

ARISTOTLE EDUCATIONAL SOCIETY

Aristotle Educational Society was established in 2000, with an aim of bringing quality Engineering and management education closer to the student's populace at large. The society is founded by experienced and visionary team of academicians, industrialists and NRI Entrepreneurs, whose valuable knowledge and experience are the guiding factors for K G Reddy College of Engineering & Technology (KGR CET). At KGR CET we are always for every driving improvements and innovation in education, is it infrastructure expansion or faculty talent acquisition. Our endeavor is to provide best of the class facilities and services to our students.

Twenty First Century society is considered to be a knowledge society. But many of our educationists and captains of industry are of the opinion that there is a significant mismatch between the kind of education students are equipped with from our institutions and the industry's expectations. It is precisely to bring down this gap that our focus is on continuous enhancement of both the technical skills as well as the soft skill of our students in order to compete and succeed in the global work places of tomorrow.

Vision:

To become self-sustainable institution and acknowledges as a new age engineering institution by inculcating research and entrepreneurial culture among stakeholders through industrial collaboration seeking the project support and providing consultancy.

Mission:

- Interaction with industries on consultation and research.
- Engage industries to enrichment of curriculum.
- To become preferred institution in academics.
- To encourage and develop entrepreneurs to increase job market and creating economic sustainability.

Ten Rules to Transform Yourself into an Ideal Student and a Perfect Professional

1. The first thing is punctuality. You are expected to be in your seat in the classroom by 9:00 am. However, 10 minutes of grace time is given to enter the class. If you arrive at the institute after 9:10 am and before 09:50 am you can attend the rest of the classes. From 10:00 am, no student will be allowed to gain entry into the campus. You are not permitted to enter the class after the commencement of the class (except 1st period) and should not leave a class before that class ends.
2. You should not leave the campus during the working hours (between 9:00 am and 3:45 pm) without prior permission from the principal. Students' who wishes to leave the campus for any reason may apply for permission to the concerned Head who in turn forward the case to the Principal. The Principal may issue the Gate pass after getting the consent of the parent.
3. You must wear neat and clean formal dress. Your attire should be befitting to the status of a student doing a professional course. You must wear (display) the Identity Card as long as you are in the campus.
4. Use of mobile phones is strictly prohibited in the class rooms/ labs/ workshops/ library/computer labs/Offices and other prominent places.
5. All the interpersonal communication within the campus must be only in English. If mistakes, fear/tension, mother tongue influence etc. are your reasons for not speaking in English, you must realize that they are all part and parcel of the learning process. Unless you make mistakes and learn from your mistakes you will never be able to acquire good command over English. As you are all aware, good command over English paves the way for a good professional career.
6. In case there is any delay on the part of any teacher in entering your class, and as a result the students are idle, one of the students from your class (preferably CR) may contact the HOD/Academic Counselor for corrective measures/necessary arrangements. You should not be seen in corridors, canteen, and buses or anywhere outside your classroom/lab without carrying a permission letter. If you do not have any teaching hours you are advised to make use of your free time productively, by utilizing various facilities
7. You must actively participate in all academic and extracurricular activities like; Seminars/Workshops, Tech Fests, College Day and all the National Festivals and use them as a platform to present yourself and grow as a better individual.
8. As a student, you are expected to cultivate habits like practicing self-discipline, showing dedication towards your studies and respecting the teachers and elders.

9. If any one of you has any complaints or grievances against the institution, you are always welcome to bring them to the notice of your respective departments and get your problems solved.
10. Never forget that you are always welcome to make your suggestions for the improvement of the institution. Your suggestions will be appreciated and implemented if they found to be good, innovative and helpful to us in offering better services to all of you

CODE OF CONDUCT OF STUDENTS

It shall be the responsibility of the students of KGR CET to

1. Be familiar with and adhere to this Code and any amendment brought to this Code.
2. Behave in a dignified and courteous manner and show due respect to the authorities, employees, elders and fellow students.
3. Access all educational opportunities and facilities available in the college and make good use of them to benefit academically and develop scientific temper.
4. Respect the laws of the country and human rights and conduct in a responsible and dignified manner at all times.

BEHAVIOUR & CONDUCT OF THE STUDENT IN THE CAMPUS

- Students are expected to be in the classroom by 8.55 am. Only 5 minutes of grace time can be given. No student will be allowed to enter into the campus after 10 am. Students are not permitted to enter a class after the commencement of the class and leave before that class ends.
- Students should not leave the campus during working hours (between 9:00 am and 4:15 pm). Students may be permitted to leave the campus only in exceptional circumstances with the prior permission of the Head of the Department concerned and the Principal only. Gate pass will be issued only after the authorization of the Principal.
- Students must wear neat and clean formal dress. Wearing of jeans, T-shirts and sandals is not permitted. Identity Card is to be worn around the neck at all times.
- Use of mobile phones is strictly prohibited in the classrooms, labs, workshops, library, computer labs, offices and seminar halls.
- All the interpersonal communication within the campus must be in English only.
- If any teacher does not report to the class for any reason, the CR is to contact the HOD/Dean Academics for necessary alternative arrangements.
- Students are not to be seen in corridors, canteen, and buses or anywhere outside classrooms/labs without a letter of permission. Free time may be utilized in Library, Digital Library, Language Lab, Sports Lounge, etc.

- Students are encouraged to actively participate in all academic and extracurricular activities like seminars, workshops, clubs, technical fests, sports, College Day and National festivals and use them to develop their technical and soft skills.
- Students are expected to develop manners, self-discipline and integrity and groom themselves to be responsible engineers of the country.
- Students should not indulge in ragging of any form in the campus or off the campus.

RULES FOR STUDENTS

Students are advised and expected to

- Be punctual for all the activities.
- Be regular for the classes, labs, workshops and examinations.
- Greet their faculty and seniors.
- Express themselves appropriately without the use of profane language or offensive gestures.
- Respect the safety of others by not bringing real or imitation weapons to college or the hostel.
- Avoid indulging in loose talk or spreading rumors on campus.
- Refrain from sitting in places such as parapets, stairs, footpaths, etc.
- Wear their identity cards while on the campus.
- Keep away from possession or consumption of chewing gum, narcotic drugs, tobacco, alcohol and other intoxicating substances which are strictly prohibited by law.
- Do not indulge in anti-institutional, anti-social, anti-national, communal, indecent, immoral or political activities within the campus and hostels.
- Do not organize, attend or participate in any activity or agitation sponsored by political or religious organizations.
- Do not respond to any form of strike, procession or agitation including slogan shouting or boycott of activities.
- Take prior approval and permission of the Principal before undertaking any educational/recreational tours or industrial visits.
- Avoid coming to the college in their personal vehicles. Vehicles should be parked in the designated parking space only. Rash or negligent driving of vehicles, blowing of horns and riding with more than one pillion rider is prohibited.
- Report promptly any unauthorized entry of outsiders into the campus as well as hostels.

