

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	From the aggregate, marks secure from the best 196 credits
First class with Distinction	70 % and above	
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 any body'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

I YEAR Semester II

S. NO.	EVENT	DATE	DURATION
1.	Commencement of Instruction	22 nd Jan 2018	--
2.	First Mid Term Examinations	15 th to 17 th March	---
3.	Submission of First Mid Term Exam Marks to University on or before	24 th March 2018	---
4.	Parent- Teacher Meeting	14 th April 2018	
5.	Summer Vacation	8 th May to 2 nd June	4 weeks
6.	Second Mid Term Examinations	6 th to 8 th June 2018	---
7.	Last date of Instruction	8 th June 2018	16 weeks
8.	Submission of Second Mid Term Marks to University on or before	19 th June 2018	1 week
9.	Preparatory Holidays & Practical Exams	18 th to 23 rd June 2018	1 week
10.	End Semester & Supplementary Examinations	26 th June to 13 th July 2019	3 weeks (14 working days)

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	Name of the subject	Mobile	E-mail-id
1	SAMEERA AFROZE	HUMAN RESOURCE MANAGEMENT	8686092482	sameeraafroze@gmail.com
2	Dr. M. Sukanya	MARKETING MANAGEMENT	9951699515	hod.mba@kgr.ac.in
3	K.RAGHURAM REDDY	FINANCIAL MANAGEMENT	8008669303	Raghuram.789@gmail.com
4	D.VIJAYBHASKAR REDDY	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	9030141122	Vijay.bhaskar@gmail.com
5	A. DIVYA	ENTREPRENEURSHIP	9666184806	Anusree.divya@gmail.com
6	N.KIRANMAYI	CORPORATE GOVERNANCE	8142435767	kiranmayi234@gmail.com
7	V.V.SUBRAMANYAM	CORPORATE TRAINING	9000876548	vsubramanyam75@mail.com

Mentor Details:

S. No.	Name of the Mentor	Mobile	Mentees
1	D.VIJAYBHASKAR REDDY	9030141122	17QM1E0001 to 015
2	K KIRANMAYI	8142435767	17QM1E0016 to 030
3	A. DIVYA	9666184806	17QM1E0031 to 45
4	SAMEERA AFROZE	8686092482	17QM1E0046 to 58

Class In-Charge Details:

S. No.	Name of the Class In charge	Mobile	E-mail Id
1	D. Vijayabhasker Reddy	9030141122	vijay.d@kgr.ac.in

Class Representative Details:

S. No.	Name of the Class Representative	Roll number	Mobile
1.	A. Sai Harshith	17QM1E0004	9705296826
2.	P. Manisha	17QM1E0032	8801100830

Time Table
**DEPARTMENT OF BUSINESS MANAGEMENT
 MBA I YEAR II SEMESTER TIME TABEL 2017**

Day/Time	09:30 AM 10:20 AM	10:20 AM 11:10 AM	11:10AM 11:20AM	11:20AM 12:10 PM	12:10 PM 01:00 PM	01:00PM 01:30PM	01:30 PM 02:20 PM	02:20 PM 03:10 PM
Monday	ES	QABD	B R E A K	FM	MM	L U N C H	HRM	SPORTS
Tuesday	CG	MM		HRM	ES		CRT	QABD
Wednesday	FM	MM		LIBRARY	HRM		ES	CG
Thursday	ES	QABD		CRT	MM		FM	CG
Friday	CG	FM		QABD	MM		LAB	HRM
Saturday	CG	HRM		FM	LAB		ES	QABD

Course Description Documents

Subject : Human Resource Management
Subject Code : 17MBA08
Name of the faculty : Sameera Afroze
No. of contact hours/week : 5

Course Overview:

Human Resource Management (HRM): This course provides a thorough introduction to the basic principles of human resource management. The human resource function of modern organizations is critical, as people are our most important resource. The course covers all aspects of principles, practices, theory, and current issues facing organizations as related to attracting, selecting, and maintaining a productive workforce in today's competitive operating environment.

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:

- Describe the major functions of human resource management.

- Define roles and responsibilities of HR.
- Explain recruitment, selection & HR planning.
- Describe various training methods and development programs.
- Explain the importance of employee welfare & grievances.

Course outcomes:

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

- Understand basic concepts of HR Concepts.
- Analyse the process of recruitment & selection.

Lecture No.	Topic to be covered	Topic outcome
	Unit-I Introduction to Human Resource Management	
L1	Introduction to HRM, its role & responsibilities	Know the concept of HRM
L2	Line Managers	Know the responsibilities of Line Managers
L3	Globalization, competition trends, Trends in nature of work.	Analyse different types of trends in nature of work.
L4	Economic Trends	Analyze latest economic trends
L5	Technological trends	Analyse latest technological trends
L6	High Performance work systems	Know the concepts of HPWS
L7	Labour Legislation In India	Learn the onset of labour legislation in India
L8	Equal Employment Opportunity	Know the concept of EEO

L9	HR score card developed	Understand the procedure for developing HR score card.
L10	Human Resource Information System	Learn the concept of HRIS
	Unit-II Recruitment & Selection	
L11	Job Analysis & Its Methods	Know the concept of job analysis & understand the various methods.
L12	Job description & Job Specification	Understand the concept of Job Description & Job Specification
L13	Job Satisfaction	Know the concept of Job Satisfaction.
L14	Job Enlargement & Job Enrichment	Understand the difference between job enlargement & enrichment & their applications
L15	HR Planning & Forecasting	Understand various methods of forecasting
L16	Sources of recruitment	Understand the various sources of recruitment
L17	Employee testing & selection	Learn the procedure for employee testing & selection.
L18	Basic Types of Interviews	Know about types of interviews

