

Estd. 1989

SIR C R REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

(SPONSORED BY SIR C R R EDUCATIONAL INSTITUTIONS, SOCIETY REGD. NO.: 10/1950)

VATLURU, ELURU-534007, ELURU DISTRICT, ANDHRA PRADESH, INDIA


Approved by AICTE, Accredited By NBA (UG: CSE, IT, ECE, EEE, ME), Affiliated To JNTUK, Kakinada



CR24

MBA - COURSE STRUCTURE & SYLLABUS

(Applicable from the academic year 2024-25 onwards)

	<p style="text-align: right;">Estd. 1989</p> <p style="text-align: center;">SIR C R REDDY COLLEGE OF ENGINEERING (AUTONOMOUS) (SPONSORED BY SIR C R R EDUCATIONAL INSTITUTIONS, SOCIETY REGD. NO.: 10/1950) VATLURU, ELURU-534007, ELURU DISTRICT, ANDHRA PRADESH, INDIA Approved by AICTE, Accredited By NBA (UG: CSE, IT, ECE, EEE, ME), Affiliated To JNTUK, Kakinada</p>
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MBA - COURSE STRUCTURE – CR24

(Applicable from the academic year 2024-25 onwards)

I Year I Semester

S.No	Course Code	Courses	M	L	T	P	C
1	C-101	Management and Organizational Behavior	100	4	0	0	4
2	C-102	Managerial Economics	100	4	0	0	4
3	C-103	Accounting for Management	100	4	0	0	4
4	C-104	Quantitative Analysis for Business Decisions	100	4	0	0	4
5	C-105	Entrepreneurship Development	100	4	0	0	4
6	C-106	Business Environment	100	4	0	0	4
7	OE-101	A. Information Technology for Business B. Rural Development C. IPR & Patents D. MOOCs : SWAYAM/NPTEL- (Related to Management Courses other than listed courses in the syllabus)	100	3	0	0	3
8	SE-101	PACE-UP(Personality Assessment Centre, Enhancement and Upgradation Processes) Programme	30	0	0	2	1
9	SE-102	Tally Lab	30	0	0	2	1
10	VA-101	Entrepreneur Project -I Identifying the area of interest, interacting with successful business and submission of ground report.	30	0	0	2	1
Total			790	27	0	6	30

The Entrepreneur Project can be done either individually or forming a group (limited to maximum of 4 members)

I Year II Semester

S.No	Course Code	Courses	M	L	T	P	C
1	C-201	Financial Management	100	4	0	0	4
2	C-202	Human Resource Management	100	4	0	0	4
3	C-203	Operations Management	100	4	0	0	4
4	C-204	Marketing Management	100	4	0	0	4
5	C-205	Research Methods for Business Decisions	100	4	0	0	4
6	C-206	Business Analytics	100	4	0	0	4
7	OE- 201	A. Cross Cultural management B. Project Management C. Lean Management D. Database Management System	100	3	0	0	3
8	SE- 201	R-Programming Lab	30	0	0	2	1
9	SE- 202	IT Lab (Spread sheets and SQL)	30	0	0	2	1
10	VA- 201	Entrepreneur Project –II Study on different loan approaches of State and Central Govt. Prepare the Business Development plan.	30	0	0	1	1
Total			790	27	0	5	30

MBA- I YEAR I SEM		L	T	P	C
		4	0	0	4
C-101	MANAGEMENT AND ORGANISATIONAL BEHAVIOUR				

Objective of the Course:

Objective of the course is to give a basic perspective of Management. This will form foundation to study other fundamental areas of management and to provide the students with the conceptual framework and the theories underlying Organizational Behaviour.

Course Outcomes:

- CO1 Understand various managerial skills, roles, functions and levels and to make aware of management thinkers and their contributions.
- CO2 Understand the planning and decision-making process, techniques and MBO in the organization
- CO3 Demonstrate the ability to direct, lead and communicate effectively.
- CO4 Understand the conceptual framework of the discipline of OB and its practical applications in the organizational setup
- CO5 Develop creative and innovative ideas that could positively shape the organizations.

UNIT-I:

Definition, Nature, Functions and importance of Management – Evolution of Management thought – scientific management, Administrative Management, Hawthorne experiments – Systems Approach – Levels of Management – Managerial Skills – Planning – Steps in Planning Process – Importance of Limitations – Types of Plans – Characteristics of a Sound Plan – Management by Objectives (MBO) – techniques and Processes of Decision Making – Social Responsibilities of Business.

UNIT-II:

Organizing – Principles of Organizing – Organization Structure and Design – Types of Power – Delegation of Authority and factors affecting Delegation – Span of Control – Decentralization – Line and Staff Structure Conflicts – Coordination definition and Principles – Emerging Trends in Corporate Structure - Formal and Informal organization – Nature and importance of Controlling, process of Controlling, Requirements of effective control and controlling techniques.

UNIT-III:

Organizational Behaviour: Nature and Scope – Linkages with other Social Sciences – Individual roles and Organizational goals – Perspective of Human Behaviour – Perception – Perceptual Process – Learning – Learning Process – Theories – Personality and Individual Differences – determinants of Personality – Values, Attitudes and Beliefs – Creativity and Creative Thinking.

UNIT-IV:

Motivation and Job Performance – Content and process Theories of Motivation – Leadership – Styles – Approaches – Challenges of leaders in globalized era – Groups – Stages formation of groups – Group Dynamics – Collaborative Process in Work Groups – Johari Window – Transactional Analysis.

UNIT-V:

Organizational Conflicts – causes and Consequences – Conflicts and Negotiation Team Building, Conflict Resolution in Groups and problem-solving Techniques – Organizational change – Change Process – Resistance to change – Creating an Ethical Organization.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. Harold Koontz, Heinz Weihrich, A.R. Aryasi, Principles of management, THM, 2010.
2. Dilip Kumar Bhattacharya, Principles of Management, Pearson, 2012.
3. Kumar, Rao, Chhaalill “Introduction to Management Science” Cengage Publications, NewDelhi.
4. V.S.P. Rao, Management Text and Cases, Excel, Second Edition, 2012.
5. K. Anbuvelan, Principles of Management, University Science Press, 2013.
6. K. Aswathappa “Organizational Behaviour – Text, Cases and Games”, Himalaya PublishingHouse, New Delhi, 2008.
7. Steven I Mc Shane, Mary Ann Von Glinow, Radha R Sharma: “Organizational Behaviour”,TMH Education, New Delhi, 2008.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	2	2	2	2	2	2	2
CO2	3	3	3	1	2	2	2	2	2	2	2
CO3	2	3	3	1	2	2	2	2	2	2	2
CO4	2	3	2	1	2	2	2	3	2	2	2
CO5	1	2	2	2	3	3	3	3	2	2	2

MBA- I YEAR I SEM		L	T	P	C
		4	0	0	4
C-102	MANAGERIAL ECONOMICS				

Course objective:

1. Objective of the course is to introduce basic concepts and techniques of Managerial Economics and comprehend students with vital decisions of business.
2. Assimilate and apply the laws of economics in the business.
3. Acquire the knowledge about various types of market structure for strategizing and wise decision making.
4. Practice the pricing strategies in the business management policies.
5. Achieve the knowledge about macroeconomics to foresee the forces to the external effective decisions in the organisation.

Course Outcomes:

- CO1 Understand the basic principles of managerial economics.
- CO2 Analyze the responsiveness of consumers demand to changes in the price of a good or service, other goods and services, and income.
- CO3 Students should be able to know how production efficiency can be optimized.
- CO4 Students can also expose how to leverage game theory in taking strategic moves in oligopoly market structure.
- CO5 Understand the different production costs and how they affect short and long-run decisions.

UNIT-I:

Introduction to Managerial Economics: Nature and Scope of Managerial Economics: Incremental Reasoning, Concept of Time Perspective, Discounting Principle, Opportunity Cost Principle, Equi – Marginal Concept – Theory of Firm – Profit Measurement – Social Responsibility of Business.

UNIT-II:

Demand Analysis and Forecasting: Concepts of Demand, Supply, determinants of Demand and Supply – Methods of demand forecasting for established and new products.

UNIT-III:

Cost and Production Analysis: Cost, Concept and Types, Cost-Output Relationships, cost Estimation, reduction and Control -Economies and Diseconomies of Scale – Law of Variable Proportions – Returns to Scale – Isoquants – Cobb-Douglas and CES Production functions.

UNIT-IV:

Theory of Pricing: Price Determination under Perfect Competition, Monopoly, Oligopoly and Monopolistic Competitions – Methods of Pricing. Market Structures: Perfect and Imperfect Market Structure. Price discrimination – Degrees of Price Discrimination.