Academic Regulations

1. Holidays

KGRCET strictly follows the holidays notified by JNTUH Academic calendar.

2. Attendance

- A student shall be eligible to appear for University Examinations, if he/she possesses an aggregate of at least of 75% of attendance in all the subjects.
- A student will not be promoted to the next semester unless he/she satisfies the attendance requirement of the present semester / 1st year.
- If any student wants to go on leave for three or four days, the parents should meet the academic Counselor of the class, to which the student belongs to, to get the permission.
- Attendance is compulsory on the preceding and the proceeding days of any holiday.

3. Credit System

The credit system is as per the JNTUH Course Structure and syllabus. Students can have the details by going through the syllabus books.

4. Distribution and weight age of marks:

The performance of a student in each semester / 1 year shall be evaluated subject wise with a maximum of 100 marks for theory and 75 marks for practical subject.

Subject	Internal Exam	Assignments	End semester Exam	Total Marks
Theory	25	-	75	100
Practical	100	-	-	100

After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of B. Tech. Degree he shall place in one of the following 4 Classes:

Class Awarded	% of marks to be secured	
First class with Distinction	70 % and above	From the aggregate, marks secure from the best 196 credits
First Class	Below 70% but not less than 60%	
Second Class	Below 60% but not less than 50%	
Pass Class	Below 50% but not less than 40%	

For further details on academic regulations, please refer the syllabus books.

General Information

Communication

In case any student or parent wants to contact the college, authorities and put forward their views should communicate the same to the Head of the department/Principal. Any change of address, the parents have to report it to the academic counselor concerned either personally or by making a phone call.

Ragging

Ragging is strictly prohibited, on the campus and there is an anti-ragging squad working in the college premises and if any senior students are observed troubling the fresher's stringent action will be taken against the culprits and there should be no doubt in anybody's mind about the commitment of the college authorities to crush the ragging with an iron hand.

Library (Rules and Regulations)

The college has a spacious and well-stocked library with text books and reference books and several national and international journals and magazines. The stockpile of the books goes on increasing year after year to help students keep abreast of the latest information. All the students are advised to put the library to the optimum utilization and try to widen your knowledge. The Digital library is equipped with 21000+ online E journals.

Titles	: 2920
Volume of books	: 22174
Print Journals	: 109
E-Journals	: DELNET, IEEE, Springer, JGATE etc.
Seating Capacity	: 150
Timings	: 8 AM – 6 PM
Digital Library	: 30 systems, High speed Internet, 21000+ online journals

Semester I

Semester II-I Sem

EVENT	PERIOD	DURATION
Commencement of Instruction	16 th July 2018	---
First Mid Term Examinations	10 th to 12 th September, 2018	---
Submission of First Mid Term Exam Marks to University on or before	20 th September, 2018	---
Parent Teacher Meeting	13 th October, 2018	---
Dussehra Recess	15 th to 20 th October 2018	1 week
Last date of Instruction	17 th November 2018	16 weeks
Second Mid Term Examinations	19 th to 22 th November 2018	---
Preparation Holidays and Practical Examinations	24 th to 01 st December 2018	1 week
Submission of Second Mid Term Exam Marks to University on before	30 th November 2018	---
End Semester/ Supplementary Examinations and Supplementary Examinations for I Semester	3 rd to 15 th December 2018	3 weeks (14 working days)

Week No.	Month	Week Days						No. of Working days	Events	
		Mon	Tue	Wed	Thu	Fri	Sat			
1.	July	2	3	4	5	6	7		2 nd DAB Meeting 23 rd DAB Meeting	
2.		9	10	11	12	13	14	6		
3.		16	17	18	19	20	21	6		
4.		23	24	25	26	27	28	6		
5.		30	31					2		
6.	Aug			1	2	3	4	4	2 nd -7 th Orientation Program 8 th DAB Meeting 25 th Guest Lecture 30 th DAB Meeting	
7.		6	7	8	9	10	11	5		
8.		13	14	15	16	17	18	5		
9.		20	21	22	23	24	25	5		
10.		27	28	29	30	31		5		
11.	Sep						1	1	4 th Group Discussion 5 th DAB Meeting 10 th -12 th MID 1 Examination 15 th Parent Interaction Meet 19 th Expert Lecture-EMTL 20 th Submission of First Mid Term Marks 24 th Industrial Visit 25 th DAB Meeting 29 th Guest Lecture	
12.		3	4	5	6	7	8	5		
13.		10	11	12	13	14	15	6		
14.		17	18	19	20	21	22	5		
15.		24	25	26	27	28	29	6		
16.	Oct	1	2	3	4	5	6	5	5 th DAB Meeting 10 th Seminar 26 th DAB Meeting	
17.		8	9	10	11	12	13	5		
18.		15	16	17	18	19	20	3		
19.		22	23	24	25	26	27	6		
20.		29	30	31				3		
21.	Nov				1	2	3	3	1 st HOD Meeting with Principal 6 th DAB Meeting 12 th Guest Lecture	
22.		5	6	7	8	9	10	5		
23.		12	13	14				3	19 th – 22 th MID 2 Examination 24 th – 1 st Dec. Preparation Holidays and Practical Examinations 27 th DAB Meeting 30 th Submission of Mid Term Exam Marks	
Total Working Days								100		
Extracurricular Activities				Holidays				Co curricular Activities		
Student Counseling by the Faculty in every 15 days										
Term Start	Last Working Day		MID 1 EXAM			MID 2 EXAM			Theory Examination	Semester Break

16-7-2018	30-11-2018	10-9-2018 TO 12-9-2018	19-11-2018 TO 22-11-2018	03-12-2018 To 15-12-2018	15-12-2018 to 16-12-2018
Dr. M. Sukanya HOD					

ABOUT THE DEPARTMENT

The Department of Master of Business Administration , K. G. Reddy College of Engineering & Technology (KGR CET) offers a two year full time Master of Business Administration (MBA) Programme since 2009 with an intake of 60 students, with approval of AICTE and affiliated to the JNTUH, Hyderabad. The programme comprises 4 Semesters. This programme aims at building managerial competence among students providing a theoretical foundation in Management as well as practical orientation towards management practices.

