



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)
Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTION

Course Title	MANAGEMENT AND ORGANIZATION BEHAVIOR				
Course Code	CMBC01				
Programme	MBA				
Semester	FIRST				
Course Type	CORE				
Regulation	IARE – PG21				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	4	--	4	--	--
Course Coordinator	Dr. K Jagannayaki, Professor				

I. COURSE OVERVIEW:

The course focuses on the organization study of management principles and practices with the study of human behaviour within organizations and focus will be upon translation of management and organizational behaviour theory to practices that result in organizational effectiveness, efficiency, and human resource development. This course will provide a good foundation to study how to create effective workgroups to be successful in life.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites	Credits
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III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Management and Organization Behavior	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE):

The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into FIVE modules and each module carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each module. Each question carries 14 marks. **There could be a maximum of two sub divisions in a question.**

The expected percentage of cognitive level of the questions is broadly based on the criteria given in Table: 1.

Table 1: The expected percentage of cognitive level of questions in SEE.

Percentage of Cognitive Level	Blooms Taxonomy Level
0 %	Remember
50 %	Understand
16.67%	Apply
16.67 %	Analyze
0 %	Evaluate
16.67 %	Create

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 2), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 2: Assessment pattern for CIA

Component		Marks	Total Marks
CIA	Continuous Internal Examination – 1 (Mid-term)	10	30
	Continuous Internal Examination – 2 (End-term)	10	
	Assignments	5	
	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively for 10 marks each of 2 hours duration consisting of five descriptive type questions out of which four questions have to be answered. The valuation and verification of answer scripts of CIE exams shall be completed within a week after the conduct of the Examination.

Assignment:

To improve the writing skills in the course an assignment will be evaluated for 05 marks. One assignment has to submit at the end of the CIE2 for the questions provided by the each course coordinator in that semester. Assignments to be handed in as loose paper collection stapled together at the top left corner. The assignment should be presented as a professional report. It must consist of a cover sheet, content page, and should have an introduction, a body, a conclusion or recommendation, and a reference page.

Alternative Assessment Tool (AAT):

In order to encourage innovative methods while delivering a course, the faculty members are encouraged to use the Alternative Assessment Tool (AAT). This AAT enables faculty to design own assessment patterns during the CIA. The AAT enhances the autonomy (freedom and flexibility) of individual faculty and enables them to create innovative pedagogical practices. If properly applied, the AAT converts the classroom into an effective learning center. The AAT may include, concept videos, course related term paper, management talks, paper presentations conducted by reputed organizations relevant to the course etc.

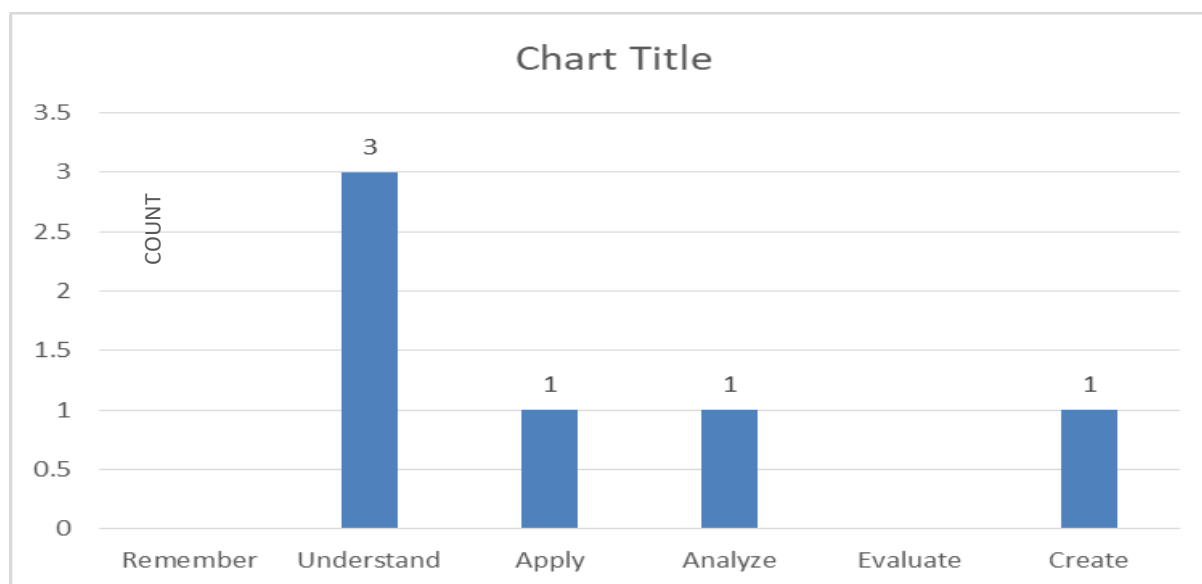
VII. COURSE OBJECTIVES:

The students will try to learn:	
I	The critical management theories, principles and philosophies and how to apply them in business landscape.
II	Utilization of human resources for different positions in the organization and also to monitor the resources.
III	The leadership traits and theorist anticipates the consequences of each leadership style.
IV	Individual and group behavior, and understand the implications of organizational behavior on the process of management.
V	Group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.

VIII. COURSE OUTCOMES:

After successful completion of the course, students will be able to:		
Course Outcomes		Knowledge Level (Bloom's Taxonomy)
CO 1	Demonstrate the basic concepts and levels of management to make better organizational decisions.	Understand
CO 2	Make use of plans and the planning process that helps organization to gain competitive advantage.	Apply
CO 3	Use the knowledge of processes used in developing the various organizational designs.	Create
CO 4	Summarize the authority and power to influence people to get the work done through proper Communication channel.	Understand
CO 5	Illustrate the behaviour of individuals and groups in organizations that resolve conflicts in organization.	Understand
CO 6	Apply various types of motivational theories that help to achieve organizational goals.	Analyze

COURSE KNOWLEDGE COMPETENCY LEVEL



IX. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Strength	Proficiency assessed by
PO1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.	1	Assignment
PO2	Decision making Skills: Foster analytical and critical thinking abilities for data-based decision making.	3	CIE/AAT
PO6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs.	2	Seminar/ Conferences/ Research papers
PO7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.	3	CIE/AAT

3 = High; 2 = Medium; 1 = Low

X. MAPPING OF EACH CO WITH PO(s):

Course Outcomes	Program Outcomes							
	1	2	3	4	5	6	7	8
CO 1	√	-	-	-	-	-	-	-
CO 2	√	-	-	-	-	-	-	-
CO 3	-	-	√	-	-	-	-	-
CO 4	-	-	√	-	-	√	-	-
CO 5	-	-	√	-	-	-	√	-
CO 6	-	-	-	-	√	-	-	-

XI. JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs / PSOs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO 1	Recollect (knowledge) the basic concept of management system and to an extent appreciate the importance of Organization.	2
CO 2	PO 1	Describe (knowledge) the several management decisions by the management from the organization and new managerial developments in the context of managerial decisions.	2
	PO8	To develop effective plans to sustain in the competitive world	2
CO 3	PO 1	Comprehend and create awareness of business ethics in all aspects.	3
	PO 5	Ascertain (knowledge) the key competencies and team spirit useful to achieve organizational goals.	3
CO 4	PO 2	Identify (knowledge) the role of employee- employer relationship in managing the stable system.	3
	PO 3	Summarize the authority and power to influence people to get the work done through proper Communication channel.	3
CO 5	PO 4	Apply (knowledge) the managerial principles and characteristics of organization and its importance of managing the organization.	2
	PO 5	Focus on working of organizations in the formal with its communicational abilities.	3
CO 6	PO 5	Construct the managerial models of employees in communicating with management.	3

XII. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	2	-	-	-	-	-	-	-
CO 2	2	-	-	-	-	-	-	2
CO 3	3	-	-	-	3	-	-	-
CO 4	-	3	3	-	-	-	-	-
CO 5	-	-	-	2	3	-	-	-
CO 6	-	-	-	-	3	-	-	-

XIII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes / No. of key competencies							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	100.00	-	-	-	-	-	-	-
CO 2	100.00	-	-	-	-	-	-	100.00
CO 3	100.00	-	-	-	60.00	-	-	-
CO 4	-	100.00	100.00	-	-	-	-	-
CO 5	-	-	-	66.67	60.00	-	-	-
CO 6	-	-	-	-	60.00	-	-	-

XIV. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being the **low correlation**, **2** being **medium correlation** and **3** being **high correlation**.

0 – $0 \leq C \leq 5\%$ – No correlation; **2** – $40\% < C < 60\%$ – Moderate.

1 – $5 < C \leq 40\%$ – Low/ Slight; **3** – $60\% \leq C < 100\%$ – Substantial /High

Course Outcomes	Program Outcomes							
	2	3	3	3	5	3	4	2
CO 1	3	-	-	-	-	-	-	-
CO 2	3	-	-	-	-	-	-	3
CO 3	3	-	-	-	3	-	-	-
CO 4	-	3	3	-	-	-	-	-
CO 5	-	-	-	3	3	-	-	-
CO 6	-	-	-	-	3	-	-	-
TOTAL	9	3	3	3	9	-	-	3
AVERAGE	3	3	3	3	3	-	-	3

XV. ASSESSMENT METHODOLOGY - DIRECT

CIE Exams	PO1,PO2 PO6,PO7	SEE Exams	PO1,PO2, PO6, PO7	Assignments	PO1	Seminars	PO6
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	PO 1, PO 7						

XVI. ASSESSMENT METHODOLOGY - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XVII. SYLLABUS

UNIT-I	INTRODUCTION TO MANAGEMENT
Management- Definition, Nature, Purpose, Evolution of Management Thought-Scientific Management, Administrative Theory, Human Relations Approach, Hawthorne experiments, Behavioral Approach, Systems Theory. Managerial Roles, Managerial Levels, Managerial Skills, Functions of Management, Administration vs. Management, Contemporary Management Issues and Challenges.	
UNIT-II	PLANNING - ORGANIZING
Planning – Nature, Purpose, Process, Types of Plans, Management by Objectives (MBO). Decision Making – Types of Decisions, Decision Making Process, Decision Making under Certainty, Uncertainty and Risk. Organizing – Formal and Informal Organization, Process, Types of Organization structures, Line, Staff and Virtual concepts, Span of Management – Factors, Delegation of Authority, Decentralization.	
UNIT-III	LEADING AND CONTROLLING
Leadership - Leadership Behavior and Styles. Motivation- Early and Contemporary Theories of Motivation. Communication - Purpose, Process, Barriers in Communication, Overcoming barriers to communication. Controlling- Basic Control Process, Critical Control Points, Standards, and Benchmarking, Control as a Feedback System, Requirements for effective controls.	
UNIT- IV	ORGANIZATION BEHAVIOUR
Organization Behavior – Nature, Levels, Challenges. Individuals in Organizations - Personality and Ability. Big Five Model of Personality, Personality Traits, Ability - Cognitive Ability, Physical Ability, Emotional Intelligence, Group Dynamics and Teams- Types of Work Groups, Group Development, Characteristics of Work Groups, Effective Work Groups and Teams	
UNIT – V	CONFLICT AND NEGOTIATIONS
Nature of Power and Politics, Sources of Individual Power, Functional and Divisional Power. Organizational Politics - The use of Power. Organizational Conflict - Sources, Pondy’s Model of Organizational Conflict, Negotiation: Resolving Conflict - Individual level conflict, Group level conflict and promoting Compromise.	
Text books	
<ol style="list-style-type: none"> 1. John R Schermerhorn; Paul Davidson; Peter Woods; Aharon Factor, “Management”, Milton, QLD: John Wiley and Sons Australia, Ltd, 7th Edition, 2020. 2. Gerald A Cole and Phil Kelly, “Management Theory and Practice”, Cengage Learning EMEA, 9th Edition, 2020. 3. Chandan J S, “Management Theory and Practice”, Vikas Publishing House Pvt. Ltd, 1st Edition, 2018. 4. Dr C B Guptha, “Management – Theory and Practice”, Sultan Chand & Sons, 16th Edition, 2017. 	

<ol style="list-style-type: none"> 5. Harold Koontz & Heinz Wehrich_ Essentials of Management _McGraw Hill Publication, 10th Edition, New Delhi, 2015. 6. AfsanehNahavandi, RobertB. Denhardt, JanetV. Denhardt, Maris P. Aristigueta, _Organizational Behavior _Sage Publications, 10th Edition, 2015. 7. P Subbarao, “Management Theory & Practice: Text & Cases”, Himalaya Publishing House, 1st Edition, 2014.

References

<ol style="list-style-type: none"> 1. Stephen P. Robbins, Timothy A.Judge, Neharika Vohra, “Organizational Behavior”, Pearson, 16thEdition,2017. 2. Laurie J. Mullins, “Management, and Organizational Behavior”, Pearson Publications, 9thEdition, 2012. 3. Dr. Vandana Jain, “Management Theory and Practice”, IBH, 7thEdition, 2012. 4. Ramesh B. Rudani, “Management and Organizational Behavior”, Tata McGraw hill, 8thEdition, 2011. 5. Rajeeesh Viswanathan, “Principles of Management Concepts and Cases”, Himalaya Publishing House (HPH), 10thEdition, 2010.

Web References:

<ol style="list-style-type: none"> 1. https://play.google.com/store/books/details/Knowledge_Flow_Principles_of_Management?id=P_TIDAA_AQBAJ 2. https://play.google.com/store/books/details/M_GOVINDARAJAN_Principles_of_Management?id=novpI_SVa5agC 3. https://play.google.com/store/books/details/J_S_Chandan_Principles_of_Management_WBUT_2nd_Edit?id=ZmZDDAAAQBAJ 4. https://play.google.com/store/books/details/GUPTA_MEENAKSHI_Principles_of_MANAGEMENT?id=j_HmY2oclfulcC
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E-Text Books:

<ol style="list-style-type: none"> 1. https://www.amazon.in/Management-Theory-Practice-G-Cole/dp/1844800881 2. https://www.worldcat.org/title/autopoiesis-in-organization-theory-andpractice/oclc/794708761?referer=di&ht=Edition 3. https://www.worldcat.org/title/work-postmodernism-and-organization-a-criticalintroduction/oclc/1058003392&referer=brief_results 4. https://www.researchgate.net/publication/349006226_MANAGEMENT_THEORY_AND_PRACTICE 5. https://www.worldcat.org/title/management-theory-and-practice-extcases/oclc/896139825?referer=di&ht=Edition
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XVIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be covered	Course Outcomes	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these Cos are mapped with Pos.		
CONTENT DELIVERY (THEORY)			
1	Introduction to management	CO1	T-1, R-1
2	Management- Definition, Nature, Purpose.	CO1	T-1, R-1
3	Evolution of Management Thought-Introduction	CO1	T-1, R-1
4	Scientific Management	CO1	T-1, R-1
5	Administrative Theory	CO1	T-1, R-1
6	Human Relations Approach	CO1	T-1, R-1
7	Hawthorne experiments	CO1	T-1, R-1
8	Behavioural Approach	CO1	T-1, R-1
9	Systems Theory	CO1	T-1, R-1
10	Managerial Roles	CO1	T-1, R-1
11	Managerial Levels, Managerial Skills	CO1	T-1, R-1
12	Functions of Management	CO1	T-1, R-1
13	Administration vs. Management	CO1	T-1, R-1
14	Contemporary Management Issues and Challenges.	CO1	T-1, R-1
15	Planning – Nature, Purpose	CO2	T-2, R-2
16	Planning Process	CO2	T-2, R-2
17	Types of Plans	CO2	T-2, R-2
18	Management by Objectives (MBO)	CO2	T-2, R-2
19	Decision Making-Introduction	CO2	T-2, R-2
20	Types of Decisions	CO2	T-2, R-2
21	Decision Making Process	CO2	T-2, R-2
22	Decision Making under Certainty, Uncertainty and Risk	CO2	T-2, R-2
23	Organizing – Formal and Informal Organization	CO2	T-2, R-2
24	Organizing- Process	CO2	T-2, R-2

25	Types of Organization structures	CO2	T-2, R-2
26	Line, Staff and Virtual concepts	CO2	T-2, R-2
27	Functional and Committee form of Organizations	CO2	T-2, R-2
28	Span of Management – Factors	CO2	T-2, R-2
29	Delegation of Authority	CO2	T-2, R-2
30	Decentralization.	CO2	T-2, R-2
31	Leadership-Introduction	CO3	T-1, R-1
32	Generic Approaches to Leadership	CO3	T-1, R-1
33	Situational Approaches	CO3	T-1, R-1
34	Motivation- Early Theories of Motivation	CO3	T-1, R-1
35	Motivation- Contemporary Theories of Motivation	CO3	T-1, R-1
36	Communication – Purpose and Process	CO3	T-1, R-1
37	Barriers in Communication, Overcoming barriers to communication.	CO3	T-1, R-1
38	Controlling- Introduction	CO4	T-1, R-1
39	Basic Control Process	CO4	T-1, R-1
40	Critical Control Points	CO4	T-1, R-1
41	Standards, and Benchmarking	CO4	T-1, R-1
42	Control as a Feedback System	CO4	T-1, R-1
43	Requirements for effective controls.	CO4	T-1, R-1
44	Organization Behaviour-Introduction	CO5	T-2, R-1
45	Nature, Levels, Challenges, Individuals in Organizations	CO5	T-2, R-1
46	Personality - Big Five Model of Personality, Personality Traits	CO5	T-2, R-1
47	Ability - Cognitive Ability, Physical Ability, Emotional Intelligence	CO5	T-2, R-1
48	Group Dynamics and Teams- Types of Work Groups	CO5	T-2, R-1
49	Group Development, Characteristics of Work Groups	CO5	T-2, R-1
50	Effective Work Groups and Teams	CO5	T-2, R-1
51	Nature of Power and Politics, Sources of Individual Power	CO6	T-1, R-1
52	Functional and Divisional Power.	CO6	T-1, R-1
53	Organizational Politics - The use of Power	CO6	T-1, R-1
54	Organizational Conflict - Sources	CO6	T-1, R-1

55	Pondy's Model of Organizational Conflict	CO6	T-1, R-1
56	Negotiation: Introduction	CO6	T-1, R-1
57	Resolving Conflict	CO6	T-1, R-1
58	Individual level conflict	CO6	T-1, R-1
59	Group level conflict.	CO6	T-1, R-1
60	Promoting Compromise	CO6	T-1, R-1
QUESTION BANK DISCUSSION			
61	Question Bank Discussions Unit 1	CO 1	T-1, R-1
62	Question Bank Discussions Unit 2	CO 2	T-1, R-1
63	Question Bank Discussions Unit 3	CO 3,4	T-1, R-1
64	Question Bank Discussions Unit 4	CO 5	T-1, R-1
65	Question Bank Discussions Unit 5	CO 6	T-1, R-1

Prepared by:
Dr. K Jagannayaki, Professor

HOD, MBA



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MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTION

Course Title	ACCOUNTING FOR MANAGEMENT				
Course Code	CMBC02				
Program	MBA				
Semester	FIRST				
Course Type	CORE				
Regulation	IARE - R18				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	3	1	4	-	-
Course Coordinator	Dr. T Vara Lakshmi, Associate Professor				

I. COURSE OVERVIEW:

Financial statements are very useful to the business concerns to interpret and analyze the financial growth of different companies. The course focuses on the objectives and importance of financial accounting, accounting concepts, accounting conventions, method of recording transactions under double entry system, accounting process like journal, ledger, trial balance and final accounts that enable students to understand earning position and financial position of business concern. This course includes appreciate and use financial statements as means of business communication. This course uses the analytical techniques of inventory valuation, funds flow and cash flow statements.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
UG	-	-	Fundamentals of Financial Accounting

III. MARKSDISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Accounting for Management	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
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	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively for 10 marks each of 2 hours duration consisting of five descriptive type questions out of which four questions have to be answered. The valuation and verification of answer scripts of CIE exams shall be completed within a week after the conduct of the Examination.

Assignment:

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VI. COURSE OBJECTIVES:

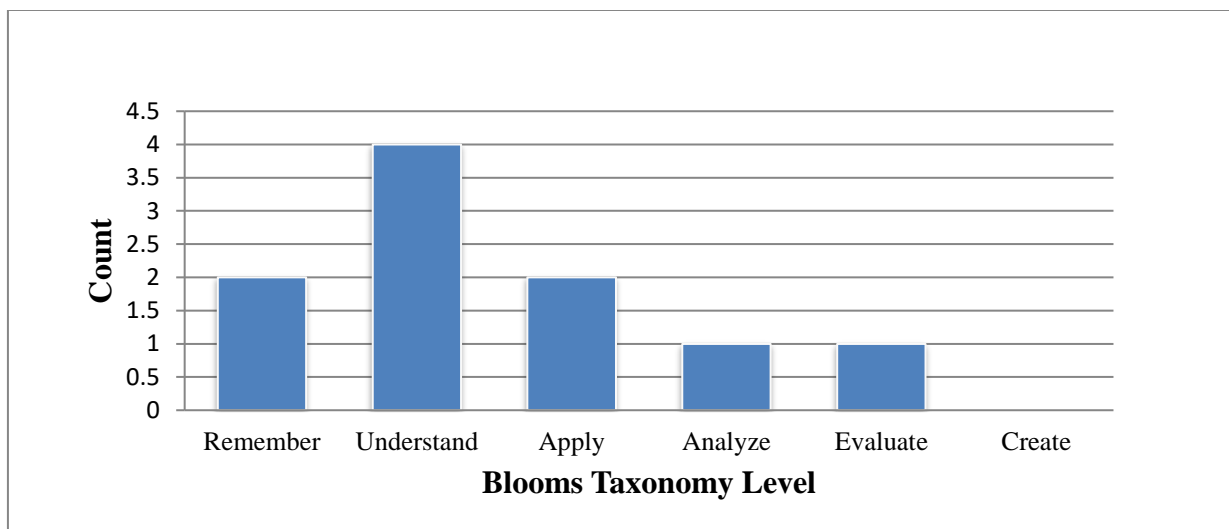
The students will try to learn:	
I	The principles of accounting and utilization of financial information for decision making and forward planning for future.
II	Financial statements for knowing earning capacity and financial position of the business concern with confidence
III	The inventory valuation of different companies and make analysis of financial accounts.
IV	The significance of financial statements as means of business communication.
V	Analytical techniques and conclusions from financial information for the purpose of decision making.

VII. COURSE OUTCOMES:

After successful completion of the course, students will be able to:		
Course Outcomes		Knowledge Level (Bloom's Taxonomy)
CO 1	Discuss about objectives, types, and accounting concepts to prepare proper books of records as per GAAP.	Remember
CO 2	Illustrate the significance of pre and final accounts and causes of depreciation on fixed assets to measure its impact on business accounting.	Understand
CO 3	Summarize the objectives, significance and valuation methods of inventory for allocation of resources.	Apply
CO 4	Describe the features, significance and classification of shares and debentures to maintain records for issue of shares at par and discount.	Analyze
CO 5	Evaluate the cash flow and funds flow statements for excel analysis of funds from operations.	Apply

CO 6	Demonstrate the importance, limitations and types of ratios on financial statements to find the financial soundness of the firm.	Evaluate
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COURSE KNOWLEDGE COMPETENCY LEVELS



VIII. HOW PROGRAM OUTCOMES ARE ASSESSED:

	Program Outcomes	Strength	Proficiency Assessed by
PO1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.	2.83	Guest Lectures
PO2	Decision making Skills: Foster analytical and critical thinking abilities for data-based decision making.	3	Seminars
PO3	Ethics: Ability to develop value based Leadership ability	3	Seminars
PO4	Communication Skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	2	Assignments
PO7	Strategic Skills: Analyze and formulate managerial strategies to sustain in dynamic global business environment.	2.25	Assignments

3 = High; 2 = Medium; 1 = Low

IX. MAPPING OF EACH CO WITH PO(s):

Course Outcomes	Program Outcomes							
	1	2	3	4	5	6	7	8
CO 1	√	√	√	√	-	-	-	-
CO 2	√	-	-	√	-	-	√	-
CO 3	√	-	-	√	-	-	√	-
CO 4	-	√	-	-	-	-	√	-
CO 5	√	√	-	-	-	-	√	-

CO 6	√	√	√	√	-	-	-	-
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X. JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs / PSOs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO 1	Recollect (knowledge) the basic concept of accounting concepts and to an extent appreciate (understand) the importance of accounting system to promote the organized management system to solve the business problems.	2
	PO 2	Explain various types of accounts for foster analytical and critical thinking of transactional decisions.	2
	PO 3	Discuss the accounting principles to develop value based Leadership ability in maintaining the books of records.	2
	PO 4	Conclude the GAAP rules and regulations to understand the economic and legal aspects of business.	2
CO 2	PO 1	Identify (knowledge) the role of depreciation and its methods and techniques in managing the stable accounting system.	1
	PO 4	Comprehend and write effective reports on the various legal aspects of accounting system by developing good communicational aspects	2
	PO 7	Recognizing (knowledge) the contribution of accounts which affects financial stability of organization (application) by its functional strategic principles and methodology	2
CO 3	PO 1	Apply (knowledge) the managerial principles and characteristics of inventory and its importance of managing the stores conditions of the firm.	2
	PO 4	Focus on inventory management techniques in the formal accounting world with its resources allocation abilities.	1
	PO 7	Recognize the importance of inventory management in implementing strategies of the stores maintenance.	3
CO 4	PO 1	Identify (knowledge) the role of depreciation and its methods and techniques in managing the stable accounting system.	2
	PO 7	Memorize the strategies of depreciation valuation methods for better formulation of business environment.	2
CO 5	PO 1	Derive the existence possibility of working capital management in meeting the practical solutions of the organization.	2
	PO 2	Understanding the cash flow statements of the accounts to communicate the changing operational returns.	2
	PO 7	Outline the contribution of funds flow statements to meet the funding activities of the investments.	2
CO 6	PO 1	Examine the financial statements preparation processes while implementing the managerial decisions of financial businesses.	2
	PO 2	Compare various types of financial statements to be suitable for the vision and mission of organizations.	2
	PO 3	Prepare the transparent and effective financial statements to promote value based leadership styles in the organizations.	2
	PO 4	Extend the profitability and capital ratios with identified techniques in the financial statement analysis.	1

XI. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	2	2	2	2	-	-	-	-
CO 2	1	-	-	2	-	-	2	-
CO 3	2	-	-	1	-	-	3	-
CO 4	2	-	-	-	-	-	2	-
CO 5	2	2	-	-	-	-	2	-
CO 6	2	2	2	1	-	-	-	-

XII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes / No. of key competencies							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	100.00	66.66	66.66	66.66	-	-	-	-
CO 2	50.00	-	-	66.66	-	-	50.00	-
CO 3	100.00	-	-	33.33	-	-	75.00	-
CO 4	100.00	-	-	-	-	-	50.00	-
CO 5	100.00	66.66	-	-	-	-	50.00	-
CO 6	100.00	66.66	66.66	33.33	-	-	-	-

XIII. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being the **low correlation**, **2** being **medium correlation** and **3** being **high correlation**.