L19	Errors in Interviews	Know types of errors
	Unit-III Training & Development & Performance Management	
L20	Importance of training & development	Know the importance of training & development
L21	Training Process	Understand the process of training
L22	Designing & Implementation of training	Know the concept of designing & implementing training
L23	Training Methods	Understand different Methods of training
L24	Management development process	Understand the importance of management development
L25	Evaluation of training & development	Understand various methods of training evaluation
L26	Performance Management	Understand the concept of performance management
L27	Performance Appraisal	Know the concept of performance appraisal
L28	Techniques of performance appraisal	Understand different methods of performance appraisal
L29	Career Management	Know the concept of career management
L30	Review –Mid 1	

	Unit-IV Compensation & Employee Welfare	
L31	Introduction to compensation	Understand concepts of compensation
L31	Components of compensation	Understand the components of concept of compensation
L32	Basic factors in determining pay rates	Know the factors in determining pay rates
L33	Job Evaluation Methods	Understand the various methods of job evaluation
L34	Establishing Pay rates	Know the concept of pay rates
L35	Pricing managerial & professional jobs	Understand the concept of pricing various jobs
L36	Performance Based pay	Understand performance based pay
L37	Retirement Benefits	Know various retirement benefits
L38	Employee welfare	Know the concept of employee welfare
L39	Workmen compensation act	Understand workmen compensation act
L40	Minimum Wages Act	Understand Minimum Wages Act
	Unit-V Employee Relations	
L41	Introduction to labour movement	Know the details of labour

		movement
L42	Collective bargaining Process	Understand concept of collective bargaining.
L43	Employee Grievances	Understand the concept of employee grievance.
L44	Grievances handling procedure	Know the procedure for handling grievances.
L45	Employee separation	Know the concept of employee separation
L46	Employee safety & health	Understand the importance of employee health & safety
L47	Occupational Safety Law	Know occupational safety law
L48	workplace health hazards	Understand work place health hazards.
L49	problems & remedies of health hazards	Understand the procedure of handling health hazards & their remedies
L50	Industrial Disputes Act 1947	Understand Industrial Disputes Act 1947
L51	Factories act1948	Understand Factories act1948

Text Books:

Gary Dessler, BijuVarkkey, Human Resource Management, 4e, Pearson 2017.

Reference Books:

- Robert L.Mathis, John H.Jackson, ManasRanjanTripathy, Human Resource Management, Cengage Learning 2016.

- K. Aswathappa, Human Resource Management, Text and Cases, TMH, 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

Course Title : Marketing Management
Course Code : 17MB09
Name of the faculty : Dr. M. Sukanya
No. of contact hours/week : 5

Course Overview:

Marketing Management (MM): This course provides a thorough introduction to the basic marketing concepts and its applications in markets. The course will introduce changing marketing environment, market research. The course will also introduce the basic marketing strategies, segmentation, targeting and positioning strategies. In the course there is a discussion on consumer behaviour, Pricing strategies, promotion mix. The course also has an overview of marketing channels green marketing and global marketing. There is an overview of all the basic concepts that are to be discussed in depth in marketing specialisation classes in the coming semesters.

Test portion	
Test No.	Topics
1	L1-L20
2	L21-L60

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 basic marketing concepts. and its applications in markets.
- To apply the concepts in markets

Course outcomes: Students will be able

- To understand concepts of marketing management.
- To analyze markets and design customer driven strategies.
- To communicate the decisions towards business development with superior customer value.

Lecture No.	Topic to be covered	Topic outcome
	Unit-I Introduction to Marketing & Market research	
L1	Importance & Scope of Marketing	To Understand the importance of marketing
L2	Core marketing concepts	To Analyze important marketing concepts
L3	Marketing Philosophies	To Analyze different philosophies of marketing
L4	Marketing environment	To Identify different types of marketing environment
L5 & L6	Marketing strategies & plans	To understand and analyse different marketing plans & strategies
L7	Changing marketing landscape	To examine the changing market landscape
L8	Market Research Process& ethics	To understand the process of market research & ethics
L9	Marketing Information System(MKIS)	To examine the role of MKIS
L10	International Marketing Research	To understand international market research
	Unit-II Analysing Marketing Opportunities, Customer value and Marketing Mix	

