - Balance sheet - with adjustments – Statements of Non-Profit Organization.

UNIT – V:

Ratio analysis: Limitations of Financial Statement – Ratios - liquidity, leverage, solvency and profitability ratios – Funds flow statement - Statement of Changes in Working Capital Statement.

Reference Books:

1. Paresh Shah: “Basic Financial Accounting for Management”, Oxford University Press, New Delhi, 2012.
2. Narayana Swamy, “Financial Accounting & Analysis” PHI, 2012.
3. Aryasri: Accounting and Financial Management, McGraw-Hill, 2011.
4. V.Rajasekharam “Financial Accounting & Analysis” Pearson Education, New Delhi, 2012
5. Ranjan Kumar Bal: “Financial Accounting & Analysis”, S.Chand, New Delhi, 2012
6. N.Ramachandran : “Financial Accounting & Analysis” Tata McGraw-Hill Publishing Limited, New Delhi, 2012.
7. Ashish K .Bhattacharya “Financial Accounting & Analysis” PHI, 2012.

FUNDAMENTALS OF COMPUTERS

I Semester

L C

Course Code: 175IM1T05

4 4

Course Objectives:

- COB 1: To acquaint the students with the application of computers in understanding latest trends in information technology.
- COB 2: To provide an orientation about the increasing role of management information system in managerial decision making with the help of computers.
- COB 3: To make students understand how information is processed, stored and utilized.

Course Outcomes:

At the end of the Course, Student will be able to:

- CO 1: Describe the basic concepts relating to computers.
- CO 2: Use different operating systems.
- CO 3: Operate different application s of Information systems across functional domains.
- CO 4: Identify importance of E-Business.

Mapping of Course Outcomes with Program Outcomes

CO/PO	PO 1 (K3)	PO 2 (K4)	PO 3 (K5)	PO 4 (K5)	PO 5 (K3)	PO 6 (K3)	PO 7 (K2)	PO 8 (K3)	PO 9 (K2)	PO 10 (K2)	PO11 (K3)
CO1 (K2)	2	-	-	-	-	-	3	-	3	-	2
CO2 (K3)	3	-	1	1	-	-	3	-	3	-	3
CO3 (K3)	3	-	1	1	-	-	3	-	3	-	3
CO4 (K2)	2	-	-	-	-	-	3	-	3	-	2

Mapping of Course Outcomes with Program Specific Outcomes

CO / PSO	PSO 1 (K5)	PSO 2 (K5)	PSO 3 (K3)
CO1 (K2)	-	-	-
CO2 (K3)	-	1	-
CO3 (K3)	-	1	-
CO4 (K2)	-	-	-

UNIT - I:

Introduction to Computer:

Hardware: Input / output devices, storage devices and memory. Software: System and Application Software, Compilers, Interpreters and Assemblers. Computer Languages: Levels of languages, generation and their features. Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system. Internet: Concepts & Services, Hardware and software requirements, type of Internet connections

UNIT - II:**Operating Systems:**

WINDOWS XP: Basic Operations, utilities and features. UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am i, banner, date, kill, etc.). (Students should be familiar with these concepts but there will be no questions from topics)

UNIT - III:**Application Software:**

(MS-Office XP 2003) MS Word: word basics, formatting text and documents, introduction to mail merge & macros. MS Excel: Excel basics, rearranging worksheets, working with graphics, using worksheet as databases, automating “what-if” projects. MS PowerPoint : PowerPoint basics, creating presentation MS Access: Database creation, screen/form design, report generation using wizard

UNIT - IV:**E-Business:**

Fundamentals - E-Business framework, E-Business application - Technology Infrastructure for E-Business -Mobile computing, framework, wireless technology and switching method - E-Business Models - Elements of Business models, B2B, B2C models 10

UNIT - V:**Payment Systems:**

Type of E-payment, digital token-based e-payment, smart card, credit card payment systems - risk on e-payment - Security Environment - Security Threats - Client-server security, data and message security, document security, firewalls. Ethical Social and Political issues in ecommerce.