0 – $0 \leq C \leq 5\%$ – No correlation;

2 – $40\% < C < 60\%$ – Moderate.

1 – $5 < C \leq 40\%$ – Low/ Slight;

3 – $60\% \leq C < 100\%$ – Substantial /High

Course Outcomes	Program Outcomes							
	2	3	3	3	5	3	4	2
CO 1	3	3	3	3	-	-	-	-
CO 2	2	-	-	3	-	-	2	-

CO 3	3	-	-	1	-	-	3	-
CO 4	3	-	-	-	-	-	2	-
CO 5	3	3	-	-	-	-	2	-
CO 6	3	3	3	1	-	-	-	-
TOTAL	17	9	6	8			9	-
AVERAGE	2.83	3	3	2			2.25	-

XIV. ASSESSMENT METHODOLOGY - DIRECT

CIE Exams	PO1, PO2, PO3, PO4, PO7	SEE Exams	PO1, PO2, PO3, PO4, PO7.	Assignments	PO4, PO7	Seminars	PO 2, PO 3
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	PO 1, PO 7						

XV. ASSESSMENT METHODOLOGY - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XVI. SYLLABUS

UNIT-I	INTRODUCTION TO FINANCIAL ACCOUNTING
Importance, objectives and principles, accounting concepts and conventions, and the generally accepted accounting principles (GAAP), their implications on accounting system; double entry system, recording business transactions, classification of accounts, accounting cycle.	
UNIT-II	THE ACCOUNTING PROCESS
Books of original record: journal and subsidiary books, ledger, trial balance, final accounts with adjustments: Methods of depreciation: Meaning, definitions, causes of depreciation, methods of depreciation like fixed installment method, diminishing balance method, annuity method and depreciation fund method (simple problems).	
UNIT-III	INVENTORY VALUATION
Meaning, objectives of inventory valuation, methods, merits and demerits of inventory valuation methods like FIFO method, LIFO method, weighted average method, simple average method (problems). Issue of shares: entries for issue of shares at par, issue of shares at discount and premium, calls in arrears, forfeiture of shares, reissue of forfeiture of shares (problems).	
UNIT-IV	FINANCIAL ANALYSIS
Meaning, definitions, significance, limitations of funds flow and cash flow statements, Statement showing changes in working capital, funds from operations, distinction between funds flow and cash flow statements, funds flow and income statement, funds flow and balance sheet, cash profits and book profits;	

preparation and analysis of funds flow statement and cash flow statement (problems).	
UNIT-V	FINANCIAL STATEMENTS AND RATIO ANALYSIS
Analysis and interpretation of financial statements from investor and company point of view, horizontal analysis and vertical analysis of company financial statements; meaning, definitions, significance and limitations of ratio analysis; types of ratios like liquidity, leverage, solvency and profitability ratios(problems).	
Textbooks:	
<ol style="list-style-type: none"> 1. Paresh Shah, "Financial Accounting for Management", Oxford University Press, 3rd Edition, 2019. 2. Prter& Norton, "Financial Accounting", Cengage publications, 9th Edition, 2017. 3. N.Ramachandran, "Financial Accounting and Analysis" Tata McGraw-Hill Publishing Limited, 3rd Edition, 2015. 4. S.N.Maheswari, "Financial Accounting", IBH Publications, 7th Edition, 2015. 5. Maheshwari S. N., and Maheshwari S. K., "Accounting for Management", Vikas Publishing House, 3rd Edition, 2014. 6. S Ramanathan, "Accounting for Management", Oxford University Press, 1st Edition, 2014. 7. Narayana Swamy, "Financial Accounting and Analysis" PHI Publications, 2nd Edition, 2012. 8. Narayana Swamy R, "Financial Accounting: A Management Perspective", Prentice Hall of India, Delhi, 4th Edition, 2011. 9. Jelsy Josheph Kuppapally, "Accounting for Managers", Prentice Hall of India, Delhi, 1st Edition, 2010. 10. S.P.Jain and K.L.Narang, "Financial Accounting" Kalyani Publishers, 10th revised Edition, 2010. 11. S.P.Jain and K.L.Narang, "Cost & Management Accounting", Kalyani Publishers, 10th revised Edition, 2010. 12. Shashi.K.Gupta and R.K.Sharma, "Advanced Management Accounting" Kalayani publishers, 2nd revised Edition, 2003. 	
Reference Books:	
<ol style="list-style-type: none"> 1. V.Rajasekharam "Financial Accounting and Analysis" Pearson Education, 13th Edition, 2012. 2. Ranjan Kumar Bai: "Financial Accounting and Analysis", S.Chand, 1st revised Edition, 2012. 3. S.N.Maheswari and S.K.Maheswari, "Financial Accounting", Vikas publications, 4th Edition, 2009. 4. Hanif and Mukarjee, "Financial Accounting", Tata McGraw Hill Ltd., 2nd Edition, 2011. 5. Tulsian P.C., "Financial Accounting", Pearson Education, Revised 1st Edition, 2013. 	

XVII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be Covered	COs	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these Cos are mapped with Pos.		
CONTENT DELIVERY (THEORY)			
1	Meaning, definitions, functions, importance and limitations of financial accounting.	CO1	T1: 1.1- 1.6.
2	Objectives, significance of financial accounting and different stages in the accounting cycle.	CO1	T1:1.3 - 1.4.
3	Limitations of financial accounting and different meanings of the single entry and double entry systems.	CO1	T1:1.16 -1.19.

Lecture No	Topics to be Covered	COs	Reference
4	Business entity concept, dual aspect concept, realization concept, going concern concept, money measurement concept, cost concept, accounting period concept, accrual concept, matching concept, objective evidence concept with suitable examples.	CO1	T1:2.28 -2.36.
5	Different types of convention of full disclosure, convention of materiality	CO1	T1:2.38 -2.40.
6	Convention of conservatism and convention of consistency with suitable examples.	CO1	T1:2.38 -2.40.
7	Definition, meaning, merits, demerits of double entry system and differences between double entry system and single entry systems.	CO1	T1:1.18 -1.21. T4:2.67-2.84
8	Classification of accounts and principles of personal and impersonal accounts with suitable examples.	CO1	T1:1.17 -1.19. T4: 2.62-2.64
9	Definitions, meaning, definition, advantages and disadvantages of journal. Write different types of subsidiary journals.	CO1	T1:3.43 -3.61. T4: 2.84-2.87.
10	Definitions, meaning, advantages of ledger and uses of purchases, sales, purchase returns and sales returns journals. Journal entries, ledger accounts and subsidiary books.	CO1	T1:5.100-140.
11	Definitions, meaning, advantages of ledger and uses of purchases, sales, purchase returns and sales returns journals. Journal entries, ledger accounts and subsidiary books.	CO1	T1:5.100-140.
12	Definitions, meaning, objectives, limitations, methods of preparing trial balance and significance of trial balance. Show trial balance.	CO1	T1: 3.71-3.77. T4: 2.87-2.91
13	Definitions of depreciation, the causes of deprecation and factors influencing on depreciation.	CO2	T1:11.345-47. T4:8.293-295.
14	Accounting procedure of charging depreciation under fixed installment method, diminishing balance method, annuity method, sinking fund method.	CO2	T1:11.347-64. T4:8.293-295
15	Differences between fixed installment method and diminishing balance method.	CO2	T1:11.353-54.
16	Meaning of capital and revenue expenditure and differences between capital and revenue expenses.	CO2	T1:7.177-180.
17	Impact, objectives of deprecation and need for providing depreciation.	CO3	T1:11.346-47.
18	Discuss the meaning, merits and demerits of fixed installment method, diminishing balance method, annuity method and sinking fund method. Problems on methods of depreciation.	CO3	T1:11.347-64. T4:8.293-295.
19	Meaning and advantages of trading account. Valuation of fixed assets. Problems on trading account.	CO3	T1: 7.181-187
20	Definitions of profit and loss account and the significance of profit and loss account. Problems on profit and loss account.	CO4	T1:7.188-196
21	Definition, meaning and the significance of Balance sheet. Problems on final accounts with adjustments.	CO4	T1:7.197-238.
22	Meaning, advantages and disadvantages of first in first out method. Problems on stores ledger under FIFO method.	CO4	T2: 1.74-1.75.
23	Meaning, advantages and disadvantages of last in first out method. Problems on stores ledger under LIFO method.	CO5	T2: 1.76-1.77.
24	Meaning, advantages and disadvantages of simple average method. Prepare stores ledger under simple average method.	CO5	T2: 1.77-1.79.
25	Meaning, advantages and disadvantages of weighted average method. Prepare stores ledger under weighted average method.	CO5	T2:1.80-1.84.
26	Definitions and different methods of inventory valuation. Problems on stores ledger under different methods.	CO5	T2: 1.85-101.
27	Objectives of inventory valuation. Problems on stores ledger under different methods.	CO5	T2: 1.85-101. T4:7.251-263.

Lecture No	Topics to be Covered	COs	Reference
28	Meaning of goodwill and different methods of valuation of goodwill. Problems on different methods of valuation of goodwill.	CO5	T1: 8.1-8.13.
29	Meaning and different types of preference shares and issue of shares. Entries on issue of shares at par, discount, premium forfeiture of shares and reissue of forfeiture of shares.	CO5	T1: 8.15-8.26.
30	Meaning, different types and issue of debentures and redemption of debentures Problems on issue of shares.	CO5	T1: 1.295-317
31	Definitions, meaning, significance and limitations of funds flow statement. Problems on funds flow and cash flow statements.	CO5	T3: 5.9-5.78.
32	Definitions, meaning, significance and limitations of cash flow statement. Problems on funds flow and cash flow statements.	CO5	T3:6.2-6.17.
33	Factors which are influenced on working capital requirement.	CO5	T3:4.7-4.10.
34	Factors which are influenced on working capital requirement.	CO5	T3:4.7-4.10.
35	Differences between cash flow and funds flow statements. Problems on funds flow and cash flow statements.	CO5	T3:6.8-6.9
36	Differences between funds flow and Balance sheet. Problems on funds flow and cash flow statements.	CO5	T3: 5.9-5.78. T4:12.586-291
37	Differences between funds flow and income statement. Problems on funds flow and cash flow statements.	CO5	T3: 5.9-5.78. T4:12.586-591
38	Meaning, different types and importance of working capital.	CO5	T3: 5.9-5.78. T4:12.586-608
39	Problems on funds flow and cash flow statements.	CO5	T3: 5.9-5.78. T4:12.586-608
40	Definitions, meaning and significance of Financial statement analysis. Problems on different types of financial statements.	CO6	T2:1. 285-303. T4:11.524-527
41	Definitions and limitations of financial statements and types of financial statements.	CO6	T2:1.285-303. T4:11.524-525
42	Definitions, meaning, significance and limitations of ratio analysis	CO6	T2:1.311-313.
43	Meaning, uses and different types	CO6	T2:1.313-342.
44	different types of liquidity ratios	CO6	T2:1.313-342.
45	Problems on different types of liquidity Ratios.	CO6	T2:1.313-342.
46	Meaning, uses and different types of activity ratios.	CO6	T2:1.313-342.
47	Determination of different types of activity ratios.	CO6	T2:1.313-342.
48	Meaning, uses and different types of capital structure ratios.	CO6	T2:1.313-342. T4:11.523-558
49	Determination of different types of capital structure Ratios.	CO6	T2:1.313-342.
50	Meaning, uses and different types of Profitability ratios.	CO6	T2:1.313-342.
51	Meaning, uses and different types of Profitability ratios.	CO6	T2:1.313-342.
52	Determination of different types of Profitability ratios.	CO6	T1: 1.1- 1.6.
53	Determination of liquidity Ratios and profitability ratios.	CO6	T1:1.3 - 1.4.
54	Determination of activity ratios and capital structure ratios.	CO6	T1:1.16 - 1.19
55	Determination of activity ratios and capital structure ratios.	CO6	T1:1.16 - 1.19

Lecture No	Topics to be Covered	COs	Reference
QUESTION BANK DISCUSSION			
56	Question Bank Discussions Unit 1	CO 1	T-1, R-2
57	Question Bank Discussions Unit 2	CO 2	T-2, R-2
58	Question Bank Discussions Unit 3	CO 3	T-1, R-1
59	Question Bank Discussions Unit 4	CO 4	T-2, R-2
60	Question Bank Discussions Unit 5	CO 5	T-1, R-2

Prepared By:

Dr. Vara Lakshmi Thavva, Associate Professor

HOD, MBA



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTION

Course Title	MANAGERIAL ECONOMICS				
Course Code	CMBC03				
Program	MBA				
Semester	FIRST				
Course Type	CORE				
Regulation	IARE – PG21				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	4	-	4	-	-
Course Coordinator	Dr. P Lavanya, Associate Professor				

I. COURSE OVERVIEW:

This course helps to understand the economic goals of firm and optimal decision making. Managerial economics considers macroeconomic factors such as population growth and economic growth in market. It includes production management, Demand and supply, cost of production, market structure pricing, pricing strategies and output decision. It deals with tools of math's and statistics in order to analyse and make optimal decision making.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
-	-	-	-

III. MARKSD ISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Managerial Economics	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE):

The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into FIVE modules and each module carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each module. Each question carries 14 marks. **There could be a maximum of two sub divisions in a question.**

The expected percentage of cognitive level of the questions is broadly based on the criteria given in Table: 1.

Table 1: The expected percentage of cognitive level of questions in SEE.

Percentage of Cognitive Level	Blooms Taxonomy Level
10 %	Remember
30 %	Understand
20 %	Apply
20 %	Analyze
10 %	Evaluate
10 %	Create

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 2), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 2: Assessment pattern for CIA

Component		Marks	Total Marks
CIA	Continuous Internal Examination – 1 (Mid-term)	10	30
	Continuous Internal Examination – 2 (End-term)	10	
	Assignments	5	
	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively for 10 marks each of 2 hours duration consisting of five descriptive type questions out of which four questions have to be answered. The valuation and verification of answer scripts of CIE exams shall be completed within a week after the conduct of the Examination.

Assignment:

To improve the writing skills in the course an assignment will be evaluated for 05 marks. One assignment has to submit at the end of the CIE2 for the questions provided by the each course coordinator in that semester. Assignments to be handed in as loose paper collection stapled together at the top left corner. The assignment should be presented as a professional report. It must consist of a cover sheet, content page, and should have an introduction, a body, a conclusion or recommendation, and a reference page.

Alternative Assessment Tool (AAT):

In order to encourage innovative methods while delivering a course, the faculty members are encouraged to use the Alternative Assessment Tool (AAT). This AAT enables faculty to design own assessment patterns during the CIA. The AAT enhances the autonomy (freedom and flexibility) of individual faculty and enables them to create innovative pedagogical practices. If properly applied, the AAT converts the classroom into an effective learning center. The AAT may include, concept videos, course related term paper, management talks, paper presentations conducted by reputed organizations relevant to the course etc.

VI. COURSE OBJECTIVES:

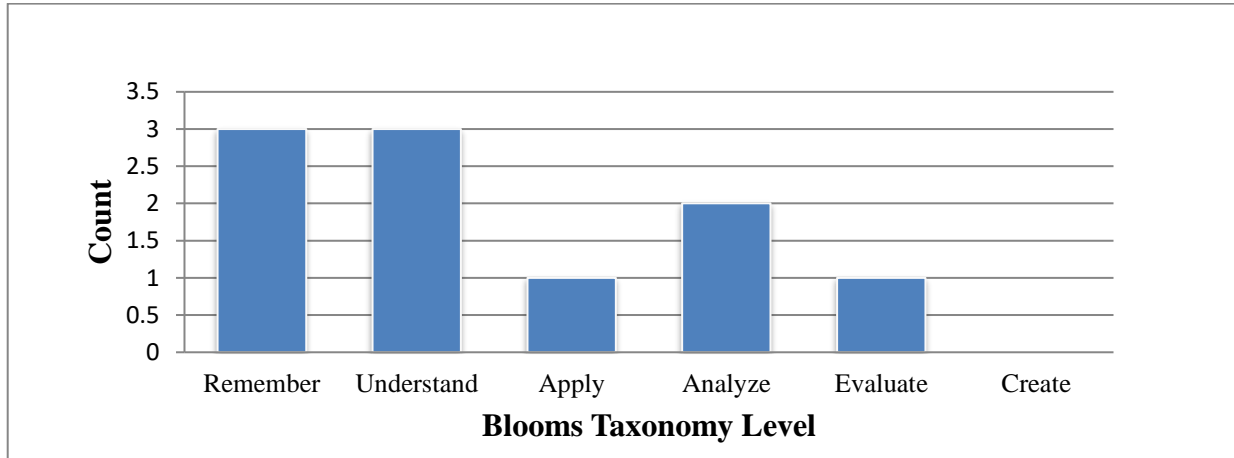
The students will try to learn:	
I	The application of economic theory and methodology as alternative in managerial decisions in an organization.
II	Quantitative techniques to business decisions using economic concepts such as supply and demand, price elasticity and marginal analysis.
III	Production function that helps organization to do business efficiently.
IV	The price to charge that maximizes profits under a variety of circumstances, including perfect and imperfect competition and when the firm can identify groups' of consumers.
V	Competition strategies, including costing, pricing, product differentiation, and market. Environment according to the natures of products and the structures of the markets.

VII. COURSE OUTCOMES:

After successful completion of the course, students will be able to:		
Course Outcomes		Knowledge Level (Bloom's Taxonomy)
CO 1	Demonstrate the nature and scope of managerial economics in the modern business to foster the goals of the organization.	Remember
CO 2	Identify the fundamentals of managerial economics such as demand, production, price and supply which helps in doing business effectively. Examine about the marketing research approaches to demand estimation in demand forecasting	Understand
CO 3	Evaluate benefit/cost, life cycle and break even analyses on one or more economic alternatives.	Apply
CO 4	Discuss various forms of production functions to know its affects in the cost of production.	Analyze

CO 5	Examine the cost concepts and determinants of cost function and compare the differences between short-run and long-run cost function.	Evaluate
CO 6	Summarize the industry structure at firm level to develop pricing strategies with profit maximization.	Create

COURSE KNOWLEDGE COMPETENCY LEVELS



VIII. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Strength	Proficiency Assessed by
PO1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.	2	Seminars
PO2	Decision making Skills: Foster Analytical and critical thinking abilities for data-based decision making.	2	Assignments
PO3	Ethics: Ability to develop Value based Leadership ability.	1	Guest lectures
PO4	Communication Skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	2	Seminars
PO5	Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	2	Assignments

3 = High; 2 = Medium; 1 = Low

IX. MAPPING OF EACH CO WITH PO(s):

Course Outcomes	Program Outcomes							
	1	2	3	4	5	6	7	8
CO 1	√	√	-	√	-	-	-	-
CO 2	-	√	-	-	-	-	-	-
CO 3	-	√	-	-	-	-	-	-
CO 4	-	-	√	-	-	-	-	-
CO 5	-	-	√	√	-	-	-	-
CO 6	-	-	-	√	√	-	-	-

X.JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs / PSOs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO 1	Recollect the basic economic principles and methodologies to key management decisions within the organization.	2
	PO 2	Explain the nature of managerial economics that helps organizations to take managerial decisions.	2
	PO 4	Understand the scope of managerial economics that helps to understand global aspects of business.	2
CO 2	PO 2	Understand the fundamentals of managerial economics such as demand, production, price and supply which helps in decision making.	2
CO 3	PO 2	Comprehend and write cost, life cycle and break-even analysis which helps in decision making.	2
CO 4	PO 3	Discuss various forms of production function like Iso - quant and Iso - cost and finding out optimal combinations of inputs including the Cobb-Douglas function.	1
CO 5	PO 3	Understand concepts of market structures like Monopoly, Oligopoly, Monopolistic competition's that increase efficiency in the organization.	1
	PO 4	Examine the cost function and differences between short-run and long-run cost function. Helps to analyze economic aspects of business.	2
CO 6	PO 4	Identify (Knowledge) the cost-efficient method of producing components which are better sourced from other companies.	2
	PO 5	Summarize the industry structure at firm level to develop production which leads in the achievement of organizational goals.	2

XI. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	2	2	-	2	-	-	-	-
CO 2	-	2	-	-	-	-	-	-
CO 3	-	2	-	-	-	-	-	-
CO 4	-	-	1	-	-	-	-	-
CO 5	-	-	1	2	-	-	-	-
CO6	-	-	-	2	2	-	-	-

XII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes / No. of key competencies							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	100.00%	66.66%	-	66.66%	-	-	-	-
CO 2	-	66.66%	-	-	-	-	-	-
CO 3	-	66.66%	-	-	-	-	-	-
CO 4	-		33.33%	-	-	-	-	-
CO 5	-	-	33.33%	66.66%	-	-	-	-
CO 6	-	-	-	66.66%	40.00%	-	-	-

XIII. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being the **low correlation**, **2** being **medium correlation** and **3** being **high correlation**.

0 – $0 \leq C \leq 5\%$ – No correlation;

2 – $40\% < C < 60\%$ – Moderate.

1 – $5 < C \leq 40\%$ – Low/ Slight;

3 – $60\% \leq C < 100\%$ – Substantial /High

Course Outcomes	Program Outcomes							
	2	3	3	3	5	3	4	2
CO 1	2	2	-	2	-	-	-	-
CO 2	-	2			-	-	-	-
CO 3	-	2	-		-	-	-	-
CO 4	-	-	1	-	-	-	-	-
CO 5	-	-	1	2	-	-	-	-
CO 6	-	-	-	2	2	-	-	-
TOTAL		6	2	6	2	-	-	-
AVERAGE	2	2	0.66	2	0.4			

XIV. ASSESSMENT METHODOLOGY - DIRECT

CIE Exams	PO1, PO2, PO3, PO4, PO5	SEE Exams	PO1, PO2, PO3, PO4, PO5	Assignments	PO2, PO5	Seminars	PO1, PO4
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XV. ASSESSMENT METHODOLOGY - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XVI. SYLLABUS

MODULE-I	INTRODUCTION TO MANAGERIAL ECONOMICS
Definition, nature and scope, Relationship with other areas in economics, production management, marketing, finance and personnel, Operations research, The role of managerial economist, Basic economic principles- the concept of opportunity cost, incremental concept, scarcity, marginalize, Equi marginalize, time perspective, discounting principle, risk and uncertainty.	
MODULE-II	THEORY OF DEMAND AND SUPPLY
Demand Analysis, Elasticity of demand-types and significance of elasticity of demand, Demand estimation, Marketing research approaches to demand estimation, Need for forecasting, forecasting techniques, Supply Analysis, Supply function, the law of supply, elasticity of supply.	
MODULE-III	PRODUCTION AND COST ANALYSIS
Production function, Production function with one and two variables, Cobb-Douglas production function, Marginal rate of technical substitution, Iso-quants and Iso-costs, returns to scale and returns to factors, economies of scale, Innovations and global competitiveness. Cost concepts, determinants of cost, cost-output relationship in the short run and long run, short run vs. long run costs, average cost curves, overall cost leadership.	
MODULE-IV	MARKET STRUCTURES- PRICING AND OUTPUT DECISIONS
Classification of Market structures –Features-Competitive situations-price- output determination in perfect competition, monopoly, monopolistic competition and oligopoly both the long run and short run.	
MODULE-V	PRICING STRATEGIES
Pricing philosophy, Price Discrimination, Cost plus pricing, Pricing of multiple products, Transfer pricing, pricing over product life cycle .Theory of firm-Managerial Theories and behavioral Theories of firm. International price Discrimination: Dumping, Effects of Dumping.	

Textbooks:	
1.	TR Jain and Khanna OP, “Managerial Economics”, VK Global Publications Pvt Ltd, 1 st Edition, 2020.
2.	G Keat, Young K Y, Erfile E, Benarjee S, “Managerial Economics”, Pearson Education, 6 th Edition, 2017.
3.	H L Ahuja, “Managerial Economics – Analysis of managerial Decision making”, S. Chandpublications, New Delhi, 2 nd Edition, 2017.
4.	P L Mehta – “Managerial Economics-Analysis, problems and Cases”, Sultan Chand & Sons, NewDelhi, 2 nd Edition, 2016.
5.	Dwivedi D N, “Managerial Economics”, VikasPublishingHouse Pvt ltd, 8 th Edition, 2015.
6.	R.L. Varshney& K.L. Maheshwari, “Managerial Economics”, Sultan Chand & Sons, New Delhi, 3 rd Edition, 2014.
7.	P.L Mehta, "Managerial Economics", Sultan Chand and Sons, 2 nd Edition, 2014.
8.	Dr. D.M. Mithani, “Managerial Economics”, Himalaya Publishing House, 1 st Edition, 2010.
Reference Books:	
1.	D M Mithani “ManagerialEconomics: Theory and Applications”, Himalaya Publication house,Hyderabad, 2 nd Edition, 2016.
2.	G S Gupta, “Managerial Economics”, Tata McGraw Hill Publications, New Delhi, 2 nd Edition, 2017.