L11	Consumer decision making	To analyse Consumer decision making.
L12	Building Customer value ,analysing consumer Markets	To understand building Customer value ,analysing consumer Markets
L13 & L14	Factors influencing consumer behavior	To understand the factors influencing consumer behavior
L15	Product levels, Classifying Products	To Understand different Product levels & Classification of Products
L16	Product mix	To analyse the product mix.
L17	Product line, Product life cycles	To know the product line & analyse the different product life cycles.
L18& L19	New product Development, New Service Development	To examine new Product & Service development
L20	Process of adoption, Branding	To analyse process of adoption, Branding
	Unit-III Designing a Customer Driven Strategy	
L21	Segmentation of consumer market	To examine the segmentation of consumer market
L22	Segmentation of business market	To analyse the segmentation of business market
L23	Requirement for effective segmentaton	To understand the requirement for effective segmentaton
L24	Evaluating market segmentation	To analyze the evaluation of segmentation.
L25	Jargon test	To test the jargon in marketing
L26	Market targeting	To analyse the importance of targeting
L27	Positioning & positioning strategies	To examine the positioning & positioning strategies
L28	Positioning map	To understand the concept of positioning map.
L29	Repositioning & repositioning map	To analyze repositioning and

		repositioning maps.
L30	Classroom questions	To evaluate the students on the basis of classroom understanding
	Unit-IV Distribution decisions, Promotion & Communication Strategies	
L31	Marketing channels	To understand marketing channels
L32	Recap of old topics by asking back to back questions	To evaluate the level of understanding of students
L33	Channel functions	To analyse channel functions
L34	Channel intermediaries	To understand Channel intermediaries
L35	Channel structure	To analyze the Channel structure
L36	Marketing Jargon Test	To analyze the perception of students towards the understanding of subject
L37	Channel for consumer, business and industrial products	To understand the Channel for consumer, business and industrial products
L38	Promotional mix	To understand Promotional mix
L39	Advertising	To know about advertising
L40	Small assignment(ppt) on advertising	To know how they are getting the concepts connected to the corporate world.
L40	Sales promotion	To examine various sales promotional tools.
L41	Personal selling, Public relations	To analyse Personal selling, Public relations
L42	Direct and online marketing	To understand Direct and online marketing
L43	Marketing communication	To analyse Marketing communication
L44	Communication process	To evaluate the communication process
L45	Factors affecting the promotion mix	To analyse the factors affecting the promotion mix
	Unit-V Pricing Decisions & Personal	

	Communication	
L46	Importance of price	To examine the importance of price
L47	Cost determinant of price	To understand the cost determinant of price.
L48	Mark-up pricing, Profit maximisation pricing, break- even pricing	To examine Mark-up pricing, Profit maximisation pricing, break- even pricing
L49	Pricing strategies	To understand Pricing strategies
L50	Product line pricing, ethics of pricing strategy	To examine Product line pricing, ethics of pricing strategy .
L51	WOM, Rural Marketing	To analyse WOM, Rural Marketing
L52	BOP, Relationship Marketing	To examine BOP, Relationship Marketing
L53	Digital Marketing , Social media marketing	To analyze Digital Marketing, Social media marketing.
L54	Post modern Marketing	To understand Post modern Marketing
L55	Market sustainability & ethics	To understand Market sustainability & ethics
L56	Global Marketing	To examine Global Marketing
L57	Green Marketing	To understand Green Marketing
L58	Revision	
L59	Revision	
L60	Discussion of Old Question Papers	

Text Books:

- Philip Kotler, Gray Armstrong, Principles of Marketing, 15e, Pearson Education, 2016.
- Lamb, Hair, Sharma, Mc Daniel, Principles of Marketing, A South Asian Perspective Cengage Learning, 2016.
- Paul Baines, Chris Fill, Kelly Page, Piyush Sinha, Marketing, Asian Edition, Oxford University Press, 2015.

Reference Books:

- Arun Kumar & N. Meenakshi, Marketing Management , Vikas, 2012
- Rajan Saxena, Marketing Management, 3e, Tata Mc Graw Hill, 2012.
- Kenneth E Clow, Donald Baack, Cases in Marketing Management, Sage South Asia edition, 2012.
- Dr.K.Karunakaran,Marketing Management,Himalaya publishers,2012

Activities in the class:

- A student has to frequently write jargon test.
- Questions will be asked on a regular basis about the previous class.
- Project based presentations will be given to students

Grading:

- For presentation the student will be judged by his communication skills, applications, basic knowledge and confidence level.

Evaluation scheme:

Internal Assessment (Average of the two mid marks)	25
Semester end examination	75
Total	100

Course Description Documents

Subject : **FIANCIAL MANAGEMENT**
Subject Code : **17MBA10**
Name of the faculty : **K.RAGHURAM REDDY**
No. of contact hours/week : **5**

Course Overview:

To understand the basic decisions taken by finance manager in a Corporate.FM helps in understanding the use of resources efficiently, effectively and economically. Students will be able to understand a) Goals of financial function b) Investment criteria and decision process c) capital structure and Dividend Decisions d) Asset Liability 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:

- Understand goals of financial function and time value of money
- Analyze investment criteria and decision process and the impact of cost of capital

- Analyze capital structure and Dividend Decisions for optimum decision
- Know about Asset Liability management
- e) Understand about merger and acquisition

Course outcomes:

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

- Learn about goals of financial function and time value of money
- Understand about investment criteria and decision process and the impact of cost of capital
- Learn about capital structure and Dividend Decisions for optimum decision
- Understand about Asset Liability management
- Know about merger and acquisition

Lecture no.	Topic to be covered	Topic outcome <i>At the end of the topic student will be able to</i>
L1	UNIT- I: The Finance Function:	Understand about the finance function
L2	Nature and Scope financial management	Learn about Nature and Scope financial management
L3	Evolution of finance function	Analyse Evolution of finance function
L4	Its new role in the contemporary scenario	Know about FM new role in the contemporary scenario
L5	Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare	Analyse about Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare
L6	Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare	Analyse about Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare
L7	the Agency relationship and costs; Risk-Return trade off	Learn about the Agency relationship