The program main objective is to develop young men and women into competent professional managers, capable of working in any sector of organized activity, proceeding leadership and achieving excellence in performance while contributing to the welfare of the larger society, Equip students with the required conceptual and interpersonal skills and sense of social purpose for managerial decision-making, develop leadership capabilities to act as change agents and be a source of motivation in the organizations they work in.

Vision:

To achieve academic excellence by grooming students as future leaders having concern for business ethics and values.

Mission:

- To train the students into top class professionals and make them ready for a career in diverse fields.
- Foster a continuous learning environment both for students and faculty.
- Explore, develop and adapt new learning methodologies.
- Encourage faculty to strengthen their research base by undertaking various research and consultancy assignments.

Subject Allocation:

S. No.	Name of the Faculty	Subject Name	Contact No.	Email Id
1	T. VENKATRAMANA	Management and Organizational Behavior, Business Communication Lab	8341597248	ramana2274@gmail.com
2	Mrs. SAMEERA AFROZ	Technology Management	8686092482	sameeraafroze@gmail.com
3	DIVYA SREE	Business Law and Ethics	9666184806	divyasree1605@gmail.com
4	VIJAYABHASKER REDDY D	Business Statistics	9030141122	vijay.d@kgr.ac.in
5	Dr. G.S REDDY	Financial Accounting and Analysis	9888963335	dr_reddy@gmail.com
6	K.B.VANITHA	Business Economics	9505299783	malleshamdumsa@gmail.com

Mentor Details:

S. No.	Name of the Mentor	Mobile	Mentees
1	D. VIJAYBHASKER REDDY	9030141122	
2	DIVYA SREE	9666184806	
3	Mrs. SAMEERA AFROZ	8686092482	
4	T. VENKATRAMANA	8341597248	

Class In-Charge Details:

S. No.	Name of the Class In charge	Mobile	E-mail Id
1	SAMEERA AFROZE	8686092482	sameeraafroze@gmail.com

Class Representative Details:

S. No.	Name of the Class Representative	Roll number	Mobile
1			
2			

**Time Table
I SEMESTER (2018-19)**

DAY/TIME	9:00 AM - 9:50 AM	9:50 AM - 10:40AM	10:40 AM - 11:30AM	11:30 AM - 11:50AM	11:50 AM - 12:40PM	12:40 PM - 1:30PM
MONDAY	BS	FAA	BC LAB	BREAK	BE	TM
TUESDAY	FAA	TM	BLE		MOB	BS
WEDNESDAY	TM	BLE	FAA		BE	BS
THURSDAY	BE	FAA	BS		MOB	BC LAB
FRIDAY	FAA	MOB	TM		BE	BLE
SATURDAY	MOB	BLE	BS		BE	BC LAB

Course Description Documents

Subject : MANAGEMENT AND ORGNISATION BEHAVIOUR
Subject Code : A50408
Name of the faculty : T VENKATA RAMANA
No. of contact hours/week : 5

Course Overview:

The course aims to introduce concepts of production and operations management in an organization and expose to analytical methods. The students will be able to understand operations management, product & process design, analysis, plant location, layout, Scheduling and Material Management

Test portion	
Test No.	Topics
1	L1-L34
2	L35-L65

Submitted by:	Approved by:
(Signature of the faculty) Date:	(Signature of HOD) Date:

Course Objectives:

At the end of this course, the student will be able to:

- Understood the basic of the Organization behaviour.
- Learnt the planning and decision making of the organization.
- Learnt the managerial theories of organization.
- Learnt about the organizing and controlling techniques.
- Learnt the various leadership theories

Course outcomes:

- At the end of t Evolution of management and contribution of management thinkers
- The relevance of environmental scanning, planning and to take decisions
- Organizing and controlling
- Individual and group behaviour
- Leadership and motivation

This course, the student will be able to:

Lecture No.	Topic to be covered	Topic outcome
	Unit-I Introduction to Management	
L1	Introduction to Management	Understanding the concept of OB
L2	The Management Process	Understanding the management process
L3	Management Functions	Understanding management functions
L4	Kinds of managers	Understanding kinds of managers
L5	Managerial roles and skills	Understanding managerial roles
L6	Evolution of Management	Understanding managerial evolution
L7	Theories of Management	Understanding the theories of management
L8	Classical, Scientific, Administrative	Understanding the theories of management

L9	Behavioural, Management Sciences Theories	Understanding the theories of management
L10	Systems and Contingency theory	Understanding the theories of management
	Unit-II Planning and Decision	
L11	Introduction to Planning	Understanding the concept of planning
L12	Planning and goal setting	Understanding the concept of goal setting
L13	Organizational planning - Vision, Mission and goals	Understanding vision and mission
L14	Types of plans	Understanding types of plans
L15	Steps in planning process	Understanding the planning process
L16	Approaches to planning	Understanding the approaches of planning
L17	Planning in Dynamic Environment	Understand the Concept of dynamic environment
L18	Decision making process	Understanding the concept of decision making process
L19	Types of decisions	Understanding the diff types of decisions
L20	decision making styles,	Understing the concept of decision making styles
L21	Vroom's Participative decision making model.	Understanding the vroom's model
	Unit III : Organizing and Controlling	

L22	Introduction to Organizing and Controlling	Understanding the concept of Organizing
L23	Organizational Structure	learning and analysing the org structure
L24	Principles of Organizing	Understanding principles of Org
L25	Authority, Power and Influence	Understanding methods of power and influence
L26	designing organizational structure	Understanding concept of designing org structure
L27	Mechanistic and organic structures	Learning mechanical and organic structure
L28	Contemporary organizational design and its challenges	Understanding contemporary design styles
L29	Controlling: The control process	Understanding the concept of learning
L30	controlling for organizational performance	Understanding controlling process in org
L31	types of control	Learning different types of control
L31	financial controls	Understing the way of solving the financial controls
L32	Contemporary issues in controlling	Understanding the contemporary issues in controlling
	Unit IV: Organizational Behaviour	
L33	Organizational Behaviour	Understanding OB