XVII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture no	Topics to be covered	Course outcomes	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these Cos are mapped with Pos.		
CONTENT DELIVERY (THEORY)			
1	Acquire knowledge of basic terms related to managerial economics	CO1	T1- 1.3-1.8
2	Definition and nature of managerial economics	CO1	T1- 1.3-1.8
3	Understand managerial economics relationship with other areas	CO1	T1-2.6-2.10
4	Managerial economics relationship with mathematics and statistics	CO1	T1-2.6-2.10
5	Explain the importance of managerial economist	CO1	T1-3.1-3.18
6	Explain the advantages of managerial economist	CO1	T1-3.1-3.18
7	Understand the basic economic principles	CO1	T1-4.5-4.15
8	Economic principles with equi- marginal ism	CO1	T1-4.5-4.15
9	Economic principles with risk and uncertainty	CO1	T1-4.5-4.15
10	Definition of demanded and price of product	CO2	T1- 5.2-3.2
11	Understand the relationship between quantity demanded and price of product	CO2	T1- 5.2-3.2
12	Type and methods demanded and price of product	CO2	T1- 5.2-3.2

Lecture no	Topics to be covered	Course outcomes	Reference
13	Explain various approaches to demand estimation	CO2	T1- 5.3 4-4.9
14	Explain various type of income to demand estimation	CO2	T1- 5.3 4-4.9
15	Explain various approaches to demand determination	CO2	T1- 5.3 4-4.9
16	Identify the methods to estimate demand in an organization	CO2	T1- 5.51-6.8
17	Price elasticity of demand in an organization	CO2	T1- 5.51-6.8
18	Methods to estimate elasticity of demand	CO2	T1- 5.51-6.8
19	Approaches elasticity of demand	CO2	T1-7.117.13
20	Understand relationship between price and quantity supply	CO2	T1-7.117.13
21	Supply determinations, functions	CO2	T1-7.117.13
22	Elasticity of supply,types	CO2	T1-7.117.13
23	Understand the change in output with change in inputs	CO3	T1-7.14-7.21
24	Production functions.	CO3	T1-7.14-7.21
25	Determinate and types of production functions	CO3	T1-7.14-7.21
26	One variable function	CO3	T1-7.14-7.21
27	Two variable Production function	CO3	T1-7.14-7.21
28	Marginal rate of technical substitution	CO3	T1-7.14-7.21
29	Analysis of law	CO3	T1-7.14-7.21
30	Understand the measurement of demand in numerical	CO3	T1- 8.4-8.16
31	Cost and output determination	CO3	T1- 8.4-8.16
32	Understand the measurement of Iso - quant function	CO3	T1- 8.4-8.16
33	Understand the measurement of ISO cost function	CO3	T1- 8.4-8.16
34	Law of returns to scale	CO3	T1- 8.4-8.16
35	Analyze the benefits obtained by expanding production	CO3	T1-8.19-8.25
36	Analyze the internal and external economies of scale	CO3	T1-8.19-8.25
37	Innovations and global competition	CO3	T1-8.19-8.25
38	Understand the concepts of cost and types	CO4	T1-9.3-9.13
39	Managerial use of concepts of cost and the factors affecting cost	CO4	T1-9.3-9.13
40	Determination of cost function	CO4	T1-9.3-9.13
41	Analyze the relationship between output and cost	CO4	T19.11-0.25

Lecture no	Topics to be covered	Course outcomes	Reference
42	Analyze the relationship between output and cost in short-run	CO4	T19.11-0.25
43	Analyze the relationship between output and cost long run	CO4	T19.11-0.25
44	Recall the different cost concepts to minimize cost	CO4	T19.21-0.27
45	Marginal cost concepts to minimize cost	CO	T19.21-0.27
46	Market structure	CO5	T19.21-0.27
47	Types of market structures	CO5	T19.21-0.27
48	Acquire knowledge of market and its structure	CO5	T1.11.511.7
49	Perfect competition market and its structure	CO5	T1.11.511.7
50	Monopoly structure	CO5	T1.11.511.7
51	Analyze the relationship between output and price in the market in monopolistic	CO5	T1.12.512.29
52	Relationship between output and price in the market in monopoly	CO5	T1.12.512.29
53	Analyze the relationship between output and price in the monopolistic	CO5	T1.12.512.29
54	Analyze the relationship between output and price in the oligopoly market	CO5	T1.12.512.29
55	Long run and short run cost curves	CO5	T1.12.512.29
56	Understand the price and pricing philosophy	CO6	T113.615.19
57	Cost plus pricing and multiple pricing policy	CO6	T113.615.19
58	Transfer pricing and product life cycle	CO6	T113.615.19
59	Analyse the different theories of firm	CO6	T113.615.19
60	International price discrimination and dumping effect	CO6	T113.615.19
QUESTION BANK DISCUSSIONS			
61	Question Bank Discussions Unit 1	CO 1	T1-5.51-6.8
62	Question Bank Discussions Unit 2	CO 2	T1-5.51-6.8
63	Question Bank Discussions Unit 3	CO 3	T1-7.14-7.21
64	Question Bank Discussions Unit 4	CO 4	T19.21-0.27
65	Question Bank Discussions Unit 5	CO 5	T113.615.19

Prepared by:
Dr. P Lavanya, Associate Professor

HOD, MBA



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTION

Course Title	BUSINESS LAW AND ETHICS				
Course Code	CMBC04				
Program	MBA				
Semester	I				
Course Type	CORE				
Regulation	IARE - PG-21				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	4	-	4	-	-
Course Coordinator	Dr. P Lavanya. Associate Professor				

I. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
-	-	-	-

II. COURSE OVERVIEW:

This course focus on the sale of goods and its relating issues in the international purchase or sale at the time of executing of contracts with the various kinds of negotiable instruments. Business law provides the knowledge regarding the companies act to incorporate a company and also about partnership form of business organizations and duties and rights of partners and also about concepts relating to competition act. In addition to the above the course imparts the knowledge on various types of cyber-crimes and frauds and about concepts relating to digital signature which are relating to IT act.

III. MARKSDISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Business Law and Ethics	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE):

The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into FIVE modules and each module carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each module. Each question carries 14 marks. **There could be a maximum of two sub divisions in a question.**

The expected percentage of cognitive level of the questions is broadly based on the criteria given in Table: 1.

Table 1: The expected percentage of cognitive level of questions in SEE.

Percentage of Cognitive Level	Blooms Taxonomy Level
16.67 %	Remember
16.67 %	Understand
33.33 %	Apply
33.33 %	Analyze
-	Evaluate
-	Create

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 2), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 2: Assessment pattern for CIA

Component		Marks	Total Marks
CIA	Continuous Internal Examination – 1 (Mid-term)	10	30
	Continuous Internal Examination – 2 (End-term)	10	
	Assignments	5	
	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively for 10 marks each of 2 hours duration consisting of five descriptive type questions out of which four questions have to be answered. The valuation and verification of answer scripts of CIE exams shall be completed within a week after the conduct of the Examination.

Assignment:

To improve the writing skills in the course an assignment will be evaluated for 05 marks. One assignment has to submit at the end of the CIE2 for the questions provided by the each course coordinator in that semester. Assignments to be handed in as loose paper collection stapled together at the top left corner. The assignment should be presented as a professional report. It must consist of a cover sheet, content page, and should have an introduction, a body, a conclusion or recommendation, and a reference page.

Alternative Assessment Tool (AAT):

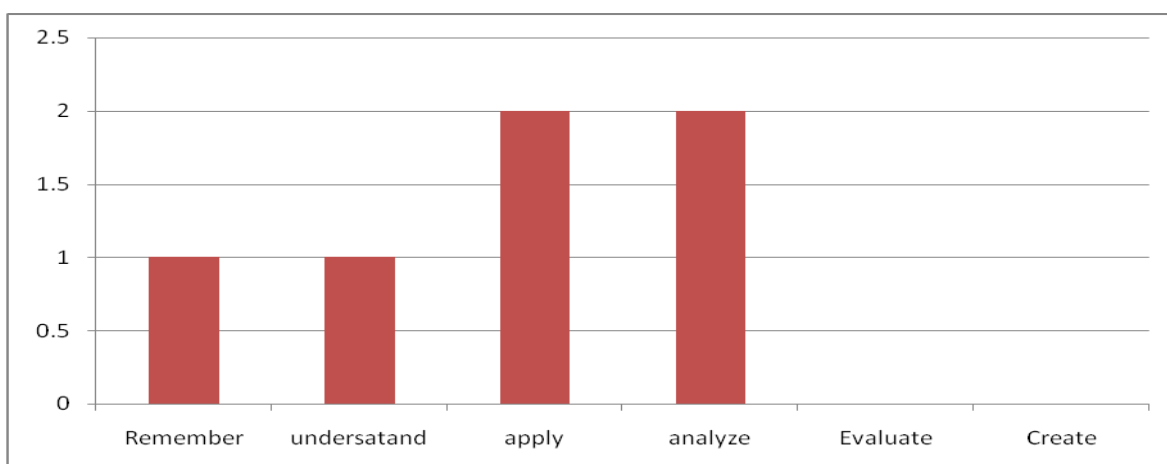
In order to encourage innovative methods while delivering a course, the faculty members are encouraged to use the Alternative Assessment Tool (AAT). This AAT enables faculty to design own assessment patterns during the CIA. The AAT enhances the autonomy (freedom and flexibility) of individual faculty and enables them to create innovative pedagogical practices. If properly applied, the AAT converts the classroom into an effective learning center. The AAT may include, concept videos, course related term paper, management talks, paper presentations conducted by reputed organizations relevant to the course etc.

VI. COURSE OBJECTIVES:

The students will try to learn:	
I	About business law, business functions in internal and external environment.
II	The laws of contract, sale of goods act 1930
III	An overview on basic business legal environment and negotiable instruments.
IV	Prevailing legal environment of company and competition acts in India
V	The information technologies acts and cyber security aspects

VII. COURSE OUTCOMES:

After successful completion of the course, students will be able to:		
Course Outcomes		Knowledge Level (Bloom's Taxonomy)
CO 1	Demonstrate the important elements of the Indian contract act like indemnity, guarantee and agency contracts for effective decision making in business.	Understand
CO 2	Make use of the importance of contract of sales and situations in real time business.	Apply
CO 3	Justify the features of negotiable instruments like promissory note, bill of exchange and cheque and their usages while dealing with them.	Analyze
CO 4	Utilize various ways of crossing and discharge and dishonour related issues while making payments through cheques etc.	Apply
CO 5	Discuss about types of business organization to take decisions by enhancing competition act.	Analyze
CO 6	Summarize various cyber laws and relating rules and regulations to prevent cybercrimes and cyber frauds in the organization.	Remember



VIII. PROGRAM OUTCOMES:

Program Outcomes	
PO 1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.
PO 2	Decision-making Skills: Foster Analytical and critical thinking abilities for data-based decision making.
PO 3	Ethics: Ability to develop Value based Leadership ability.
PO 4	Communication Skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO 5	Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team environment.
PO 6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs.
PO 7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.
PO 8	Technology Skills: Inculcate and develop technical skills to face the competitive world successfully.

IX. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Strength	Proficiency Assessed by
PO2	Decision making Skills: Foster analytical and critical thinking abilities for data-based decision making.	2	Lectures
PO3	Ethics: Ability to develop value based leadership ability.	3	Guest Lectures
PO4	Communication Skills: Ability to understand, analyze and Communicate global, economic, legal, and ethical aspects of business.	2	Seminars
PO8	Technology Skills: Inculcate and develop technical skills to face the competitive world successfully.	3	Guest Lectures / Seminars

3 = High; 2 = Medium; 1 = Low

X. MAPPING OF EACH CO WITH PO(s):

Course Outcomes	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	-	✓	✓	✓	-	-	-	-
CO 2	-	✓	-	✓	-	-	-	-
CO 3	-	✓	✓	-	-	-	-	-
CO 4	-	✓	-	-	-	-	-	-
CO 5	-	-	✓	-	-	-	-	✓
CO 6	-	✓	✓	-	-	-	-	-

XI. JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs / PSOs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO 2	Understand the main source of law regulating contracts in India. Foster analytical thinking about contract and agreement, types to solve the issues.	3
	PO 3	Ability to understand about the Valid contracts, Void contracts, Voidable Contracts, Illegal Contracts and Unenforceable contracts.	3
	PO 4	Remember the concepts of breach of contract, understanding the discharge of contracts and its type latest developments.	2
CO 2	PO 2	Analyze sale of contract, classification of price Evaluate rights of the unpaid seller through enforcement of auction and hire purchases.	2
	PO 4	Understand and Compare about transfer of property which enabled the performance of contract.	3
CO 3	PO 2	Understand the features of negotiable instruments like promissory note, bill of exchange and cheques.	2
	PO 3	Apply the relevant legal terms in business.	2
CO 4	PO 2	Understand the honour and dishonour of negotiable instruments	2
CO 5	PO 3	Overview of competition act with	3
	PO 8	Inculcate and develop technical skills to face the competitive world successfully with latest developments acts	2
CO 6	PO 2	Understand the cyber crime scenario in Indian issues	2
	PO 3	Apply the Challenges in Cyber crime and strategies to face the challenges of cyber crime.	2

XII. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	-	3	3	2	-	-	-	-
CO 2	-	2	-	3		-	-	-
CO 3	-	2	2		-	-	-	
CO 4	-	2	-	-	-	-	-	
CO 5	-	-	3		-	-	-	2
CO 6	-	2	2		-	-	-	

XIII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	-	100.00	100.00	66.66	-	-	-	-
CO 2	-	66.66	-	100.00		-	-	-
CO 3	-	66.66	66.66		-	-	-	
CO 4	-	66.66	-	-	-	-	-	
CO 5	-	-	100.00		-	-	-	100.00
CO 6	-	66.66	66.66	-	-	-	-	

XIV. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being **thelow correlation**, **2** being **medium correlation** and **3** being **high correlation**.

0 – $0 \leq C \leq 5\%$ –Nocorrelation;**2** – $40\% < C < 60\%$ –Moderate.

1 – $5 < C \leq 40\%$ – Low/ Slight; **3** – $60\% \leq C < 100\%$ – Substantial /High

Course Outcomes	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	-	3	3	2	-	-	-	-

CO 2	-	2	-	3	-	-	-
CO 3	-	2	2	-	-	-	-
CO 4	-	2	-	-	-	-	-
CO 5	-	-	3	-	-	-	2
CO 6	-	2	2	-	-	-	-
TOTAL	-	11	10	5	0	-	2
AVERAGE	0	2.2	2	2.5	0	0	1

XV. ASSESSMENT METHODOLOGY - DIRECT

CIE Exams	PO 2,PO3, PO 4,PO 8	SEE Exams	PO 2,PO3, PO 4,PO 8	Assignments	PO 2,PO 3, PO 4,PO 8	Seminars	PO 2,PO3, PO 4,PO 8
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XVI. ASSESSMENT METHODOLOGY - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XVII. SYLLABUS

MODULE-I	LAW OF CONTRACT - 1872
Nature of contract; classification; Offer and Acceptance; Capacities of Parties to contract; Free consents; Consideration, Legality of object; Agreement declared void. -Performance of contract; Discharge of contract; Remedies for breach of contract. Special contracts: Indemnity and guarantee, Contract of Agency.	
MODULE-II	SALE OF GOODS ACT (1930)
Formation of Contracts of sale - goods and their classification; price - conditions and warranties – transfer of property in goods – performance of the contract of sale - Unpaid seller and his Rights – sale by auction – hire purchase agreement.	
MODULE-III	NEGOTIABLE INSTRUMENTS ACT (1881)
Definition of Negotiable Instruments – features – Promissory note; Bill of Exchange &cheque; Holder and holder in the due course. Crossing of a cheque, types of crossing; Negotiation; Dishonor and discharge of Negotiable Instrument.	
MODULE-IV	COMPANY and COMPETITIONACT
Companies Act: Memorandum and alteration of Articles of Association-Partnership Act 1932: Duties of Partners- Dissolution of Partnership- Competition Act 2002; an Overview of Competition	

Law in India, Important Definitions under the Competition Act, 2002.	
MODULE-V	INFORMATION TECHNOLOGY ACTS
Information Technology Act 2000: Digital Signature-Cyber Frauds, Cybercrime scenarios. Law of Information Technology (IT), scheme of IT act, digital signature attribution, acknowledgement and dispatch of electronics records-Regulation certifying authorities.	
Textbooks:	
<ol style="list-style-type: none"> 1. N.D. Kapoor, Dr.Rajni Abbi, Bharat Bhushan, Rajiv Kapoor, "Business Law", Sultan Chand & Sons (P) Ltd, 1stEdition, 2019. 2. Richard A Mann, Barry S Roberts, "Business Law and the Regulation of Business", Cengage Publications, 13thEdition, 2018. 3. N.D. Kapoor, Dr. Rajni Abbi, Bharat Bhushan, Rajiv Kapoor, "Elements of Business Law", Sultan Chand & Sons (P) Ltd, 1stEdition, 2018. 4. K.R. Bulchandani, "Business Law for Management", Himalaya Publishing House, India, 1st Edition, 2017. 5. Ravinder Kumar, "Legal Aspects of Business", Sengage Learning, 4thEdition, 2016. 6. P.P.S.Gogna, „Company Law", S.Chand, 9thEdition, 2016. 7. RSN Pillai, Bagavathi, "Legal Aspects of Business", S.Chand, 8thEdition, 2016. 8. Akhileshwar Pathak, "Legal Aspects of Business", Tata McGraw Hill, 3rdEdition, 2011. 9. Nina Godbole & SunitBelapure, "Cyber Security", Wiley India, 2012. 10. Don Mayer, University of Miami, "Business Law and the Legal Environment", Saylor Foundation, 1stEdition, 2012. 11. RSN Pillai, Bagavathi, "Business Law", S.Chand, 4thEdition,2013. 	
Reference Books:	
<ol style="list-style-type: none"> 1. K.Aswhappa, Essentials of Business Environment, Himalaya Publishers. 2. P.K.Dhar, Indian Economy Growing Dimensions, Kalyani Publishers. 3. N.D.Kapoor, Mercantile Law, Sultan Chand Publishers. 4. Chaula and Garg, Mercantile Law, Kalyani Publishers 5. Francis Cherunillam, Business Environment, Himalaya Publishers 	
Web References:	
<ol style="list-style-type: none"> 1. https://www.pdfdrive.com/introduction-to-law-e28667799.html 2. https://www.pdfdrive.com/introduction-to-business-law-e187119724.html 	
E-Text Books:	
<ol style="list-style-type: none"> 1. https://www.pdfdrive.com/business-law-e18720370.html 2. https://www.pdfdrive.com/business-law-an-introduction-e28723759.html 3. https://pingpdf.com/pdf-managerial-economics-by-t-r-jain-free-pdf-download.html 4. https://mrcet.com/downloads/MBA/Managerial%20Economics.pdf 5. https://www.academia.edu/34707649/Managerial_Economics_Textbook 	

XVIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be Covered	COs	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these Cos are mapped with Pos.		
CONTENT DELIVERY (THEORY)			
2	Understand the different between agreement and a Contract.	CO 1	T1

Lecture No	Topics to be Covered	COs	Reference
3	Different types of contracts and essential elements of contracts in brief	CO 1	T1
4	Offer and valid elements	CO 1	T1
5	Describe the performance of contract	CO 1	T1, T3
6	Describe the discharge of contracts,	CO 1	T1, T3
7	Illustrate remedies of breach of contract	CO 1	T1, T3
8	Capacities of Parties to contract	CO 1	T1.T2
9	Consideration and execution	CO 1	T1,T2
10	Free consents;	CO 1	T1,T2
12	Legality of object	CO 1	T1,T2
13	Agreement declared void.	CO 1	T1,T2
14	Formation of Contracts of sale	CO 2	T1,T2
15	Goods and their classification; price analysis	CO 2	T1
16	Execution of contract laws	CO 2	T1
17	Learn concepts and differences between indemnity and guarantee	CO 2	T2
18	Illustrate general principles related to conditions & Warranties	CO 2	T2
19	Learn the difference between Conditions and Warranties	CO 2	T2
20	Learn the difference between Conditions and Warranties	CO 2	T2
21	Understand the principles related to sales, performance of contract of sale.	CO 2	T1,T2,T3
22	Understand the principles related to sales,	CO 2	T1,T2,T3
23	Performance of contract of sale.	CO 2	T1,T2
24	Executing the Law of Performance of contract	CO 2	T1,T2
25	Unpaid seller and his Rights	CO 2	T1
26	Responsibilities of unpaired seller	CO 2	T1
27	Executing the delivery contract	CO 2	T1
28	Demonstrate Auction	CO 2	T1
29	Hire purchase agreement.	CO 2	T1,T2
30	Understand the negotiable instruments act 1881.	CO 3	T1 , T3
31	Negotiable Instruments – features	CO 3	T1 , T3
32	Describe rules related to all negotiable instruments.	CO 3	T1 , T3

Lecture No	Topics to be Covered	COs	Reference
33	Promissory note-Features	CO 3	T1,T2
34	Bill of Exchange rules related to it.	CO 4	T1,T2
35	cheque; Holder and holder in the due course. Crossing of a cheque, types of crossing; Negotiation; Dishonor and discharge of Negotiable	CO 4	T1
36	Describe rules related to Crossing of a cheque, types of crossing	CO 4	T1
37	Discuss endorsements, Holder in due course,	CO 4	T1,T2
38	Discuss endorsements, Discharge of Parties.	CO 4	T1,T2
39	Discuss the companies Act:	CO 5	T1
40	Memorandum and Articles of Association	CO 5	T1
41	Alteration of Articles of Association	CO 5	T1
42	Understanding Partnership Act 1932: -	CO 5	T1,T2
43	Duties of Partners	CO 5	T1,T2
44	Dissolution of Partnership	CO 5	T1,T2
45	Competition Act 2002; an Overview of Competition	CO 5	T1
46	Law in India - rules	CO 5	T1
47	Competition Act 2002-Important	CO 5	T1
48	Definitions under the Competition Act, 2002.	CO 6	T1,T2
49	Competition Act 2002- Amendments	CO 6	T1,T2
50	Information Technology Act 2000	CO 6	T1,T2
51	Digital Signature - Cyber Frauds, Cyber crime scenarios	CO 6	T1,T2
52	Describe the challenges facing in Indian IT Act to Indian Law	CO 6	T1
53	Law of Information Technology (IT)	CO 6	T1
54	challenges facing in Indian IT Act to Indian Law	CO 6	T1
55	Understand the cyber crime scenario in Indian issues and Challenges in Cyber Crime	CO 6	T2
56	Scheme of IT act	CO 6	T2
57	Digital signature attribution,	CO 6	T2
58	Acknowledgement and Dispatch of electronics records	CO 6	2
59	Regulation certifying authorities.	CO 6	2
60	Discuss the cyber cases	CO 6	2

Lecture No	Topics to be Covered	COs	Reference
61	Question Bank Discussions Unit 1	CO 1	T-1, R-2
62	Question Bank Discussions Unit 2	CO 2	T-1, R-1
63	Question Bank Discussions Unit 3	CO 3,4	T-1, R-2
64	Question Bank Discussions Unit 4	CO 5	T-1, R-2
65	Question Bank Discussions Unit 5	CO 6	T-1, R-2

Prepared By:

Dr. P Lavanya, Associate Professor

HOD, MBA



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)
Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTION

Course Title	STATISTICS FOR MANAGEMENT				
Course Code	CMBC05				
Program	MBA				
Semester	I				
Course Type	CORE				
Regulation	IARE – PG21				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	4	--	4	-	-
Course Coordinator	Ms. I. Sireesha, Assistant Professor, MBA				

I. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
-	-	-	-

II. COURSE OVERVIEW:

This course helps to improve their ability to make effective managerial decisions, including application of statistics and developing statistical strategies and measurement of central tendency, which provide with the relevant mathematical tools required in the analysis of problems in engineering and scientific professions. The course includes tabulation of univariate, small sample test and regression analysis, selection random variables, probability distributions, correlation, regression, sampling distribution, testing of hypothesis and analysis of variance. The mathematical skills derived from this course form a necessary base to analytical and design concepts encountered in the program.

III. MARKSDISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Statistics For Management	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE):

The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into FIVE modules and each module carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each module. Each question carries 14 marks. **There could be a maximum of two sub divisions in a question.**

The expected percentage of cognitive level of the questions is broadly based on the criteria given in Table: 1.

Table 1: The expected percentage of cognitive level of questions in SEE.

Percentage of Cognitive Level	Blooms Taxonomy Level
16.67 %	Remember
50 %	Understand
-	Apply
-	Analyze
16.67 %	Evaluate
-	Create

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 2), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 2: Assessment pattern for CIA

Component		Marks	Total Marks
CIA	Continuous Internal Examination – 1 (Mid-term)	10	30
	Continuous Internal Examination – 2 (End-term)	10	
	Assignments	5	
	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively for 10 marks each of 2 hours duration consisting of five descriptive type questions out of which four questions have to be answered. The valuation and verification of answer scripts of CIE exams shall be completed within a week after the conduct of the Examination.

Assignment:

To improve the writing skills in the course an assignment will be evaluated for 05 marks. One assignment has to submit at the end of the CIE2 for the questions provided by the each course coordinator in that semester. Assignments to be handed in as loose paper collection stapled together at the top left corner. The assignment should be presented as a professional report. It must consist of a cover sheet, content page, and should have an introduction, a body, a conclusion or recommendation, and a reference page.