UNIT-V:

Macro Economics and Business Concept, Nature and Measurement of National Income – Fiscal and Monetary Policies. Inflation and Deflation: Inflation – Meaning and Kinds, Types, Causes and Measurement of Inflation, Measure to Control Inflation, Deflation – Philips Curve, Stagflation – The cry of Employment – Business Cycles: Policies to counter Business Cycles.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. D.M. Mithani, Managerial Economics, Himalaya Publishing House
2. Hirshey – Managerial Economics, 12th ed – Cengage.
3. Gupta G.S., Managerial Economics, TMH 1988
4. P.L., Mehta, Managerial Economics, PH1, 2001
5. K.K. Dawett, Modern Economic Theory, Sultan Chand & Sons.
6. D.N. Dwivesi, Managerial Economics, 7th Ed, Vikas Publishing.
7. H. Craig Peterson, W. Chris Lewis, Managerial Economics, Pearson, 2005.

CO-PO/PSO MAPPING:

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	2	2	2	3	2	3	2
CO2	3	3	3	1	2	3	2	2	2	2	2
CO3	2	2	3	1	3	2	2	2	2	2	2
CO4	2	3	2	1	2	2	2	3	2	2	2
CO5	1	2	2	2	3	3	3	3	2	2	2

MBA- I YEAR I SEM		L	T	P	C
		4	0	0	4
C-103	ACCOUNTING FOR MANAGEMENT				

Course Objectives:

The objective of this course is to acquaint the students regarding various accounting concept and its application in managerial decision making.

Course Outcomes:

- CO1. Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements.
- CO2. Understand the nature and role of the four principal financial statements (i.e., the Income Statement, the Statement of Financial Position, the Statement of Cash Flows, and the Statement of Changes in Equity).
- CO3. Understand and apply course concepts to analyze common business management decisions, such as pricing and outsourcing decisions, from a financial perspective.
- CO4. Understand the role of budgets in organizations, their limitations and the behavioral issues to consider when developing and using budgets for planning and control.
- CO5. Gain the knowledge on different accounting standards which were given by the different bodies.

Unit- I:

Financial Accounting- concept, Importance and scope, accounting principles, accounting cycle, journal ledger, trial balance, Preparation of final accounts with adjustments.

Unit -II:

Analysis and interpretation of financial statements - meaning, importance and techniques, ratio analysis, Fund flow analysis, cash flow analysis (AS - 3).

Unit -III:

Cost accounting-meaning, importance, methods, techniques; classification of costs and cost sheet; Inventory valuation methods- LIFO, FIFO, HIFO and weighted average method

Unit -IV:

Management accounting – concept, need, importance and scope; budgetary control-meaning, need, objectives, essentials of budgeting, different types of budgets and their preparation.

Unit-V:

Standard costing and variance analysis (materials, labour)-Marginal costing and its application in managerial decision making.

Relevant cases have to be discussed in each unit and in examination case i compulsory from any unit.

References:

1. MAHESWARI AND MAHESWARI" Financial Accounting", Vikas PublishingHouse, NewDelhi, 2013.
2. Pandey, I.M. Management Accounting, Vikas Publishing House, New Delhi.
3. Horngen, Sundem & Stratton, Introduction to Management Accounting, PearsonEducation, NewDelhi.
4. Hansen & Mowen, Cost Management, Thomson Learning.
5. Mittal, S.N. Management Accounting and Financial management, Shree MahavirBook Depot,New Delhi.
6. Jain S.P. and Narang K.L Advanced Cost Accounting, Kalyani Publishers Ludhiana
7. Khan M.Y. and Jain, P.K. Management Accounting, TMH, N. Delhi.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	2	2	2	2	2	2	2	2
CO2	3	3	2	1	2	2	2	2	2	2	3
CO3	2	2	3	2	2	2	2	2	2	3	2
CO4	2	3	2	1	2	2	2	3	2	2	2
CO5	2	2	2	2	3	3	3	3	2	2	2

MBA- I YEAR I SEM		L	T	P	C
		4	0	0	4
C-104	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS				

Course Objectives:

1. To develop a deeper understanding of meaning and importance of technique and its applications in managerial decisions.
2. Statistical tools like measures of central tendency & measures of variations and apply these tools to real life situations.
3. Students have more knowledge about the decision-making concept, process of decision making and different environments like risk, uncertainty and certainty.
4. To have knowledge about Sampling and Sampling Distributions-Estimation-Point and Interval Estimates, Concepts of Testing Hypothesis.
5. Students would be able to understand the concept of ANOVA, Chi-square Test of Independence and Goodness of fit.

Course Outcomes:

- CO1. To provide basic knowledge of analyzing data using various statistical and mathematical techniques for business decisions.
- CO2. To enable better reporting for decision making.
- CO3. To highlight the benefits as well as the limits of quantitative analysis in a real-world context.
- CO4. To orient the students to various hypotheses testing methods as to how and where appropriately they can be applied.

UNIT 1:

Quantitative Techniques: Introduction - Meaning and Definition - Classification of QT -QT and other disciplines – Application of QT in business - Limitations.

UNIT II:

Measure of Central Tendency and Dispersions- Arithmetic Mean; Geometric Mean; Harmonic Mean; Median; Mode, Standard Deviation. Simple correlation- Karl Pearson's Coefficient of correlation, Rank correlation .Simple Regression Analysis – Concept of Probability-Probability Rules-Joint and Marginal probability-Bayes's Theorem-Probability Distributions - Binomial, Poisson, Normal & Exponential Probability Distributions.

UNIT III:

Introduction of Decision Theory: Steps involved in decision making, different environments in which decisions are made, Criteria for decision making, Decision making under uncertainty, Decision making under conditions of Risk-Utility as a decision criterion, Decision trees, Graphic displays of the decision-making process, Decision making with an active opponent.

UNIT IV:

Concept of Estimation and Sampling: Inferential Analysis-Point Estimates and Interval Estimates of Averages and Proportions of small and large samples. Sampling -Meaning, Steps in Sampling Process-Sample Size- Probability and non- probability sampling techniques, Errors in sampling. Tests of significance- Types- Hypothesis-Types- Hypothesis testing and Confidence Intervals. Parametric Tests for means, Proportions, Variance and Paired Observations.

UNIT V:

Analysis of Variance (ANOVA): One-way and Two Way ANOVA, Non-Parametric tests- Chi-Square- Test of Independence, Test of Goodness of Fit.

Relevant cases have to be in each unit and in examination case is compulsory for every unit.

References:

- 1 N.D. Vohra "Quantitative Techniques in 'Management", Tata- McGraw Hill Private Limited, New Delhi, 2011.
2. Gupta S.P "Statistical Methods', S. Chand and Sons, New Delhi.
3. Anand Sharma Quantitative Techniques for Business decision Himalaya Publishers, New Delhi, 2012.
4. D.P. Apte "Operation Research and Quantitative Techniques", Excel Publications, New Delhi, 2013.
5. Hamdy, A. Taha Operation Research. An Introduction", Prentice-Hall of India, New Delhi, 2003.
6. Anderson "Quantitative Methods for Business", Cengage Learning, New Delhi, 2013.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	2	2	3	3	2	2
CO2	3	3	2	1	2	2	2	2	2	2	3
CO3	2	2	3	2	2	2	2	2	2	3	2
CO4	3	3	2	1	2	2	2	3	2	2	2
CO5	2	2	2	2	3	3	3	3	2	2	2

MBA- I YEAR I SEM		L	T	P	C
		4	0	0	4
C-105	ENTREPRENEURSHIP DEVELOPMENT				

Course Outcomes:

- CO1.Get awareness of entrepreneurship development and its theories.
CO2.Analyse the role and significance of small and medium-sized firms in the economy.
CO3.Competent in recognising the sequential stages of entrepreneurial ventures.
CO4.Able to identify specific products which are reserved for SSI
CO5. Explore marketing methods & new trends in entrepreneurship.

UNIT I

Introduction: Definition of Entrepreneur, Entrepreneurial motivation and barriers; Internal and external factors Economic Barriers to Entrepreneurship - Non-Economic Barriers to Entrepreneurship- Theories of entrepreneurship Classification of entrepreneurship- Entrepreneurship in Developing Economy – Entrepreneurial values and Attitudes.

UNIT II

Problems & Support: Incubation and Take-off, Problems encountered Structural, Financial and Managerial Problems, Types of Uncertainty. Institutional support for new ventures: Supporting organizations; Incentives and facilities; Financial Institutions and Small-scale Industries, Govt Policies for SSIs-Role of SIDBI in Project Management.

UNIT III

Types of Entrepreneurs: Family and non-family entrepreneurs – Role of Professionals, Professionalism vs. family entrepreneurs-Sick industries, Reasons for Sickness, Remedies for Sickness, Role of BIFR in revival, Bank Syndications.