Lecture no.	Topic to be covered	Topic outcome <i>At the end of the topic student will be able to</i>
		and costs; Risk-Return trade off
L8	Concept of Time Value of Money –Future Value and Present value and the basic valuation model.	Understand about Concept of Time Value of Money –Future Value and Present value and the basic valuation model.
L9	Concept of Time Value of Money –Future Value and Present value and the basic valuation model.	Understand about Concept of Time Value of Money –Future Value and Present value and the basic valuation model.
L10	Concept of Time Value of Money –Future Value and Present value and the basic valuation model.	Understand about Concept of Time Value of Money –Future Value and Present value and the basic valuation model.
L11	UNIT - II: The Investment Decision:	Understand about The Investment Decision
L12	Investment decision process- Project generation, project evaluation, project selection and project Implementation	Create and a Investment decision process- Project generation, project evaluation, project selection and project Implementation analyse about
L13	Developing Cash Flow; Data for New Projects	Know about Developing Cash Flow; Data for New Projects
L14	Capital Budgeting Techniques – Traditional and DCF methods	Analyse about Capital Budgeting Techniques –Traditional and DCF methods
L15	Capital Budgeting Techniques – Traditional and DCF methods	Understand about concept of Intrinsic Value Economic Analysis – Industry Analysis
L16	Capital Budgeting Techniques – Traditional and DCF methods	Understand about concept of Intrinsic Value Economic Analysis – Industry Analysis
L17	Capital Budgeting Techniques –	Understand about concept of

Lecture no.	Topic to be covered	Topic outcome <i>At the end of the topic student will be able to</i>
	Traditional and DCF methods	Intrinsic Value Economic Analysis – Industry Analysis
L18	The NPV vs. IRR Debate; Approaches for reconciliation	Know about The NPV vs. IRR Debate; Approaches for reconciliation
L19	Capital budgeting decision under conditions of risk and uncertainty	Understand about Capital budgeting decision under conditions of risk and uncertainty
L20	Concept and measurement of cost of capital, Debt vs. Equity,	Learn about Concept and measurement of cost of capital, Debt vs. Equity,
L21	cost of equity	Learn about cost of equity
L22	preference shares, equity capital and retained earnings	Learn about preference shares, equity capital and retained earnings
L23	preference shares, equity capital and retained earnings	Learn about preference shares, equity capital and retained earnings
L24	weighted average cost of capital and marginal cost of capital	Know about weighted average cost of capital and marginal cost of capital
L25	weighted average cost of capital and marginal cost of capital	Know about weighted average cost of capital and marginal cost of capital
L26	Importance of cost of capital in capital budgeting decisions	Learn about Importance of cost of capital in capital budgeting decisions
L27	.UNIT- III: Capital Structure and Dividend Decisions	Learn about Capital Structure and Dividend Decisions
L28	Capital structure vs. financial structure - Capitalization	Learn about Capital structure vs. financial structure -Capitalization
L29	financial leverage, operating leverage and composite leverage	Learn about financial leverage, operating leverage and composite leverage
L30	financial leverage, operating leverage and composite leverage	Learn about financial leverage, operating leverage and composite

Lecture no.	Topic to be covered	Topic outcome <i>At the end of the topic student will be able to</i>
		leverage
L31	financial leverage, operating leverage and composite leverage	Learn about financial leverage, operating leverage and composite leverage
L32	EBIT-EPS Analysis	Learn about EBIT-EPS Analysis
L33	Indifference Point/Break even analysis of financial leverage	Learn about Indifference Point/Break even analysis of financial leverage
L34	Indifference Point/Break even analysis of financial leverage	Learn about Indifference Point/Break even analysis of financial leverage
L35	Capital structure Theories –The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal	Analyse about Capital structure Theories –The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal
L36	Capital structure Theories –The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal	Analyse about Capital structure Theories –The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal
L37	Capital structure Theories –The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal	Analyse about Capital structure Theories –The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal
L38	Capital structure Theories –The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal	Analyse about Capital structure Theories –The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal
L39	Dividends and value of the firm - Relevance of dividends, the MM hypothesis,	Learn about Dividends and value of the firm - Relevance of dividends, the MM hypothesis,

Lecture no.	Topic to be covered	Topic outcome <i>At the end of the topic student will be able to</i>
L39	Dividends and value of the firm - Relevance of dividends, the MM hypothesis,	Learn about Dividends and value of the firm - Relevance of dividends, the MM hypothesis,
L40	Factors determining Dividend Policy	Know about Factors determining Dividend Policy
L41	Forms of dividend. Declaration and payment of dividends	Learn about Forms of dividend. Declaration and payment of dividends
L42	Bonus shares	Analyse about Bonus shares
L43	Rights issue, share-splits, Major forms of dividends – Cash and Bonus shares	Learn about Rights issue, share-splits, Major forms of dividends – Cash and Bonus shares
L46	Dividends and valuation; Major theories cantered on the works of Gordon, Walter and Linter	Learn about Rights issue, share-splits, Major forms of dividends – Cash and Bonus shares
L46	Dividends and valuation; Major theories cantered on the works of Gordon, Walter and Linter	Learn about Rights issue, share-splits, Major forms of dividends – Cash and Bonus shares
L47	Dividends and valuation; Major theories cantered on the works of Gordon, Walter and Linter	Learn about Rights issue, share-splits, Major forms of dividends – Cash and Bonus shares
L48	A brief discussion on dividend policies of Indian companies	Understand about a brief discussion on dividend policies of Indian companies
<i>Mid Examination I</i>		
L49	UNIT- IV: Working Capital Management and Finance: Working Capital Management	Learn about working Capital Management and Finance: Working Capital Management
L50	Components of working capital	Learn about Components of working capital
L51	gross vs. net working capital	Learn about gross vs. net working capital
L52	determinants of working capital needs, the operating cycle approach	Analyse about determinants of working capital needs, the operating cycle approach
L53	Planning of working capital	Know about Planning of working