Alternative Assessment Tool (AAT):

In order to encourage innovative methods while delivering a course, the faculty members are encouraged to use the Alternative Assessment Tool (AAT). This AAT enables faculty to design own assessment patterns during the CIA. The AAT enhances the autonomy (freedom and flexibility) of individual faculty and enables them to create innovative pedagogical practices. If properly applied, the AAT converts the classroom into an effective learning center. The AAT may include, concept videos, course related term paper, management talks, paper presentations conducted by reputed organizations relevant to the course etc.

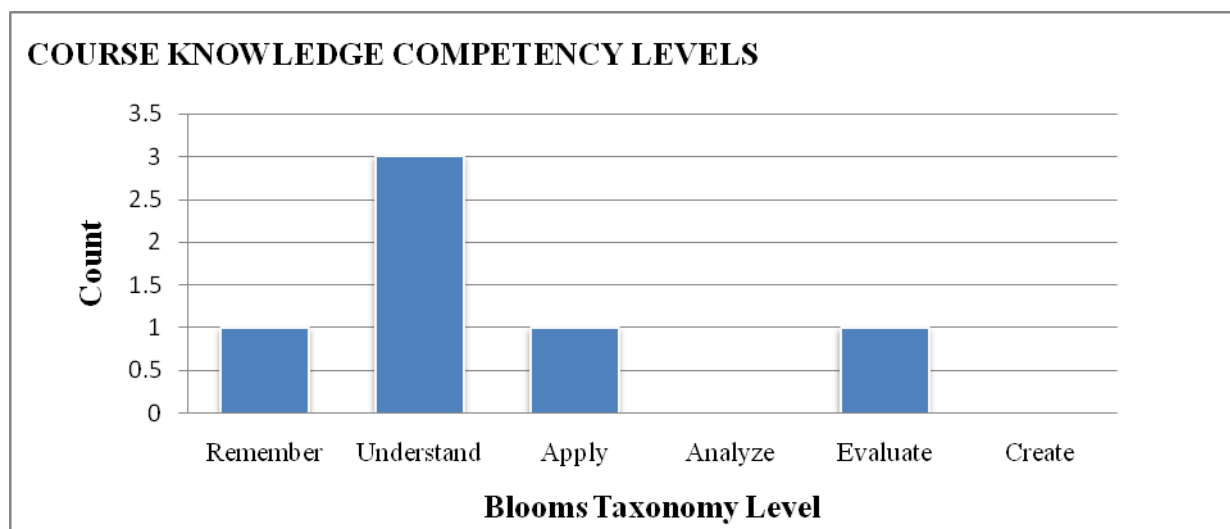
VI. COURSE OBJECTIVES:

The students will try to learn:	
I	The various statistical techniques and solve problems effectively in the statistics.
II	Different types of skewness and know about the coefficient variations of skewness.

III	The application of statistical measures of central tendency and also statistical measures of dispersion.
IV	Application of ANOVA, other non-parametric test and analyze the recent trends.
V	Time series analysis and also trend analysis of data and its importance for solving the Problems.

VII. COURSE OUTCOMES:

After successful completion of the course, students will be able to:		
	Course Outcomes	Knowledge Level (Bloom's Taxonomy)
CO 1	Recognize the significance, limitations, origin and different branches of statistics for better managerial analysis.	Remember
CO 2	Discuss various types of measures of dispersion like, coefficient of skewness coefficient of variation for solving direct and indirect problems.	Understand
CO 3	Narrate the tabulation and classification of data to draw effective solutions for solving problems.	Understand
CO 4	Demonstrate the diagrammatical and graphical representation for analysis of data by using different dimensional diagrams.	Understand
CO 5	Examine the various T-distribution sample tests like ANOVA techniques and correlation analysis for testing the samples.	Apply
CO 6	Evaluate regression analysis and different types of time series for testing goodness of attributes fitness.	Evaluate



VIII. PROGRAM OUTCOMES:

Program Outcomes	
PO 1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.
PO 2	Decision-making Skills: Foster Analytical and critical thinking abilities for data-based decision making.
PO 3	Ethics: Ability to develop Value based Leadership ability.
PO 4	Communication Skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO 5	Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team environment.
PO 6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs.
PO 7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.
PO 8	Technology Skills: Inculcate and develop technical skills to face the competitive world successfully.

IX. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Strength	Proficiency Assessed by
PO1	Managerial skills: Apply knowledge of management theories and practices to solve business problems.	3	Assignments.
PO2	Decision making skills: An ability to analyze a problem identifies, formulate and use the appropriate managerial skills for obtaining its solution.	3	Seminars
PO4	Communication skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	3	Seminars
PO6	Entrepreneurial and Innovation Skills: Demonstrate the skills in evaluating business opportunity and identifying sources of potential funding, and develop as successful entrepreneurs	3	Assignments

3 = High; 2 = Medium; 1 = Low

X. MAPPING OF EACH CO WITH PO(s):

Course Outcome s(COs)	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	√	-	-	-	-	-	-	-

CO 2	-	√	-	√	-	-	-	-
CO 3	-	-	-	√	-	-	-	-
CO 4	-	-	-	-	-	√	-	-
CO 5	-	-	-	-	-	√	-	-
CO 6	-	-	-	-	-	√	-	-

XI. JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs / PSOs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO 1	Recollect (knowledge) the basic concept of statistical system and to an extent appreciate (understand) the importance of mathematical functions to promote the organized economy system and to solve business problems.	2
CO 2	PO 2	Recognizing (knowledge) the contribution of various types of measures of central tendency and measures of dispersion (application) for foster analytical and critical thinking abilities for data-based decision making	3
	PO 4	Identify (knowledge) the appropriate types of coefficient of skewness and the coefficient of variation in managing and communicate global, economic, legal, and ethical aspects of business.	2
CO 3	PO 4	Apply (knowledge) the managerial principles and characteristics of the tabulation and classification of data to draw effective solutions to understand the economy aspects of the business.	2
	PO 6	Construct the pricing models of diagrammatical and graphical representation for analysis of data to analyze and communicate the inherent reasons for decision making.	3

CO 4	PO 6	Derive the existence activities of various T-distribution applications with independent and dependent variables inevaluating business opportunities.	3
CO 5	PO 6	Understanding the different types of small sample tests, techniques of ANOVA and correlation analysis to identifying sources of potential funding, and to develop as successful entrepreneurs.	3
CO 6	PO 6	Examine the regression analysis and different types of timeseries while testing attributes goodness to improve innovation skills.	3

XII. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	3	-	-	-	-	-	-	-
CO 2	-	3	-	3	-	-	-	-
CO 3	-	-	-	3	-	-	-	-
CO 4	-	-	-	-	-	3	-	-
CO 5	-	-	-	-	-	3	-	-
CO 6	-	-	-	-	-	3	-	-

XIII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	100%	-	-	-	-	-	-	-
CO 2	-	100%	-	100%	-	-	-	-
CO 3	-	-	-	100%	-	-	-	-
CO 4	-	-	-	-	-	100%	-	-

CO 5	-	-	-	-	-	100%	-	-
CO 6	-	-	-	-	-	100%	-	-

XIV. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being **low correlation**, **2** being **medium correlation** and **3** being **high correlation**.

0 – $0 \leq C \leq 5\%$ – No correlation; **2** – $40\% < C < 60\%$ – Moderate.

1 – $5 < C \leq 40\%$ – Low/ Slight; **3** – $60\% \leq C < 100\%$ – Substantial /High

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	3	-	-	-	-	-	-	-
CO 2	-	3	-	3	-	-	-	-
CO 3	-	-	-	3	-	-	-	-
CO 4	-	-	-	-	-	3	-	-
CO 5	-	-	-	-	-	3	-	-
CO 6	-	-	-	-	-	3	-	-
TOTAL	3	3	-	6	-	9	-	-
AVERAGE	3	3	0	3	0	3	0	0

XV. ASSESSMENT METHODOLOGY - DIRECT

CIE Exams	PO1,PO2, PO4,PO6	SEE Exams	PO1,PO2, PO4,PO6	Assignments	PO1,PO6	Seminars	PO 2, PO 4
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XVI. ASSESSMENT METHODOLOGY - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XVII. SYLLABUS

Unit-I	INTRODUCTION TO STATISTICS
Measures of central Tendency- Mean, Median, Mode, Geometric Mean and Harmonic Mean. Range, Quartile deviation, Mean Deviation, Standard deviation and co- efficient of variation. Skewness: Karl Pearson's co-efficient of skewness, Bowley's co-efficient of skewness, Kelleys co-efficient of skewness, Kurtosis.	
Unit-II	TABULATION OF UNIVARIATE
Bi variate and multi variate data, data classification and tabulation, diagrammatic and graphical representation of data. One dimensional, two dimensional and three dimensional diagrams and graphs.	
Unit-III	SMALL SAMPLE TESTS
Analysis of Variance: One Way and Two Way ANOVA (with and without Interaction). Chi-Square distribution: Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes.	
Unit-IV	CORRELATION ANALYSIS
Correlation Analysis: Scatter diagram, Positive and Negative correlation, limits for coefficient of Correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation, concept of Multiple and partial Correlation, Regression Analysis-Concept, least square fit of a linear regression, two lines of regression, Properties of regression coefficients.	
Unit-V	TIME SERIES ANALYSIS
Components, Models of Time Series–Additive, Multiplicative and Mixed models, Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods and Index numbers – introduction, Characteristics and uses of index numbers, types of index numbers, un weighted price indexes, weighted price indexes, Tests of adequacy and consumer price indexes.	
Textbooks:	
<ol style="list-style-type: none"> 1. Gerald Keller, "Statistics for Management and Economics", Cengage Learning, 11th Edition, 2018. 2. Levin Richard (Author), H. Siddiqui Masood (Author), S. Rubin David (Author), Rastogi Sanjay (Author), "Statistics for Management", Pearson Education, 8th Edition, 2017. 3. P.C. Tulsian, Bharat Jhunjhnuwala, "Business Statistics", S. Chand, 2016. 4. Levin R.I., Rubin S. David, "Statistics for Management", Pearson, 7th Edition, 2015. 5. Anderson, Sweeney, Williams, Cam, Cochran, "Statistics for Business Economics", Cengage 12th Edition, 2014. 6. J. K Sharma, "Business Statistics", Vikas Publishing House, 4th Edition, 2015. 7. Beri, "Business Statistics", Tata McGraw Hill, 1st Edition, 2015. 8. Gupta S.C., "Fundamentals of Statistics", Himalaya Publishing House, 6th Edition, 2015. 9. Barry Render and Ralph M. Stair, "Quantitative Analysis for Management", Prentice Hall of India, 12th Edition, 2012. 10. P N Arora & S Arora, "Statistics and Management", Sulthan Chand & Son's Publishing, 5th Edition, 2003. 	
Reference Books:	
1. Levine, Stephan, krehbiel, Berenson, "Statistics for Managers using Microsoft Excel", PHI,	

1st Edition, 2015.
 2. J. K Sharma, "Business Statistics", Pearson Publications, 2nd Edition, 2015.

Web References:

1. <https://aditya30702.files.wordpress.com/2012/07/statistics-for-managers-using-microsoft-excel-gnv64.pdf>
2. <http://www.nprcet.org/mba/document/First%20Semester/BA7102%20STATISTICS%20FOR%20MANAGEMENT%20LT%20P%20C%203%201%200%204%20ODD.pdf>

E-Text Books:

1. <http://bookboon.com/en/statistics-and-mathematics-ebooks>
2. <http://www.ebay.com/bhp/statistics-for-managers-using-microsoft-excel>
3. <https://www.sapnaonline.com/books/statistics-management-levin-richard-8177585843-9788177585841-academic>
4. <https://link.springer.com/book/10.1007/b101868>

XVIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be Covered	COs	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these Cos are mapped with Pos.		
CONTENT DELIVERY (THEORY)			
2	Overview, origin and development	CO1	T-1, R-2
3	Overview, origin and development	CO1	T-2, R-2
4	Managerial applications of statistics, branches of the study	CO1	T-1, R-2
5	Managerial applications of statistics, branches of the study	CO1	T-1, R-2
6	Statistics with computers, limitations of statistics	CO1	T-2, R-2
7	Statistics with computers, limitations of statistics	CO1	T-1, R-1
8	Mean, median, mode, geometric mean and harmonic mean	CO1	T-2, R-2
9	Mean, median, mode, geometric mean and harmonic mean	CO2	T-1, R-2
10	Mean, median, mode, geometric mean and harmonic mean	CO2	T-2, R-2
11	Dispersion, range, quartile deviation, mean deviation	CO2	T-2, R-2
12	Dispersion, range, quartile deviation, mean deviation	CO2	T-2, R-2
13	Dispersion, range, quartile deviation, mean deviation	CO2	T-1, R-2
14	Co-efficient of variation skewness: Karl Pearson co-efficient of	CO2	T-2, R-2

	skewness, Bowley's co-efficient of skewness		
15	Co-efficient of variation skewness: Karl Pearson co-efficient of skewness, Bowley's co-efficient of skewness	CO2	T-1, R-2
16	Co-efficient of variation skewness: Karl Pearson co-efficient of skewness, Bowley's co-efficient of skewness	CO2	T-2, R-2
17	Kelley's co-efficient of skewness; theory and problems, discussion on direct and indirect methods of solving the problems	CO2	T-1, R-2
18	Kelley's co-efficient of skewness; theory and problems, discussion on direct and indirect methods of solving the problems	CO2	T-2, R-2
19	Kelley's co-efficient of skewness; theory and problems, discussion on direct and indirect methods of solving the problems	CO3	T-1, R-1
20	Bi variate and multi variate data, data classification and tabulation, diagrammatic and graphical representation of data.	CO3	T-2, R-2
21	Bi variate and multi variate data, data classification and tabulation, diagrammatic and graphical representation of data.	CO3	T-1, R-2
22	One dimensional, two dimensional and three dimensional diagrams and graphs	CO3	T-2, R-2
23	T-Distribution: properties and applications, testing for one and two means, paired t-test; analysis of variance:	CO4	T-2, R-1
24	T-Distribution: properties and applications, testing for one and two means, paired t-test; analysis of variance:	CO4	T-2, R-2
25	T-Distribution: properties and applications, testing for one and two means, paired t-test; analysis of variance:	CO4	T-1, R-1
26	One way and two way ANOVA (with population variance	CO4	T-2, R-2
27	One way and two way ANOVA (with and population variance	CO4	T-2, R-2
28	One way and two way ANOVA (with and interaction), chi-square distribution: test for	CO4	T-1, R-2
29	One way and two way ANOVA (with and interaction), chi-square distribution: test for	CO4	T-1, R-1
30	Test for goodness of fit, test for independence of attributes; correlation analysis: scatter diagram, positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation.	CO4	T-1, R-1
31	Test for goodness of fit, test for independence of attributes; correlation analysis: scatter diagram, positive and negative correlation, limits for coefficient of correlation, Karl Pearson's Coefficient of correlation.	CO5	T-1, R-1
32	Test for goodness of fit, test for independence of attributes; correlation analysis: scatter diagram, positive	CO5	T-1, R-1

	and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation.		
33	Spearman's rank correlation, concept of multiple and partial correlation	CO5	T-1, R-1
34	Spearman's rank correlation, concept of multiple and partial correlation	CO5	T-1, R-1
35	Spearman's rank correlation, concept of multiple and partial correlation	CO5	T-1, R-1
36	Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients	CO5	T-2, R-1
37	Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients	CO5	T-1, R-1
38	Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients	CO6	T-1, R-2
39	Time Series Analysis: Components, models of time series additive, multiplicative and mixed models; Trend analysis	CO6	T-1, R-1
40	Time Series Analysis: Components, models of time series additive, multiplicative and mixed models; Trend analysis	CO6	T-1, R-1
41	Time Series Analysis: Components, models of time series additive, multiplicative and mixed models; Trend analysis	CO6	T-1, R-1
42	Free hand curve, semi averages, moving averages, least square methods; Index numbers	CO6	T-2, R-1
43	Characteristics and uses of index numbers, types of index numbers, un weighted price indices, weighted price indices	CO6	T-2, R-1
44	Tests of adequacy and consumer price indexes.	CO6	T-1, R-1
45	Tests of adequacy and consumer price indexes.	CO6	T-1, R-1
46	Problem solving and case study of Unit 1	CO 1	T-1, R-2
47	Problem solving and case study of Unit 2	CO 2	T-2, R-2
48	Problem solving and case study of Unit 3	CO 3,4	T-1, R-1
49	Problem solving and case study of Unit 4	CO 6	T-2, R-2
50	Problem solving and case study of Unit 5	CO 6	T-1, R-2
51	Question Bank Discussions Unit 1	CO 1	T-1, R-2
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53	Question Bank Discussions Unit 2	CO 2	T-1, R-1
54	Question Bank Discussions Unit 2	CO 2	T-2, R-2
55	Question Bank Discussions Unit 3	CO 3	T-1, R-2
56	Question Bank Discussions Unit 3	CO 4	T-1, R-2

57	Question Bank Discussions Unit 4	CO 5	T-2, R-2
58	Question Bank Discussions Unit 4	CO 5	T-1, R-1
59	Question Bank Discussions Unit 5	CO 6	T-2, R-2
60	Question Bank Discussions Unit 5	CO 6	T-1, R-2

Prepared By:
Ms. I. Sireesha, Assistant Professor, MBA

HOD, MBA



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTION

Course Title	BUSINESS ENVIRONMENT				
Course Code	CMBC06				
Programme	MBA				
Semester	FIRST				
Course Type	CORE				
Regulation	IARE – PG21				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	3	0	3	--	--
Course Coordinator	Ms. P Rajini, Assistant Professor				

I. COURSE OVERVIEW:

To analyse the overall business environment and evaluate its various components in business decision making and provides an analysis and examination of significant contemporary ethical issues and challenges exist throughout the professional business arena. Emphasis will be placed upon the manager's social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
UG	-	-	Indian Economy

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Business Environment	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking an average of two CIA examinations or the marks scored in the make-up examination.

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The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into FIVE modules and each module carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each module. Each question carries 14 marks. **There could be a maximum of two sub divisions in a question.**

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16.67 %	Apply
33.33%	Analyze
16.67 %	Evaluate
0 %	Create

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Table 2: Assessment pattern for CIA

Component		Marks	Total Marks
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	Continuous Internal Examination – 2 (End-term)	10	
	Assignments	5	
	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively for 10 marks each of 2 hours duration consisting of five descriptive type questions out of which four questions have to be answered. The valuation and verification of answer scripts of CIE exams shall be completed within a week after the conduct of the Examination.

Assignment:

To improve the writing skills in the course an assignment will be evaluated for 05 marks. One assignment has to submit at the end of the CIE2 for the questions provided by the each course coordinator in that semester. Assignments to be handed in as loose paper collection stapled together at the top left corner. The assignment should be presented as a professional report. It must consist of a cover sheet, content page, and should have an introduction, a body, a conclusion or recommendation, and a reference page.

Alternative Assessment Tool (AAT):

In order to encourage innovative methods while delivering a course, the faculty members are encouraged to use the Alternative Assessment Tool (AAT). This AAT enables faculty to design own assessment patterns during the CIA. The AAT enhances the autonomy (freedom and flexibility) of individual faculty and enables them to create innovative pedagogical practices. If properly applied, the AAT converts the classroom into an effective learning center. The AAT may include, concept videos, course related term paper, management talks, paper presentations conducted by reputed organizations relevant to the course etc.

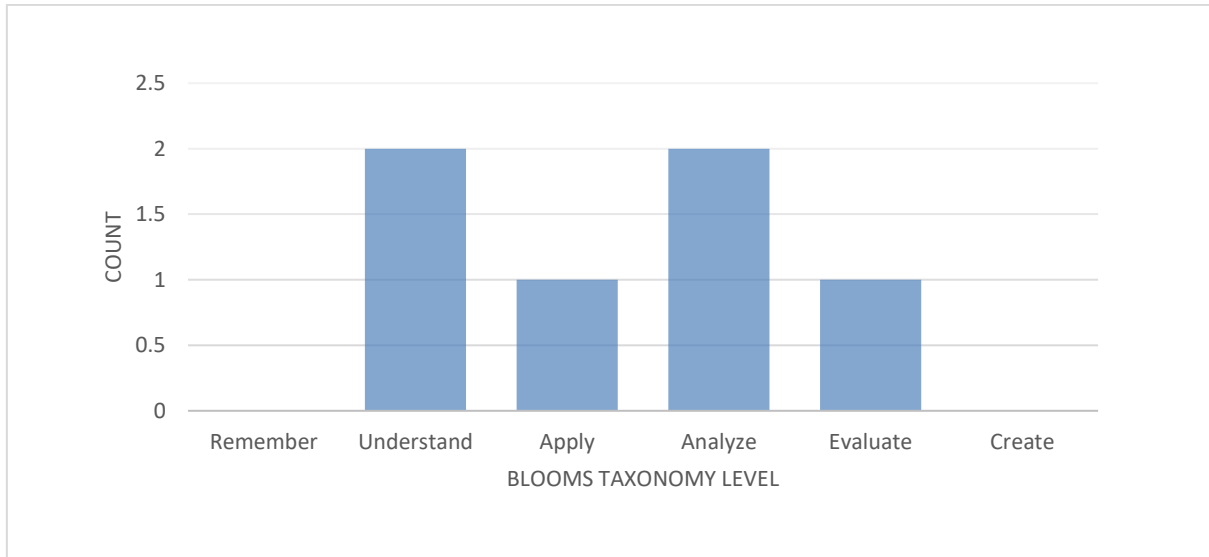
VI. COURSE OBJECTIVES:

The students will try to learn:	
I	The macro environmental factors that influence the business activities, role of planning commission and NITI Aayog in building Indian economy.
II	The issues related to the Industrial policy and regulation and their amendments.
III	The union budget, fiscal policy, monetary policy and banking system and its impact on business operations.
IV	The changes in various economic growth factors including national income, poverty measurement, unemployment and inflation and its influence on Indian economy.
V	Trade, EXIM policies and FEMA Act for organization stability and sustainability

VII. COURSE OUTCOMES:

After successful completion of the course, students will be able to:		
Course Outcomes		Knowledge Level (Bloom's Taxonomy)
CO 1	Analyze the business environmental factors that help the management in future planning and decision-making.	Analyze
CO 2	Discuss the concepts of national income, balance of payments and HDI to maintain the capital stock of a community.	Understand
CO 3	Assess Five year plans, Industrial Policies to improve resource allocation efficiency and promote industrial development.	Apply
CO 4	Examine foreign direct investment imprint in income and impact of purchasing power to promote domestic business activities.	Evaluate
CO 5	Analyze union budget, fiscal policy and monetary policy to assist in maintaining stable economic growth.	Analyze
CO 6	Describe domestic and international trade policies to assess economy of the nation.	Understand

COURSE KNOWLEDGE COMPETENCY LEVEL



VIII. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Strength	Proficiency assessed by
PO1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.	3	Assignments
PO2	Decision making Skills: Foster analytical and critical thinking abilities for data-based decision making.	2	CIE/AAT
PO4	Communication Skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	3	Seminar/ Conferences/ Research papers
PO7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.	3	CIE/AAT

3 = High; 2 = Medium; 1 = Low

IX. MAPPING OF EACH CO WITH PO(s):

Course Outcomes	Program Outcomes							
	1	2	3	4	5	6	7	8
CO 1	√	√	-	√	-	-	√	-
CO 2	√	√	-	√	-	-	√	-
CO 3		√	-	√	-	-		-
CO 4		√	-		-		-	-
CO 5	√	√	-	√	-	-		-
CO 6		√	-	√	-	-	√	-

X. JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs / PSOs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO 1	Recall (understand) the basic concept of the nature and scope of the business environment, which aids businesses in identifying various opportunities and threats.	2
	PO2	Understand the techniques of the business environment that help in business decisions.	1
	PO 4	Develop good communication skills to analyze various social, global, economic, legal, political, and ethical aspects of business.	2
	PO 7	Distinguish the internal and external environment for business analysis to determine how to shape the future of entire industries with appropriate implantable strategies.	2
CO 2	PO 1	Analyze (knowledge) the concepts of poverty, unemployment, and inflation in India to manage and maintain the GDP.	2
	PO2	Apply the concepts of national income, one helps to maintain the capital stock of a community by applying decision-making.	1
	PO 4	Focus on HDI and rural development programmes in India that create a healthy environment for people in the organization with its communication abilities.	2
	PO 7	Discuss (knowledge) the concept of BOP, which affects the economic stability of a nation (application) through its functional strategic principles and methodology.	3
CO 3	PO 2	Implement five-year plans to improve resource allocation efficiency by applying decision-making skills.	2
	PO 4	Comprehend the existing and new industrial policies on the various legal aspects of business to promote industrial development by developing good communication aspects.	2
CO 4	PO 2	Discuss foreign direct investments to promote domestic business activities by applying decision-making skills.	3
CO 5	PO 1	Examine the union budget and its reform in the country for effective resource allocation by putting managerial theories and practices into practice.	1
	PO 2	Elaborate on the concept of fiscal policy by applying knowledge-based decision making skills to achieve a high rate of economic growth.	2
	PO 4	Identify the role of regulatory institutions in the Indian financial system that prevents fraud in the organisation by applying its communication abilities.	1
CO 6	PO 2	Identify (knowledge) the conceptual framework of EXIM policy to give a boost to India's industrial growth by applying decision-making skills.	2
	PO 4	Describe domestic trade policies to facilitate the exchange of goods within the country by applying its communication abilities.	2
	PO 7	Discuss (understand) international trade policies in order to assess the nation's economy using functional strategic principles and methodology.	3

XI. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	2	1	-	2	-	-	2	-
CO 2	2	1	-	2	-	-	3	-
CO 3		2	-	2	-	-		-
CO 4		3	-		-		-	-
CO 5	1	2	-	1	-	-		-
CO 6		2	-	2	-	-	3	-

XII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes / No. of key competencies							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	100.00	33.33	-	66.67	-	-	50.00	-
CO 2	100.00	33.33	-	66.67	-	-	75.00	-
CO 3		66.67	-	66.67	-	-		-
CO 4		100.00	-		-		-	-
CO 5	50.00	66.67	-	33.33	-	-		-
CO 6		66.67	-	66.67	-	-	75.00	-

XIII. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being the **low correlation**, **2** being **medium correlation** and **3** being **high correlation**.