UNIT IV

Project Analysis: Meaning and Definition of Project, Types & Characteristics – Project Phases – Project Life Cycle – Project Family Tree – Feasibility Analysis and Project Report.

UNIT V

Development of Enterprise: Concept and development of Enterprise – Procedure of starting Enterprise – Vital Decision to make during start up: Project Report Preparation, Choice of Enterprise, and Market Assessment of Enterprise.

References:

- 1) Couger, C-Creativity and Innovation (IPP,1999)
- 2) Nina Jacob, -Creativity in Organisations (Wheeler, 1998)
- 3) Jonne & Cesarani – Innovation & Creativity (Crest) 2001.
- 4) Bridge Setal – Understanding Enterprise: Entrepreneurship and small Bussiness(Palgrave,2003)
- 5) Holt-Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
- 6) Singh Bhandarkar A-Winning the Corporate Olympiad: The Renaissancearadigm(Vikas)
- 7) Dollinger M J- Entrepreneurship (Prentice-Hall, 1999).
- 8) Tushman, M.L. & Lawrence, P.R. (1997)-Managing Strategic Innovation & Change Oxford.
- 9) Jones T. (2003)-Innovating at the edge: How Organizations Evolve and Embed InnovationCapability. Butter work Heinemann, U. K.
- 10) Amidon, D.M.(1997)-Innovation Strategy for the knowledge Economy: The Kanawakening. Butter work-Heinemann, New Delhi, India.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	2	2	2	3	3	2	2
CO2	2	3	2	1	2	2	2	2	2	2	3
CO3	2	2	3	2	2	2	2	2	2	3	2
CO4	2	3	2	1	2	2	2	3	2	2	2
CO5	2	2	2	2	3	3	3	3	2	2	2

MBA- I YEAR I SEM		L	T	P	C
		4	0	0	4
C-106	BUSINESS ENVIRONMENT				

OBJECTIVES:

The Objective of this paper is to make the students more clear about the importance of business organisation wants to achieve, to earn profit for its growth and development, to provide quality goods to its customers, to protect the environment, etc.

Course Outcomes :

- CO1.Acquire fundamental knowledge of corporate environmental issues and the process of environmental scanning.
 CO2.To Analyse the relationship between business and social & cultural environment.
 CO3.Having a comprehensive understanding of the structure of the Indian economy and economic planning in India.
 CO4.To obtain a comprehensive understanding of the legal environment and related disciplines. CO5.Capable of identifying the relationship between the business and technological environments.

UNIT I

Introduction: The Concept of Business Environment – its Nature and Significance-Components of Business Environment – Impact of environment on business and strategic decisions.

UNIT II

Social and Cultural Environment: Introduction – Social environment – Cultural Environment – Impact of Foreign Culture on Business – Types of Social Organization – Social Responsibilities of Business.

UNIT III

Economic Environment: Introduction – Economic Environment of Business – Economic Systems – Macroeconomics parameters and their impact of business – Economic policies – Five Year Plans in India.

UNIT IV

Political and Legal Environment: Introduction – Political environment – Relationship between Government and Business in India – Role of Government in Business – Constitutional provisions regarding regulation of business in India. Legal Environment – Implementations of Business – Corporate Governance.

UNIT V

Technological and Natural Environment: Features of Technological Environment – Factors and Impact of Technological Environment – Technological Environment in India – Elements of Nature Environment – Environmental Pollution.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. Shaikh Saleem: “Bussiness Environment”, Pearsons, New Delhi,
2. Veena Keshav Pail war: “Economic Environment of Bussiness”, PHI Learning, New Delhi, 2012
3. Rosy Joshi, Sangam Kapoor: “Bussiness Environment”, Kalyani Publishers, New Delhi, 2011
4. Aswath Appa K: “Essentials of Bussiness Environment”, Himalaya Publishing House, New Delhi, 2001
5. Vivek Mittal: “Bussiness Environment Text and Cases”, Excel Books New Delhi, 2011
6. Sundaram and Black: “International Bussiness Environment Text and Cases”, PHI Private Limited, New Delhi.
7. Avid w Conklin: “Cases in Environment of Bussiness”, Sage Publication India Private Ltd, New Delhi.
8. Raj Kumar: “International Bussiness Environment”, Excel Publication, New Delhi, 2012
9. Palle Krishna Rao: “WTO- Text and Cases”, Excel Publication, New Delhi.
10. Government of India, Latest Economic Survey Report.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	2	2	3	3	2	2
CO2	3	3	2	1	2	2	2	2	2	2	3
CO3	2	2	3	2	2	2	2	2	2	3	2
CO4	3	3	2	1	2	2	2	3	2	2	2
CO5	2	2	2	2	3	3	3	3	2	2	2

MBA- I YEAR I SEM		L	T	P	C
		3	0	0	3
OE-101A	INFORMATION TECHNOLOGY FOR BUSINESS				

Course Objectives:

- To understand business processes and information technology in business.
- To manage and understand IT in business organizations.
- To build and develop technology trends.
- To understand the challenges on using Technology for business
- To learn ethical issues in information technology.

Course Outcomes:

CO1. To Understand the outline of the various aspects of IT.

CO2. Able to apply it tools and software to solve basic business problems.

CO3. Analyse the influence of the various information systems on business.

CO4. Evaluate the efficacy of an information technology strategy in attaining corporate goals.

CO5.. Apply creative IT solutions catered to particular corporate requirements & problems.

UNIT-I

Business and Information technology – Business in the information Age, Information systems, CBIS, Trends in IT Evolution and types of Information Systems, Managing IT in organization.

UNIT-II

Information Technology Infrastructure – Computer Hardware, Software, Managing and Organization of Data and Information – Telecommunication and Networks. The Internet and Intranet(I.O.T).

UNIT-III

Information Technology for Competitive advantage -Inter Organizational Information Systems, Global Information Systems, Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). Enterprise Resource Planning, Data Knowledge, and Decision Support.

UNIT- IV

Intelligent Systems in Business – Artificial intelligence and Intelligent Systems – Expert Systems, Intelligent Agents, Virtual Reality, Ethical and global issues of Intelligent systems.

UNIT-V

Electronic Commerce – Foundation, Business to Consumer Applications, Business to Business Applications, Consumer Market Research and other Support, Legal and Ethical issues in E- commerce Strategy, Information Systems, Strategic Advantage, Porter's Competitive Forces model on IT, Business Process Re-engineering, Virtual Corporations, E-Learning, CBI, Information Systems Development Life Cycle (SDLC), Building Internet and Intranet Applications.

Suggested Readings:

1. Turban Rainer and Potter: Introduction to Information Technology, John & Wiley Sons.
2. James O'Brien: Introduction to Information Systems, McGraw Hill Book Company.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	2	2	2	3	3	2	2
CO2	3	3	2	1	2	2	2	2	2	2	3
CO3	2	2	3	2	2	2	2	2	2	3	2
CO4	2	3	2	1	2	2	2	3	2	2	2
CO5	2	2	2	2	3	3	3	3	2	2	2

MBA- I YEAR I SEM		L	T	P	C
		3	0	0	3
OE-101B	Rural Development				

Course Objectives:

1. To facilitate the students to understand the basic natural society in India.
2. To appraise students about the Rural Local Administration
3. To provide insights on rural demography and rural economy in India
4. To provide insights on various processes and challenges of agriculture in India
5. To make students aware of the rural market structure in India.

Course Outcomes:

CO1.Understand the key aspects of rural society in India

CO2.Able to understand the rural local administration

CO3.Can analyse the dynamics of local rural population and local rural economy

CO4.Understand the processes and challenges of agriculture in India

CO5.Summarises the components and implications of land tenure systems and land reforms in India.

Unit-I

Rural Development: Concept, Important, Nature and scope, Characteristics of rural economy, human capital of development- Distinction between development and growth, Indication of rural development, problems & issues in rural development.

Unit – II

Rural Management: Nature, Scope and challenges in marketing operations, human and financial resources in rural areas. Entrepreneurship opportunities in rural areas, Agricultural production, productivity and backwardness, Social and Economic structure of rural India and its economic development.

Unit – III

Rural Community Development: M.D.G -Concept of community, Function of Community, PURA modal, Community profile: Process and tools. Community development: Characteristics, Principles and scope, Panchayat Raj and community development in India. Zilla Parishad - structure, powers, function, working and problems in Rural Administration.

Unit – IV

Sustainable Development: Biodiversity and its conservation, Environmental pollution, air, water and soil pollution., Rainwater harvesting Watershed management. Social security schemes in India- DDP-CRSP-NHRDP-DWACRA- DRDA-Health care programmes.

Unit – V

Concept and Scope of Rural Market, Characteristics of rural markets, Environmental factors: Micro and Macro marketing environment, Marketing planning process, Introduction to services marketing. Fundamentals of Rural Demography and Economics: Rural population –process of development-GATT- WTO-SEZ-CSR-NAIS.