Lecture no.	Topic to be covered	Topic outcome <i>At the end of the topic student will be able to</i>
		capital
L54	Planning of working capital	Know about Planning of working capital
L56	Planning of working capital	Know about Planning of working capital
L57	Financing of working capital through Bank finance and Trade Credit, regulation of bank finance	Analyse about Financing of working capital through Bank finance and Trade Credit, regulation of bank finance
L58	Financing of working capital through Bank finance and Trade Credit, regulation of bank finance	Analyse about Financing of working capital through Bank finance and Trade Credit, regulation of bank finance
L59	UNIT - V: Management of Current Assets: Management of cash – Basic	Analyse about Management of Current Assets: Management of cash – Basic
L60	Basic strategies for cash management, cash planning	Analyse about basic strategies for cash management, cash planning
L61	Basic strategies for cash management, cash planning	Analyse about basic strategies for cash management, cash planning
L62	cash management techniques/processes.	Learn about cash management techniques/processes.
L63	Marketable securities: characteristics, selection criterion	Learn about Marketable securities: characteristics, selection criterion
L64	Management of receivables- Credit policy, credit evaluation of individual accounts, monitoring receivables, factoring	Understand about Management of receivables- Credit policy, credit evaluation of individual accounts, monitoring receivables, factoring
L65	Management of receivables- Credit policy, credit evaluation of individual accounts, monitoring receivables, factoring	Learn about Management of receivables- Credit policy, credit evaluation of individual accounts, monitoring receivables, factoring
L66	Management of inventory- Inventory management process, Inventory control systems, analysis of investment in inventory	Learn about Management of inventory- Inventory management process, Inventory control systems, analysis of investment in inventory
L67	Management of inventory- Inventory	Learn about Management of

Lecture no.	Topic to be covered	Topic outcome <i>At the end of the topic student will be able to</i>
	management process, Inventory control systems, analysis of investment in inventory	inventory- Inventory management process, Inventory control systems, analysis of investment in inventory
L68	Corporate Restructuring: Corporate Mergers, Acquisitions and Takeovers	Learn about corporate Restructuring: Corporate Mergers, Acquisitions and Takeovers
L69	Types of Mergers, Economic rationale of Mergers, motives for Mergers, Financial evaluation of Mergers	Understand about Types of Mergers, Economic rationale of Mergers, motives for Mergers, Financial evaluation of Mergers
L70	Types of Mergers, Economic rationale of Mergers, motives for Mergers, Financial evaluation of Mergers	Understand about Types of Mergers, Economic rationale of Mergers, motives for Mergers, Financial evaluation of Mergers
Mid Examination II		

Text Books:

- I M Pandey, Financial Management, 11 e, Vikas Publications , 2015.
- M.Y Khan, P K Jain, Financial Management-Text and Problems, TMH, 2015

Reference Books:

- I M Pandey, Financial Management, 11 e, Vikas Publications , 2015.
- M.Y Khan, P K Jain, Financial Management-Text and Problems, TMH, 2015.
- James C Van Horne, Sanjay Dhamija, Financial Management and Policy, Pearson Education, New Delhi
- Eugene F. Brigham Michael C. Ehrhardt, Financial Management, Cengage Learning, 12e, 2012. Arindam Banerjee, Financial Management, Oxford Publications, 2016.
- Rajesh Kothari, Financial Management A contemporary Approach, Sage publications, 2017.



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 : Quantitative Analysis and Business Decisions
Subject Code : 17MBA11
Name of the faculty : Mr. D. VIJAYABHASHKAR REDDY
No. of contact hours/week : 5

Course Overview:

To understand the basic decisions taken by finance manager in a Corporate.FM helps in understanding the use of resources efficiently, effectively and economically. Students will be able to understand a) Goals of financial function b) Investment criteria and decision process c) capital structure and Dividend Decisions d) Asset Liability 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:

- Understood the basic of the quantitative techniques.

- Learnt the feasible solution and optimum solution for the resource management.
- Learnt the time estimation and critical path for project.
- Learnt about the application of probability techniques in the decision making.
- Learnt the various inventory models and simulations in the resource planning and management.