Reference Books:

1. Ravi Kalakotta & Whinston B., “Frontiers of E-Commerce”, Pearson Education, Reprint 2009 New Delhi
2. R. Kalakotta & M. Robinson, “E-Business: Roadmap for Success”, Pearson Education Reprint 2009, New Delhi.
3. lauden and Traver. Ecommerce: Business Technology Society, 4TH Edition 2009 Pearson Education, New Delhi
4. Schneider ,E-Commerce Strategy technology and implementation, 1st, edition, 2008, Cengage Learning, India
5. Elias M. Awad, Electronic Commerce, PHI Learning. 2009
5. Rayudu C. S. e-Business, 2007, Himalaya Publishing House

ENGLISH LANGUAGE-II

II Semester	L	C
Course Code: 175IM2T06	4	4

Course Objectives:

- COB 1: To develop good oral and written communication skills in students for their future careers.
- COB 2: To enable effective usage of grammar, sentence structures and parts of speech so as to make them strong in communication.
- COB 3: To develop basic language skills in terms of both written and oral.
- COB 4: To teach the right usage of vocabulary.

Course Outcomes:

At the end of the Course, Student will be able to:

- CO 1: Identify the basic concepts and mechanics of Oral and Written Communication.
- CO 2: Articulate and make presentations independently.
- CO 3: Develop leadership, management, thinking, and social skills.

Mapping of Course Outcomes with Program Outcomes

CO/PO	PO 1 (K3)	PO 2 (K4)	PO 3 (K5)	PO 4 (K5)	PO 5 (K3)	PO 6 (K3)	PO 7 (K2)	PO 8 (K3)	PO 9 (K2)	PO 10 (K2)	PO11 (K3)
CO1 (K2)	-	-	-	-	-	-	3	-	-	-	-
CO2 (K3)	-	-	-	-	-	-	3	-	-	-	-
CO3 (K3)	-	-	-	-	-	-	3	-	-	-	-

Mapping of Course Outcomes with Program Specific Outcomes

CO / PSO	PSO 1 (K5)	PSO 2 (K5)	PSO 3 (K3)
CO1 (K2)	-	-	2
CO2 (K3)	-	-	3
CO3 (K3)	-	-	3

UNIT – I:

OPERATIONAL SKILLS:

Different ways of communicating -(Narrative, Descriptive, Exposition, Argument) with fluency ,accuracy, and formulation. Communication for influencing - Purpose of Oral communication (to interact, to uniform, to find out things to influence, to regulate) Organizing a meeting. The interview with Media- (The interview itself) - Presentations (Oral and Written Writing Formal letters and Business letters - Writing Paragraphs - Note –making and information transfer - Preparation of Material: Selecting material, planning, arrangement, presentation - Project proposals: Technical reports, Project reports, Term papers, Research papers, Dissertation

writing.

UNIT – II:

MANAGEMENT SKILLS:

Time Management -Mind& Memory Management -Motivational Skills Motivation - Importance of commitment - Showing self confidence - Achieving Success - Fashion, Strategies - Business Etiquette Training - International Business Protocol - Multi Cultural Changes - Cultural awareness - Learning about the Communication styles of various clients - Dos' & Don'ts on the telephone - Taking the leave message - Ground rules for a conference calls - Using the 'mute' function Personal grooming - Punctuality, Body language-

UNIT – III:

LEADERSHIP SKILLS:

Quick Learning - Pro- Activeness - Decision making -Situational leadership Motivating Employees - Paerto Analysis - Force field Analysis - PMI – plus, minus, Interest
Stress - Conflict Management - Mind& Body fitness

UNIT – IV:

THINKING SKILLS:

Positive Thinking - Logical Thinking - Lateral Thinking - Avoiding traditional ways of looking for solutions - Using imagination to look at a problem differently - Recognize dominant Ideas - How to improve self confidence - To look failures as stepping stones - To Strengthen self esteem - Creative Thinking - Intellectual Property privileges