0 – $0 \leq C \leq 5\%$ –No correlation; **2** – $40\% < C < 60\%$ –Moderate.

1 – $5 < C \leq 40\%$ – Low/ Slight; **3** – $60\% \leq C < 100\%$ – Substantial /High

Course Outcomes	Program Outcomes							
	2	3	3	3	5	3	4	2
CO 1	3	1	-	3	-	-	2	-
CO 2	3	1	-	3	-	-	3	-
CO 3		3	-	3	-	-		-
CO 4		3	-		-		-	-

CO 5	2	3	-	1	-	-		-
CO 6		3	-	3	-	-	3	-
TOTAL	8	14		13			8	
AVERAGE	2.66	2.33		2.6			2.66	

XIV. ASSESSMENT METHODOLOGY - DIRECT

CIE Exams	PO1, PO2, PO4, PO7	SEE Exams	PO1, PO2, PO4, PO7	Assignments	PO2, PO4	Seminars	PO1, PO7
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	PO 1, PO 7						

XV. ASSESSMENT METHODOLOGY - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XVI. SYLLABUS

UNIT-I	INTRODUCTION TO BUSINESS ENVIRONMENT
Business Environment - Meaning, Nature, Scope and Importance, Environmental Factors - external and internal. Environmental analysis – scanning, monitoring, forecasting, assessing, Planning in India including Planning Commission- NITI Aayog, Made in India, Digital Economy.	
UNIT-II	DEVELOPMENT OF INDIAN ECONOMY
Economic Growth National Income - Concepts, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation, Human Development Index, Rural Development - Schemes, Problems of Economic Growth.	
UNIT-III	INDUSTRIAL POLICIES
Five Year Planning- Industrial Policy 1991, New Industrial Policy, Start-ups, MSME, Small Scale Industries (SSI) - Industrial Finance - Foreign Direct Investment (FDI) - Modes - India's Inflow and Outflow.	
UNIT-IV	FISCAL AND MONETARY POLICIES
Economic Policies Fiscal Policy- Latest Union Budget - Reforms Undertaken - Role of Government. Monetary Policy - Basic Concepts, Monetary Policy in the 21st Century - Banking Sector Reforms. Role of Regulatory Institutions in Indian Financial system - RBI and SEBI, Capital Market Institutions - Stock Indices- Derivatives Market - Global and Indian Scenario.	
UNIT - V	DOMESTIC AND INTERNATIONAL TRADE POLICY
Domestic and International Trade Policy Evolution of International Financial System, Global Recession and Developing Economies: Policy Changes and Issues - Sector wise Trade Policies: Recent Developments GATT - WTO - Agreements and Implications. EXIM Policies and FEMA: India's New EXIM Policy - Legal Framework - Initiatives, FEMA - Indian Multinational Companies - Role in World Economy.	
Text books	
1. V.K. Puri and SK Mishra, "Indian Economy" Himalaya Publication House, 37th edition, 2019. 2. P Subba Rao, "International Business Text & Cases", Himalaya Publishing house, 2nd edition, 2016. 3. Cavusgil, S.T., Knight, G.Riesenberger, "International Business: The New Realities", J.R. Prentice Hall, 5nd edition, 2016. 4. Gaurav Datt and Ashawani Mahazan, - "Indian Economy", S. Chand Publishers, 7th edition, 2016.	

5. Anant K Sundaram and J Stewart Black, “The International Business Environment”, Prentice Hall of India, New Delhi, 1st edition, 2015.

6. Pailwar V.K, “Business Environment”, Prentice Hall of India, 3rd edition, 2014.

7. V K Bhalla and S Shiva Ramu, “International Business”, Anmol Publications Private Ltd. New Delhi 110002 (India), 12th edition, 2013.

8. Justin Paul – “Business Environment Text and Cases”, Tata McGraw Hill Publishers, 3rd edition, 2012.

References

1. Francis Cherunillam, -”Business Environment Text and Cases”, Himalaya Publication House, Hyderabad, 27th edition, 2019.

2. Ramesh Singh, - “Indian Economy”, McGraw Hill Education private limited, Chennai, 11th edition, 2019.

E-text books:

1. <https://www.pdfdrive.com/the-business-environment-e15342606.html>

2. <https://www.pdfdrive.com/international-business-environment-e56594187.html>

3. <https://www.pdfdrive.com/business-environment-entrepreneurship-the-institute-of-e9042612.html>

4. <https://www.pdfdrive.com/indian-economy-e178348843.html>

5. https://www.google.co.in/books/edition/Business_Law/QGbgkOKoeQ0C?hl=en

6. <https://docs.google.com/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbm9saWI3YWUyZjgyGd4OjdkNzY1OTRiOGQ4NGJkODM>

7. <https://www.ebooks.com/en-in/book/209720942/contract-law/andrew-stewart/>

8. <https://www.ebooks.com/en-in/book/210232691/goode-and-mckendrick-on-commercial-law/roygoode/>

XVII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be Covered	COs	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these Cos are mapped with Pos.		
CONTENT DELIVERY (THEORY)			
2	Business Environment - Meaning, Nature	CO 1	T1- 1.4-1.8
3	Business Environment - Scope and Importance	CO 1	T1- 1.4-1.8
4	Environmental Factors - External and Internal	CO 1	T1-2.6-2.11
5	Environmental Factors - Micro and Macro	CO 1	T1-2.6-2.11
6	Environmental analysis - scanning, monitoring, forecasting, assessing.	CO 1	T1-3.2-3.20
7	Planning in India - Objectives, Benefits and Strategies	CO 1	T1-4.6-4.19
8	Planning Commission - Functions, Role of Planning Commission	CO 1	T1-4.6-4.19
9	NITI Aayog – Introduction, Aims, Objectives, Functions and Members involved in NITI Aayog	CO 1	T1- 5.35.18
10	Made in India – Features, Concept, Objectives, Aims	CO 1	T1- 5.35.18
11	Digital Economy – Components, Major Attributes, Smart Economy, Advantages and Disadvantages	CO 1	T1- 5.35.18
12	Economic Growth - Importance, Factors and Types	CO 2	T1- 5.3-5.18
13	National Income - Traditional and Modern, GDP, GNP and Importance	CO 2	T1- 5.3-5.18
14	Foreign Trade – Features and Importance	CO 2	T1- 5.3-5.18

Lecture No	Topics to be Covered	COs	Reference
15	Balance of Payment - Features and Importance	CO 2	T1- 5.3-5.18
16	Balance of Payment - Types, Disequilibrium	CO 2	T1- 5.3-5.18
17	Balance of Payment - Measures Disequilibrium	CO 2	T1- 5.3-5.18
18	Poverty in India – Factors, Impact and Measures taken	CO 2	T1- 5.29-6.8
19	Unemployment in India – Types, Nature, Reasons, Solutions, Policies to reduce unemployment	CO 2	T1- 5.29-6.8
20	Human Development Index – Origin, Index, Measures in HDI, Calculations of HDI and Limitations	CO 2	T1- 5.29-6.8
21	Rural Development – Programmes and Schemes	CO 2	T1-7.137.14
22	Problems of Economic Growth	CO 2	T1-7.137.14
23	Five Year Planning- Industrial Policy 1991, Objectives	CO 3	T1- 7.8-7.12
24	Five Year Planning- New Industrial Policy, Major Initiatives of NIP	CO 3	T1- 7.8-7.12
25	New Industrial Policy – Appraisal of NIP, Positive and Negative Aspects	CO 3	T1- 7.8-7.12
26	Start-ups, MSME – Introduction and Responsibilities of MSME	CO 3	T1- 8.4-8.16
27	Small Scale Industries (SSI) – Characteristics, Objectives and Role	CO 3	T1- 8.4-8.16
28	Industrial Finance – Sources, short term Finance, Long term finance	CO 3	T1- 8.4-8.16
29	Foreign Direct Investment (FDI) – Modes, Forms of Exporting	CO 4	T1-8.218.25
30	Foreign Direct Investment (FDI) – Exporting and Importing, Differences	CO 4	T1-8.218.25
31	Foreign Direct Investment (FDI) – Licensing, Franchising – agreements, Advantages and Disadvantages	CO 4	T1-8.218.25
32	FDI – Strategic Alliances	CO 4	T1-8.218.25
33	Mergers and Acquisitions - Strategy, Joint Venture	CO 4	T1-8.218.25
34	Economic Policies Fiscal Policy- Positive, Normative and Goals	CO5	T1-9.4-9.15
35	Types Economic Policies - Fiscal Policy Objectives, Components, Types	CO5	T1-9.4-9.15
36	Receipts – Government, Revenue, Capital, Expenditure	CO5	T1-9.4-9.15
37	Monetary Policy – Objectives, Tools, Instruments, Impact	CO5	T1-9.4-9.15
38	Financial Environment – Components, Markets System and Services	CO5	T1-9.4-9.15
39	Latest Union Budget - Reforms Undertaken - Role of Government.	CO5	T1-9.4-9.15
40	Banking Sector Reforms	CO 5	T19.210.23
41	Role of Regulatory Institutions in Indian Financial system	CO 5	T19.210.23
42	RBI – Functions, Reforms Evaluation of IBI	CO 5	T19.210.23
43	SEBI- PFRDA, IRDA, FMC	CO 5	T19.210.23

Lecture No	Topics to be Covered	COs	Reference
44	Capital Market Institutions – Types, Benchmark, Sectorial indices, Market cap based indices	CO 5	T111.511.5
45	Stock Indices – Types, Role play	CO 5	T111.511.5
46	Derivatives Market – Introduction, Participants, Types, Exchange Rate	CO 5	T111.511.5
47	Global and Indian Scenario	CO 5	T111.511.5
48	Domestic and International Trade Policy	CO 6	T112.512.26
49	Evolution of International Financial System	CO 6	T113.613.15
50	International Financial System	CO 6	T113.613.15
51	Recession and Developing Economies	CO 6	T113.613.15
52	Policy Changes and Issues	CO 6	T113.613.15
53	Sector wise Trade Policies	CO 6	T113.613.15
54	Recent Developments GATT	CO 6	T113.413.15
55	WTO - Agreements and Implications	CO 6	T113.413.15
56	India's New EXIM Policy	CO 6	T113.413.15
57	Legal Framework	CO 6	T113.413.15
58	WTO Advantages and Limitations	CO 6	T113.413.15
59	FEMA – Functions, Objectives	CO 6	T113.413.15
60	Role in World Economy	CO 6	T113.413.15
OBE DISCUSSION			
61	Question Bank Discussions Unit 1	CO 1	T-1, R-2
62	Question Bank Discussions Unit 2	CO 2	T-2, R-2
63	Question Bank Discussions Unit 3	CO 3,4	T-1, R-1
64	Question Bank Discussions Unit 4	CO 5	T-2, R-2
65	Question Bank Discussions Unit 5	CO 6	T-1, R-2

Prepared by:
Ms. P Rajini, Assistant Professor

HOD, MBA



INSTITUTE OF AERONAUTICAL ENGINEERING

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Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTION

Course Title	INTELLECTUAL PROPERTY RIGHTS				
Course Code	CMBC07				
Programme	MBA				
Semester	FIRST				
Course Type	Open Elective-I				
Regulation	IARE- PG 21				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	3	-	3	-	-
Course coordinator	Mr. Nunna Suresh, Assistant Professor				

I. COURSE OVERVIEW:

This course introduces the international legal rules, principles and institutions of the world trade organization as well as intellectual property rights. It provides the knowledge on the rights of the governments to regulate international trade in goods and services and requires them to protect intellectual property. The intellectual property for the protection of creation or innovation or ideas which are to be used to make a product or service or design layout or process which is economical called patents, utilities etc. The main objective is to examine the trade laws and procedures, to protect the intellectual property rights.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
--	--	--	--

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Intellectual Property Rights	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✓	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE): The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into five MODULEs and each MODULE carries equal weight age in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each MODULE. Each question carries 14 marks. There could be a maximum of two sub divisions in a question.

The expected percentage of cognitive level of the questions is broadly based on the criteria given in Table: 1.

Table 1: The expected percentage of cognitive level of questions in SEE.

Percentage of Cognitive Level	Blooms Taxonomy Level
10 %	Remember
30 %	Understand
20 %	Apply
20 %	Analyze
20%	Evaluate
0%	Create

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 2), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 2: Assessment pattern for CIA

Component		Marks	Total Marks
CIA	Continuous Internal Examination – 1 (Mid-term)	10	30
	Continuous Internal Examination – 2 (End-term)	10	
	Assignments	5	
	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively for 10 marks each of 2 hours duration consisting of five descriptive type questions out of which four questions have to be answered. The valuation and verification of answer scripts of CIE exams shall be completed within a week after the conduct of the Examination.

Assignment:

To improve the writing skills in the course an assignment will be evaluated for 05 marks. One assignment has to submit at the end of the CIE2 for the questions provided by the each course coordinator in that semester. Assignments to be handed in as loose paper collection stapled together at the top left corner. The assignment should be presented as a professional report. It must consist of a cover sheet, content page, and should have an introduction, a body, a conclusion or recommendation, and a reference page.

Alternative Assessment Tool (AAT):

In order to encourage innovative methods while delivering a course, the faculty members are encouraged to use the Alternative Assessment Tool (AAT). This AAT enables faculty to design own assessment patterns during the CIA. The AAT enhances the autonomy (freedom and flexibility) of individual faculty and enables them to create innovative pedagogical practices. If properly applied, the AAT converts the classroom into an effective learning center. The AAT may include, concept videos, course related term paper, management talks, paper presentations conducted by reputed organizations relevant to the course etc.

VI. COURSE OBJECTIVES:

The students will try to learn:	
I	Different types of intellectual property, international organizations, agencies and treaties.
II	The selecting and evaluating trade mark, trade mark registration processes.
III	The fundamental of copy right law, originality of material, rights of reproduction, rights to Perform the work publicly.
IV	Trade secret laws related to intellectual property rights.
V	Trade mark law; copy right law, patent law and intellectual property audits.

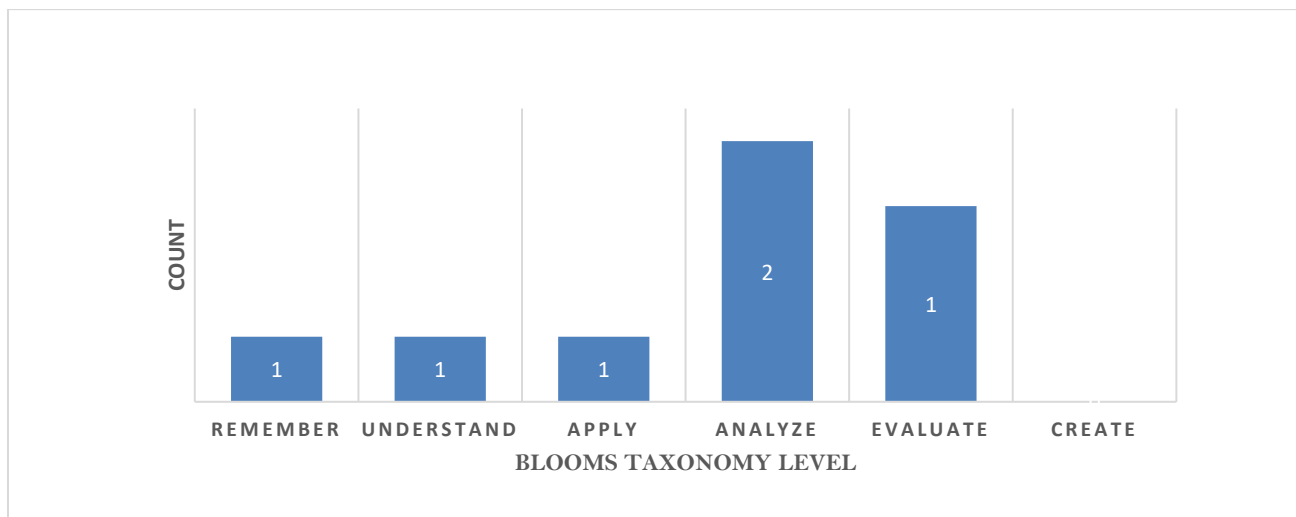
VII. COURSE OUTCOMES:

After successful completion of the course, students will be able to:		
Course Outcomes		Knowledge Level (Bloom's Taxonomy)
CO 1	Spell out the importance, various types of international organization and their duties for registering their Intellectual Property.	Remember
CO 2	Explain the trademarks acquisition process and concept of protectable matter while acquiring the rights to defend in situations of infringement against trademarks.	Understand
CO 3	Assess the originality of material with respect to copyrights during the time of registration of copyrights.	Evaluate
CO 4	Analyze the fundamentals of patent law to transfer the ownership rights against trademarks.	Analyze
CO 5	Apply the various concepts of trade secrets law to implementations in various business activities.	Apply

CO 6	Assess the new international developments on the importance of the IP audits and its duties for the purpose of maintaining proper documentation for future reference.	Analyze
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3 = High; 2 = Medium; 1 = Low

COURSE KNOWLEDGE COMPETENCY LEVELS



VIII. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Strength	Proficiency Assessed by
PO 1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.	3	Discussions / Assignments
PO 4	Communication Skills: Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business	3	Seminars / Guest Lectures
PO 7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.	2	Guest Lectures / Discussions
PO 8	Technology Skills: Inculcate and develop technical skills to face the competitive world successfully.	2	Assignments / Seminars

3 = High; 2 = Medium; 1 = Low

IX. MAPPING OF EACH CO WITH PO(s):

Course Outcomes	Program Outcomes							
	1	2	3	4	5	6	7	8
CO 1	√	-	-	-	-	-	-	-
CO 2	-	-	-	-	-	-	√	-
CO 3	√	-	-	√	-	-	-	-
CO 4	-	-	-	-	-	-	-	√
CO 5	√	-	-	√	-	-	-	-
CO 6	-	-	-	-	-	-	-	√

3 = High; 2 = Medium; 1 = Low

X. JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO 1	Recollect (knowledge) the basic concept of Intellectual properly to appreciate (understand) the need and importance of acquiring Intellectual Properties.	2
CO 2	PO 7	Explains the role of Intellectual Properties in their business after having a thorough understanding of the theoretical concepts of the Intellectual Properties in their strategy formulation.	3
CO 3	PO 1	Understanding (knowledge) the various functions of agencies and international organizations in providing solutions to their business problems with respect to the procedure of acquiring Intellectual Properties	2
	PO 4	Recognizing (knowledge) the importance and role of organizations in registering different kinds of Intellectual Properties with respect to various categories of innovations and their procedure in a pre-determined way of communication to registering agencies.	2
CO 4	PO 8	Applying the technology in creating a new trademark era	1
CO 5	PO 1	Evaluate (knowledge) the Intellectual Properties with respect to cost incurred and profit gained on the Intellectual Properties.	2
	PO 4	Focus on working of applying and registering with the copy right and registration process.	2
CO 6	PO 8	Applied to create new technology for latest ingestions in the areas of patents and copyrights.	1

XI. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	2	-	-	-	-	-	-	-
CO 2	-	-	-	-	-	-	3	-
CO 3	2	-	-	2	-	-	-	-
CO 4	-	-	-	-	-	-	-	1
CO 5	2	-	-	2	-	-	-	-
CO 6	-	-	-	-	-	-	-	1

XII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes / No. of key competencies							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	100.00	-	-	-	-	-	-	-
CO 2	-	-	-	-	-	-	75.00	-
CO 3	100.00	-	-	66.66	-	-	-	-
CO 4	-	-	-	-	-	-	-	50.00
CO 5	100.00	-	-	66.66	-	-	-	-
CO 6	-	-	-	-	-	-	-	50.00

XIII. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being the **low correlation**, **2** being **medium correlation** and **3** being **high correlation**.

0 – $0 \leq C \leq 5\%$ – No correlation;

2 – $40\% < C < 60\%$ – Moderate.

1 – $5 < C \leq 40\%$ – Low/ Slight;

3 – $60\% \leq C < 100\%$ – Substantial /High

Course Outcomes	Program Outcomes							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	3	-	-	-	-	-	-	-
CO 2	-	-	-	-	-	-	3	-
CO 3	3	-	-	3	-	-	-	-
CO 4	-	-	-	-	-	-	-	2
CO 5	3	-	-	3	-	-	-	-
CO 6	-	-	-	-	-	-	-	2
TOTAL	9			6			3	4
AVERAGE	3			3			3	2

XIV. ASSESSMENT METHODOLOGIES–DIRECT

CIE Exams	PO 1, PO 4, PO 7, PO 8	SEE Exams	PO 1, PO 4, PO 7, PO 8	Assignments	PO 1, PO 8	Seminars	PO 4, PO 8
Guest Lectures	PO 4, PO 7	Discussions	PO 1, PO 7	Student Viva	-	Certification	-
Term Paper	-	Laboratory Practices	-				

XV. ASSESSMENT METHODOLOGIES-INDIRECT

✓	Assessment of course outcomes (by feedback, once)	✓	Student feedback on faculty(Twice)
✗	Assessment of Mini Projects by Experts		

XVI. SYLLABUS

MODULE – I	INTRODUCTION TO INTELLECTUAL PROPERTY
Introduction, types of intellectual property, international organizations, agencies and treaties, importance of intellectual property rights.	
MODULE – II	TRADE MARKS
Purpose and function of trademarks, acquisition of trade mark rights, protectable matter, selecting and evaluating trade mark, trade mark registration processes.	
MODULE – III	LAW OF COPY RIGHTS AND PATENTS
Fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly, copy right ownership issues, copy right registration, notice of copy right, international copy right law. Law of patents: Foundation of patent law, patent searching process, ownership rights and transfer.	
MODULE – IV	TRADE SECRETS AND UNFAIR COMPETITION
Trade secretes law, determination of trade secretes status, liability for misappropriations of trade secrets, and protection for submission, trade secretes litigation. Unfair competition: Misappropriation right of publicity, False advertising.	
MODULE – V	NEW DEVELOPMENT OF INTELLECTUAL PROPERTY
New developments in trade mark law; copy right law, patent law, intellectual property audits. International overview on intellectual property, international trade mark law, copy right law, international patent law and international development in trade secrets law.	
Text Books:	
<ol style="list-style-type: none"> Deborah, E. Bouchoux, “Intellectual property right”, Cengage learning, 5th Edition, 2008. Prabuddha ganguli,” Intellectual property right - Unleashing the knowledge economy”, Tata McGraw Hill Publishing Company Ltd, 7th Edition, 2009. Carlos M.Correa” Intellectual property rights, The WTO and Developing countries”, Zed books, 4th Edition, 2006. 	
Reference Books:	
<ol style="list-style-type: none"> Caves, Frankel, Jones, “World Trade and Payments-An Introduction”, Pearson Education, 4th Edition, 2015. Carlos M.Correa, “Intellectual property rights, The WTO and Developing countries”,Zed books. Peter-Tobias stoll, Jan busche, Katrianarend, “WTO- Trade –related aspects of IPR”, Library of Congress. Surendra Bhandari, “World Trade Organization (WTO) and Developing Countries”, Vikas Publishing House. P. K. Vasudeva, “World Trade Organization: Implications on Indian Economy”, Pearson Education, 2015. P.KrishnaRao, WTO, “Text and cases”, Excel Books, 2015. 	