Reference:

1. Satya Sundram, I. “Rural Development” Himalaya Publishing House New Delhi.
2. K.Venkatareddy-Agricultural and rural development-Himalaya publishing house.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	2	2	3	3	2	2
CO2	3	3	2	1	2	2	2	2	2	2	3
CO3	2	2	3	2	2	2	2	2	2	3	2
CO4	3	3	2	1	2	2	2	3	2	2	2
CO5	2	2	2	2	3	3	3	3	2	2	2

MBA- I YEAR I SEM		L	T	P	C
		3	0	0	3
OE-101C	INTELLECTUAL PROPERTY RIGHTS& PATENTS				

Course Objective:

1. The main objective of the IPR is to make the students aware of their rights for the protection of their invention done in their project work
2. To get registration in our country and foreign countries of their invention, designs and thesis or theory written by the students during their project work and for this they must have knowledge of patents, copy right, trademarks, designs and information Technology Act.
3. Further the teacher will have to demonstrate with products and ask the student to identify the different types of IPR's.

Course outcomes:

CO1. Gain awareness of the scope of protection for his or her novel creation

CO2. Capable of analysing the innovativeness of his/her work above the existing art available.

CO3. Understand and obtain remedies for infringing intellectual property rights

CO4. Learn how to obtain patents, copyrights, trademarks, and industries

Unit-I

INTRODUCTION TO IPR: Meaning of property, Origin, Nature, Meaning of Intellectual Property Rights-Kinds of Intellectual property rights Copy Right, Patent, Trademark, Trade Secret and trade dress, Design, Layout Design, Geographical Indication, Plant Varieties and Traditional Knowledge.

Unit-II

PATENT RIGHTS AND COPY RIGHTS- Origin, Meaning of Patent, Types, Inventions which are not patentable, Registration Procedure, Rights and Duties of Patentee, Assignment and license, Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties. COPY RIGHT-Origin, Definition & Types of Copy Right, Registration procedure, Assignment & license, Terms of Copy Right, Piracy, Infringement, Remedies, Copy rights with special reference to software.

Unit-III

TRADEMARKS- Origin, Meaning & Nature of Trademarks, Types, Registration of Trade Marks, Infringement & Remedies, Offences relating to Trade Marks, Passing Off, Penalties.

Unit- IV

DESIGN- Meaning, Definition, Object, Registration of Design, Cancellation of Registration. International convention on design, functions of Design. Semiconductor Integrated circuits and layout design Act-2000.

Unit- V

BASIC TENENTS OF INFORMATION TECHNOLOGY ACT-2000-IT Act-
Introduction E-
Commerce and legal provisions E- Governance and legal provisions Digital signature and Electronic Signature. Cybercrimes.

TEXTBOOKS:

1. Intellectual Property Rights and the Law, Gogia Law Agency, by Dr. G.B. Reddy
2. Law relating to Intellectual Property, Universal Law Publishing Co, by Dr.B.L. Wadehra
3. IPR by P. Narayanan
4. Law of Intellectual Property, Asian Law House, Dr.S.R. Myneni

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	2	2	3	3	2	2
CO2	3	3	2	1	2	2	2	2	2	2	3
CO3	2	2	3	2	2	2	2	2	2	3	2
CO4	3	3	2	1	2	2	2	3	2	2	2
CO5	2	2	2	2	3	3	3	3	2	2	2

MBA- I YEAR I SEM		L	T	P	C
		3	0	0	3
OE-101D	MOOCs: SWAYAM/NPTEL				

MOOCs : SWAYAM/NPTEL- Related is Management Courses other than listed courses in the syllabus

NOTE: Students opting for produce the Pass certificate Academic Credits. The act SWAYAM should register for 12 weeks course and need with minimum 40% (Percentage) for receiving the al percentage mentioned on the certificate will be Transferred to the marks memo.

MBA- I YEAR I SEM		L	T	P	C
		0	0	2	1
SE-101	PACE UP (Personality Assessment Centre, Enhancement and Upgradation Processes)				

Course Objectives:

- To learn the principles of businesses and professional to meet the following objectives behaviour
- To understand the etiquettes for making business correspondence effective
- To be able to present yourself confidently at various business situations
- Develop awareness of dining and multicultural etiquettes

Course Outcome:

- CO1 Demonstrate an understanding of professionalism in terms of workplace behaviours and workplace relationships.
- CO2. Adopt attitudes and behaviours consistent with standard workplace expectations.
- CO3. Presenting oneself with finesse and making others comfortable in a business setting
- CO4. Developing basic life skills or etiquettes in order to succeed in corporate culture.

Unit: 1

Business Etiquettes- An Overview: Significance of Business. Etiquettes in 21st Century Professional Advantage; Need and Importance of Professionalism

Workplace Etiquette: Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing.

E-Mail Etiquette: Significance of Netiquene, E-mail: Way of professional communication, Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting Body of Email, Response, Privacy.

Unit-II

Telephone Etiquettes: Telephone Communication Techniques Placing Telephone calls, Answering Calls, Transferring Calls, Putting Calls on Hold, Taking Messages, Handling Rude Callers, Tactful Responses, Leaving Professional Messages; Developing Cell Phone Etiquettes; Voicemail Etiquette; Telephonic Courtesies

Dining Etiquette: Basics of Dining Etiquettes, Basic essentials of dining table etiquettes - Napkin Etiquette, Seating arrangements, laying the table, how to use Cutlery, Posture & Behavior, Do's and Don'ts; International Dining Etiquettes.

Multi-Cultural Challenges: Cultural Differences and their Effects on Business Etiquette.

Unit-III

Communication Skills: Understanding Human Communication, Constitutive Processes of Communication, Language as a tool of communication, Barriers to Effective communication, Strategies to Overcome the Barriers.

Emotional intelligence: Importance, concept, theory and measurements. Stress Management: Strategies for preventing and relieving stress.

Time management: Meaning; Techniques and styles.

Unit-IV

Interview Skills: Interview Skills: in-depth perspectives, Interviewer and Before, Interviewee, During and After the Interview, Tips for Success. Meeting Etiquette: Managing a Meeting- Meeting agenda, Minute taking.; Duties of the chairperson and secretary; Effective Meeting Strategies - Preparing for the meeting, Conducting the meeting. Evaluating the meeting the meeting. Presentation Etiquettes: Importance of Preparation and Practice; Effective Delivery Techniques, Audience Analysis, Handling Stage Fright.

Unit-V

Teamwork and Leadership Skills: Concept of Teams; Building effective teams; Concept of Leadership and honing Leadership skills.

Personality: Meaning & Definition, Determinants of Personality, Personality Traits, Personality and Organisational Behaviour

Motivation: Nature & Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory

Decision-Making and Problem-Solving Skills: Meaning, Types and Models, Group and Ethical Decision-Making, Problems and Dilemmas in application of these skills.

Conflict Management: Conflict - Definition, Nature, Types and Causes: Methods of conflict Resolution.

Human Resource Management: Introduction to HRM, Selection, Orientation, Training & Development, Performance Appraisal, Incentives.

Case Study Analysis

Suggested Readings:

1. Barbara Pachter, Marjorie Brody. Complete Business Etiquette Handbook. Prentice Hall, 2015.
2. Dhanavel, S.P. English a and Soft Skills. Hyderabad: Orient BlackSwan, 2021.
3. Koneru, Aruna. Professional V Hyderabad: Orient BlackSwan, 2021. McGraw, 2008.
4. Mahanand, Anand. English for Academicon Delhi: Motonal Skills. Delhi: McGraw, 2013. Print.
5. Nancy Mitchell. Etiquette Rules: A Field Guide to Modern Manners. Wellfleet Press, 2015.
6. Rani, D Sudha, TVS Reddy, D Ravi, and As Jyotsna. A Workbook on English Grammar and Composition. Delhi: McGraw, 2016.
7. Raghu Palat, Indian Business Etiquette, Jaico Books, 2015.

8. Rizvi, M. Ashraf. Effective Technical Communication. Delhi: McGraw, 2018.
9. Pease, Allan and Barbara Pease. The Definitive Book of Body Language. New Delhi: Manjul Publishing House, 2005.
10. Tengse, Ajay R. Soft Skills: A Textbook for undergraduates, Orient BlackSwan, 2015.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	2	2	3	3	2	2
CO2	3	3	2	1	2	2	2	2	2	2	3
CO3	2	2	3	2	2	2	2	2	2	3	2
CO4	3	3	2	1	2	2	2	3	2	2	2
CO5	2	2	2	2	3	3	3	3	2	2	2

MBA- I YEAR I SEM		L	T	P	C
		0	0	2	1
SE-102	TALLY LAB				

Objective:

To Understand the students' basics of the Computers Knowledge with Financial Software Knowledge

Course Objectives:

CO1. Having the ability to enter vouchers into the accounting system

CO2. Having the ability to create a company and several distinct account heads.