L34	Individual and Group Behaviour	Understanding individual behaviour
L35	Importance of Organizational Behaviour	Understanding the importance of OB
L36	Culture and diversity	Understanding culture and diversity
L37	personality theories	Understanding personality theories
L38	perception, formation of group behavior	Understand the over view group behaviour
L39	classification of groups	Learning the different types of groups
L40	group properties and Group cohesiveness.	Understand group properties
	Unit V: Leadership and Motivation	
L41	Leadership traits,	Understand concepts Leadership
L42	Leadership styles,	Understanding leadership styles
L43	Leadership theories,	Learning leadership theories
L44	Power and Politics.	Understanding power and politics
L45	Motivation:	Understanding the concept of motivation
L46	Approaches to Motivation,	Understanding approaches of motivation

L47	Maslow's needs hierarchy theory,	Able to understand Concept of Maslow's theory
L48	two factor theory of motivation,	Able to understand Methods of two-factor theory
L49	McGregor's theory,	Able to understand the concept of McGregor's theory,
L50	ERG theory,	Able to understand the concept of ERG theory,
L51	McClelland's needs theory,	Understand the concept of needs theory
L52	Valance Theory	Understand concepts of Valance theory

Text Books:

Text Book	Richard L. Daft, New Era of Management, Cengage Learning, 11e, 2017.
Text Book	Afsaneh Nahavandi, Robert B. Denhardt, Janet V. Denhardt, Maris P. Aristigueta, Organizational Behaviour, Sage Publications, 2015.

Reference Books:

Laurie J. Mullins, Management, and Organizational Behaviour, Pearson Publications, 9e.
Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Organizational Behaviour, Pearson, 16 e, 2017.
Ramesh B. Rudani, Management and Organizational Behaviour Tata McGraw hill, 2011.

Activities in the class:

- A student has to write key points about the topic discussed in the class after explanation.
- Descriptive test will be conducted after completion of each unit.
- Student has to give presentation on covered topics.

Grading:

For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Evaluation scheme:

Internal Assessment (sum of scores obtained in two tests)	25
End Semester Examination	75
Total	100

Course Description Documents

Subject : BUSINESS ECONOMICS
Subject Code : 17MBA02
Name of the faculty : K.B. VANITHA
No. of contact hours/week : 5

Course Overview:

- Able to understand the various forms of Business
- Able to utilize the pricing concepts in the Business
- Able to study the firm’s financial position by analyzing the Financial statements of a company
- Able to Analyze the economic variables on the Business

Test portion	
Test No.	Topics
1	L1-L30
2	L31-L60

Submitted by:	Approved by:
(Signature of the faculty) Date:	(Signature of HOD) Date:

Course Objectives:

- To learn the basic Business types, impact of the Economy on Business and Firms specifically.
- To analyze the Business from the Financial Perspective.

Course outcomes:

- Able to Learn the Basic Business types
- To develop the economy on Business and firms specifically
- To analyze the Business from the Financial Perspective

Lecture No.	Topic to be covered	Topic outcome
	Unit-I Introduction to Business and Economics:	
L1	Business: Structure of Business Firm	Learn about the process of business firm.
L2	Theory of Firm,	Know earning of profit
L3	Types of Business Entities, Limited Liability Companies,	Analyze different types of business forms
L4	Sources of Capital for a Company,	Identify different types of sources of capital
L5	Non-Conventional Sources of Finance.	know innovative source of finance
L6	Economics: Significance of Economics, Micro and Macro Economic Concepts,	Know the concepts of economics for decision making
L7	Concepts and Importance of National Income, Inflation, Money Supply in Inflation	Learn the impact of national income and inflation on money supply
L8	Business Cycle, Features and Phases of Business Cycle	Investigate the impact of business cycle to develop

		economy
L9	Nature and Scope of Business Economics, Role of Business Economist	Understand the role and scope of business economics for decision making
L10	Multidisciplinary nature of Business Economics.	Learn other areas covered by business economics
	Unit-II Demand and Supply Analysis:	
L11	Elasticity of Demand: Elasticity, Types of Elasticity	Examine the impact of elasticity of demand for price making decision.
L12	Law of Demand, Measurement and Significance of Elasticity of Demand,	Understand the law of demand and the impact of significance and measurement of elasticity of demand.
L13	Factors affecting Elasticity of Demand, Elasticity of Demand in decision making,	Know different factors of elasticity of demand for decision making.
L14	Demand Forecasting: Characteristics of Good Demand Forecasting, Steps in Demand Forecasting	Identify different characteristics and steps of demand forecasting for developing sales.
L15	Methods of Demand Forecasting	Understand different methods of demand forecasting for decision making on product.

L16	Methods of Demand Forecasting	Understand different methods of demand forecasting for decision making on product.
L17	Supply Analysis: Determinants of Supply,	Learn the impact of supply with compare to price and other factor.
L18	Supply Function & Law of Supply.	Know about supply functions and law of supply for product development.
L19	Review	Briefly understand overall topics
	Unit-III Production, Cost, Market Structures & Pricing:	
L20	Production Analysis: Factors of Production, Production Function,	Classify various types of production functions of optimum utilization of resources.
L21	Production Function with one variable input,	Know the impact of one variable input on outcome
L22	two variable inputs	Know the impact of two variable input on outcome
L23	Cost analysis: Types of Costs	Understand different cost concepts for optimum utilization of resources
L24	Short run and Long run Cost Functions.	Analyze the impact of short run and long run cost to minimize the cost and maximize revenue.
L25	Market Structures: Nature of Competition,	Describe various Types of markets competitions

L26	Features of Perfect competition, Monopoly, Oligopoly Monopolistic Competition	Understand different features of perfect competition, monopoly, monopolistic competition
L27	Pricing: Types of Pricing	Analyze the impact of price for decision making
L28	Product Life Cycle based Pricing, Break Even Analysis	Understand about product life cycle for product development
L29	Break Even Analysis, Cost Volume Profit Analysis.	Analyze the impact of BEP for profit decision
L30	Review –Mid 1	
	Unit-IV Market structure and pricing strategies:	
L31	Market Structure	Able to know the market structure
L32	Pricing Practices	Able to choose better pricing strategies
L33	Classification of Market Structures - Features	Makes to understand the different markets and structures
L34	Price-Output determination under Perfect competition	It able to understand the price out put under perfect competition.
L35	Price-Output determination under Perfect	It able to understand the price out put under perfect

	competition	competition.
L36	Price-Output determination under Perfect competition	It able to understand the price out put under perfect competition.
L37	Monopoly, Monopolistic	It ables to understand the importance of monolpoly
L38	Monopoly, Monopolistic	It ables to understand the importance of monolpoly
L39	Monopoly, Monopolistic	It ables to understand the importance of monolpoly
L40	Competition and Oligopoly	It ables to know the different types of sellers in market
L41	Competition and Oligopoly	It ables to know the different types of sellers in market
L42	long run and short run. Pricing Practices	It helps in creating pricing decisions
L43	long run and short run. Pricing Practices	It helps in creating pricing decisions
L44	Price Discrimination	Which shows the difference of prices
L45	Price Discrimination	Which shows the difference of prices
L46	Pricing Strategies	Which shows different types of strategies
L47	Break Even Analysis	Which makes to know no profit no loss