XVII. COURSE PLAN

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be covered	Course Outcomes	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these Cos are mapped with Pos.		
CONTENT DELIVERY (THEORY)			
1	Introduction of Intellectual Property (IP)	CO 1	T1:1.1, 1:1.2, R1
2	Needs of Intellectual Property (IP)	CO 1	T1:1.1, 1:1.2, R1
3	Importance of Intellectual Property (IP)	CO 1	T1:1.1, 1:1.2, R1
4	Benefits of Intellectual Property (IP)	CO 1	T1:1.1, 1:1.2, R1
5	Types of Intellectual Property (IP)	CO 1	T1:1.4
6	International Organizations in (IP)	CO 1	T1:1.4
7	International Organizations in ipr	CO 1	T1:1.4
8	Agencies of Intellectual Property Rights	CO 1	T1:1.4, R2, R3
9	Treaties of Intellectual Property Rights	CO 1	T1:1.4, R2, R3
10	Importance of Intellectual Property Rights	CO 1	T1:1.4, R2, R3
11	Purpose and function of Trademarks Introduction	CO 2	T1:2.2, R3, R5
12	Purpose of a Trademarks	CO 2	T1:2.2, R3, R5
13	function of Trademarks	CO 2	T1:2.2, R3, R5
14	Acquisition of Trademarks Rights introduction	CO 2	T1:2.4, 2.9
15	Acquisition of Trademarks Rights	CO 2	T1:2.4, 2.9
16	Acquisition of Trademarks Protectable Matter	CO 2	T1:2.4, 2.9
17	Selecting and Evaluating Trade Mark introduction	CO 2	T1:3.1, R5, R6
18	Selecting and Evaluating Trademark Registration Processes through online	CO 2	T1:3.1, R5, R6
19	Selecting and Evaluating Trade Mark procedure	CO 2	T1:3.1, R5, R6
20	Selecting and Evaluating Trade Mark	CO 2	T1:3.1, R5, R6
21	Trademark Registration Processes	CO 2	T1:3.1, R5, R6
22	Copyright Law and its rights	CO 3	T1:10.2, R2
23	Copyright Law important	CO 3	T1:10.2, R2
24	Fundamentals of Copyright Law	CO 3	T1:10.2, R2

25	Originality of material and rights of Reproduction and Right to perform the work publicly	CO 3	T1:11.2
26	Originality of material and rights	CO 3	T1:11.2
27	Originality of Reproduction	CO 3	T1:11.2
28	Right to perform the work publicly	CO 3	T1:11.2
29	Copy right registration, notice	CO 4	T1: 12.3
30	International Copy right law	CO 4	T1: 12.3
31	Foundation of laws	CO 4	T1: 12.5
32	Foundation of patent law and its importance	CO 4	T1: 12.5
33	Foundation of patent law	CO 4	T1: 12.5
34	patent searching process and implementation	CO 4	T1: 12.5
35	ownership rights and transfer	CO 4	T1: 12.5
36	Introduction Trade Secrets Law, Trade Secrets status	CO 5	T1:2.1, T1:2.3, R2, R3
37	Trade Secrets Law	CO 5	T1:2.1, T1:2.3, R2, R3
38	Determination of Trade Secrets status	CO 5	T1:2.1, T1:2.3, R2, R3
39	Liability for misappropriations of Trade Secrets	CO 5	T1:22.2
40	Liability for misappropriations of Trade Secrets and Benefits	CO 5	T1:22.2
41	Protection for submission	CO5	T1:22.5, 1:22.8
42	Trade secrets Litigation	CO 5	T1:22.5, 1:22.8
43	Unfair Competition	CO 5	T1:23 R3, R4
44	Unfair Competition: Misappropriation	CO 5	T1:23 R3, R4
45	Unfair Competition: Misappropriation of right of publicity	CO 5	T1:23 R3, R4
46	Misappropriation of right of publicity, False advertising	CO 5	T1:23 R3, R4
47	New developments in Trade Law	CO 6	T1:23.3
48	New developments in Trade Law with example	CO 6	T1:23.3
49	New developments in Copyright Law	CO 6	T1:7 R5, R6
50	New developments in Copyright Law in India	CO 6	T1:7 R5, R6
51	New developments in Patent Law in India	CO 6	T1:8
52	New developments in Patent Law	CO 6	T1:8
53	Intellectual Property Audits	CO 6	T1:15.7
54	International Overview of IP	CO 6	T1:15.7

55	Intellectual Property Audits and International Overview of IP	CO 6	T1:15.7
56	International Trademark Law	CO 6	T1:16, 1:21.1,2
57	International Copy right Law	CO 6	T1:16, 1:21.1,2
58	International patent Law	CO 6	T1:16, 1:21.1,2
59	International Trade Secrets Law	CO 6	T1:16, 1:21.1,2
60	International Trademark Law, Copy right Law, patent Law and Trade Secrets Law	CO 6	T1:16, 1:21.1,2
Question Bank Discussions			
61	Question Bank Discussions Unit 1	CO 1	T-1, R-1
62	Question Bank Discussions Unit 2	CO 2	T-1, R-2
63	Question Bank Discussions Unit 2	CO 3	T-1, R-2
64	Question Bank Discussions Unit 2	CO 4	T-1, R-1
65	Question Bank Discussions Unit 2	CO 5	T-1, R-2

3 = High; 2 = Medium; 1 = Low

XVIII. GAPS IN THE SYLLABUS - TO MEET INDUSTRY / PROFESSION REQUIREMENTS:

S No	Description	Proposed actions	Relevance with PO's
1	Global rules of Treaties.	Guest Lectures	PO 1, PO 4
2	Historical reasons behind the establishment of World Intellectual Property Organization and its scope.	Seminars/ Guest Lectures	PO 7, PO 8
3	Federal law and common law for the protection of Intellectual Properties at International Level.	Seminars/ Guest Lectures	PO 4, PO 8

Prepared by:

Mr. Nunna Suresh, Assistant Professor.

HOD, MBA



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE DESCRIPTION

Department	MASTER OF BUSINESS ADMINISTRATION				
Course Title	HUMAN RESOURCE MANAGEMENT				
Course Code	CMBC15				
Program	MBA				
Semester	II				
Course Type	CORE				
Regulation	IARE – PG21				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	3	1	4	-	-
Course Coordinator	Dr. P. Lavanya, Associate Professor				

I. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
PG	CMBC15	II	-

II. COURSE OVERVIEW:

Human Resource Management links people-related activities to business strategy. The course develops a critical understanding of the role and functions of the various human resource activities in an organization, providing students with a comprehensive review of key HRM concepts, techniques, and issues. Topics include job analysis and design; recruitment and selection; evaluation; performance management; occupational health and safety; and the strategic contribution of HRM to organizational performance and evaluating HRM effectiveness. Working with contemporary case studies, collaborative and individual work processes enhance communication and discourse, which are characteristic of the HRM context and environment.

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Human Resource Management	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE):

The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into FIVE modules and each module carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each module. Each question carries 14 marks. **There could be a maximum of two sub divisions in a question.**

The expected percentage of cognitive level of the questions is broadly based on the criteria given in Table: 1.

Table 1: The expected percentage of cognitive level of questions in SEE.

Percentage of Cognitive Level	Blooms Taxonomy Level
33.33%	Remember
33.33%	Understand
0%	Apply
0%	Analyze
33.33%	Evaluate
0%	Create

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 2), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 2: Assessment pattern for CIA

Component		Marks	Total Marks
CIA	Continuous Internal Examination – 1 (Mid-term)	10	30
	Continuous Internal Examination – 2 (End-term)	10	
	Assignments	5	
	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively for 10 marks each of 2 hours duration consisting of five descriptive type questions out of which four questions have to be answered. The valuation and verification of answer scripts of CIE exams shall be completed within a week after the conduct of the Examination.

Assignment:

To improve the writing skills in the course an assignment will be evaluated for 05 marks. One assignment has to submit at the end of the CIE2 for the questions provided by the each course coordinator in that semester. Assignments to be handed in as loose paper collection stapled together at the top left corner. The assignment should be presented as a professional report. It must consist of a cover sheet, content page, and should have an introduction, a body, a conclusion or recommendation, and a reference page.

Alternative Assessment Tool (AAT):

In order to encourage innovative methods while delivering a course, the faculty members are encouraged to use the Alternative Assessment Tool (AAT). This AAT enables faculty to design own assessment patterns during the CIA. The AAT enhances the autonomy (freedom and flexibility) of individual faculty and enables them to create innovative pedagogical practices. If properly applied, the AAT converts the classroom into an effective learning center. The AAT may include, concept videos, course related term paper, management talks, paper presentations conducted by reputed organizations relevant to the course etc.

VI. COURSE OBJECTIVES:

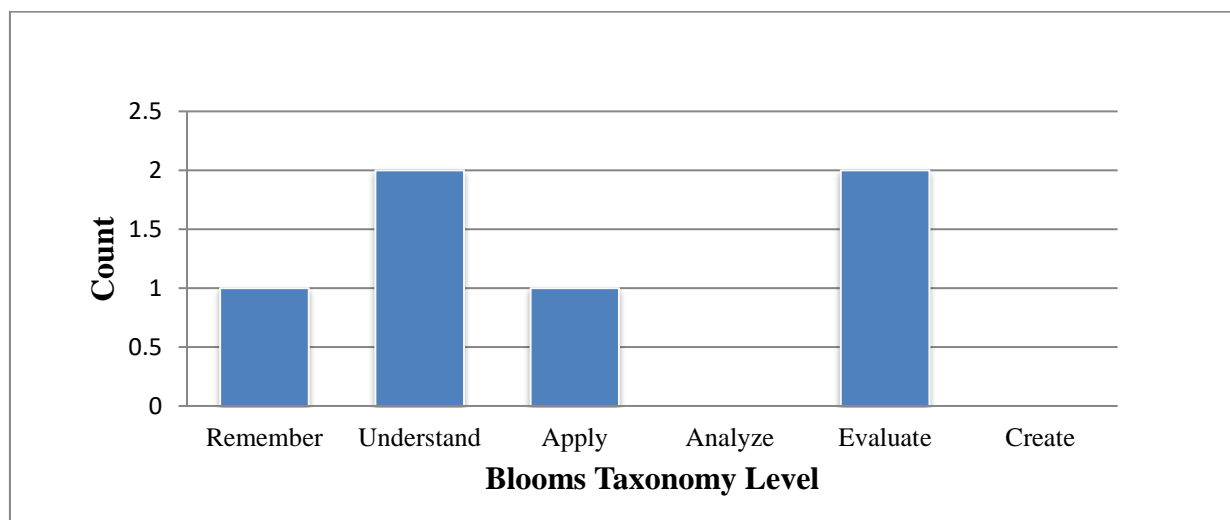
The students will try to learn:	
I	The role of human resource management in the effective management of organizations.
II	The process of recruitment, selection and performance management system in an organization.
III	Basic training strategies and specifications for the delivery of training programs.
IV	The processes for compensation management and reward systems.
V	The industrial relations and knowledge of labor laws and contemporary issues in human resource management.

VII. COURSE OUTCOMES:

After successful completion of the course, students will be able to:		
Course Outcomes		Knowledge Level (Bloom's Taxonomy)
CO 1	Summarize and apply basic human resource management concepts to real-world business situations.	Understand
CO 2	Recognize and classify various recruitment and selection processes to enhance employees' performance.	Remember
CO 3	Demonstrate the concept of training and development, as well as describe the different types of training to improve employees' talents and performance.	Understand

CO 4	Identify performance appraisal procedures that can help you to improve your work skills, knowledge, talents, and personalities	Apply
CO 5	Develop compensation and reward strategy to recruit, motivate, and retain outstanding talent.	Evaluate
CO 6	Incorporate strong employee and employer relations to promote cooperation and productivity among employees.	Evaluate

COURSE KNOWLEDGE COMPETENCY LEVELS



VIII. PROGRAM OUTCOMES:

Program Outcomes	
PO 1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.
PO 2	Decision-making Skills: Foster Analytical and critical thinking abilities for data-based decision making.
PO 3	Ethics: Ability to develop Value based Leadership ability.
PO 4	Communication Skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO 5	Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team environment.
PO 6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs.
PO 7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.
PO 8	Technology Skills: Inculcate and develop technical skills to face the competitive world successfully.

IX. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Strength	Proficiency Assessed by
PO1	Managerial skills: Apply knowledge of management theories and practices to solve business problems	3	Assignments.
PO2	Decision making skills: Foster Analytical and critical thinking Abilities for data-based decision making solution.	3	Assignments

Program Outcomes		Strength	Proficiency Assessed by
PO3	Ethics: Ability to develop Value based Leadership ability.	3	Seminars
PO4	Communication skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	3	Seminars
PO5	Leadership skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	3	Assignments
PO7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.	2	Seminars

3 = High; 2 = Medium; 1 = Low

X. MAPPING OF EACH CO WITH PO(s):

Course Outcomes	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
CO 1	√	√	-	√	-	-	-	-
CO 2	√	-	√	√	√	-	√	-
CO 3	√	-	-	√	-	-	-	-
CO 4	√	-	-	-	-	-	-	-
CO 5	√	√	√	√	√	-	√	-
CO 6	-	√	√	√	√	-	√	-

XI. JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs / PSOs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO 1	Understand the scope and need of Human resource management.	2
	PO 4	Ability to understand the human resource management, human resource objectives and human resource activities.	3
	PO 2	Illustrate the circumstances job analysis and design, uses of job analysis and methods of data collection.	2
CO 2	PO 4	Apply the concept of performance management skills, job description and specifications, job design, job redesign and job rotation.	2
	PO 7	Analyze the principles of job enlargement, job enrichment, strategic and human resource planning.	3
	PO 1	Understand and Compare about information of human resource planning process, human resource information systems and assessment of human resource requirements.	2
	PO 3	Understand the importance of medical evaluation, job offer, induction and placement.	3
	PO 5	Remember the information of designing and conducting the effective interview, reference and background verification.	3

CO 3	PO 1	Understand the concept of the recruitment process and methods of recruiting.	2
	PO 4	Remember the realistic job preview, challenges of recruiting, selection process and type of tests.	3
CO 4	PO 1	Analyze the concept of training process, training methods, and training methods.	2
CO 5	PO 4	Understand the need of training and the training management.	3
	PO 5	Understand the features of the individual group. Organizational techniques, evaluation of training and development	3
	PO 1	Apply the levels of the appraisal process and methods of evolution.	2
	PO 2	Understand the concept of performance evaluation and the appraisal interview.	2
	PO 3	Apply the concept of the feedback interview and the role of appraisal in managing performance	3
	PO 7	Remember the principles of reward systems.	3
CO 6	PO 2	Remember the performance related concepts like benchmarking, six sigma and competency mapping.	2
	PO 4	Understand the concept of career planning and development.	2
	PO 7	Remember the concept of Quality of work life.	2
	PO 3	Understand the causes of remedial measures, collective bargaining and the management of conflicts.	2
	PO 5	Remember the concept of the grievance procedure, guidelines for handling grievances.	3

XII. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	2	3	-	3	-	-	-	-
CO 2	2		3	2	3		3	
CO 3	2	-	-	3	-	-	-	-
CO 4	2	-	-	-	-	-	-	-
CO 5	2	2	3	3	3	-	3	-
CO 6	-	2	2	2	3	-	2	-

XIII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	100%	100%	-	-	-	-	-	-
CO 2	100%	-	100%	100%	40%	-	75%	-
CO 3	100%	-	-	100%	-	-	-	-
CO 4	100%	-	-	-	-	-	-	-
CO 5	100%	100%	100%	100%	40%	-	-	-
CO 6	100%	-	-	100%	40%	-	-	-

XIV. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being the **low correlation**, **2** being **medium correlation** and **3** being **high correlation**.

0 – $0 \leq C \leq 5\%$ –No correlation;

2 – $40\% < C < 60\%$ –Moderate.

1 – $5 < C \leq 40\%$ – Low/ Slight;

3 – $60\% \leq C < 100\%$ – Substantial /High

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	3	3	-	-	-	-	-	-
CO 2	3	-	3	3	2	-	3	-
CO 3	3	-	-	3	-	-	-	-
CO 4	3	-	-	-	-	-	-	-
CO 5	3	3	3	3	2	-	-	-
CO 6	-	-	-	3	2	-	-	-
TOTAL	15	6	6	12	6	-	3	-
AVERAGE	3	3	3	3	2	0	3	0

XV. ASSESSMENT METHODOLOGY - DIRECT

CIE Exams	PO1, PO 2, PO3,PO 4, PO5,PO 7	SEE Exams	PO1,PO 2, PO3,PO 4, PO5,PO 7	Assignments	PO1,PO 2, PO3,PO 4, PO5,PO 7	Seminars	PO1,PO 2, PO3,PO 4, PO5,PO 7
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XVI. ASSESSMENT METHODOLOGY - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
X	Assessment of Mini Projects by Experts		

XVII. SYLLABUS

MODULE-I	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	Classes:10
Nature, importance of HRM, objectives and functions HR as a source of competitive advantage, Equal opportunity and the Law, Human Resource Management and Analysis, Human Resource Planning and Human capital Analysis, agile HR		
MODULE -II	RECRUITMENT AND SELECTION	Classes:10
Hiring process and hiring decision, external and internal hiring, screening the candidates, Job analysis – critical incident technique, position analysis questionnaire, subject expert workshops, job analysis questionnaire.		
MODULE -III	TRAINING AND DEVELOPMENT	Classes:10
Training and developing of employees, methods of training, performance management and appraisal. Methods and techniques of performance appraisal, Managing employee retention, engagement, and careers.		
MODULE -IV	COMPENSATION AND REWARD MANAGEMENT	Classes:10
Establishing Strategic Pay Plans, components of Employee remuneration, Pay for Performance and Financial Incentives, Benefits and Services		
MODULE -V	EMPLOYEE RELATIONS	Classes:10
Ethics, Employee Relations, and Fair Treatment at Work, Labor Relations and Collective Bargaining, Employee welfare measures, Managing Global Human Resources, Managing Human Resources in Small and Entrepreneurial Firms, employee separation.		
Text Books:		
<ol style="list-style-type: none"> 1. V.S.P. Rao, “Human Resource Management”, Cengage Learning, 8thEdition, 2019. 2. Raman Preet, “Future of Human Resource Management: Case Studies with Strategic Approach”, Cengage Learning, 5thEdition, 2019. 3. K.Asathappa, “Human Resource Management”, Mc Graw-Hill, 8thEdition, 2017. 4. Gary Dessler, Biju Varkkey. “Human Resource Management”, Pearson, 4thEdition, 2017. 5. Robert L.Mathis, John H.Jackson, Manas Ranjan Tripathy, “Human Resource Management”, Cengage Learning, 10thEdition, 2016. 6. Gary Dessler, Human Resource Management, Pearson Publications, 15thEdition, NewDelhi, 2011. 7. Aryasri, A. V. V Raju, "Human Resources Management", Students Helpline Publishing House Private Limited, 2ndEdition, 2010. 8. R S. Dwivedi, Human Resource Management, Vikas publishing house, 2ndEdition, Bangalore,2009. 		
Reference Books:		

<ol style="list-style-type: none"> 1. Venkata Raman C. S, Srivastava B. K, "Personnel Human Resource Management", Tata McGraw Hill, 2nd Edition, 2009. 2. Cynthia D. Fisher, Lyle F. Schoenfeld, "Human Resource Management", Wiley India Publishers, 3rd Edition, 2009. 3. Jyothi, " Human Resource Management", Pearson Education, 12th Edition, 2009. 4. R. Wayne Mondy, Robert M. Noe, "Human Resource Management", Pearson Education, 5th revised Edition, 2009.
Web References:
<ol style="list-style-type: none"> 1. https://play.google.com/books/reader?id=-NbrDQAAQBAJ&hl=en&pg=GBS.PT14 2. https://play.google.com/books/reader?id=QCkq8zyRPYC&hl=en&pg=GBS.PT26.w.5.0.49 3. https://play.google.com/books/reader?id=51G11zh2yp8C&hl=en&pg=GBS.PR13 4. https://play.google.com/books/reader?id=3tY8DgAAQBAJ&hl=en&pg=GBS.PA6
E - Text Books:
<ol style="list-style-type: none"> 1. https://www.pdfdrive.com/human-resources-management-set-concepts-methodologies-tools-and-applications-human-resources-management-concepts-methodologies-tools-and-applications-e175226969.html 2. https://www.pdfdrive.com/human-resource-management-e5972245.html 3. https://www.pdfdrive.com/human-resource-management-e30956441.html 4. https://www.pdfdrive.com/human-resource-management-practice-yimgcom-e11037371.html 5. https://open.lib.umn.edu/humanresourcemanagement/ 6. https://primo.csu.edu.au/permalink/61CSU_INST/1hkg98a/alma991001683790402357 7. https://www.freebookcentre.net/business-books-download/Human-Resource-Management-by-Kamaraj-College.html

XVIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be Covered	COs	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these Cos are mapped with Pos.		
CONTENT DELIVERY (THEORY)			
2	Definition and Nature of HRM	CO 1	T-1 1-5, R-2 2-10
3	Importance of HRM	CO 1	T-1 1-5, R-2 2-10
4	Objectives and functions HR	CO 1	T-2 6-18, R-2 25-26
5	HR as a source of competitive advantage	CO 1	T-2 6-18, R-2 25-26
6	Law of Equal opportunity	CO 1	T-1 19 - 23, R-2 27-32
7	Human Resource Management and Analysis	CO 1	T-1 19 - 23, R-2 27-32
8	Human Resource Planning - Introduction	CO 1	T-1 19-25, R-2 33-35
9	Human capital Analysis,	CO 1	T-1 19-25, R-2 33-35

Lecture No	Topics to be Covered	COs	Reference
10	Strategy of HR Capital Analysis	CO 1	T-1 19-25, R-2 33-35
11	Agile HR.	CO 1	T-1 19-25, R-2 33-35
12	Hiring process and Hiring decision,	CO 2	12-13
13	External and Internal hiring Process.	CO 2	12-13
14	external and internal hiring & screening the candidates	CO 2	R-2 99-105
15	Job analysis – critical incident technique,	CO 2	T-2 104-115,
16	Job Analysis - Introduction	CO 2	T-2 104-116,
17	Critical incident technique.	CO 2	T-2 104-117,
18	Position analysis questionnaire, subject expert workshops	CO 2	T-2 104-117,
19	Job Analysis - Questionnaire - Types	CO 2	T-2 104-185,
20	Training and developing of employees - Introduction	CO 3	T-2 104-115,
21	Methods of training – Advantages & Disadvantages	CO 3	T-2 104-115,
22	Types of Training methods	CO 3	T-2 104-115
23	Performance management – Introduction	CO 3	T-2 117-126, R-2 155-198
24	Importance Performance management	CO 3	T-2 117-126, R-2 155-198
25	Appraisal Methods and techniques	CO 4	T-2 117-126, R-2 155-198
26	Appraisal Methods and techniques	CO 4	T-2 117-126, R-2 155-198
27	Appraisal Methods and techniques	CO 4	T-2 117-126, R-2 155-198
28	Managing Employee Retention - Nature	CO 4	T-2 117-126, R-2 155-198
29	Managing Employee Retention - Methods	CO 4	T-2 117-126, R-2 155-198
30	Engagement, and Careers.	CO 4	T-2 117-126, R-2 155-198
31	Components of Employee remuneration - Introduction	CO 5	T-2 138-165, R-2 142-153
32	Components of Employee remuneration – Areas & Ways	CO 5	T-2 138-165, R-2 142-153
33	Establishing Strategic Pay Plans – types of pay	CO 5	T-2 138-165, R-2 142-153
34	Establishing Strategic Pay Plans – Methods of Pay	CO 5	T-2 138-165, R-2 142-153
35	Pricing Strategy - Remuneration	CO 5	T-2 138-165, R-2 142-153
36	Remuneration Methods – Financial & Non Financial	CO 5	T-2 138-165, R-2 142-153

Lecture No	Topics to be Covered	COs	Reference
37	Pay for Performance and Financial Incentives,	CO 5	T-2 138-165, R-2 142-153
38	Pay for Performance and Financial Incentives - Importance	CO 5	T-2 138-165, R-2 142-153
39	Benefits and Services – Financial Nature	CO 5	T-2 138-165, R-2 142-153
40	Types of Employee Benefits	CO 5	T-2 138-165, R-2 142-153
41	Types of Employee Benefits	CO 5	T-2 138-165, R-2 142-153
42	Employee Services - Importance	CO 5	T-2 138-165, R-2 142-153
44	Employee Services - Importance	CO 5	T-2 138-165, R-2 142-153
45	Ethics – Introduction to HRM - Ethics	CO 5	T-1 168-175, R-2 65-68
46	Employee Relations - Importance	CO 5	T-2 77-85, R-2 112-116
47	Employee Relations – Rights - Objectives	CO 5	T-1 177-186, R-1 117-125
48	Fair Treatment at Work - importance	CO 5	T-2 98-105, R-2 214-225
49	Fair Treatment at Work - Areas	CO 6	T-2 235-258, R-2 214-225
50	Labor Relations - Nature	CO 6	T-2 235-258, R-2 214-225
51	Labor Relations - methods	CO 6	T-2 235-258, R-2 214-225
52	Collective Bargaining – definition, nature	CO 6	T-2 235-258, R-2 214-225
53	Collective Bargaining – importance, methods	CO 6	T-2 235-258, R-2 214-225
54	Employee welfare measures Managing Global Human Resources	CO 6	T-2 235-258, R-2 214-225
55	Employee welfare measures Managing Global Human Resources	CO 6	T-2 235-258, R-2 214-225
56	Issues of Global HRM	CO 6	T-2 235-258, R-2 214-225
57	Managing Human Resources in Small and Entrepreneurial Firms	CO 6	T-2 235-258, R-2 214-225
58	Managing Human Resources in Small and Entrepreneurial Firms	CO 6	T-2 235-258, R-2 214-225
59	Employee separation - Introduction	CO 6	T-2 235-258, R-2 214-225
60	Employee separation - Modes	CO 6	T-2 235-258, R-2 214-225
QUESTION BANK DISCUSSION			
61	Human Resource Management	CO 1	T-1, R-2
62	Recruitment and Selection	CO 2	T-1, R-1

Lecture No	Topics to be Covered	COs	Reference
63	Training and Development	CO 3,4	T-1, R-2
64	Compensation and Reward Management	CO 5	T-2, R-2
65	Employee Relations	CO 6	T-1, R-2

Prepared by:

Dr. P. Lavanya, Associate Professor

HOD, MBA



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTION

Course Title	FINANCIAL MANAGEMENT				
Course Code	CMBC16				
Program	MBA				
Semester	II				
Course Type	CORE				
Regulation	PG21				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	3	1	4	-	-
Course Coordinator	Dr. T Vara Lakshmi, Associate Professor				

I. COURSE OVERVIEW:

The course focuses on the nature, scope, evolution of finance function; goals of finance function enable students to understand maximizing profit, wealth, welfare and earnings per share of business concern. Financial management is also very useful to the business concerns to take investment decisions, capital structure decisions and dividend decisions from time to time for the growth and development of business. This course includes management of cash, receivables, inventory and current assets in working capital planning. This course uses the analytical techniques and arriving at conclusions from financial information for the purpose of decision making.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
PG	CMBC02	I	Accounting for management

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Financial Management	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE):

The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into FIVE modules and each module carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each module. Each question carries 14 marks. **There could be a maximum of two sub divisions in a question.**

The expected percentage of cognitive level of the questions is broadly based on the criteria given in Table: 1.

Table 1: The expected percentage of cognitive level of questions in SEE.

Percentage of Cognitive Level	Blooms Taxonomy Level
10 %	Remember
30 %	Understand
20 %	Apply
20 %	Analyze
10 %	Evaluate
10 %	Create

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 2), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 2: Assessment pattern for CIA

Component		Marks	Total Marks
CIA	Continuous Internal Examination – 1 (Mid-term)	10	30
	Continuous Internal Examination – 2 (End-term)	10	
	Assignments	5	
	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively for 10 marks each of 2 hours duration consisting of five descriptive type questions out of which four questions have to be answered. The valuation and verification of answer scripts of CIE exams shall be completed within a week after the conduct of the Examination.