CO3. Capable of classifying stock and measuring location units

CO4. Possess the ability to generate inventions for national trade.

UNIT-1

Basic of Accounting: Type of Accounts, Rules of Accounting. Principles of concepts and conventions, double entry system, bookkeeping Mode of Accounting, Financial Statements, Transaction, Recording Transactions. Getting the functional with Tally, Creation and setting up of company in Tally.

UNIT-II

Accounting Masters in Tally- Features- Configurations- Setting up Account Heads.

UNIT- III

Inventory in Tally- Stock-groups Stock Categories – Godowns / Location Units of Measure – StockItems – Creating Inventory Masters for National Trader

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	2	2	3	3	2	2
CO2	2	3	2	1	2	2	2	2	2	2	3
CO3	2	2	3	2	2	2	2	2	2	3	2
CO4	3	3	2	1	2	2	2	3	2	2	2
CO5	2	2	2	2	3	3	3	3	2	2	2

MBA- I YEAR I SEM		L	T	P	C
		0	0	2	1
VA-101	ENTREPRENEUR PROJECT -1				

Course Objectives:

CO1.Explore entrepreneur skills and the foundation of entrepreneurship development

CO2.Proficient in recognising the many categories of entrepreneurs and the sequential processes involved in an entrepreneurial endeavour.

CO3.Understand new trends in entrepreneurship

CO4.Competent in recognising the quality of entrepreneurship models.

MBA- I YEAR II SEM		L	T	P	C
		4	0	0	4
C-201	FINANCIAL MANAGEMENT				

Course Outcomes:

- CO1. Gain the knowledge on application of different techniques of capital budgeting under risk less and risky conditions for the investment decisions.
- CO2. Build the optimum capital structure to take the optimum financing decisions.
- CO3. Gain the knowledge on application of relevance and irrelevance theories to take dividend decision.
- CO4. Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate.
- CO5. Analyze the role of time value of money and its use for valuing asset Appraise different capital budgeting methods and their applications.

UNIT 1

Financial Management: Concept – Nature and Scope – Evolution of financial management – The new role in the contemporary scenario – Goals and Objectives of Financial Vs Management – Firm's mission and Objectives – Profit Maximisation & Wealth Maximisation – Maximisation Vs Satisfying – Major decisions of Financial Manager.

UNIT 2

Financing Decision: Sources of Finance – Concept and Financial effects of leverage – EBIT – EPS Analysis. Cost of Capital: Weighted Average Cost of Capital – Theories of Capital Structure.

UNIT 3

Investment Decision: Concept and Techniques of Time Value of Money – Nature and Significance id Investment Decision – Estimation of Cash Flow – Capital Budgeting process – Techniques of Investment Appraisal – Discounting and Non-Discounting Methods.

UNIT 4

Dividend Decision: Meaning and Significance – Major forms of dividends – Theories of Dividends – Determinants of Dividends – Dividends policy and Dividends Valuation – Bonus Shares – Stock Splits -Dividend Policies of Indian Corporate.

UNIT 5

Liquidity Decision: Meaning – Classification and Significance of Working Capital – Components of Working Capital – Factors Determining the Working Capital – Estimating Working Capital Requirements – Cash Management Models – Accounts Receivables – Credit Policies – Inventory Management.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. I.M. Pandey: “Financial Management”, Vikas Publishers, New Delhi, 2013.
2. Khan and Jain: Financial Management, Tata McGraw Hill, New Delhi.
3. Prasanna Chandra: “Financial Management Theory and Practice”, Himalaya Publishing House, New Delhi, 2013.
4. P. Vijaya Kumar, M. Madana Mohan, G. Syamala Rao: “Financial Management”, Himalaya Publishing House, New Delhi, 2013
5. Brigham, E.F: “Financial Management Theory and practice”, Cengage Learning New Delhi, 2013.
6. RM Srivastava, “Financial Management”, Himalaya Publishing House, 4th Edition.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	2	2	2	2	2	2	2
CO2	3	3	3	1	2	2	2	2	2	2	2
CO3	2	3	3	1	2	2	2	2	2	2	2
CO4	2	3	2	1	2	2	2	3	2	2	2
CO5	1	2	2	2	3	3	3	3	2	2	2

MBA- I YEAR II SEM		L	T	P	C
		4	0	0	4
C-202	HUMAN RESOURCE MANAGEMENT				

Course Objectives:

1. To acquaint Students with a board perspective on themes and issues of Human Resource Management.
2. To Familiarize students with the investment perspective of HRM.
3. To Familiarize students with the concepts of career development, counselling and gain knowledge about current compensation trends.
4. To gain Knowledge about wage determination and Welfare measures.
5. To familiarize the students with industrial relations concepts, disputes and grievance mechanism, safety in the work places.

Course outcomes:

CO1. Understanding of key terms, theories/concepts and practices within the field of HRM.

CO2. Able to identify and appreciate the significance of the HR planning ,job analysis and HRD concepts.

CO3. Demonstrate competence in Recruitment and selection , performance appraisal and Training and Development.

CO4. Able to identify determinants of wages and statutory band non-statutory welfare measures. CO5. Understand Industrial relations and various grievances and dispute resolution mechanisms.

UNIT – 1

HRM: Concepts, Nature, Scope and Functions – Evolution of HRM – Principles – Ethical Aspects of HRM – HR Policies, Strategies to increase firm Performance -Role and Positions of HR Department – Strategic HR in changing environment – Emerging trends in HRM.

UNIT – 2

Investment Perspectives of HRM: HR Planning – Demand and Supply forecasting – Job Analysis – Job Design – Job Evaluation, Recruitment and Selection – Sources of Recruitment – E-Recruitment. Steps in Selection Procedures – Tests and Interview Techniques – Induction – Training and Development – Need and Importance – Methods and of Training, Concepts of HRD.

UNIT – 3

Performance Appraisal: Importance – Methods – Traditional and Modern methods – Latest trends in Performance appraisal – Career Development and Counselling Compensation – Concepts and Principles – Influencing Factors – Current Trends in Compensation – Methods of Payment in Detail – Incentives rewards Compensation mechanisms.

UNIT – 4

Wage and salary Administration: Concept – Wage Structure – Wage and Salary Policies – Legal Frame Work – Determinants of Payment of Wages – Wage Differentials – Incentive payment Systems. **Welfare Management:** Nature and Concepts – Statutory Welfare Measures.

UNIT – 5

Managing Industrial Relations: Nature – Importance Trade Unions – Employee Participation Schemes – Collective Bargaining – Grievances and Disputes Resolution Mechanisms – Managing employee safety and Health.

Relevant cases have to be discussed in each unit and in examination case is compulsory unit.

References:

1. K. Aswathappa: “Human Resource and Personnel Management”, Tata McGraw Hill, New Delhi, 2013.
2. N. Sambasiva Rao and Dr. Nirmal Kumar: “Human Resource Management and Industrial Relations”, Himalaya Publishing House, Mumbai.
3. Mathis, Jackson, Tripathy: “Human Resource Management: A South-Asian Perspective”, Cengage Learning New Delhi, 2013.
4. Subba Rao P: “Personnel and Human Resource Management – Text and cases”, Himalaya Publications, Mumbai, 2013.
5. Madhurima Lall, Sakina Qasim Zasidi: “Human Resource Management”, Excel Books, New Delhi, 2010.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	2	2	2	3	3	2	2
CO2	3	2	2	2	3	2	2	2	2	2	3
CO3	2	2	3	3	2	3	2	2	2	3	2
CO4	3	3	2	2	2	2	2	3	2	2	2
CO5	2	2	3	2	1	3	2	3	2	2	2

MBA- I YEAR II SEM		L	T	P	C
		4	0	0	4
C-203	OPERATIONS MANAGEMENT				

Course Objectives:

This Course is designed to make student understand the Strategic significance of Operation management, to acquaint them with application of discipline to deal with the real-life business problem.

Course Outcomes:

- CO1. Understand recent trends in operation management and types of production system.
- CO2. Understand product design process and job design.
- CO3. Gain knowledge of capacity planning, inventory, purchase and supply chain management
- CO4. Understand various productivity factors and engineering and behavioral approaches.
- CO5. Understand various Quality Management concepts.

UNIT – 1

Introduction to Operation Management: Nature & Scope of Operation / Production Management, Relationship with Other Functional areas, Recent trend in Operation Management, Manufacturing & Theory of Constraint, Types of Production System, Just in Time (JIT) & Lean System.