L48	Pricing Over Product Life Cycle	Able learn the product life process
	Unit- V Introduction to Business Environment	
L49	Introduction to Business Environment	Able to learn the business environment
L50	Macro Economic Analysis (PESTEL MODEL)	It makes to understand the economic analysis
L51	Industrial Policy of 1991	Which males to understand the importance of industrial policy
L52	recent developments	Which is makes you to understand recent developments.
L53	Monetary Policy	Able to know the monetary policy.
L54	Fiscal Policy	Able to know the fiscal policy
L54	recent developments	Which know about recent developments
L55	recent developments	Which know about recent developments
L56	Export - Import Policy,	Which knows export policies
L57	Export - Import Policy,	Which knows import policies
L58	Foreign Direct Investment in India.	Which understands the investment in foreign countries.

- **Text Books:**

D.D.Chaturvedi, S.L.Gupta, Business Economics – Theory and Applications, International Book House Pvt. Ltd. 2013
Geethika Ghosh, Piyali Gosh, Purba Roy Choudhury, Managerial Economics, 2e, Tata McGraw Hill Education Pvt. Ltd. 2012.
Aryashri,MAFA,

- **Reference Books:**

Sl. No.	Name of book/ website
a.	H L Ahuja, Business Economics, S. Chand & Co, 13e, 2016.
b	Chaturvedi, Business Economics, International Book House, 2012.
c.	http://www.sxccal.edu/TwinningProgramme/downloads/MBA-ManagerialEconomics

Activities in the class:

- A student has to write key points about the topic discussed in the class after explanation.
- Descriptive test will be conducted after completion of each unit.
- Student has to give presentation on covered topics.

Grading:

For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Evaluation scheme:

Internal Assessment (sum of scores obtained in two tests)	25
End Semester Examination	75
Total	100

Course Description Documents

Subject : FINANCIAL ACCOUNTING AND ANALYSIS
Subject Code : 17MBA03
Name of the faculty : G.S.REDDY
No. of contact hours/week : 5

Course Overview:

Financial Accounting and Analysis: financial statement analysis is a method of reviewing and analysing a company’s accounting reports in order to gauge its past, present and future financial performance. This process of reviewing the financial statements allows for better economic decision making.

Test portion	
Test No.	Topics
1	L1-L34
2	L35-L70

Submitted by:	Approved by:
(Signature of the faculty) Date:	(Signature of HOD) Date:

Course Objectives:

At the end of this course, the student will be able to:

- To Prepare Financial Statements
- To Analyse Financial Statements
- To Interpret Financial Statements

Course outcomes:

At the end of this course, the student will be able to:

- Understand the Principles of Accounting and Accounting process
- Understand inventory valuation
- Prepare financial statements
- Analyze and interpret financial statements

Lecture .No.	Topic to be covered	Topic outcome At the end of the topic Students will able to learn
	UNIT-I: Introduction to Accounting:	
L1	Introduction	Recognize and understand ethical issues related to the accounting profession
L2	Importance, Objectives and Principles	Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledgeable recommendations.
L3	Accounting Concepts and Conventions	Understand accounting concepts and conventions
L4	GAAP	
L5	Double Entry System	Understanding dual concept
L6	Classification of Accounts	Understand the Classification of Accounts
L7	Classification of Accounts	
L8	Accounting Cycle	Understand the Accounting Cycle process
	Unit-II 24 The Accounting Process:	

L9	Overview	Understand the Accounting Cycle process
L10	Books of Original Entry	Understand the meaning and advantages of journal Steps of journalizing and Limitations of journal.
L11	Journal and Subsidiary books	
L12	Journal Entries	
L13	Ledger	indicate the type of accounts found in each ledger and explain why they are placed in such a ledger.
L14	Trial balance	prepare a Trial Balance at the end of a financial period and outline the main purposes of such an exercise.
L15	Classification of capital and revenue expenses	
L16	Final accounts with adjustments	Prepare financial statements in accordance with Generally Accepted Accounting Principles.
L17	Final accounts with adjustments	
L18	Final accounts with adjustments	
L19	Valuation of fixed assets -Tangible vs Intangible Assets	Understand valuation of fixed assets
L20	Methods of depreciation	Understand the conceptual difference between depreciation and cost recovery.
L21	Fixed Instalment method	Prepare a depreciation schedule using the straight-line method and written down value method
L22	Written Down Value Method	
	UNIT-III Inventory Valuation	
L23	Methods of Inventory Valuation	Determine the value of inventory using the

L24	LIFO	<i>specific identification method.</i>
L25	FIFO	
L26	<i>Methods of Valuation of Good will</i>	<i>Determine the value of goodwill using the specific identification method.</i>
L27	<i>Average, Super and Capitalization methods</i>	
L28	<i>Average, Super and Capitalization methods</i>	
MID I EXAMINATION		
L29	<i>Accounting from incomplete records</i>	<i>Define the concept of incomplete records</i>
L30	<i>Advantages and dis Advantages of single entry system</i>	<i>understand The Meaning of Single Entry System and double entry system</i>
L31	<i>Advantages and dis Advantages of double entry system</i>	
L32	<i>Ascertainment of profits from incomplete records</i>	<i>Learn the technique of determining profit by comparing capital at two different points time</i>
L33	<i>Ascertainment of profits from incomplete records</i>	
L34	<i>Accounting treatment as per the statement of affairs method</i>	<i>Learn how derive capital at different points of time through statement of affairs.</i>
L35	<i>Accounting treatment as per the statement of affairs method</i>	
L36	<i>Calculation of missing figures</i>	<i>Learn how to Calculate of missing figures</i>
L37	<i>Calculation of missing figures</i>	
L38	UNIT-IV Financial Analysis - I:	
L39	<i>Introduction FFS</i>	<i>Provide conceptual understanding of funds</i>