UNIT – V:

SOCIAL SKILLS:

Courtesy- Honesty- Flexibility –Adaptability Co – Operation –Positive attitude Dependability –Ability to measure – willingness to learn- Commonsense - Personal Integrity-positive work ethic Motivational Skills – Critical thinking skills - Personal Chemistry –good personal appearance –Ability to follow regulations – willingness to be accountable - Awareness of how Business works and staying on the job until it is finished – Ability to listen and document what you have – heard

Reference Books:

1. The 7 Habits of Highly Effective People – Stephen R. Covey
2. How to Win Friends and Influence People– Dale Carnegie
3. Developing the Leader Within You– John C. Maxwell
4. The 360 Degree Leader- John C. Maxwell.

BUSINESS ENVIRONMENT

II Semester

L C

Course Code: 175IM2T07

4 4

Course Objectives:

- COB 1: To give orientation about Business Environment, Business functioning in Internal and External Environment.
- COB 2: To introduce the student to Economics and structures.
- COB 3: To give an Overview on Indian Business Environment.
- COB 4: To familiarize the participants with various aspects of economic, social, political and cultural environment of India.
- COB 5: To inculcate an understanding of the environmental factors influencing Indian business organizations.

Course Outcomes:

At the end of the Course, Student will be able to:

- CO 1: Demonstrate understanding about variables in Business Environment.
- CO 2: Generalize Indian Economy and its importance in Business Management.
- CO 3: Identify sources of government revenue and expenditure.
- CO 4: Demonstrate Knowledge on Indian Business regulatory Environment.
- CO 5: Interpret Indian trade policy.

Mapping of Course Outcomes with Program Outcomes

CO/PO	PO 1 (K3)	PO 2 (K4)	PO 3 (K5)	PO 4 (K5)	PO 5 (K3)	PO 6 (K3)	PO 7 (K2)	PO 8 (K3)	PO 9 (K2)	PO 10 (K2)	PO11 (K3)
CO1 (K3)	-	-	-	-	-	3	-	-	-	-	-
CO2 (K2)	-	-	-	-	-	2	-	-	-	-	-
CO3 (K2)	-	-	-	-	-	2	-	-	-	-	-
CO4 (K2)	-	-	-	-	-	2	-	-	-	-	-
CO5 (K3)	-	-	-	-	-	3	-	-	-	-	-

Mapping of Course Outcomes with Program Specific Outcomes

CO / PSO	PSO 1 (K5)	PSO 2 (K5)	PSO 3 (K3)
CO1 (K3)	-	-	3
CO2 (K2)	-	-	2
CO3 (K2)	-	-	2
CO4 (K2)	-	-	2
CO5 (K3)	-	-	3

UNIT – I:**Business Environment:**

Importance at national and international level – problems and challenges – factors both internal and external influencing business environment. Industrial policies since independence and their significance – regulatory and promotional framework - Five-year plans and their importance.

UNIT – II:**Structure of Indian Economy:**

Nature and significance – Economic systems – structure of Indian industry – Economic reforms in various sectors – nature – challenges – social justice – Disinvestment mechanism – problems and procedures – Sickness in Indian industry, competition Act 2002.

UNIT – III:**Fiscal Policy:**

Nature and significance – public revenues – expenditure- debt, development activities allocation of funds – Critical analysis of the recent fiscal policy of Government of India - Balance of Payments - Nature – Structure – major components – Causes for disequilibrium in Balance of Payments – Correction measures.

UNIT – IV:**India's Trade Policy:**

Nature – Magnitude and direction of Indian international trade – problems – bilateral and multilateral trade agreements. International business environment: Nature – significance– challenges and mechanisms. WTO: Agreements in the Uruguay round including TRIPS, TRIMS and GATS – disputes settlement mechanism – dumping and antidumping measures.