UNIT – 2

Product Design & Process Selection: Stages in Production Design Process, Value Analysis, Facility Location & Layout: Types, Characteristics, Advantages and Disadvantages, Work Measurement, Job Design.

UNIT – 3

Forecasting & Capacity Planning: Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning, Production Strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management.

UNIT – 4

Productivity: Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioural Approaches.

UNIT – 5

Quality Management: Quality – Definition, Dimension, Cost of Quality, Quality Circles – Continuous improvement (Kaizens), ISO (9000 & 14000 Series), Statistical Quality Control: Variable & Attributes, Process Control, Control Charts – Acceptance Sampling Operating Characteristics Curve (AQL, LTPD, Alpha & Beta risk), Total Quality Management (TQM).

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. Krajewski & Ritzman (2004). Operation Management – Strategy and Analysis. Prentice Hall of India.
2. Panner Selvem, Production and Operation Management, Prentice Hall of India.
3. Chunnawals, Production & Operation Management Himalayas, Mumbai.
4. Charry, S.N (2005). Production and Operation Management – Concepts, Methods Strategy. John Willy & Sons Asia Pvt Limited.
5. K. Aswathappa & Sridhar Bhatt, Production & Operations Management, Himalaya, Mumbai.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	2	2	2	3	3	2	2
CO2	3	2	3	2	3	2	2	2	2	2	3
CO3	2	2	2	3	2	3	3	2	2	3	2
CO4	2	3	2	2	2	2	2	3	2	2	2
CO5	2	2	3	2	1	3	2	3	2	2	2

MBA- I YEAR II SEM		L	T	P	C
		4	0	0	4
C-204	MARKETING MANAGEMENT				

Course Objectives:

The Course is designed for the students to understand the Marketing concepts and to identify, enrich and fulfill the needs of customers and markets.

Course Outcomes:

- CO1. Students will demonstrate strong conceptual knowledge in the functional area of marketing management.
- CO2. Students will demonstrate effective understanding of market segmentation ,Targeting and Positioning.
- CO3. Students will demonstrate analytical skills in identification of product mix , life cycle and pricing strategies.
- CO4. Students will demonstrate analytical skills in Marketing communication skills and sales force concepts.
- CO5. Students will demonstrate analytical skills in Marketing distribution channels and channel strategies

UNIT 1

Introduction to Marketing: Needs – Wants – Demands – Products – exchange – Transactions – Concept of Market and Marketing and Marketing Mix – Production concept – Product concept – Sales and Marketing Concept – Societal Marketing Concept - Green Marketing Concept – Indian Marketing environment.

UNIT 2

Market segmentation, Targeting and Positioning: Identification of Market Segments – consumer and Institutional/Corporate Clientele – Segmenting Consumer Markets – Segmentation Basis – evaluation and Selection of Target Markets – Positioning Significance – Developing and Communicating a Positioning Strategy.

UNIT 3

Product and Pricing Aspects: Product – Product Mix – Product Life Cycle – Obsolescence – Pricing – Objectives of Pricing – Methods of Pricing – Selecting the Final Price- adopting Price – Initiating the Price Cuts – Imitating Price Increases – Responding to Competitor's Price Changes.

UNIT 4

Marketing Communication: Communication Process – communication Mix – Integrated Marketing

Communication – Managing Advertising Sales Promotion – Public Relations and Direct Marketing – Sales Force – Determining the Sales Force Size.

UNIT 5

Distribution, Marketing Organization and Control: Channels of Distribution – Intensive, Selective and Exclusive Distribution – Organizing the Marketing department – Marketing Implementation – Control of Marketing Performance – Annual Plan Control – Profitability Control – Efficiency Control – Strategic Control.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

1. Phillip Kotler: “Marketing Management”, Pearson Publishers, New Delhi, 2013.
2. Rajan Saxena: “Marketing Management”, Tata McGraw Hill, New Delhi, 2012.
3. V S Ramaswamy & S Namakumari, Marketing Management Global Perspective Indian Context 4th Edition, Mac Millan Publishers 2009.
4. Tapan K Panda: “Marketing Management”, Excel Books, New Delhi, 2012.
5. Paul Baines, Chris Fill, Kelly Page Adapted by Sinha K: “Marketing”, Oxford University Press, Chennai, 2013.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	2	2	2	3	3	2	2
CO2	3	2	2	2	3	2	2	2	2	2	3
CO3	2	2	3	3	2	3	2	2	2	3	2
CO4	3	3	3	2	3	2	2	3	2	2	2
CO5	2	2	3	2	1	3	2	3	2	2	2

MBA- I YEAR II SEM		L	T	P	C
		4	0	0	4
C-205	RESEARCH METHODS FOR BUSINESS DECISIONS				

Course Objective:

- To develop understanding of the basic framework of research process. Developing the students in Research orientation and to acquaint them with fundamental of research methods
- To identify various sources of information for literature review and data collection
- To understand the data analysis and presentation
- To understand various statistical tools and their applicability in research.
- To enable them to write a research report and thesis.

Course Outcomes:

- CO1. Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries.
- CO2. Students should be able to identify the overall process of designing a research study from its inception to its report.
- CO3. Students should be able to define the meaning of a variable, and to be able to identify independent, dependent, and mediating variables.
- CO4. Students should be familiar with good practices in conducting a qualitative interview and observation.
- CO5. Understand Multivariate analysis and conceptualize the research process.

UNIT I

Introduction: Nature and Importance of Research, The role of Business Research, Aims of social research, Types of Research- Pure research vs. Applied research, Qualitative research vs. Quantitative research, Exploratory research, Descriptive research and Experimental research, ethical issues in business research-Defining Research Problem, Steps in Research process.

UNIT II

Data Base: Discussion on primary data and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Random vs. Non-random sampling techniques, determination of sample size and an appropriate sampling design. Designing of Questionnaire Measurement and Scaling Nominal Scale Ordinal Scale Interval Scale Ratio Scale Guttman Scale - Linker Scale-Schematic Differential Scale.

UNIT III

Survey Research and data analysis: Selection of an appropriate survey research design, the nature of

field work and Field work management. Media used to communicate with Respondents, Personal Interviews, Telephone interviews, Self-administered Questionnaires- Editing - Coding - Classification of Data - Tables and Graphic Presentation -Preparation and Presentation of Research Report.

UNIT IV

Statistical Inference: Formulation of Hypothesis -Tests of Hypothesis - Introduction to Null hypothesis vs. alternative hypothesis, parametric vs. non-parametric tests, procedure for testing of hypothesis, tests of significance for small samples, application, t-test, Chi Square test.

UNIT V

Multivariate Analysis: Nature of multivariate analysis, classifying multivariate techniques, analysis of dependence, analysis of interdependence. Bi-Variate analysis-tests of differences-t test for comparing two means and z-test for comparing two proportions and ANOVA for complex experimental designs.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. C.R. Kothari: Research Methodology, methods and Techniques New Age International Publisher.
2. Navdeep and Guptha: "Statistical Techniques & Research Methodology", Kalyani Publishers
3. Willam G.Zikmund, Adhkari: "Business Research Methods", Cengage Learning, New Delhi, 2013.
4. A.N. Sadhu, Amarjit singh, Research methodology in social sciences, 7th Edition Himalaya Publications.
5. A Bhujanga rao, Research methodology, Excel Books3,42008.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
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CO3	2	2	2	3	2	3	2	2	2	3	2
CO4	3	3	2	2	2	2	2	3	2	2	2
CO5	2	2	3	2	1	3	2	3	2	2	2

MBA- I YEAR II SEM		L	T	P	C
		4	0	0	4
C-206	BUSINESS ANALYTICS				

Course Objectives:

- To understand the importance, difference and practices of analytics in business.
- Understand business communication through data-driven information,
- Apply knowledge and explain natural processes by relating them to a certain distribution of data.
- To understand the data visualization tools, application and statistical methods.
- To learn the measure of variability in decision making
- Evaluate and compare descriptive and predictive analytics with use case scenarios.

Course outcomes:

CO1.. Understand & critically apply the concepts and methods of business analytics. CO2.

Identify models and solve decision problems in different settings.

CO3. Able to apply statistical methods for summarising data. CO4. . Create predictive analysis for decision-making problem

Unit I

Introduction to Data Analytics: Introduction to Data analytics Role of Data in Organization, Data lifecycle. (Data source, data changes, processes, usage) Various Data Types - Significance of Analytics- Role of Data Analyst - Difference between Data analytics and Business Analytics-real- world data analytics examples.

Unit II

Tools & Techniques: Typical Data Analysis Process Data analytics techniques: Regression analysis, Factor analysis, Cohort analysis, Cluster analysis-Time-series analysis. Data analytics tools- Microsoft Excel, Tableau, SAS, Rapid Miner, Power BI.