L40	<i>Statement of change in working capital</i>	<i>flow statement & its utility in financial decision making</i>
L41	<i>Funds from operations uses</i>	
L42	<i>Paid cost and unpaid cost</i>	<i>Lear about paid cost and unpaid cost</i>
L43	<i>Distinction between cash profits and book profits</i>	<i>Define cash profits and book profits</i>
L44	<i>Problems on FFS</i>	<i>It ascertains the changes in financial position between two accounting periods</i>
L45	<i>Problems on FFS</i>	
L46	<i>Problems on CFS</i>	<i>Inflows of cash and outflows of cash can be measured annually which arise from operating activities, investing activities and financial activities.</i>
L47	<i>Problems on CFS</i>	
	UNIT-V X-RAY DIFFRACTION & DEFECTS IN CRYSTALS:	
L48	<i>Analysis and interpretation of financial statements.</i>	<i>To develop skills in the interpretation and use of financial statements Prepare and interpret common-size and comparative financial statements</i>
L49	<i>Common size financial statement</i>	
L50	<i>Common size financial statement</i>	
L51	<i>Comparative financial statement</i>	
L52	<i>Comparative financial statement</i>	
L53	<i>Ratio analysis</i>	<i>To work with simple ratios. convert between fractions, decimals and percentages. explain the meaning of ratio, proportion and percentage</i>
L54	<i>Liquidity Ratios</i>	
L55	<i>Solvency and profitability Ratios</i>	
L56	<i>Leverage ratios</i>	
L57	<i>Du-point chart</i>	<i>Understand Du-Point Chart</i>

L58	AS issued by ICAI	Understand Accounting Standards
L59	IAS-IFRS-US	Understand Indian and International Accounting Standards
L60	Window dressing and limitations of FS	
L61	Revision	
L62	Revision	
L63	Revision	
L64	Revision	
L65	Revision	
MID II EXAMINATION		

Text Books:

- Dhanesh K. Khatri, Financial Accounting & Analysis, Tata McGraw-Hill Publishing Limited, New Delhi, 2015.
- S.N. Maheshwari, S.K. Maheshwari, Financial Accounting, 5e, Vikas Publishing House, 2013.
- V. Rajashekar, R. Lalitha, Financial Accounting & Analysis, Pearson Education, New Delhi, 2015

Reference Books:

- Paresh Shah, Basic Financial Accounting for Management, Oxford University Press, New Delhi, 2014.
- Seema Srivastava, Financial Accounting, Jawaharlal, S. Chand, 2014

Activities in the class:

- A student has to write key points about the topic discussed in the class after explanation.
- Descriptive test will be conducted after completion of each unit.
- Student has to give presentation on covered topics.

Grading:

For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Evaluation scheme:

Internal Assessment (sum of scores obtained in two tests)	25
End Semester Examination	75
Total	100

Course Description Documents

Subject : BUSINESS STATISTICS

Subject Code : 17MBA04

Name of the faculty : VIJAYABHASKER REDDY D

No. of contact hours/week : 5

Course Overview: Course Aim: To understand the research methodology and basic statistical tools for analysis and interpretation of quantitative and qualitative data.

Test portion	
Test No.	Topics
1	L1-L30
2	L31-L65

Submitted by:	Approved by:
(Signature of the faculty) Date:	(Signature of HOD) Date:

1. COURSE OBJECTIVES

- To understand the basic statistical tools for analysis and interpretation of qualitative and quantitative data

2. COURSE OUTCOMES

Students will be able to understand

- Conceptual overview of Statistics
- To apply, analyze various simple & advanced statistical tools
- To interpret data through statistical tools.

Lecture no.	Topic to be covered	Topic outcome <i>At the end of the topic student will be able to</i>
	UNIT-I: Introduction to Statistics	
L1	Introduction to Statistics	
L2	Functions of Statistics	Understand the concept and importance of statistics in business analysis
L3	Managerial Applications of Statistics	
L4	Managerial Applications of Statistics	
L5	Relationship with other subjects	
L6	Measures of central Tendency- Mean	
L7	Median	It helps in measurement tools for average performance
L8	Mode,	
L9	Geometric Mean and Harmonic Mean	
L10	Geometric Mean and Harmonic Mean	
	Unit-II Measures of Dispersion	
L-11	Measures of Dispersion , Range,	It helps in identification and analysis of variation among the data variables How to calculate dispersion by using the various statistical tools
L12	Quartile deviation	
L13	Quartile deviation	
L14	Mean Deviation	
L15	Standard deviation	
L16	Standard deviation	
L17	Coefficient of variation	
L18	Karl Pearson's co-efficient of skewness	
L19	Karl Pearson's co-efficient of skewness	
L20	Bowley's co-efficient of skewness	
L21	Kelleys co-efficient of skewness	
L22	Kurtosis	
L23	Kurtosis	
Mid Examination I		
	UNIT-III Tabulation	Data classification and presentation of data in a chronological order and easy for analysis for further analysis
L24	Tabulation of Univariate	
L25	Bivariate and multivariate data	
L26	Data classification and tabulation	
L27	Data classification and tabulation	
L28	Diagrammatic and graphical representation of data	

Lecture no.	Topic to be covered	Topic outcome <i>At the end of the topic student will be able to</i>	
L29	One dimensional, Two dimensional and three dimensional diagrams and graphs		
L30	One dimensional, Two dimensional and three dimensional diagrams and graphs		
L31	Small Sample Tests- t-Distribution-properties and applications		
L32	testing for one and two means, paired t-test.		
L33	testing for one and two means, paired t-test.		
	UNIT-IV Analysis of Variance	The testing of significance of statistical analysis	
L34	One Way and Two Way ANOVA		
L35	One Way and Two Way ANOVA		
L36	One Way and Two Way ANOVA		
L37	Chi-Square distribution: Test for a specified Population variance		
L38	Chi-Square distribution: Test for a specified Population variance		
L39	Test for Goodness of fit, Test for Independence of Attributes.		
L40	Test for Goodness of fit, Test for Independence of Attributes.		
L42	Correlation Analysis -Scatter diagram		The finding the relationship and association between variable for decision making in business
L43	Positive and Negative correlation, limits for coefficient of Correlation,		
L44	Karl Pearson's coefficient of correlation		
L45	Spearman's Rank correlation		
L46	concept of Multiple and partial Correlation		
L47	Regression Analysis-Concept, least square fit of a linear regression,		
L48	two lines of regression, Properties of regression coefficients		