UNIT – V:**Legal Frame:**

Special features of the SICA (special provisions) 1985, BIFR, Consumer protection act 1986, Environmental laws (pertaining to the control and prevention of Air and Water pollution) and the Essential Commodities Act 1955.

Reference Books:

1. Shaikh Saleem: “**Business Environment**”, Pearsons, New Delhi,
2. Veena Keshav Pailwar: “**Economic Environment of Business**”, PHI Learning, New Delhi, 2012
3. Rosy Joshi, Sangam Kapoor: “**Business Environment**”, Kalyani Publishers, New Delhi, 2011.
4. Aswathappa K: “**Essentials of Business Environment**”, Himalaya Publishing House, New Delhi, 2011.
5. Vivek Mittal: “**Business Environment Text and Cases**”, Excel Books New Delhi, 2011.

MANAGERIAL ECONOMICS

II Semester	L	C
Course Code: 175IM2T08	4	4

Course Objectives:

COB 1: To make the students aware of the various economic issues that they are expected to face as managers at the corporate level.

COB 2: To equip with the tools and techniques of economic analysis for improving decision-making skills.

Course Outcomes:

At the end of the Course, Student will be able to:

CO 1: Describe basic concepts in managerial economics.

CO 2: Generalise economic aspects of demand, pricing, and production.

CO 3: Relate cost factor in different business activities.

CO 4: Cite different market structures and their impact on business activities.

Mapping of Course Outcomes with Program Outcomes

CO/PO	PO 1 (K3)	PO 2 (K4)	PO 3 (K5)	PO 4 (K5)	PO 5 (K3)	PO 6 (K3)	PO 7 (K2)	PO 8 (K3)	PO 9 (K2)	PO 10 (K2)	PO 11 (K3)
CO1 (K3)	3	-	-	1	-	3	-	-	-	-	-
CO2 (K2)	2	-	-	-	-	2	-	-	-	-	-
CO3 (K2)	2	-	-	-	-	2	-	-	-	-	-
CO4 (K2)	2	-	-	-	-	2	-	-	-	-	-

Mapping of Course Outcomes with Program Specific Outcomes

CO / PSO	PSO 1 (K5)	PSO 2 (K5)	PSO 3 (K3)
CO1 (K3)	1	-	-
CO2 (K2)	-	-	-
CO3 (K2)	-	-	-
CO4 (K2)	-	-	-

UNIT – I:

Introduction to Managerial Economics: Definition, Nature and Scope, Relationship with other areas in Economics, The role of managerial economist. Concept of opportunity cost, Incremental concept, time Perfective, Discounting Principle , Risk & uncertainty.

UNIT – II:

Demand Analysis: Elasticity of demand, types and significance of Elasticity of Demand - Measurement of price Elasticity of Demand – Need for Demand forecasting, forecasting techniques, Law of Supply, Elasticity of Supply.

UNIT – III:

Production Analysis: Production function, Marginal Rate of Technical Substitution, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Laws of returns.

UNIT – IV:

Cost theory and estimation: Cost concepts, determinants of cost, cost – output relationship in the short run and long run – Modern development in cost theory – Saucer shaped short – run Average cost curves – Average total cost curve – Cost - Volume – Profit analysis

UNIT – V:

Market Structure and Pricing practices: Features and Types of different Markets – Price- Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly both in the long run and short run. Pricing methods in practice – Bain’s limit pricing theory - Managerial Theories of a firm – Marris & Williams Models.

Reference Books:

1. Paul, Koushil: “**Managerial Economics**”, Cengage Learning, New Delhi,
2. Vanita Agarwal: “**Managerial Economics**”, Pearson, New Delhi, 2013.
3. D.L. Ahuja: “**Managerial Economics**”, S. Chand & Company Ltd, New Delhi-55.
4. Mithani D M: “**Managerial Economics**”, Himalaya Publishing House, Mumbai, 2008.
5. Dwivedi D N: “**Managerial Economics**”, Vikas Publishing House Private Limited, New Delhi, 2009.
6. Atmanand: “**Managerial Economics**”, Excel Publications. New Delhi, 2012.
7. Varshney, R.L and Maheswari, K L: “**Managerial Economics**”, Sultan Chand and Sons, New Delhi, 2002.