Course outcomes:

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

- The course covers origin and application of OR
- Linear programming method
- Decision theory and queuing theory

Lecture No.	Topic to be covered	Topic outcome
	Unit-I Introduction to Operations Research:	
L1	Introduction to Operation Research	Understanding the concept of OR
L2	Nature and scope of Operations research,	Understanding the scope of OR
L3	Origins of OR	Understanding OR history
L4	Applications of OR in different Managerial areas	Understanding OR applications
L5	Problem solving and decision making	Understanding how OR solved problems
L6	Quantitative and qualitative analysis	Analysis Methods are in OR

L7	Defining a model, types of model	Understanding the concept of model
L8	Process for developing an operations research model	Process of OR
L9	Practices, opportunities and short comings of using an OR model	Techniques of using OR model
L10	Summary on Operation Research	Review on OR
	Unit-II Linear Programming Method:	
L11	Introduction to Linear Programming	Understanding the concept of LPP
L12	Structure of LPP, Assumptions of LPP	Mathematical formation of LPP
L13	Applications areas of LPP	Understanding where LPP can be used
L14	Guidelines for formulation of LPP	Rules for formulation of LPP
L15	Method Formulation of LPP for different areas	Understanding different methods of LPP
L16	solving of LPP by Graphical Method	Understand the Concept of Graphical method
L17	Extreme point method and Problems	Understand the Concept of Graphical method with different possibilities
L18	converting primal LPP to dual LPP	Concept of Dula LPP
L19	Simplex method maximization	Concept of Simplex method with maximization (Increasing the profit)

L20	Simplex method minimization problems	Understing the concept of minimization (decreasing the loss/cost)
L21	Limitations of LPP	Understanding the limitations of LPP
L22	Introduction to Transportation Problem	Understanding the concept of TP
L23	Mathematical Model of transportation problem	Algorithm of TP(how we can represent in mathematical formation)
L24	Methods for finding Initial feasible solution: Northwest corner Method, Least Cost Method	Understanding methods of TP
L25	Vogel's approximation Method, Test of optimality by Modi Method	Understanding methods of TP with penalty way
L26	Unbalanced Supply and demand, Degeneracy and its resolution and problems	Understanding concept of unbalanced problems
L27	Summary on LPP and Transportation problems	Review of LPP and TP
	Unit-III Assignment Model:	
L28	Introduction to Assignment Model	Understanding the way of assigning jobs (AP)
L29	Algorithm for solving assignment model	Understanding mathematical representation of AP
L30	Hungarians Method for solving assignment problem	Able to solve the problem using Hungarian method

L31	Problems	Understanding the way of solving the problems
L31	Multiple Optimal Solutions	Understanding the concept of more than one optimal solution
L32	Maximization case in assignment problem, unbalanced assignment problem	Understanding converting concept from maximization to minimization and unbalancing problem
L33	Introduction to travelling salesman problem	Intro to travelling salesman problems
L34	Simplex method for solving assignment problem and problems	Understanding the concept of simplex method using in AP
L35	Summary on Assignment problems	Review
	Unit-IV Decision Theory	
L36	Introduction	Understand the over view of DT
L37	Ingredients of decision problems	Able to know elements and components of DT
L38	Decision making – under uncertainty without probability	Understand maximax, maximin and etc
L39	Examples with solutions	Practice
L40	Decision making – under uncertainty without probability with probability	Understand concepts Hacwicz concept
L41	Examples with solutions	practice
L42	cost of uncertainty	Understanding EVPI or EOL

L43	Decision making –under risk	Understanding concept of Regret method
L44	Decision making – under perfect information	Understanding cost of EPPI
L45	Decision tree, construction of decision tree.	Understanding concept of building decision tree
L46	Network Analysis – Network Diagram	Able to understand Concept of forming a network
L47	PERT and CPM	Able to understand Methods of solving the problems
L48	Critical Path determination, Project Completion Time, Project Crashing.	Able to understand the concepts
L49	Summary on Decision Theory	Review
	Unit-V Queuing Theory	
L50	Queuing Structure and basic component of an Queuing Model	Understand concepts of QT
L51	Distributions in Queuing Model	Understanding different models
L52	Different in Queuing Model with FCFS	Understand the concept of FCFS
L53	Queue Discipline	Able to understand Queue Discipline
L54	Single and Multiple service station with finite and infinite population	Understand concept of finite and infinite solutions
L55	Game theory	Understand the concept of GT
L56	Saddle point	Understand the concept of

		Saddle point
L57	Value of the Game	Able to know the value of the game
L58	Summary on Queuing Theory	Review

Text Books:

S. D. Sharma, Operations Research, Kedarnath Ramnath and Company, 2008.
R. Pannerselvam, Operations Research, Prentice Hall International , 3e, 2012
J. K. Sharma, Operations Research: Theory and applications, 5e, Macmillian, 2013.

Reference Books:

Anderson, Sweeney, Williams, Camm, Martin, Quantitative Methods for Business, 12e, Cengage Learning, 2013.
Prem Kumar Gupta, D.S. Hira, Operations Research 5e, S.Chand , 2012
S Jaisankar, Quantitative Analysis for Business Decisions, Excel Books, 2 nd Edition, 2010

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 : **Entrepreneurship**
Subject Code : **17MBA12**
Name of the faculty : A. Divyasree
No. of contact hours/week : 5

Course Overview:

Entrepreneurship: This **course** is designed to help students evaluate the business skills and commitment necessary to successfully operate an **entrepreneurial** venture and review the challenges and rewards of **entrepreneurship**.

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:

- The Ability to identify the entrepreneurial opportunities.
- Explain the students the importance of invention in entrepreneurial opportunities.