Lecture no.	Topic to be covered	Topic outcome <i>At the end of the topic student will be able to</i>
L49	two lines of regression, Properties of regression coefficients	
	UNIT-V Time Series Analysis	
L50	Time Series Analysis-Components	TA used in forecasting the trend in series of variables
L51	Models of Time Series–Additive	
L52	Models of Time Series–Additive	Index numbers for comparison and to find the growth rate financial and economic variables for business and government policy decisions
L53	Multiplicative and Mixed models;	
L54	Trend analysis-Free hand curve, Semi averages	
L55	moving averages	
L56	moving averages	
L57	Least Square methods	
L58	Index numbers – introduction ,Characteristics	
L59	uses of index numbers, types of index numbers	
L60	Un weighted price indexes	
L61	weighted price indexes	
L62	Tests of adequacy	
L63	consumer price indexes	
L64	consumer price indexes	
L65	consumer price indexes	
Mid Examination II		

TEXTBOOKS:

1. P.C. Tulsian, Bharat Jhunjnuwala, Business Statistics, S. Chand, 2016.
2. Levin R.I., Rubin S. David, Statistics for Management, 7e Pearson, 2015.
3. Anderson, Sweeney, Williams, Camm, Cochran, Statistics for Business Economics, Cengage 12e, 2014.
4. J. K Sharma, Business Statistics, 4e, Vikas Publishing House, 2015.
5. Beri, Business Statistics, 1e, Tata McGraw Hill, 2015.
6. Gupta S.C., Fundamentals of Statistics, 6e, Himalaya Publishing House, 2015.

Activities in the class:

- A student has to write key points about the topic discussed in the class after explanation.
- Descriptive test will be conducted after completion of each unit.
- Student has to make class practice of problems

Grading:

For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Evaluation scheme:

Internal Assessment (sum of scores obtained in two tests)	25
Assignments	0
End Semester Examination	75
Total	100

Course Description Documents

Subject : BUSINESS LAW AND ETHICS
Subject Code : 17MBA05
Name of the faculty : B. SARITHA
No. of contact hours/week : 5

Course Overview:

BUSINESS LAW AND ETHICS (BL&E): This course provides a through introduction to the business law and ethics. The course will introduce to the companies act 2013 , introduction to the law of contracts remedies fo breach of contract , business ethics . The course also introduces cyber crimes and issues and challenges in cyber crimes.

Test portion	
Test No.	Topics
1	L1 - L30
2	L31 –L60

Submitted by:	Approved by:
(Signature of the faculty) Date:	(Signature of HOD) Date:

Course Objectives:

- To understand the Legal and Regulatory Framework for doing business in India

Course outcomes:

- Business Laws related to incorporating accompany
- Importance of Ethics in Business
- Cyber Crime and Legal Aspects

Lecture No.	Topic to be covered	Topic outcome
	Unit-I Companies Act, 2013	
L1	Introduction to companies act	Study about the companies act
L2	Steps and procedure for incorporation of the company	Process for incorporation of company
L3	Appointment of Directors	Process for appointment of directors
L4	Powers of Directors	To know the powers of directors
L5	Duties of Directors	To know the duties of directors
L6	liabilities of Directors	To study about liabilities of directors
L7	Company Meetings	To know the types of meeting
L8	Resolutions	To know the resolution in company
L9	Company.	To know the types of companies
L10	Types of directors	To study the types of directors
	Unit II LAW OF CONTRACT	
L11	Types of contract	To study about types of contract
L12	Nature of Contract and Essential elements	To know the nature of

	of valid contract	contract
L13	Offer and Acceptance	To study about the offer and acceptance
L14	Consideration	To know process of consideration
L15	Capacity to contract and Free Consent	To study about capacity of parties
L16	Legality of Object	To study the legal objectives of a company
L17	Unlawful and illegal agreements	To study about illegal objectives
L18	Contingent Contracts	To know about contingent contract
L19	Performance and discharge of Contracts	To study about the performance of contract
	Remedies for breach of contract	To know the remedies of breach of contract
L20	Contracts-II	To study about the contract
L21	Indemnity and guarantee	To study about process of indemnity and guarantee
L22	Contract of Agency	To know about the contract of agency
L23	Sale of goods Act -1930 introduction	To know the sales of goods act
L24	General Principles sales of goods act	To study the principal of sales of goods act
L25	Conditions & Warranties	To know about warranties and conditions

L26	Performance of Contract of Sale	To know the performance of contract
	Negotiable Instruments Act - 1881:	
L27	Negotiable Instruments- Promissory Note	To study the about the negotiable instruments
L28	Bills of Exchange	To know about boe
L29	Cheque	To know the process of cheque
L30	their definitions and characteristics promissory note	To know the characteristic of PN
	their definitions and characteristics bills of exchange	To study about thee BOE
L31	their definitions and characteristics cheque	To know about cheque
L31	Types of endorsements	To know the types of endorsement
L32	Holder- Holder in due course	Study process of due course
L33	Discharge of Parties	To know the process of discharge of parties
L34	Introduction to Goods and Services Tax (GST).	To know about GST
L35	UNIT – IV	
L36	Business Ethics	To know the business ethics
L37	The Changing Environment	To know the changing in environment
L38	Business Ethics-why does it matter	To know the business ethics
L39	Levels of business ethics	To know the types of

		business ethics
L40	Five Myths about Business Ethics	To know the myths of BE
L41	Training of business ethics	To know the training of business ethics
	stages of Moral development	To know the different levels of moral development
L42	Kohlberg's study-carol Gilligan's	To know the giligan process
L43	Theory-Principles of Ethics	To know the theory of ethics
L44	Negotiable Instruments Act - 1881:	
L45	Negotiable Instruments- Promissory Note	To study the about negotiable instruments
L46	Bills of Exchange	To study about BOE
L47	Cheque	To study the process off cheque
L48	Types of endorsements	To know the concept of endorsement
L49	Holder- Holder in due course	To know the holder in due course
L50	Discharge of Parties	To know the concept of discharge of parties
L51	Goods and Services Tax	To know the concepts of GST
L52	Cyber Crime	
L53	The Legal Landscape - Need for cyber laws in the Indian context	To know the cyber laws
L54	Types of crime crimes	To know the types of cyber crimes

L55	Indian it act	To know the cyber crimes in Indian act
L56	Challenges to Indian law	To know the challenges of Indiana law
L57	Cyber crime scenario in india	To know the cyber crimes
L58	Issues and challenges in cyber crimes	To know the concept of challenges of cyber crimes
L59	Remedial measure for cyber crimes	How to take the measures for cyber crimes
L60	Hacking	To know the process of hacking

Text Books:

- Ravinder Kumar, Legal Aspects of Business, 4e, Cengage Learning, 2016.