FINANCIAL ACCOUNTING – II

II Semester	L	C
Course Code: 175IM2T09	4	4

Course Objectives:

- COB 1: To acquaint students with concepts and processes of accounting so that they are able to appreciate the nature of item presented in the annual accounts.
- COB 2: To familiarize the student with those significant tools and techniques of financial analysis, which are useful in the interpretation of financial statements.
- COB 3: To familiarize with tools and techniques which help in management planning and control systems.

Course Outcomes:

At the end of the Course, Student will be able to:

- CO 1: Prepare independently different accounting statements.
- CO 2: Choose the appropriate techniques in inventory valuation.
- CO 3: Prepare and analyze financial statement and reports independently.
- CO 4: Illustrate emerging dimensions in Financial Reporting

Mapping of Course Outcomes with Program Outcomes

CO/PO	PO 1 (K3)	PO 2 (K4)	PO 3 (K5)	PO 4 (K5)	PO 5 (K3)	PO 6 (K3)	PO 7 (K2)	PO 8 (K3)	PO 9 (K2)	PO 10 (K2)	PO11 (K3)
CO1 (K3)	-	2	-	1	-	3	-	-	-	-	-
CO2 (K3)	-	2	-	1	-	3	-	-	-	-	-
CO3 (K3)	-	2	-	1	-	3	-	-	-	-	-
CO4 (K3)	-	2	-	1	-	3	-	-	-	-	-

Mapping of Course Outcomes with Program Specific Outcomes

CO / PSO	PSO 1 (K5)	PSO 2 (K5)	PSO 3 (K3)
CO1 (K3)	1	-	-
CO2 (K3)	1	-	-
CO3 (K3)	1	-	-
CO4 (K3)	1	-	-

UNIT – I:

Features of corporate Profit and Loss A/C and Balance Sheet. Preparation of Statement of Financial Accounts for corporate and Financial Statements of Not for Profit Organizations.

UNIT – II:

Inventory Valuation: Methods of Inventory Valuation; Lower the Cost of Market (LCM); Periodic Inventory System Vs. Perpetual Inventory System. Specific requirements of AS-2 issued by ICAI.

UNIT – III:

Funds Flow and Cash Flow Statements: Introduction to Funds Flow Vs. Cash Flow Statements:

- (a) Funds Flow Statements: concept of Funds Flow Statements, preparation and presentation of Funds Flow Statements. Limitations of funds flow statements.
- (b) Concept of Cash Flow Statements: preparation and presentation of Cash Flow Statements. Limitations of cash flow statements.
- (c) Managerial uses of Funds Flow and Cash Flow Statements.

UNIT – IV:

Financial Reports: Understanding complete set of Financial Reports: key aspects of Auditors Report and Directors Report. Global Financial Reporting: IAS, Indian GAAP, US GAAP, IFRS. Role of SEBI in Financial Reporting. Concept of window dressing and its implications on financial reporting.

UNIT – V:

Emerging dimensions in Financial Reporting: need for voluntary disclosure. Corporate Social Responsibility Accounting. Economic Value Added (EVA) Statements. Valuation of Intangible Assets and its impact on the Balance Sheet. Balance Score Card. Introduction to Responsibility Accounting and Accounting for Price Level Changes.

Reference Books:

1. Horngren, Sundem, Stratton, Burgstahler and Schatzberg, Introduction to Management Accounting, 14th Edition, Pearson Hall.
2. Dhanesh K Khatri, Financial Accounting, Mc Graw Hill.
3. Asish K. Bhattacharyya, Financial Accounting for Business Managers, 3rd Edition, PHI, Eastern Economy Edition.
4. Dr. V K Goyal, Financial Accounting, 3rd Edition, EB (Excel Books).
5. S N Maheswari, Suneel K Maheshwari and Sharad K Maheshwari, Financial Accounting, 5th Edition, Vikas Publications.
6. Ambrish Gupta, Financial Accounting for Management an Analytical Perspective, 3rd Edition, Pearson Education.