Assignment:

To improve the writing skills in the course an assignment will be evaluated for 05 marks. One assignment has to submit at the end of the CIE2 for the questions provided by the each course coordinator in that semester. Assignments to be handed in as loose paper collection stapled together at the top left corner. The assignment should be presented as a professional report. It must consist of a cover sheet, content page, and should have an introduction, a body, a conclusion or recommendation, and a reference page.

Alternative Assessment Tool (AAT):

In order to encourage innovative methods while delivering a course, the faculty members are encouraged to use the Alternative Assessment Tool (AAT). This AAT enables faculty to design own assessment patterns during the CIA. The AAT enhances the autonomy (freedom and flexibility) of individual faculty and enables them to create innovative pedagogical practices. If properly applied, the AAT converts the classroom into an effective learning center. The AAT may include, concept videos, course related term paper, management talks, paper presentations conducted by reputed organizations relevant to the course etc.

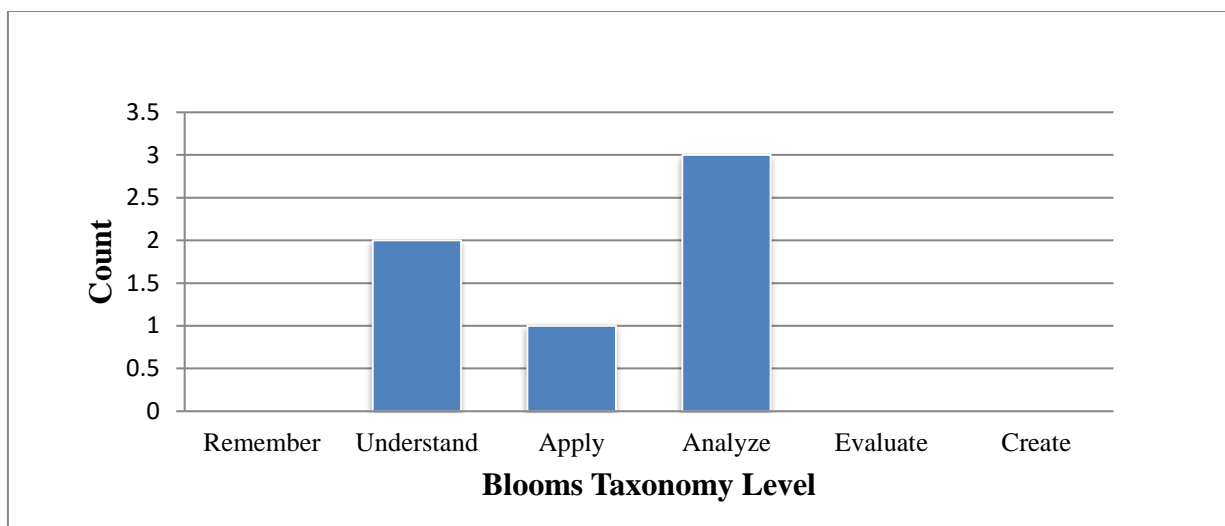
VI. COURSE OBJECTIVES:

The students will try to learn:	
I	The basic functions and goals of financial management for better utilization of funds.
II	Investment strategies for effective utilization of financial resources.
III	Capital structure decisions for proper utilization of funds.
IV	Dividend decisions and related theories to help investors earn a high return on their investment.
V	Strategies and techniques of current asset management to fund day-to-day business operations.

VII. COURSE OUTCOMES:

After successful completion of the course, students will be able to:		
	Course Outcomes	Knowledge Level (Bloom's Taxonomy)
CO 1	Describe the basic functions and goals of financial management to know the importance of finance function in the contemporary scenario.	Understand
CO 2	Discuss the characteristics and importance of investment decisions and capital budgeting principles to evaluate the cash flows	Analyze
CO 3	Demonstrate the importance of financial structure and leverages decisions to analyze the capital structure.	Analyze
CO 4	Explain the measurement of cost of capital to help the business organizations in expanding the operations.	Analyze
CO 5	Enumerate the dividend decisions, value of the firm and relevance for dividends declaration and payments.	Apply
CO 6	Examine the concept of working capital and committees recommendations on this concept to identify the fund requirement for day to day operations.	Understand

COURSE KNOWLEDGE COMPETENCY LEVELS



VIII. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Strength	Proficiency Assessed by
PO1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.	3	Assignments
PO2	Decision making Skills: Foster analytical and critical thinking abilities for data-based decision making.	3	Seminars
PO4	Ethics: An ability to understand professional and ethical responsibility.	3	Assignments
PO6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs.	3	Seminars
PO7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.	2.75	Seminars

3 = High; 2 = Medium; 1 = Low

IX. MAPPING OF EACH CO WITH PO(s):

Course Outcomes	Program Outcomes							
	1	2	3	4	5	6	7	8
CO 1	√	√	-	√	-	-	-	-
CO 2	-	√	-	-	-	-	√	-
CO 3	√	√	-	-	-	-	-	-
CO 4	√	-	-	√	-	-	-	-
CO 5	√	-	-	-	-	√	√	-
CO 6	-	-	-	-	-	√	√	-

X. JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs / PSOs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO 1	Recollect (knowledge) the basic concept of financial management concepts and to an extent appreciate (understand) the importance of finance management system to promote the organized economy system and solve the business problems.	2
	PO 2	Describe (knowledge) the importance of time value of money in the investments for business developments in the context of risk return decisions.	3
	PO 4	Interpret (knowledge) about the risk return tradeoff to communicate effectively with the users to contribute to the development of the company.	3
CO 2	PO 2	Comprehend and write effective reports on the capital budgeting techniques by developing good communicational aspects with investors.	3
	PO 7	Recognizing (knowledge) the contribution of capital budgeting (application) by its functional strategic principles and methodology	3
CO 3	PO 1	Apply (knowledge) the leverages and its importance of managing the statistical analysis of the financing.	2
	PO 2	Recognize the importance of financial structure in implementing strategies of the funds maintenance.	3
CO 4	PO 1	Construct the managerial models in the capital structure activities to communicate with the investors.	2
	PO 4	Examine the significance of breakeven analysis of financial leverage to formulate profitable strategies in quantitative restrictions.	2
CO 5	PO 1	Derive the existence possibility of dividend decisions in meeting the practical solutions of the organization.	2
	PO 6	Differentiate the value of the firm and relevance for dividends declaration to analyze the managerial strategies in the funding business environment.	2
	PO 7	Outline the contribution of dividend to meet the funding activities of the investments.	3
CO 6	PO 6	Explain the working capital techniques with appropriate implementable strategies.	2
	PO 7	Examine the strategies in cash, receivables and inventory management while implementing the managerial decisions of businesses.	3

XI. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	2	3	-	3	-	-	-	-
CO 2	-	3	-	-	-	-	3	-
CO 3	2	3	-	-	-	-	-	-
CO 4	2	-	-	3	-	-	-	-
CO 5	2	-	-	-	-	3	3	-
CO 6	-	-	-	-	-	3	2	-

XII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes / No. of key competencies							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	100.00	100.00	-	100.00	-	-	-	-
CO 2	-	100.00	-	-	-	-	75.00	-
CO 3	100.00	100.00	-	-	-	-	-	-
CO 4	100.00	-	-	100.00	-	-	-	-
CO 5	100.00	-	-	-	-	100.00	75.00	-
CO 6	-	-	-	-	-	100.00	50.00	-

XIII. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being the **low correlation**, **2** being **medium correlation** and **3** being **high correlation**.

0 – $0 \leq C \leq 5\%$ – No correlation;

2 – $40\% < C < 60\%$ – Moderate.

1 – $5 < C \leq 40\%$ – Low/ Slight;

3 – $60\% \leq C < 100\%$ – Substantial /High

Course Outcomes	Program Outcomes							
	2	3	3	3	5	3	4	2
CO 1	3	3	-	3	-	-	-	-
CO 2	-	3	-	-	-	-	3	-
CO 3	3	3	-	-	-	-	-	-

CO 4	3	-	-	3	-	-	-	-
CO 5	3	-	-	-	-	3	3	-
CO 6	-	-	-	-	-	3	2	-
TOTAL	12	9	-	6	-	6	8	-
AVERAGE	3	3	-	3	-	3	2.75	-

XIV. ASSESSMENT METHODOLOGY - DIRECT

CIE Exams	PO1, PO2, PO4, PO6, PO7	SEE Exams	PO1, PO2, PO4, PO6, PO7.	Assignments	PO1, PO4	Seminars	PO 2, PO 6, PO 7.
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XV. ASSESSMENT METHODOLOGY - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XVI. SYLLABUS

UNIT-I	THE FINANCE FUNCTION
Nature and scope, evolution of finance function , new role in the contemporary scenario , goals of finance function, maximizing vs. satisfying, profit vs. wealth vs. welfare, the agency relationship and costs, risk-return trade off, concept of time value of money ,future value and present value.	
UNIT-II	THE INVESTMENT DECISION
Investmentdecisionprocess,developingcashflow,datafornewprojects,capitalbudgetingtechniques :traditional and discounted cash flow methods: payback period method, average rate of return method, net present value method, profitability index method, internal rate of return method (problems), the net present value vs. internal rate return; approaches for reconciliation, capital budgeting decision under conditions of risk and uncertainty.	
UNIT-III	CAPITAL STRUCTURE DECISIONS
Cost of capital: concept and measurement of cost of capital, debt vs. equity, cost of equity, preference shares, equity capital and retained earnings, weighted average cost of capital and marginal cost of capital. Importance of cost of capital in capital budgeting decisions.	
Capital structure vs. financial structure: capitalization, financial leverage, operating leverage and composite leverage, earnings before interest and tax, Earning Per Share Analysis (problems).	
UNIT-IV	DIVIDEND DECISIONS
Dividends and value of the firm ,Relevance of dividends, MM hypothesis, Factors determining dividend policy, dividends and valuation of the firm, the basic models. Declaration and payment of dividends, bonus shares, rights issue, share-splits, and major forms of dividends: cash and bonus shares, The theoretical backdrop: dividends and valuation, Major theories centered on the works of Gordon and Walter models (problems). A brief discussion on dividend policies of Indian companies.	

UNIT-V	WORKING CAPITAL MANAGEMENT
<p>Components of working capital, gross vs. net working capital, determinants of working capital needs, the operating cycle approach. Management of cash, basic strategies for cash management, cash budget (problems) , cash management techniques/processes; management of receivables and management of inventory (problems), the importance of current assets management in working capital planning, planning of working capital, financing of working capital through bank finance and trade credit, recommendations of Tandon and Daheja committee on working capital, cases.</p>	
Textbooks:	
<ol style="list-style-type: none"> 1. Chandra, Prasanna, “Fundamentals of Financial Management”, McGraw-Hill Education, 9th Edition, 2020. 2. Rajesh Kothari, “Financial Management a contemporary Approach”, Sage publications, 1st Edition, 2017. 3. Srivastava, “Financial Management”, Himalaya Publication House, Mumbai, 6th Edition, 2016. 4. Prasanna Chandra, “Financial Management Theory and Practice”, McGraw Hill, New Delhi, 9th Edition, 2015. 5. I.M. Pandey, “Financial Management”, Vikas Publishing House, New Delhi, 11th Edition, 2015. 6. Brigham, E. F. and Ehrhardt. M. C. “Financial Management Theory and Practice”, Cengage Learning, USA, 15th Edition, 2015. 7. I.M. Pandey, “Financial Management”, Vikas Publishing House Publications, 10th Edition, 2010. 8. Jonathan Berk, Peter De Marzo and Ashok Thampy, “Financial Management”, Pearson Publications, 4th Edition, 2010. 	
Reference Books:	
<ol style="list-style-type: none"> 1. Brigham, E. F. and Ehrhardt. M. C., “Financial Management Theory and Practice”, Thomson South- Western Publications, 10th Edition, 2006. 2. Vishwanath S. R., “Corporate Finance Theory and Practice”, Sage Publications, 2nd Edition, 2007. 3. Prasanna Chandra, “Financial Management Theory and Practice”, Tata McGraw Hill, 4. 7th Edition, 2005. 5. Sudershana Reddy, “Financial Management”, HPH Publications, 6th Edition, 2010. 6. Rajiv Srivastava and Anil Misra, “Financial Management”, Oxford Higher Education Publications, 4th Edition, 2009. 	

XVII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be Covered	COs	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these COs are mapped with POs		
CONTENT DELIVERY (THEORY)			
1	Definition, nature, scope and evolution of finance function.	CO1	T-1, R-2
2	New role of finance function in the contemporary scenario.	CO1	T-2, R-2
3	Goals of finance function.	CO1	T-1, R-2
4	Maximizing profit Vs wealth Vs welfare maximization.	CO1	T-1, R-2

Lecture No	Topics to be Covered	COs	Reference
5	The agency relationship and costs	CO1	T-2, R-2
6	Basic finance function concept i.e., risk return trade-off.	CO1	T-1, R-1
7	Concept of time value of money.	CO1	T-2, R-2
8	Concept of future value and present value.	CO1	T-1, R-2
9	Investment decision process.	CO2	T-2, R-2
10	Developing cash flow, data for new projects.	CO2	T-1, R-2
11	Capital budgeting techniques- traditional and discounted cash flow methods.	CO2	T-1, R-2
12	Net present value Vs Internal rate of return debate.	CO2	T-2, R-2
13	Approaches for reconciliation.	CO2	T-1, R-2
14	Capital budgeting decision under conditions of risk and uncertainty.	CO2	T-2, R-2
15	Concept and measurement of cost of capital. Debt Vs Equity.	CO2	T-1, R-1
16	Cost of equity.	CO3	T-2, R-2
17	Cost of preference shares.	CO3	T-1, R-2
18	Cost of retained earnings.	CO3	T-2, R-2
19	Weighted average cost of capital and marginal cost of capital.	CO3	T-2, R-1
20	Importance of cost of capital in capital budgeting decisions.	CO3	T-2, R-2
21	Capital structure Vs financial structure.	CO4	T-1, R-1
22	Over and under capitalizations.	CO4	T-2, R-2
23	Financial leverage.	CO4	T-1, R-2
24	Operating leverage and composite leverage.	CO4	T-1, R-1
25	Earnings before interest and tax.	CO4	T-1, R-1
26	Earnings per share analysis	CO4	T-2, R-1
27	Break even analysis of financial leverage.	CO4	T-1, R-1
28	The Modigliani miller theory.	CO4	T-1, R-2
29	Net Income theory of Financial Management	CO4	T-1, R-1
30	Traditional theory and NOI theory	CO4	T-1, R-1
31	Dividends and value of the firm.	CO5	T-1, R-1
32	Relevance of dividends, the MM hypothesis.	CO5	T-1, R-1

Lecture No	Topics to be Covered	COs	Reference
33	Factors determining dividend policy.	CO5	T-2, R-1
34	Dividends and valuation of the firm, the basic models.	CO5	T-1, R-1
35	Declaration and payment of dividends, bonus shares, Rights issue, share-splits.	CO5	T-1, R-1
36	Major forms of dividends: cash and bonus shares.	CO5	T-1, R-1
37	Major theories cantered on the works of GORDON, WALTER and LITNER.	CO5	T-1, R-2
38	A brief discussion on dividend policies of Indian companies.	CO5	T-1, R-1
39	Components of working capital, gross vs. net working capital.	CO6	T-1, R-1
40	Determinants of working capital needs.	CO6	T-1, R-1
41	The operating cycle approach.	CO6	T-1, R-1
42	Management of cash	CO6	T-1, R-2
43	Functions, characteristics of cash management	CO6	T-1, R-2
44	Basic strategies for cash management	CO6	T-1, R-2
45	Problems on the cash budget.	CO6	T-1, R-1
46	Problems on the cash budget	CO6	T-1, R-1
47	Problems on the cash budget	CO6	T-1, R-1
48	Management of receivables and management of inventory.	CO6	T-2, R-1
49	The importance of current assets management in working capital planning.	CO6	T-1, R-1
50	working capital planning mechanisms	CO6	T-1, R-1
51	Planning of working capital.	CO6	T-1, R-1
52	Working Capital strategies	CO6	T-1, R-1
53	Financing of working capital through bank finance	CO6	T-2, R-1
54	Financing of working capital through trade credit	CO6	T-2, R-1
55	Recommendations of Tendon committee on working capital.	CO6	T-2, R-1
56	Recommendations of other committees on working capital.	CO6	T-2, R-1
57	Discussion of Case studies on Unit 1	CO1	T-1, R-1
58	Discussion of Case studies on Unit 2	CO2	T-1, R-1
59	Discussion of Case studies on Unit 3	CO3,4	T-1, R-1
60	Discussion of Case studies on Unit 4	CO5	T-1, R-1

Lecture No	Topics to be Covered	COs	Reference
61	Discussion of Case studies on Unit 5	CO6	T-1, R-1
DISCUSSION ON QUESTION BANK			
62	Discussion of Question Bank Unit 1	CO1	T-1, R-1
63	Discussion of Question Bank Unit 2	CO2	T-1, R-1
64	Discussion of Question Bank Unit 3	CO3,4	T-1, R-1
65	Discussion of Question Bank Unit 4	CO5	T-1, R-1
66	Discussion of Question Bank Unit 5	CO6	T-1, R-1

Prepared By:

Dr. Vara Lakshmi Thavva, Associate Professor

HOD, MBA



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTION

Course Title	MARKETING MANAGEMENT				
Course Code	CMBC17				
Programme	MBA				
Semester	II				
Course Type	CORE				
Regulation	IARE – PG21				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	3	1	4	--	--
Course Coordinator	Dr. K Jagannayaki, Professor				

I. COURSE OVERVIEW:

This course imparts the skills to make effective decision making with respect to the various marketing function including assessing marketing opportunities and also develop them to formulating marketing strategies along with implementation plans. Course topics include market-oriented strategic planning, marketing research and information systems, buyer behavior, target market selection, competitive positioning, product and service planning and managing pricing, distribution, and integrated communications, including advertising, public relations, Internet marketing, media, direct marketing, and sales promotions. Through a combination of interactive discussions, and applies mar topics to consumer and business-to-business products, services, and non-profit organizations.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
-	-	-	-

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Marketing Management	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking an average of two CIA examinations or the marks scored in the make-up examination.

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Component		Marks	Total Marks
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	Continuous Internal Examination – 2 (End-term)	10	
	Assignments	5	
	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively for 10 marks each of 2 hours duration consisting of five descriptive type questions out of which four questions have to be answered. The valuation and verification of answer scripts of CIE exams shall be completed within a week after the conduct of the Examination.

Assignment:

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VI. COURSE OBJECTIVES:

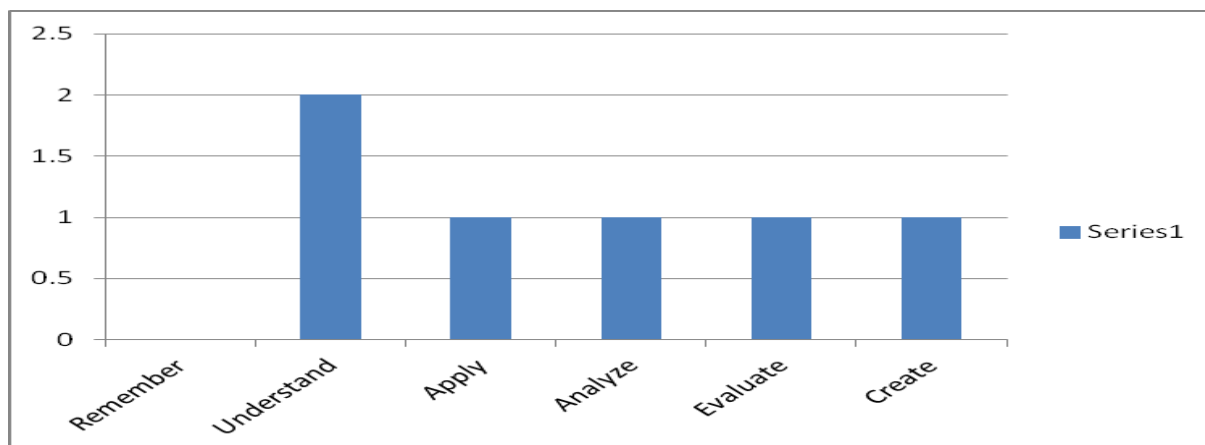
The students will try to learn:	
I	Core concepts of marketing and the role of marketing in business and society.
II	Aspects of consumer behavior and consumer decisions.
III	Conduction of market segmentation, targeting, and positioning analysis.
IV	Distribution, promotion, and communication strategies into an action plan.
V	Various pricing strategies as well as contemporary issues in marketing.

VII. COURSE OUTCOMES:

After successful completion of the course, students will be able to:		
Course Outcomes		Knowledge Level (Bloom's Taxonomy)
CO 1	Illustrate the marketing concepts and information system skills to evaluate current business events in the Industry.	Understand
CO 2	Analyze consumer markets, customer value, product and brand development to increase customer satisfaction.	Analyze
CO 3	Integrate the concepts of consumer and business market segmentation for effective product design and development.	Understand
CO 4	Apply the concept of market target and positioning to establish the image of a brand.	Apply
CO 5	Develop marketing channels, promotional mix and sales promotion strategies to set a business apart from its competitors.	Create

CO 6	Appraise pricing-related strategies, and developing marketing trends to maximize sales growth.	Evaluate
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COURSE KNOWLEDGE COMPETENCY LEVEL



VIII. PROGRAM OUTCOMES:

Program Outcomes	
PO 1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.
PO 2	Decision-making Skills: Foster Analytical and critical thinking abilities for data-based decisionmaking.
PO 3	Ethics: Ability to develop Value based Leadership ability.
PO 4	Communication Skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO 5	Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team environment.
PO 6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs.
PO 7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.
PO 8	Technology Skills: Inculcate and develop technical skills to face the competitive world successfully.

IX. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Strength	Proficiency assessed by
PO 2	Decision making Skills: Foster Analytical and critical thinking abilities for data-based decision making.	3	Assignments
PO 3	Ethics: Ability to develop Value based Leadership ability	2	Assignments
PO 5	Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	3	Seminar
PO 6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs.	3	Assignments
PO 7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.	1	Presentation on real-world problem

3 = High; 2 = Medium; 1 = Low

X. MAPPING OF EACH CO WITH PO(s):

Course Outcomes	Program Outcomes							
	1	2	3	4	5	6	7	8
CO 1	-	√	-	-	-	√	-	-
CO 2	-	√	-	-	√	-	√	-
CO 3	-	-	-	-	√	√	-	-
CO 4	-	√	-	-	-	-	√	-
CO 5	-	√	-	-	-	√	√	-
CO 6	-	√	√	-	√	-	√	-

XI. JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs / PSOs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO 6	Recollect (knowledge) the basic concept of marketing to formulate different strategies and marketing plans to market different types of products and make the customers satisfy.	3
	PO 2	Adapt (knowledge) various kinds of methods to conduct research for recognizing the needs of the customers from time to time.	4
CO 2	PO 2	Identify (knowledge) the concepts for taking decisions to manufacture such products which results in creating customer value.	4
	PO 7	Apply (knowledge) the things practically for analyzing the formulating the customer strategies to make products successful in the market.	2
	PO 5	Identify (knowledge) the social and personal factors of the customers which determine the products to be developed by the entrepreneurs.	2
CO 3	PO 5	Apply (knowledge) the marketing concepts to reach organizational goal by developing and marketing products to the requirements of the customers in the market.	2
	PO 6	Focus on manufacture of different kinds of products which fit to the customers relating to number of segments in the market.	1
CO 4	PO 2	Apply (knowledge) the Marketing concepts to take decisions regarding Dissemination of the total market in to various categories on any bases.	2
	PO 7	Apply (knowledge) the Marketing concepts to classify and categorize the entire market strategically.	
CO 5	PO2	Interpretation (Knowledge) of the concepts of marketing to take decisions regarding marketing channels to make products to available to the customers.	2
	PO7	Apply (Knowledge) of the concepts of marketing to make a critical analysis strategically to ascertain the channel effectiveness.	2
	PO 6	Understand (Knowledge) the marketing concepts to decide which kind of promotions to be followed to achieve competitive advantage.	2
CO 6	PO 2	Examine (Knowledge) the various kinds of sales promotion techniques to identify and select best technique which gives us optimum sales.	2

	PO 5	Differentiate between different kinds of promotion mix decision to satisfy the market demand in time and as a result they able to reach organizational goals in time.	2
	PO 3	Observe (knowledge) various ethical aspects and following the same in developing new products which helpful to wellbeing of mankind in ethical way.	4
	PO 7	Apply (Knowledge) the balance of payments and market sustainability to take strategic decisions.	1

XII. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	-	3	-	-	-	3	-	-
CO 2	-	3	-	-	3	-	3	-
CO 3	-	-	-	-	3	3	-	-
CO 4	-	3	-	-	-	-	3	-
CO 5	-	3	-	-	-	3	3	-
CO 6	-	3	3	-	3	-	3	-

XIII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes / No. of key competencies							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	-	100%	-	-	-	100%	-	-
CO 2	-	100%	-	-	60%	-	75%	-
CO 3	-	-	-	-	60%	100%	-	-
CO 4	-	100%	-	-	-	-	-	-
CO 5	-	100%	-	-	-	100%	75%	-
CO 6	-	100%	100%	-	60%	-	75%	-

XIV. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being the **low correlation**, **2** being **medium correlation** and **3** being **high correlation**.

0 – $0 \leq C \leq 5\%$ –No correlation; **2** – $40\% < C < 60\%$ –Moderate.