Course outcomes:

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

- Mindset Of The Entrepreneurs,
- Identify Ventures For Launching,
- Develop An Idea On The Legal Framework And
- Strategic Perspectives In Entrepreneurship

Lecture no.	Topic to be covered	Topic outcome <i>At the end of the topic student will be able to</i>
L1	Introduction to Entrepreneurship	Explain the basic meaning, characteristics and needs to be an entrepreneur
L2	Entrepreneurship Definition	Explain what is entrepreneurship on various author's point of view
L3	Understanding entrepreneurship mindset	Making the student understand the basic qualities to be an entrepreneur with examples
L4	Revolutionary impact of entrepreneurship	Explaining the impact of Revolution on entrepreneurial development
L5	The evolution of Entrepreneurship	Explain the start of entrepreneurship
L6	History of Entrepreneurship	Explain the history of Entrepreneurship with success stories of various successful entrepreneurs
L7	Functions of Entrepreneur	Learn and understand the different functions of entrepreneurs
L8	Types of Entrepreneur	Explain the types of entrepreneurs around the world

L9	Approaches to entrepreneurship	Explain different ways and proposals for entrepreneurship development
L10	What are the 21 st century approaches to entrepreneurship with example	Learn and analyse present approaches to entrepreneurship
L11	Process approach	Examine the Stages of an entrepreneurs
L12	Role of entrepreneurship in economic development	Understand the importance of entrepreneurship in economic development
L13	Twenty first century trends in entrepreneurship	Explain the ways and approaches of present generation entrepreneurship .
	UNIT - II: The individual entrepreneurial mind-set and Personality	
L15	Stress and the entrepreneur	Explain the aspects the involves stress in an entrepreneurship
L16	the entrepreneurial ego	Explain entrepreneurial ego and its importance
L17	Entrepreneurial motivations	Explain the elements the encourages an individual to be an entrepreneur
L18	Motivational cycle	Explain the key points in entrepreneurial Motivational cycle
L19	Entrepreneurial motivational behaviour	Briefly explain the impact of motivation on Entrepreneurial behaviour

L20	Entrepreneurial competencies.	Explain the competency of an Entrepreneur
L21	Corporate Entrepreneurial Mindset	Explain evolution of intrapreneurs in corporate world
L22	conceptualization of corporate entrepreneurship Strategy	Explain the importance and strategies of having corporate Entrepreneurs
L23	sustaining corporate entrepreneurship	Ability of maintaining of corporate Entrepreneurs
L24	the nature of corporate entrepreneur	Explain the characteristics of corporate entrepreneur
	UNIT - III: Launching Entrepreneurial Ventures	
L25	opportunities identification in Entrepreneurial Ventures	Explain how to analyse the opportunities of entrepreneurs in the market
L26	Finding gaps in the market place	Explain the ability to find place in the competitive industry
L27	techniques for generating ideas	How to analyse requirements for your ideas
L28	entrepreneurial Imagination and Creativity	Explain the importance of Imagination and Creativity in entrepreneurs
L29	the nature of the creativity process	Discuss the characteristics of creative thought process
L30	Review –Mid 1	

L31	Innovation and entrepreneurship	Explain the innovation techniques of entrepreneurs
L31	Methods to initiate Ventures	Explain various ways and means to develop entrepreneurial ventures
L32	Creating new ventures, Acquiring an Established entrepreneurial venture	Understand the difference between Creating new ventures and Acquiring an Established entrepreneurial venture
L33	Franchising	Explain the meaning of franchising
L34	Advantages and Disadvantages of Franchising	Analyze the Advantages and Disadvantages of Franchising
	UNIT - IV: Legal challenges of Entrepreneurship	
L35	Intellectual property protection	Explain the importance of protecting their ideas,creativity from the competitors.
L36	Patents, Copyrights	Understand the legal requirements of entrepreneurs
L37	Trademarks and Trade secrets	Explain the importance of having confidentially about the products.
L38	Avoiding trademark pitfalls	Explain various pitfalls in the trademarks
L39	Feasibility Analysis	Explain the feasibility in the market for entrepreneurs.
L40	Industry and competitor analysis	Explain industry and competitors analysis

L41	Formulation of the entrepreneurial Plan	Requirements to plan for an entrepreneurship
L42	The challenges of new venture start-ups	Examine the challenges faced by new venture start ups
L43	developing an effective business model	Understand the changing business requirements
L44	Sources of finance	Explain the identification of investment opportunities
L45	Critical factors for new venture development	Explain the Factors involved in entrepreneurial ventures
L46	The Evaluation process	Stages involved in the development of entrepreneurial ventures
	UNIT - V: Strategic perspectives in entrepreneurship	
L47	Strategic planning	Explain the planning of Strategic Management of resources
L48	Strategic actions	Describe the implementation of planned strategic actions
L49	Strategic positioning	Explain the strategic positioning of Entrepreneurship
L50	Business stabilization	Discuss the ways for the sustanbilty of the business
L51	Building the adaptive firms	Advantages of adaptive firms
L52	Understanding the growth Stage	Explain the growth cycle

L53	Internal growth strategies and external growth strategies	Explain the strategies for the entrepreneurship for the profitability of the firm
L54	Unique managerial concern of growing ventures	Examine the management of developed ventures
L55	Initiatives by the Government of India to promote entrepreneurship	Understanding the government policies for entrepreneurial venture development
L56	Introduction of Social and women entrepreneurship	Brief explanation on evolution of social and women entrepreneurs
L57	Development of social Entrepreneurs	Explain the importance of social entrepreneurs
L58	Development of Women Entrepreneurs	Explain the importance of women entrepreneurs for overall development of an country
L59	Revision	
L60	Revision	Test on the previous question.

Text Books:

- S.S.Khanka, Entrepreneurship Development, S. Chand Publications 2015.

