Dr.K.V. SUBBA REDDY INSTITUTE OF TECHNOLOGY

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(Approved by AICTE, New Delhi & Affiliated to JNTUA, Anantapuramu, ISO 9001:2008 Certified Institution)

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Master of Business Administration

Year & Sem: I-I   **Regulation:** R17

Course Name: Management & Organizational Behaviour	**Course Code:** 17E00101
1	Understand the concept, significance, principles and functions of the management
2	Analyze the methods and need of Controlling and Decision Making in an organization.
3	Recognize the importance and impact of employee motivation, personality and attitude in an organization.
4	Discuss organizational culture - its benefits of diversity, and understand the group and team dynamics and varieties of leadership.
5	Explain organizational culture and discuss the implementation of organizational change.

Course Name: BUSINESS ENVIRONMENT & LAW	**Course Code:** 17E00102
1	Examine the basic concept of Industrial policy in BUSSINESS ENVIRONMENT
2	Implementation of Monetary and fiscal policies in Business.
3	Defining business contracts and agreements according to Acts
4	Implementation of companies acts ,formulation of companies, incorporations, kinds of companies in law
5	Explain the concepts of information acts 2000-IT-Act 2000,impementation of cyber crimes, regulations in law

Course Name: Managerial Economics	**Course Code:** 17E00103
1	Explain nature, scope, behavioral theories of economics.
2	Analyze the demand, law of demand, elasticity of demand, forecasting techniques.
3	Describe the production analysis by using one and two variables, Cobb - Douglas function, break even analysis.
4	Determine market structure and pricing strategies and price output determination in perfect competition.
5	Explain effects of inflation and anti inflammatory measures, business life cycle.

Course Name: Financial Accounting for Managers		Course Code: 17E00104
1	Explain the objectives, uses and importance of accounting, book keeping and classification of accounting	
2	Determine the process of accounting and accounting principles.	
3	Outline the methods of valuation of assets including depreciation, inventory and goodwill.	
4	Check how ratio analysis is used as a tool for financial statement analysis in investor and company point of view.	
5	Problems and concept of Funds Flow and Cash Flow Statement in financial analysis.	

Course Name: Statistics for Managers		Course Code: 17E00105
1	Illustrate how statistics is used in Business Administration and for Business Decision Making	
2	Compute the Measures of central tendency, Dispersion and relationship to interpret the results of relationship among the variables (mean, median, standard deviation, correlation)	
3	Relate the probability theories in business application by estimating the uncertainty situations.	
4	Analyze the variance in variables as well as in attributes: ANOVA	
5	Develop and implement Hypothesis testing by understanding type-I and type – II errors. & CHI-SQUARE test	

Course Name: Management Information System		Course Code:17E00106
1	Summarize the need of MIS, its role, structure and challenges in global business.	
2	Interpret and design different data models of data resource management and its traditional approaches.	
3	Classify different types of decision support techniques and enterprise its problems.	
4	Generate different system development models for the management of information system.	
5	Clarify security, ethical and social issues and protect the IS through different IS security technologies.	

Course Name: Information Technology For Mangers	Course Code: 17E00107
1	Describe the needs and fundamentals of Information Technology and its Strategies.
2	Illustrate scope and concept of Data Base Management system, Models and Types of Data Languages.
3	Create effective Presentations by using MS Power Point and Understand the concept of MS Word –Mail Merge, MS Excel-Formulae.
4	Discuss the concept of Data Communication network and computer networks.
5	Describe various emerging Trends in Information Technology and ERP Packages.

Course Name: COMMUNICATION - LAB	Course Code: 17E00108
1	Understand the process of communication and its effect on giving and receiving information.
2	Describe the most important categories of vowels and consonants, and know the signs and definitions of the most important vowels, consonants and provide basic phonological theory and the most important types of sound changes
3	Understand the diverse purposes of listening and experience model activities in purposeful listening to develop early literacy skills
4	Use of communication strategies to participate in group and class discussions, select, compile, and synthesize information for oral presentation.
5	Incorporate topic sentences into a paragraph and understand the basic unity in paragraph writing to compose narrative, descriptive, and process paragraphs unified by a central topic or theme

CourseName: Data Analytics Lab		Course Code: 17E00109
1	Understand the process of communication and its effect on giving and receiving information.	
2	Describe the most important categories of vowels and consonants, and know the signs and definitions of the most important vowels, consonants and provide basic phonological theory and the most important types of sound changes	
3	Understand the diverse purposes of listening and experience model activities in purposeful listening to develop early literacy skills	
4	Use of communication strategies to participate in group and class discussions, select, compile, and synthesize information for oral presentation.	
5	Incorporate topic sentences into a paragraph and understand the basic unity in paragraph writing to compose narrative, descriptive, and process paragraphs unified by a central topic or theme	

Year & Sem: II-III   **Regulation:** R17

Course Name: Business Ethics and Corporate Governance		Course Code: 17E00301
1	Illustrate the concept of Ethical, unethical practices and Ethical Dilemma. Students can able to Apply Ethical models, Theories and Approaches in the process of Business decision making, Indian Ethos.	
2	Summarize various Ethical aspects in organization such as Marketing ethics and its criticism, Consumer, Advertising ethics and ethics in HRM.	
3	Describe Ethics in finance and Ethical issues in Information technology.	
4	Describe the Purpose , Theories and Philosophies of Corporate Governance	
5	Discuss the Corporate Governance Structure And Corporate Social Responsibility.	