Unit III

Concepts of data cleaning Data Visualization: Over view of Data visualization Data Visualization tools, Statistical methods for summarizing data - How to create pivotal tables using excel - Exploring data using pivot table -Cross Tabulation Creating Charts:- 1.Scatter charts, 2.Line charts, 3. Bar charts and column, 4. Pie Charts and 3-D charts, 4. Bubble charts, - Effective use of Dashboards, Power BI and Tableau.

Unit IV

Descriptive Analytics: Concept of Descriptive Analytics' -Measures of central Tendency - Measuring and calculation of Arithmetic Mean, Mode, Median Calculation of application of

Weighted Arithmetic Mean, Geometric and Harmonic mean using MS Excel- Measures of Variability-Range, Variance, Standard Deviation, Coefficient of Variation using MS Excel.

Unit V

Predictive Analytics: Karl Pearson Correlation Techniques - Spearman's Rank correlation - Simple and Multiple regression -Regression by the method of least squares Building good regression models - Regression with categorical independent variables.

Suggested Readings:

1. R for Data Science: Import, Tidy, Transform, Visualize, and Model Data, Hadley Wickham & Garrett Grolemund. O'REILLY.
2. Mohiuddin Ahmed, Al-Sakib Khan Pathan, Data Analytics: Concepts, Techniques, and Applications, Taylor & Francis Group, 2020
3. James Evans, Business Analytics, 2e, Pearson, 2017.
4. Camm, Cochran, Fry. Ohlmann, Anderson, Sweeney, Williams Essential of Business Analytics, Cengage Learning, 2020.
5. Thomas Eri, Wajid Khattack & Paul Buhler: Big Data Fundamentals, Concepts, drVers and Techniques by Prentice Hall of India, New Delhi, 2015.
6. Akil Maheswari, Big Data, Upskill ahead by Tata McGraw Hill, New Delhi, 2016.

CO-PO/PSO MAPPING

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CO1	3	2	2	2	2	2	2	3	3	2	2
CO2	2	2	3	2	3	2	2	2	2	2	3
CO3	2	3	2	3	2	3	3	2	2	3	2
CO4	3	3	2	2	2	2	2	3	2	2	2
CO5	2	2	3	2	1	3	2	3	2	2	2

MBA- I YEAR II SEM		L	T	P	C
		3	0	0	3
OE-201A	CROSS CULTURAL MANAGEMENT				

Course Objectives:

The objective of this course is to enhance the ability of class members to intersect effectively with people from cultures other than their own, specifically in the context of international business. The course is aimed at significantly improving the ability of practicing managers to be effective global managers.

Course Outcomes:

- CO1. learn the main theories in cross-cultural management and identify the key issues international business cases raise in cross-cultural management.
- CO2. Engage with the relevant contextual issues in cross cultural management in relation to international business and the multi-cultural workforce.
- CO3. Identity, analyze, evaluate and communicate information about negotiation and management formats in cross-cultural contexts and Incorporate theories, concepts and models relevant to the global and cultural context of an international business issue or case.
- CO4. Apply analytical and theoretical frameworks to cross-cultural management.

UNIT I

Introduction – concept of culture for a Business Context; Brief wraps up of organizational culture and its dimensions; Cultural Background of Business Stakeholders [managers, employees, shareholders, suppliers, customers and others] – An analytical Framework.

UNIT II

Culture and Global Management – Global Business Scenario and Role of Culture Framework for Analysis; Elements and Process of Communication across cultures; Communication Strategy for/of an Indian MNC and Foreign MNC and High-performance Winning Teams and Cultures; Culture Implications for Team Building.

UNIT III

Cross Culture – Negotiation and Decision Making – Process of Negotiation and Needed Skills and Knowledge Base – Overview with two illustrations from multicultural contexts [India – Europe/India – US settings, for instance]; International and Global Business Operations – Strategy Formulation and Implementation; Aligning Strategy, Structure and Culture in an organizational context.

UNIT IV

Global Human resources Management – Staffing and Training for Global Operations – Expatriate – Developing a Global Management Cadre. Motivating and Leading; Developing the values and behaviours necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.

UNIT V

Corporate Culture – The Nature Organizational Cultures Diagnosing the as is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of true Change Phase; Measurement of ongoing Improvement.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. Cashby Franklin, revitalize your corporate culture: PHI, Delhi.
2. Deresky Helen, International Management: Managing Across Borders and Cultures, PHI, Delhi.
3. Essen Driarry, Rchildress John, The Secret of a Winning Culture: PHI, Delhi.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	2	2	2	3	3	2	2
CO2	2	2	3	2	3	2	3	2	2	2	3
CO3	2	2	2	3	2	3	2	2	2	3	2
CO4	3	3	2	2	2	2	2	3	2	2	2
CO5	2	2	3	2	1	3	2	3	2	2	2

MBA- I YEAR II SEM		L	T	P	C
		3	0	0	3
OE-201B	PROJECT MANAGEMENT				

Course Objectives:

The objective of this course is to enable the students to gain basic knowledge about the concept of project, project management, project life-cycle, project appraisal; to acquaint the students about various issues of project management.

1. To know the concept and element of the project
2. To understand various stages in project life cycles.
3. The objective of this course is to enable the students to gain basic knowledge about the concept of project.
4. Project management, project life-cycle, project appraisal.
5. Acquaint the students about various issues of project management.

Course Outcomes:

- CO1. Understand project characteristics and various stages of a project.
- CO2. Understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic.
- CO3. Analyze the learning and understand techniques for Project planning, scheduling and Execution Control.
- CO4. Apply the risk management plan and analyze the role of stakeholders.
- CO5. Understand the contract management, Project Procurement, Service level Agreements and productivity.

Unit I:

Basics of Project Management -Concept-Project environment-Types of Projects - Project life cycle Project proposals Monitoring project progress Project appraisal and Project selection Causes of delay in Project commissioning- Remedies to avoid overruns. Identification of Investment opportunities Sources of new project ideas, preliminary screening of projects-Components for project feasibility studies.

Unit II:

Market feasibility -Market survey Categories of Market survey steps involved in conducting market survey Demand forecasting techniques, sales projections, business environment for project management.

Unit III:

Technical and Legal feasibility: Production technology, materials and inputs, plant capacity, site selection, plant layout, Managerial Feasibility Project organization and responsibilities. Legalities Basic legal provisions. Development of Programme Evaluation & Review Technique (PERT) - Construction of PERT (Project duration and valuation, slack and critical activities, critical path interpretation) -Critical Path Method (CPM).

Unit IV:

Financial feasibility - Capital Expenditure - Criteria and Investment strategies - Capital Investment Appraisal Techniques (Non DCF and DCF) - Risk analysis - Cost and financial feasibility - Cost of project and means of financing-Estimation of cash flows - Estimation of Capital costs and operating costs; Revenue estimation Income Determinants Forecasting income-Operational feasibility - Breakeven point - Economics of working.

Unit V:

Project Implementation and Review: Forms of project organization project planning project control - human aspects of project management - prerequisites for successful project implementation - project review - performance evaluation abandonment analysis. Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. Prasanna Chandra, "Projects, Planning, Analysis, Selection, Financing, Implementation and Review", Tata McGraw Hill Company Pvt. Ltd., New Delhi 1998.
2. Gido: Effective Project Management, 2e, Thomson, 2007.
3. Singh M.K, "Project Evaluation and Management".
4. Vasanth Desai, Project Management, 4th edition, Himalaya Publications 2018.
5. Clifford F. Gray, Erik W. Larson, "Project Management, the Managerial Emphasis", McGraw Hill, 2000.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	2	2	3	3	2	2
CO2	2	2	3	2	3	2	2	2	2	2	3
CO3	2	3	2	3	2	3	3	2	2	3	2
CO4	3	3	2	2	2	2	2	3	2	2	2
CO5	2	2	3	2	1	3	2	3	2	2	2

MBA- I YEAR II SEM		L	T	P	C
		3	0	0	3
OE-201C	LEAN MANAGEMENT				

Course Objective:

To understand issues and challenges in implementing and development in lean manufacturing techniques form TPS and its contribution for improving performance.

Course Objective:

CO1. Learn systematic approach to managing processing run organisation. CO2. Able to optimise resource and create steady work flow.

CO3. Can understand push & pull systems in lean manufacturing. CO4.. can identify waste during the manufacturing process.

UNIT I

Introduction: Mass Production system, craft Production, Origin of Lean Production system, Why Lean Production, Lean revolution in Toyota, systems and systems thinking, Basic image of lean production, customer focus, waste Management.

UNIT II

Just In Time: Why Jit, Basic Principles of JIT, JIT system, Kanban, six Kanban rules, expanded role of conveyance, Production levelling, Three types of Pull systems, Value stream mapping. JIDOKA, Development of Jidoka concept, why jidoka, poka, yoke systems, inspection systems and zone control – types and use of Poka – Yoke systems, Implementation of Jidoka.