Reference Books:

- Bruce R. Barringer/ R.Duane Ireland, Entrepreneurship Successfully launching new ventures, 4e, Pearson,2015.
- **Stuart Read, Effectual Entrepreneurship, Routledge, 2013.**
- Rajeev Roy, Entrepreneurship, 2e, Oxford publications, 2012.
- Nandan .H, Fundamentals of Entrepreneurship, PHI, 2013

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 : CORPORATE GOVERNANCE
Subject Code : 17MBA13
Name of the faculty : KIRANMAI
No. of contact hours/week : 5

Course Overview:

CORPORATE GOVERNANCE (CG): This course provides a through introduction to the basic concepts of corporate governance. The course will introduce the theories of corporate governance, comites of corporate governance, leveraging good governance foe competitive advantage, and models of corporate governance. The course also introduces concepts of whistle blowing and corporate social responsibility.

Test portion	
Test No.	Topics
1	L1-L26
2	L27 -L55

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

Course Objectives:

- ñ To understand the growing importance of Corporate Governance in Indian and Global Context

Course outcomes:

- Need for Corporate Governance in India
- Codes and Committees in Corporate Governance
- Role of Board in Corporate Governance
- Stakeholder perspective of Corporate Governance.

Lecture No.	Topic to be covered	Topic outcome
	UNIT - I	
L1	Introduction to Corporate Governance	Understanding the concept of CG
L2	Major Corporate Governance Failures	To know the failures of corporate governance
L3	Need for Corporate Governance	To understand the need of corporate governance
L4	Corporate Governance in India	To know the role of corporate governance in India
L5	Theories of Corporate Governance	To stud the different theories of CG
L6	Agency Theory	To know the concept of agency theory
L7	Stewardship Theory	To know the concept of Stewardship theory
L8	Stakeholder Theory	To know the concept of Stake holder theory
L9	Convergence	

L10	Problems of Governance in Companies	To know the problems of governance in companies
	UNIT - II	
L11	Corporate Governance codes and committees	To know the committees of GC
L12	Global reporting initiative	To understand the global reporting of corporate governance
L13	OECD Principles	To know the principals of OECD
L14	Cadbury Committee Report	To know the recommendation of committee to be implemented for CG
L15	Kumara Mangalam Birla Committee Report	To know the recommendation of committee to be implemented for CG
L16	Naresh Chandra Committee Report	To know the recommendation of committee to be implemented for CG
L17	Narayana Murthy Committee Report	To know the recommendation of committee to be implemented for CG
L18	SEBI Clause 49 Guidelines	To Know The Guide Lines
L19	Corporate Governance Committees	Understanding The Different Types Of Committees

	Role of capital Markets	To Know The Role Of Capital Market
L20	Government in Corporate Governance	To understand the government in corporate governance
	UNIT - III	
L21	Board and Leadership	To know the concept of leadership
L22	The board of Directors	To understand the role of directors
L23	Structure of the Board	To design the structure of the company
L24	role of the board	To understand the role of the board in company
L25	Role, duties and responsibilities of Directors	To know rights and duties of directors in an company
L26	Types of Directors	To know the types of directors in a company
L27	Board as a learning organization	To understand how the board develop the organisation
L28	Leveraging Good Governance	To know the how much importance the good governance
L29	Competitive Advantage of Good Governance	To understand the competitave advantage in good governance

L30	Conflicts of Interest	How the conflicts arises in employs
	Remedial Actions	Remedial action should taken for conflicts
L31	Governance Ratings- Merits and Demerits	To know the prons and cons of governance rating
	UNIT - IV	
L31	Models of Corporate Governance	Study About Different Models Of CG
L32	Affect of Context and culture on corporate Governance	To Know Culture Of Corporate Governance
L33	Anglo Saxon Model	To understand the saxon model
L34	The UK Common wealth principles based Model	To know wealth Principles of CG
L35	The German Model	How the Germany model use full for CG
L36	The Japanese Business Network model	To know the concept of network model
L38	Model of corporate governance	Difference models of CG
L39	Differentiation in corporate governance	
L40	Culture of corporate governance	To know the culture of the corporate governance
	UNIT – V	
L41	Whistle-blowing and CSR in corporate	Difference in CSR and CG and

	governance	whistle blowing
L42	The concept of whistle-blowing	To study the concept of whistle blowing
L43	Types of whistle-blowers	To know the different types of whistle blowers
L44	Whistle-blower policy	To study about the illegal and unethical in organisation
L45	The whistle-blower legislation across countries	
L46	Developments of corporate governance in India	How the CG is useful for the development of organisation
L47	Corporate social responsibility	To understand the concept of CSR
L48	Corporate philanthropy	To understand the concepts how it is useful to the society
L49	CSR-an overlapping concept	
L50	Corporate sustainability reporting	
L51	CSR through triple bottom line	
L52	Relation between CSR and corporate governance	To basic difference between CSR and CG
L53	Environmental aspect of CSR	
L54	CSR initiatives in India	To know the role of CSR
L55		

Text Books:

A. C. Fernando, Corporate Governance, Principles, Policies and Practices, Pearson, 2012.

Reference Books:

- Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, New Delhi
- N. Balasubramanian, Corporate Governance and Stewardship, TMH, 2012.
- Sateesh Kumar, Corporate Governance, Oxford University Press, 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, 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

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.