Reference Books:

- RSN Pillai, Bagavathi, Legal Aspects of Business, S.Chand, 2016.
- P.P.S.Gogna, Company Law, S.Chand, 2016.

Activities in the class:

- A student has to write key points about the topic discussed in the class after explanation.
- Descriptive test will be conducted after completion of each unit.
- Student has to give presentation on covered topics.

Grading:

For presentation the student will be judged by his understanding of concepts, importance of corporate governance and increase the confidence levels

Evaluation scheme:

Internal Assessment (sum of scores obtained in two tests)	25
End Semester Examination	75
Total	100

Course Description Documents

Subject : Technology Management
Subject Code : 17MBA06C
Name of the faculty : Sameera Afroze
No. of contact hours/week : 5

Course Overview:

Technology Management: Technology management deals with the design, development, operation and use of technological products and services to help increase efficiency and deliver value to an organization. Technology management is closely related to other disciplines such as business intelligence and analytics, IT, user experience design, innovation management and strategic management.

Test portion	
Test No.	Topics
1	L1-L34
2	L35-L70

Submitted by:	Approved by:
(Signature of the faculty) Date:	(Signature of HOD) Date:

Course Objectives:

At the end of this course, the student will be able to:

- To understand the importance of technology in conduct of business.

Course outcomes:

At the end of this course, the student will be able to:

- Importance of Technological Innovation
- Importance of Research and development in technology management
- Forecasting of Technology

Lecture No.	Topic to be covered	Topic outcome
	Unit-I	
L1	The need for conceptual approach	To understand the need for conceptual approach
L2	Technological Innovation as a Conversion Process	To know the innovation process
L3	Factors Contributing to Successful Technological Innovation	To determine the factors for successful innovation
L4	Strategies For Research and Development	To know the various strategies for R& D
L5	Resource Allocation to R&D	To analyse the resource allocation for R & D
L6	R&D Strategy In the Decision Making Process	To understand R & D strategy in decision making
L7	Selection and Implementation of R&D Strategy	To understand the implementation of R & D
L8	R and D and Competitive Advantage	To understand the competitive advantage of R & D
L9	New Product Development	To know the stages of new product development
L10	Techniques For Creative Problem Solving	To understand the techniques for problem solving
	Unit-II	

L11	The Need For Cost Effectiveness	To understand the need for cost effectiveness
L12	R&D Financial Forecasts	To study various financial forecasting methods
L13	Risk as a Factor In Financial Analysis	To know the importance of risk in financial analysis
L14	Project Selection Formulae	To study various project selection formulae
L15	Allocation of Resources	To know the process of allocation of resources
L16	DCF technique problems	To analyse the problems of DCF techniques
L17	Techniques for evaluating R & D ventures.	To study the techniques for evaluating R & D
	Unit-III	
L18	Programme Planning and Control	To study programme planning & control
L19	Portfolio Planning	To understand portfolio planning
L20	Project Planning and Control,	To study project planning & control
L21	Project Termination,	To study project termination
L22	Resource Allocation and Management	To understand resource allocation & management
L23	New Product Development:	To understand new product development

L24	New Product Development as a Competitive Strategy,	To study NDP as competitive strategy
L25	New product development process	To understand new product development process
L26	Market Research For Developing New Products,	To study market research
L27	Commercialization of Research Outcomes	To understand commercialisation of research outcomes
L28	Industrial Design	To understand industrial design
L29	Product Architecture and Design For Manufacture,	To study product architecture
L30	Developing Indigenous Substitute For Raw Materials.	To understand indigenous substitute for raw materials
	Unit-IV	
L31	The Definition of Technological Forecasting	To study the importance of technological forecasting
L32	Forecasting System Inputs and Outputs	To understand forecasting system inputs & outputs
L33	Classification of Forecasting Techniques	To understand various forecasting techniques
L34	Organization For Technological Forecasting	To understand organisations for technological forecasting
L35	Current status of technological forecasting	To study the current status of technological forecasting
L36	Technology upgradation	To understand technology upgradation

L37	Technology diffusion	To understand technology diffusion
L38	Technology policy	To study technology policy
L39	Technology generation	To understand technology generation
L40	Technology promotion & development	To study technology promotion & development.
	Unit-V	
L41	Models of technology transfer	To understand modes of technology transfer
L42	Modes of technology transfer	To understand modes of technology transfer
L43	Price of technology transfer	To understand price of technology transfer
L44	Morphological analysis of forecasting	To study morphological analysis of forecasting
L45	Negotiation for price of MOT	To understand the negotiation price for technology transfer

Text Books:

Tarek Khalil, Management of Technology—the Key to Competitiveness and Wealth, Tata McGraw Hill, Boston, 2015.

Reference Books:

- Shane: Technology Strategy for Managers and Entrepreneurs, Pearson, 2015.
- Khandwala: Corporate Creativity, TMH, 2015

Activities in the class:

- A student has to write key points about the topic discussed in the class after explanation.
- Descriptive test will be conducted after completion of each unit.
- Student has to give presentation on covered topics.

Grading:

For presentation the student will be judged by his understanding of concepts, applications, basic knowledge and confidence level.

Evaluation scheme:

Internal Assessment (sum of scores obtained in two tests)	25
End Semester Examination	75
Total	100

Program Outcomes:

- PO1.** Apply knowledge of management theories and practices to solve business problems.
- PO2.** Foster analytical and critical thinking abilities for data-based decision making.
- PO3.** Ability to develop Value based Leadership ability.
- PO4.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
- PO6.** Analyze the alternative solutions using quantitative methods and logical arguments.
- PO7.** Identify and analyze the business opportunities in diverse business contexts.
- PO8.** Develop a habit of knowing and understanding the latest developments taking place in the field of business management.

Program Specific Outcomes:

PSO1: The students will be ready to formulate an integrative business plan through the plan through the application of multidisciplinary knowledge comprising of marketing, finance, Human Resources, Entrepreneurship & systems.

PSO: 2 The students will be able to analyze the possible alternative solutions for a problem by applying various quantitative techniques for decision making.