UNIT III

Kaizen: Six – Sigma philosophy and Methodologies, QFD, FMEA robust Design concepts, SPC, QC circles standardized work in lean system, standards in the lean system, 5S system.

UNIT IV

Total Productive Maintenance: Why Standardized work, Elements of standardized work, charts to define standardized work, Kaizen and standardized work common layouts.

UNIT V

Hoshin Planning and Lean Culture: Involvement, Activities supporting involvement, Quality circle activity, Kaizen training, Key factors of PKT success, Hoshin Planning System, Four Phases of Hoshin Planning, Why Lean Culture – How lean culture feels.

References:

1. Jeffrey Liker, the Toyota Way: Fourteen Management Principles form the World's greatest Manufacturer, McGraw Hill, 2004.
2. Debashish Sarkar, Lessons in Lean Management.
3. Dale H. Besterfield, Carol, Besterfield, Etal, Total Quality Management (TQM) 5e by Pearson 2018.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	2	2	3	3	2	2
CO2	2	2	3	2	3	2	2	2	2	2	3
CO3	2	3	2	3	2	3	3	2	2	3	2
CO4	3	3	2	2	2	2	2	3	2	2	2
CO5	2	2	3	2	1	3	2	3	2	2	2

MBA- I YEAR II SEM		L	T	P	C
		3	0	0	3
OE-201D	DATA BASE MANAGEMENT SYSTEM				

Course Objective:

The course is to present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve – efficiently, and effectively – information from a DBMS.

Course Outcomes:

- CO1. Understand the basic concepts & appreciate the applications of database system.
- CO2. Design ER- Models to represent simple database application scenarios.
- CO3. Understand the basics of SQL & construct queries using SQL.
- CO4. Analyse & implement transaction processing, concurrency control and database recovery protocols in database.
- CO5. Can apply to understand the query evaluation techniques and query optimisation.

UNIT I

Introduction to Database Systems: Data – Database Applications – Evolution of Database – Need for Database Management – Data models – Database Architecture – Key Issues and Challenges in Database Systems.

UNIT II

ER and Relational Models: ER Models – ER to Relational Mapping – Object Relational Mapping – Relational Model constraints – Keys – Dependencies – Relational Algebra – Normalization – First, Second, Third & Fourth Normal Forms – BCNF – Join Dependencies.

UNIT III

Data Definition and Querying: Basic DDL – Introduction to SQL – Data constraints – Advanced SQL – Views – Triggers – Database Security – Embedded & Dynamic SQL.

UNIT IV

Transactions and Concurrency: Introduction to Transactions – Transaction systems – ACID Properties – System and Media Recovery – Need for Concurrency – Locking Protocols – SQL for Concurrency – Log Based Recovery – Two Phase Commit Protocol – Recovery with SQL – Deadlocks & Managing Deadlocks.

UNIT V

Advanced Topics in Databases: Indexing & Hashing techniques – Query Processing & Optimization – Sorting & Joins – Database Tuning – Introduction to Special Topics – Spatial & Temporal Databases- Data Mining and Warehousing.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

Abraham Silberschatz, Henry F. Korth, S. Sudharshan – Database System Concepts, Sixth Edition, Tata McGraw Hill, 2010.

Ramez Elmasri, Shamkant B. Navathe – Fundamentals of Database Systems, Sixth Edition, Pearson/Addison – Wesley, 2010.

C.J. Date, A. Kannan and S. Swamynathan – An Introduction to Database Systems, Pearson Education, Eighth Edition, 2006.

Raghu Ramakrishnan – Database Management Systems, Fourth Edition, McGraw Hill, 2015.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	2	2	3	3	2	2
CO2	2	2	3	2	3	2	2	2	2	2	3
CO3	2	3	2	3	2	3	3	2	2	3	2
CO4	3	3	2	2	2	2	2	3	2	2	2
CO5	2	2	3	2	1	3	2	3	2	2	2

MBA- I YEAR II SEM		L	T	P	C
		0	0	2	1
SE-201	R-PROGRAMMING LAB				

Course Objective:

After taking the course, students will be able to

- Use R for statistical programming, computation, graphics, and modelling,
- Write functions and use R in an efficient way,
- Fit some basic types of statistical models,
- Use R in their own research
- Be able to expand their knowledge of R on their own.

Course Outcomes:

- List motivation for learning a programming language
- Access online resources for R and import new function packages into the R workspace
- Import, review, manipulate and summarize data-sets in R
- Explore data-sets to create testable hypotheses and identify appropriate statistical tests
- Perform appropriate statistical tests using R create and edit visualizations with.

UNIT I

All the theory content here below shall be executed with examples.

Introduction, How to run R, R Sessions and functions, Basic Math, Variables, Data Types, Vectors, Conclusion, Advanced data structures, Data Frames, Lists, Matrices, Arrays, Classes.

UNIT II

All the theory content here below shall be executed with examples.

R Programming structures, Control Statements, Loops – Looping Over Non vector Sets – If-else, Arithmetic and Boolean Operators and values, Default Values for Argument, Return Values, Deciding whether to explicitly call return – Returning Complex Objects, Functions are Objective, No Pointers in R, recursion, a Quicksort Implementation – Extended, Extended Example: A Binary Search Tree.

UNIT III

All the theory content here below shall be executed with examples.

Doing Math and Simulation in R, Math function, Extended Example Calculating Probability – Cumulative Sums and Products – Minima and Maxima – Calculus, Functions Fir Statistical Distribution, Sorting, Linear Algebra Operation on Vectors and Matrices, Extended Example: Vector cross product – Extended Example: Finding Stationary Distribution of Markov Chains, Set Operation, Input/Output, Accessing the Keyboard and Monitor, Reading and Writer files.

UNIT IV

All the theory content here below shall be executed with examples.

Graphics, Creating Graphs, The Workhorse of R Base Graphics, the plot () Function – Customizing Graphs, Saving Graphs to Files.

UNIT V

All the theory content here below shall be executed with examples.

Probability distribution, Normal Distribution – Binomial distribution – Poisson Distributions, Other Distribution, Basic statics, Correlation and Covariance, T-Tests, ANOVA.

References:

1. The Art of R Programming, Norman Matloff, Cengage Learning.
2. R for Everyone, Lander, Pearson.
3. R Cookbook, Paul Teetor, Oreilly.
4. R Programming by Dr. T. Murali Mohan, S Chand Publications.
5. Garrett Golemund, Hands on Programming with R, Oreilly

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	2	2	3	3	2	2
CO2	2	2	3	2	3	2	2	2	2	2	3
CO3	2	3	2	3	2	3	3	2	2	3	2
CO4	3	3	2	2	2	2	2	3	2	2	2
CO5	2	2	3	2	1	3	2	3	2	2	2

MBA- I YEAR II SEM		L	T	P	C
		0	0	2	1
SE-202	IT LAB (SPREAD SHEETS AND SQL)				

CO1. Identify various types of information system for business.

CO2. Understand Information Technology Infrastructure.

CO3. Define databases & identify types of databases.

UNIT I

Introduction to Information Technology, Classification of Software – Basics of MS Word and Basics of MS PowerPoint.

UNIT II

The MS Excel interface, Formatting Cells, Data Entry – Inserting, Deleting, Selecting, Copying, Cutting and Pasting, Methods of applying Formulas, Basic Calculations.

UNIT III

Conditional Formatting, Cell References & Addressing, Conditional functions, IF Functions – Look Up Functions, Sorting & Filtering Data.

UNIT IV

Demonstrating Statistical Functions and Financial functions in excel, Different types of Charts preparation and representation.

UNIT V

Introduction to SQL – SQL commands, Data types, Creating Tables, SQL constraints, Functional queries.

Reference:

1. Excel: Quick Start Guide from Beginner to Expert (Excel, Microsoft Office) – by William Fischer.
2. Peeking into computer science – Excel Lab Manual – Jalal Kawash.
3. SQL Tutorial (w3schools.com)

MBA- I YEAR I SEM		L	T	P	C
		0	0	1	1
VA-201	ENTREPRENEUR PROJECT				

- CO1.Can analyse different borrowing tactics used by state and central governments
CO2. Learn about several startup loans and national bank loans for starting a business.
CO3. Able to prepare business development plans.
CO4. Capable of preparing project reports to obtain loans from national banks and government organisations.

CO-PO/PSO MAPPING

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	2	2	2	3	3	2	2
CO2	2	3	2	1	2	2	2	2	2	2	3
CO3	2	2	3	2	2	2	2	2	2	3	2
CO4	3	3	2	1	2	2	2	3	2	2	2
CO5	2	2	2	2	3	3	3	3	2	2	2