ORGANIZATIONAL COMMUNICATIONS

II Semester	L	C
Course Code: 175IM2T10	4	4

Course Objectives:

- COB 1: To develop good oral and written communication skills in students for their future careers.
- COB 2: To enable effective usage of grammar, sentence structures and parts of speech so as to make them strong in communication.
- COB 3: To develop basic language skills in terms of both written and oral.
- COB 4: To teach the effective utilization of language practically.

Course Outcomes:

At the end of the Course, Student will be able to:

- CO 1: Enumerate basic concepts and mechanics of Oral and Written Communication.
- CO 2: Develop listening and cross cultural communication skills.
- CO 3: Develop business report writing skills.
- CO 4: Develop presentation skills and communicate confidently.
- CO 5: Generalize how to read and write in good language

Mapping of Course Outcomes with Program Outcomes

CO/PO	PO 1 (K3)	PO 2 (K4)	PO 3 (K5)	PO 4 (K5)	PO 5 (K3)	PO 6 (K3)	PO 7 (K2)	PO 8 (K3)	PO 9 (K2)	PO 10 (K2)	PO11 (K3)
CO1 (K1)	-	-	-	-	-	-	2	-	-	-	-
CO2 (K3)	-	-	-	-	-	-	3	-	-	-	3
CO3 (K3)	-	-	-	-	-	-	3	-	-	-	3
CO4 (K1)	-	-	-	-	-	-	2	-	-	-	-

Mapping of Course Outcomes with Program Specific Outcomes

CO / PSO	PSO 1 (K5)	PSO 2 (K5)	PSO 3 (K3)
CO1 (K1)	-	-	-
CO2 (K3)	1	-	-
CO3 (K3)	1	-	-
CO4 (K1)	-	-	-

UNIT – I:

Role of Communication in Business – Objective of Communication – The Process of Human Communication – Media of Communication, Written Communication – Oral Communication - Visual Communication, Audio Visual Communication – Silence.

UNIT – II:

Developing Listening Skills – Improving Non-verbal communication skills – Cross Cultural Communication – problems and challenges.

UNIT – III:

Managing Organization Communication – formal and Informal Communication - Intrapersonal Communication – Models for Inter Personal Communication - Exchange Theory.

UNIT – IV:

Managing Motivation to Influence Interpersonal Communication- - Inter-Personal Perception – Role of Emotion in Inter Personal Communication – Communication Styles – Barriers of Communication – Gateways to Effective Interpersonal Communication.

UNIT – V:

Business Writing Skills- Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms, Meeting, Telephone Communication – Use of Technology in Business Communication.

UNIT VI: Report Writing – Meaning and Significance: Structure of Reports - Negative, Persuasive and Special Reporting: Informal Report – Proposals. Formal Reports – Preparation and organization of Press Report.

UNIT VII: Presentation skills – techniques of presentation – types of presentation – video Conferencing and formats – interview – formal and informal – interview techniques– Communication etiquettes.

Reference Books:

1. Krizan: “*Essentials of Business Communication*”, Cengage Learning, New Delhi.
2. Herta A Murphy, Herber W Hildebrandt and Jane P Thomas: “*Effective Business Communication*”, Tata McGraw Hill Education Pvt Ltd, New Delhi.
3. Kuberudu B and Srinivasa Krishna K: “*Business Communication and Soft Skills*”, Excel Books, 2008.
4. Paul Turner: “*Organisational Communication*”, JAICO Publishing House, New Delhi.
5. Namita Gopal: “*Business Communication*”, New Age International Publishers, New Delhi, 2009.
6. Sathya Swaroop Debasish, Bhagaban Das” “*Business Communication*”, PHI Private Limited, New Delhi, 2009.