Course Name: Green Business Management		Course Code: 14E00302
1	Provide the meaning, nature, scope of green business management in India.	
2	Identify and analyze environmental and sustainability issues for the production and sustainable production and its role in corporate environmental responsibility (CER)	
3	Describing Bio Diversity and indicators to sustainability.	
4	Understanding the concepts, guidelines and requirements of ISO 14001and green management system.	
5	Explain the methods and techniques on going green.	

Course Name: Entrepreneurship Development		Course Code: 17E00303
1	Examine the basic concepts of Entrepreneurship and the role of government in promotion of entrepreneurship development.	
2	Implement the business idea, business plan, patents license and financing and support of startups.	
3	Determine the stages and processes of project life cycle and assess the feasibility of a project and effective business concept.	
4	Critically evaluate relevant theories, concepts and models underpinning entrepreneurial strategy and Strategically assess major emerging trends that may impact entrepreneurial success.	
5	Explain the concepts of NGO's organizing EDPs and the role of women in entrepreneurship.	

Course Name: Product And Brand Management		Course Code: 17E00305
1	Explain concepts, types and importance of the products.	
2	Understanding the brands.	
3	Discuss branding strategies.	
4	Evaluate and interpret the brand performance	
5	Assess branding in different sectors	

Course Name: Human Resource Development		Course Code: 17E00306
1	Differentiate between human resource development (HRD) and other human resource management functions.	
2	Develop skills in identifying HRD needs and in designing, implementing and evaluating HRD programs	
3	Explain the strategic importance of HRD in the success of organizations within the context of social and environmental pressure	
4	Effectively communicate practical and innovative strategies in relation to career development and professional practice	
5	Explain the strategic importance of HRD and diversity in the success of organizations within the context of social and environmental pressure.	

Course Name: Financial Institutions and Services		Course Code: 17E00308
1	Understanding the concept of financial system, monetary policy and techniques of RBI.	
2	Evaluate the Structure of banking and non banking institutions, bank capital, banking innovation, Growth and role of mutual funds.	
3	Explain the concept of Financial and securities market.	
4	Discuss the various types of Fund based services.	
5	Determine the Fee based services.	

Course Name: Consumer Behaviour		Course Code: 17E00309
1	Explain fundamentals of excel interface components	
2	Apply Format and editing of data	
3	Design formulas, including built-in functions	
4	Evaluating credibility of entered data using charts	
5	Engage in independent and lifelong learning in the context of technological changes.	

Course Name: Investment And Portfolio Management	Course Code: 17E00312
1	Introduce the concept of Investment, objectives and process of investment.
2	Describe the concepts and framework in fundamental and technical analysis
3	Calculation of risk and return using statistical tools for a given set of data.
4	Demonstrate the valuation of securities including equity, preference and bonds.
5	Describing the theories in modern portfolio.

Course Name: Performance Management	Course Code: 17E00314
1	Discuss the different between performance management & performance appraisal, human resource management.
2	Understand the differences and similarities between mentoring and monitoring and their process
3	To explain how coaching with counseling helpful for effective performance.
4	Evaluate the performance through appraisal methods and its uses
5	Describe the concept of learning in organization and illustrate different ways to strengthen the pay for performance trough compensation management.

Course Name: Advertising and Sales Promotion Management	Course Code: 17E00317
1	Illustrate the concept of Advertising, Roles and Responsibilities of Advertising Department and Advertisement manager.
2	Explain the Role, functions and services of Advertisement agencies and organizing for advertising.
3	Discuss the Advertisement budgets & effectiveness on its types and on decision models.
4	Explain the importance of Sales Promotion, timing, Budgeting And its impact.
5	Discuss the Concept of publicity and Public Relations, Roles and functions.

Course Name: Knowledge Management	Course Code: 14E00318
1	Mention the fundamental elements and techniques of Knowledge Management and its relationship with data, information and wisdom.
2	Analyze the link between knowledge management and organizational knowledge management along with different sources.
3	Identify road blocks and road maps of Knowledge management with its architecture.
4	Map the role of information technology, E-commerce and bench marking in knowledge management.
5	Relate the knowledge management in manufacturing and service industries.

HOD   **PRINCIPAL**