1 – $5 < C \leq 40\%$ – Low/ Slight; **3** – $60\% \leq C < 100\%$ – Substantial /High

Course Outcomes	Program Outcomes							
	2	3	3	3	5	3	4	2
CO 1	-	3	-	-	-	2	-	-
CO 2	-	3	-	-	3	-	3	-
CO 3	-	-	-	-	3	2	-	-
CO 4	-	3	-	-	-	3	-	-
CO 5	-	3	-	-	-	2	3	-
CO 6	-	3	3	-	3	-	3	-
TOTAL	-	15	3	-	9	9	9	-
AVERAGE	0	3	3	0	3	2.25	3	0

XV. ASSESSMENT METHODOLOGY - DIRECT

CIE Exams	PO 2, PO 3, PO 5, PO 6, PO 7	SEE Exams	PO 2, PO 3, PO 5, PO 6, PO 7	Assignments	PO 2, PO 3, PO 5, PO 6, PO 7	Seminars	PO 2, PO 3, PO 5, PO 6, PO 7
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XVI. ASSESSMENT METHODOLOGY - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XVII. SYLLABUS

UNIT-I	INTRODUCTION TO MARKETING AND MARKET RESEARCH
Importance and scope of Marketing, Core Marketing Concepts, Marketing Philosophies, Marketing Environment, Marketing Strategies & Plans, and Changing Marketing landscape, Market Research - Definition of MR, Marketing Research process, Marketing Information systems, Marketing Research & Ethics, International Marketing Research.	
UNIT-II	ANALYZING MARKETING OPPORTUNITIES CUSTOMER VALUE AND MARKETING MIX
Decision Making, Building Customer Value, Analyzing Consumer Markets – Consumer Behavior – Cultural, Social & Personal Factors, developing products & brands – product levels; classifying products, product range, product line & product mix, Product Life Cycles, new product development, New Service Development, Stages of Product/ Service innovation development, The process of adoption, Branding.	

UNIT-III	DESIGNING A CUSTOMER DRIVEN STRATEGY
Market segmentation - STP Process - segmentation of consumer market, business market, requirement for effective segmentation, market targeting.	
Evaluating market segmentation, selecting target market segmentation, positioning – Positioning and repositioning, positioning maps, product positioning strategies.	
UNIT- IV	DISTRIBUTION DECISIONS, PROMOTIONS AND COMMUNICATION STRATEGIES
Marketing Channels, Channel intermediates and functions, channel structure, channel for consumer products, business and industrial products, alternative channel, channel strategy decisions. The promotional mix, advertising, public relations, sales promotion, personal selling, Direct and online Marketing. Marketing communication- communication process, communication promotion mix, factors affecting the promotion mix.	
UNIT – V	PRICING DECISION AND PERSONAL COMMUNICATION
Importance of price, cost determinant of price, mark-up pricing, profit maximization pricing, break even pricing, pricing strategies, ethics of pricing strategy, product line pricing, WOM, Rural marketing, BOP, relationship Marketing, Digital marketing, Social media marketing, postmodern marketing, market sustainability and ethics, Global marketing, green marketing.	
Text books	
<ol style="list-style-type: none"> 1. Iacobucci, Dawn. “Marketing management”, Cengage Learning, 6th Edition, 2021. 2. Park, Seohee. “Marketing Management“, Vol. 3. Seohee Academy, 6th Edition, 2020. 3. Kotler, P., Armstrong, G., Agnihotri, P. K., and Haque, E. “Principles of Marketing: A South Asian Perspective”, Pearson Education Prentice Hall of India, 17th Edition, 2018. 4. Philip Kotler, Gray Armstrong, “Principles of Marketing”, Pearson Education, 15th Edition, 2016. 5. Lamb, Hair, Sharma, Mc Daniel, “Principles of Marketing”, a South Asian Perspective Cengage Learning, 2016. 6. Paul Baines, Chris Fill, Kelly Page, Piyush Sinha, “Marketing”, Oxford University Press, Asian Edition, 2015. 7. Arun Kumar & N. Meenakshi, “Marketing Management”, Vikas, 2012 8. Rajan Saxena, “Marketing Management”, Tata Mc Graw Hill, 3rd Edition, 2012. 9. Kenneth E Clow, Donald S Baack, “Cases in Marketing Management”, Sage South Asia Edition, 2012. 	
References	
<ol style="list-style-type: none"> 1. Ramaswamy Namakumari, “Marketing Management”, TMH, 5th Edition, 2013. 2. Philip Kotler, Gray Armstrong, Prafulla. Y. Agnihotri, Ehsan UL Haque, “Principles of Marketing, SouthAsian perspective”, Pearson Education, 13th Edition, 2012. 3. K.Karunakaran, “Marketing Management”, Himalaya Publishing House, 2nd Edition, 2012. 4. Rajan Saxena, “Marketing Management”, TMH, 4th Edition, 2013. 	
Web References:	
<ol style="list-style-type: none"> 1. http://www.pondiuni.edu.in/storage/dde/downloads/mbaii_mm.pdf 2. http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf 	
E-text books:	
<ol style="list-style-type: none"> 1. http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-_Millenium_Edition.pdf 2. http://197.14.51.10:81/pmb/GESTION2/MARKETING/Fundamentals_of_Marketing.pdf 3. https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf 4. http://solr.bccampus.ca:8001/bcc/file/ddbe3343-9796-4801-a0cb-7af7b02e3191/1/Core%20Concepts%20of%20Marketing.pdf 	

XVIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be Covered	COs	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these Cos are mapped with Pos.		
CONTENT DELIVERY (THEORY)			
1	Introduction to Markets, Marketing Concepts	CO 1	T1:22.5R1:2.3
2	Importance & Scope of Marketing	CO 1	T1:22.5R1:2.4
3	Core Marketing Concepts	CO 1	T1:22.6R1:2.6
4	Marketing Philosophies	CO 1	T1:22.7R1:4.4
5	Marketing Environment	CO 1	T1:22.7R1:4.10
6	Marketing Strategies & Plans	CO 1	T1:22.8R1:4.15
7	Changing Marketing landscape	CO 1	T1:22.9R1:5.4
8	Market Research - Definition of MR	CO 1	T1:22.9R1:5.8
9	Marketing Research process	CO 1	T1:23.10R1:6.8
10	Marketing Information systems	CO 1	T1:23.10R1:6.13
11	Marketing Research & Ethics	CO 1	T1:23.9R1:7.5
12	International Marketing Research.	CO 1	T1:23.10R1:7.5
13	Decision Making-Introduction	CO 2	T1:23.10R1:8.1
14	Building Customer Value	CO 2	T1:23.1
15	Analyzing Consumer Markets	CO 2	T1:23.1R1:9.4
16	Consumer Behavior – Cultural, Social & Personal Factors	CO 2	T1:23.1R1:9.9
17	Developing products & brands – product levels	CO 2	T1:23.1R1:9.10
18	Classifying products, product range, product line & product mix	CO 2	T1:23.1R1:9.9
19	Product Life Cycles- New product development	CO 2	T1:23.1R1:9.10
20	New Service Development	CO 2	T1:23.1R1:9.9
21	Stages of Product/ Service innovation development	CO 2	T1:23.1R1:9.10
22	The process of adoption, Branding	CO 2	T1:23.1R1:9.9
23	Market segmentation-Introduction	CO 3	T1:23.1R1:9.10

24	STP Process	CO 3	T1:23.1R1:9.9
25	Segmentation of consumer market, business market,	CO 3	T1:23.1R1:9.9
26	Requirement for effective segmentation	CO 3	T1:23.1R1:9.9
27	Market targeting	CO 3	T1:23.1R1:9.9
28	Evaluating market segmentation	CO 4	T1:23.1R1:9.9
29	Selecting target market segmentation	CO 4	T1:23.1R1:9.9
30	Positioning and repositioning	CO 4	T1:23.1R1:9.9
31	Positioning maps	CO 4	T1:23.1R1:9.9
32	Product positioning strategies	CO 4	T1:23.1R1:9.9
33	Introduction to Marketing Channels	CO 5	T1:23.1R1:9.9
34	Channel intermediates and functions	CO 5	T1:23.1R1:9.9
35	Channel structure	CO 5	T1:23.1R1:9.9
36	Channel for consumer products, business and industrial products	CO 5	T1:23.1R1:9.9
37	Alternative channel	CO 5	T1:23.1R1:9.9
38	Channel strategy decisions	CO 5	T1:23.1R1:9.9
39	The promotional mix	CO 5	T1:23.1R1:9.9
40	Advertising, public relations	CO 5	T1:23.1R1:9.9
41	Sales promotion, personal selling	CO 5	T1:23.1R1:9.9
42	Direct and online Marketing	CO 5	T1:23.1R1:9.9
43	Marketing communication	CO 5	T1:23.1R1:9.9
44	Communication process	CO 5	T1:23.1R1:9.9
45	Communication promotion mix	CO 5	T1:23.1R1:9.9
46	Factors affecting the promotion mix	CO 5	T1:23.1R1:9.9
47	Importance of price	CO 6	T1:23.1R1:9.9
48	Cost determinant of price	CO 6	T1:23.1R1:9.9
49	Markup pricing, profit maximization pricing	CO 6	T1:23.1R1:9.9
50	Break even pricing	CO 6	T1:23.1R1:9.9
51	Pricing strategies	CO 6	T1:23.1R1:9.9
52	Ethics of pricing strategy	CO 6	T1:23.1R1:9.9

53	Product line pricing	CO 6	T1:23.1R1:9.9
54	WOM, Rural marketing	CO 6	T1:23.1R1:9.9
55	BOP, Relationship Marketing	CO 6	T1:23.1R1:9.9
56	Digital marketing, Social media marketing	CO 6	T1:23.1R1:9.9
57	Postmodern marketing	CO 6	T1:23.1R1:9.9
58	Market sustainability and ethics	CO 6	T1:23.1R1:9.9
59	Global marketing	CO 6	T1:23.1R1:9.9
60	Green marketing	CO 6	T1:23.1R1:9.9
OBE DISCUSSION			
61	Question Bank Discussions Unit 1	CO 1	T-1, R-2
62	Question Bank Discussions Unit 2	CO 2	T-2, R-2
63	Question Bank Discussions Unit 3	CO 3, CO4	T-1, R-1
64	Question Bank Discussions Unit 4	CO 5	T-2, R-2
65	Question Bank Discussions Unit 5	CO 6	T-1, R-2
66	Case Studies Discussion		

Prepared by:
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HOD, MBA



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043, Ranga Reddy

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTION

Course Title	ENTREPRENEURSHIP DEVELOPMENT				
Course Code	CMBC18				
Program	MBA				
Semester	II				
Course Type	CORE				
Regulation	PG21				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	4	-	4	-	-
Course Coordinator	Ms. P Rajini, Assistant Professor				

I. COURSE OVERVIEW:

The purpose of the course is to acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, for analysing and understanding business situations in entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities. The objective of the course is, further on, to develop the ability of analysing various aspects of entrepreneurship—especially of taking over the risk, and the specificities as well as the pattern of entrepreneurship development and, finally, to contribute to their entrepreneurial and managerial potentials.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
-	-	-	-

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Entrepreneurship Development	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✗	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE):

The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into FIVE modules and each module carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each module. Each question carries 14 marks. **There could be a maximum of two sub divisions in a question.**

The expected percentage of cognitive level of the questions is broadly based on the criteria given in Table: 1.

Table 1: The expected percentage of cognitive level of questions in SEE.

Percentage of Cognitive Level	Blooms Taxonomy Level
10 %	Remember
30 %	Understand
20 %	Apply
20 %	Analyze
10 %	Evaluate
10 %	Create

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 2), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 2: Assessment pattern for CIA

Component		Marks	Total Marks
CIA	Continuous Internal Examination – 1 (Mid-term)	10	30
	Continuous Internal Examination – 2 (End-term)	10	
	Assignments	5	
	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively for 10 marks each of 2 hours duration consisting of five descriptive type questions out of which four questions have to be answered. The valuation and verification of answer scripts of CIE exams shall be completed within a week after the conduct of the Examination.

Assignment:

To improve the writing skills in the course an assignment will be evaluated for 05 marks. One assignment has to submit at the end of the CIE2 for the questions provided by the each course coordinator in that semester. Assignments to be handed in as loose paper collection stapled together at the top left corner. The assignment should be presented as a professional report. It must consist of a cover sheet, content page, and should have an introduction, a body, a conclusion or recommendation, and a reference page.

Alternative Assessment Tool (AAT):

In order to encourage innovative methods while delivering a course, the faculty members are encouraged to use the Alternative Assessment Tool (AAT). This AAT enables faculty to design own assessment patterns during the CIA. The AAT enhances the autonomy (freedom and flexibility) of individual faculty and enables them to create innovative pedagogical practices. If properly applied, the AAT converts the classroom into an effective learning center. The AAT may include, concept videos, course related term paper, management talks, paper presentations conducted by reputed organizations relevant to the course etc.

VI. COURSE OBJECTIVES:

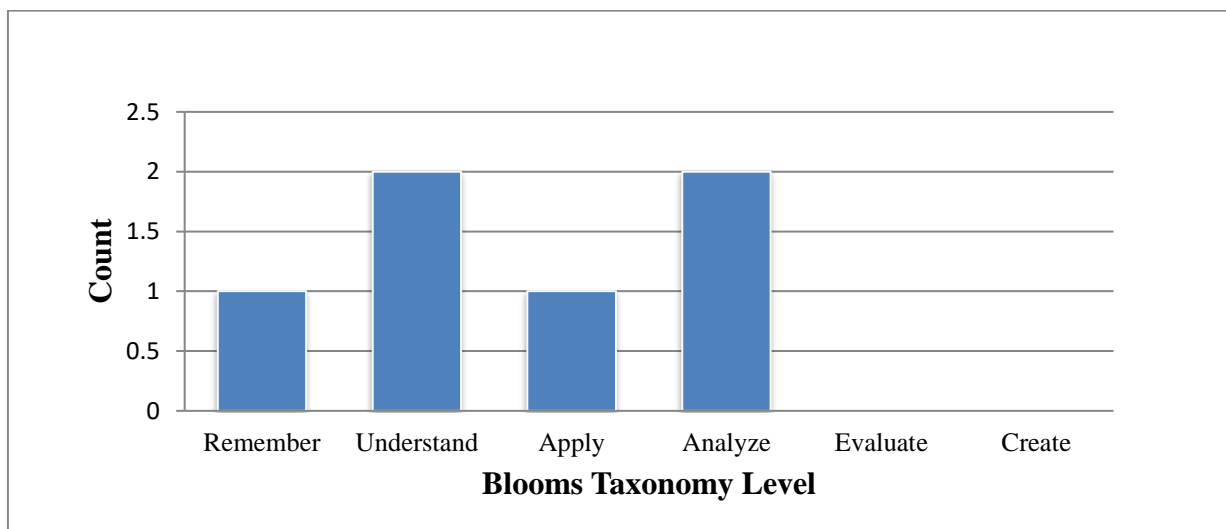
The students will try to learn:	
I	Describe the key factors and be able to apply the key entrepreneurial process – command and control, calculated risk-taking and opportunity recognition to business development
II	Understand the function of the entrepreneur in the successful, commercial application of innovations in business landscape
III	Summarize the key resources required to develop an existing business such as ideas and finance, launch a new venture, or initiate a business enterprise
IV	Demonstrate an ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems

VII. COURSE OUTCOMES:

After successful completion of the course, students will be able to:		
Course Outcomes		Knowledge Level (Bloom's Taxonomy)
CO 1	Explore new vistas of entrepreneurship in the twenty-first century environment to establish new business opportunities.	Understand
CO 2	Evaluate entrepreneurial mindset and personality of each individual helping to detect difficulties and propose a timely solution.	Analyze
CO 3	Recognize the entrepreneurial mindset for giving value to the company.	Remember
CO 4	Develop entrepreneurial imagination and creativity to develop the value of the company.	Analyze

CO 5	Identify and establish new venture prospects based on new technology to evaluate the feasibility of a new business concept.	Apply
CO 6	Investigate strategic entrepreneurial perspectives that aid in the development of a competitive mindset.	Understand

COURSE KNOWLEDGE COMPETENCY LEVELS



VIII. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Strength	Proficiency Assessed by
PO1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.	2.25	Assignments
PO2	Decision making Skills: Foster analytical and critical thinking abilities for data-based decision making.	3	Seminars
PO4	Ethics: An ability to understand professional and ethical responsibility.	3	Assignments
PO5	Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team environment.	3	Assignments
PO6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs.	3	Seminars
PO7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.	2.5	Seminars

3 = High; 2 = Medium; 1 = Low

IX. MAPPING OF EACH CO WITH PO(s):

Course Outcomes	Program Outcomes							
	1	2	3	4	5	6	7	8
CO 1	√	√	-	√	√	√	-	-
CO 2	-	√	-	-	√	√	-	-
CO 3	√	√	-	-	√	√	-	-
CO 4	√	-	-	√	-	√	-	-
CO 5	√	√	-	-	-	√	√	-
CO 6	-	-	-	-	-	√	√	-

X. JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs / PSOs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO 1	Recollect (knowledge) the basic concept of entrepreneurship concepts and to an extent appreciate (understand) the importance of entrepreneurial mind set to promote the organized economy system and solve the business problems.	1
	PO 2	Describe (knowledge) the importance of approaches for business developments in the context of risk return decisions.	3
	PO 4	Interpret (knowledge) about the evolution of entrepreneurship to the development of the global economic aspects of business.	2
	PO 5	Enumerate (market trends) the twenty first century trends in entrepreneurship to lead themselves and others in the competition world.	4
	PO 6	Enhance (Skills) entrepreneurial mind set and behaviour to demonstrate the skills and issues related to entrepreneurs to develop as entrepreneur.	3
CO 2	PO 2	Comprehend and achieve entrepreneurial personality by developing good communicational aspects with stakeholders.	3
	PO 5	Recognize (knowledge) the contribution of ethical aspects by its functional strategic principles and methodology	3
	PO 6	Explore (Creativity and Innovation) the entrepreneurial ventures by identifying the entrepreneurial skills.	3
CO 3	PO 1	Apply (knowledge) the identified opportunities to the technical analysis of the launching entrepreneurial ventures.	2
	PO 2	Recognize the importance of imagination and creativity in implementing strategies of the venture maintenance.	3

	PO 5	Develop (Skills) the ideas generation by finding market gaps to achieve the organizational goals.	3
	PO 6	Stabilize (strategies) the corporate entrepreneurship to take competitive advantage of entrepreneurship.	3
CO 4	PO 1	Construct the managerial models in the franchising activities to communicate with the investors.	1
	PO 4	Examine the significance of new ventures to understand the business activities.	3
	PO 6	Ability (Skills) to improve innovative ventures to establish an enterprise.	3
CO 5	PO 1	Derive the existence possibility of legal decisions in meeting the practical solutions of the organization.	1
	PO 2	Promote the intellectual property protections for entrepreneurial establishment decisions.	3
	PO 6	Differentiate the entrepreneurial plans for industry and competitors declaration to analyze the managerial strategies in the funding business environment.	3
	PO 7	Outline the contribution of sources of finance to meet the funding activities of the enterprises.	2
CO 6	PO 6	Explain the strategic perspectives with appropriate implementable strategies.	3
	PO 7	Examine the strategies in building, growth and venture management while implementing the managerial decisions of businesses.	3

XI. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	1	3	-	2	4	3	-	-
CO 2	-	3	-	-	3	3	-	-
CO 3	2	3	-	-	3	3	-	-
CO 4	1	-	-	3	-	3	-	-
CO 5	1	3	-	-	-	3	2	-
CO 6	-	-	-	-	-	3	3	-

XII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes / No. of key competencies							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	50.00	100.00	-	66.66	80.00	100.00	-	-
CO 2	-	100.00	-	-	60.00	100.00	-	-
CO 3	100.00	100.00	-	-	60.00	100.00	-	-
CO 4	50.00	-	-	100.00	-	100.00	-	-
CO 5	50.00	100.00	-	-	-	100.00	50.00	-
CO 6	-	-	-	-	-	100.00	75.00	-

XIII. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being the **low correlation**, **2** being **medium correlation** and **3** being **high correlation**.

0 – $0 \leq C \leq 5\%$ –No correlation;

2 – $40\% < C < 60\%$ –Moderate.

1 – $5 < C \leq 40\%$ –Low/ Slight;

3 – $60\% \leq C < 100\%$ – Substantial /High

Course Outcomes	Program Outcomes							
	2	3	3	3	5	3	4	2
CO 1	2	3	-	3	3	3	-	-
CO 2	-	3	-	-	3	3	-	-
CO 3	3	3	-	-	3	3	-	-
CO 4	2	-	-	3	-	3	-	-
CO 5	2	3	-	-	-	3	2	-
CO 6	-	-	-	-	-	3	3	-
TOTAL	9	12	-	6	9	18	5	-
AVERAGE	2.25	3	-	3	3	3	2.5	-

XIV. ASSESSMENT METHODOLOGY - DIRECT

CIE Exams	PO1, PO2, PO4, PO5, PO6, PO7	SEE Exams	PO1, PO2, PO4, PO5, PO6, PO7.	Assignments	PO1, PO4, PO5	Seminars	PO 2, PO 6, PO 7.
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XV. ASSESSMENT METHODOLOGY - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XVI. SYLLABUS

UNIT-I	UNDERSTANDING ENTREPRENEURIAL MIND-SET
The revolution impact of entrepreneurship - The evolution of entrepreneurship - Functions of Entrepreneurs – types of entrepreneurs - Approaches to entrepreneurship - Process approach - Role of entrepreneurship in economic development - Twenty first century trends in entrepreneurship.	
UNIT-II	ENTREPRENEURIAL PERSONALITY
The individual entrepreneurial mind-set and Personality- The entrepreneurial journey - Stress and the entrepreneur - the entrepreneurial ego – Entrepreneurial motivations- Motivational cycle – Entrepreneurial motivational behavior, Entrepreneurial competencies.	
UNIT-III	LAUNCHING ENTREPRENEURIAL VENTURES
Corporate Entrepreneurial Mind-set, the nature of corporate entrepreneur- conceptualization of corporate entrepreneurship Strategy-sustaining corporate entrepreneurship Opportunities identification- Finding gaps in the market place – techniques for generating ideas. Entrepreneurial Imagination and Creativity- the nature of the creativity process - Innovation and entrepreneurship. Methods to initiate Ventures - Creating new ventures - Acquiring an Established entrepreneurial venture – Franchising - advantage and disadvantages of Franchising.	
UNIT-IV	LEGAL CHALLENGES&FEASIBILITY ANALYSIS
Intellectual property protection - Patents, Copyrights - Trademarks and Trade secrets - Avoiding trademark pitfalls. Feasibility Analysis - Industry and competitor analysis - Formulation of the entrepreneurial Plan- The challenges of new venture start-ups, developing an effective business model – Sources of finance - Critical factors for new venture development - The Evaluation process.	
UNIT-V	STRATEGIC PERSPECTIVES IN ENTREPRENEURSHIP
Strategic planning - Strategic actions- strategic positioning- Business stabilization - Building the adaptive firms - Understanding the growth stage – Internal growth strategies and external growth strategies, Unique managerial concern of growing ventures. Initiatives by the Government of India to promote entrepreneurship, Social and women entrepreneurship.	
Textbooks:	
<ol style="list-style-type: none"> Sharma, Sangeeta. “Entrepreneurship development”, PHI Learning Pvt. Ltd., 7th Edition, 2021. Akino, Susan. "SMEs and Entrepreneurship Development Determinants in Practice: Case of Uganda." Handbook of Research on Sustaining SMEs and Entrepreneurial Innovation in the Post-COVID-19 Era”, IGI Global, 5th Edition, 2021. S.S.Khanka, “Entrepreneurship Development”, S. Chand Publications, 5th Edition, 2015. Bruce R. Barringer/ R.Duane Ireland. “Entrepreneurship Successfully launching new ventures”, Pearson, 4th Edition, 2015. S.S. Khanka “Entrepreneurial Development” S. Chand Company Ltd, 4th Edition, 2012 D F Kuratko and T V Rao, “Entrepreneurship- A South-Asian Perspective”, Cengage Learning, 2012. 	
Reference Books:	
<ol style="list-style-type: none"> Sangeeth Sharama, “Entrepreneurship Development”. PHI learning private limited, 2nd Edition, 2013. 	

2. Poornima M Charantimath, "Entrepreneurship Development and Small Business Enterprises", Pearson Publications, 2nd Edition, 2012.

XVII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be Covered	COs	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these COs are mapped with POs		
CONTENT DELIVERY (THEORY)			
1	Finance Function - Nature and scope	CO1	T-1, R-2
2	Functions, objectives and importance of financial management	CO1	T-2, R-2
3	Evolution of finance function	CO1	T-1, R-2
4	New role in the contemporary scenario	CO1	T-1, R-2
5	Profit maximization, wealth maximization and EPS maximization	CO1	T-2, R-2
6	Role of financial manager	CO1	T-1, R-1
7	Agency relationship and costs	CO1	T-2, R-2
8	Risk return trade off	CO1	T-1, R-2
9	Concept of time value of money	CO1	T-2, R-2
10	Future value and present value	CO1	T-1, R-2
11	Investment decision process, developing cash flow	CO2	T-1, R-2
12	Data for new projects, capital budgeting techniques	CO2	T-2, R-2
13	Traditional and discounted cash flow methods	CO2	T-1, R-2
14	Payback period method	CO2	T-2, R-2
15	Average rate of return method	CO2	T-1, R-1
16	Net present value method, profitability index method	CO2	T-2, R-2
17	Internal rate of return method (problems)	CO2	T-1, R-2
18	Net present value vs. internal rate return	CO2	T-2, R-2
19	Approaches for reconciliation	CO2	T-2, R-1
20	Capital budgeting decision under conditions of risk and uncertainty	CO2	T-2, R-2
21	Capital budgeting decision under conditions of risk and uncertainty	CO2	T-2, R-2
22	Concept and measurement of cost of capital	CO3	T-1, R-1

Lecture No	Topics to be Covered	COs	Reference
23	Debt vs. equity, cost of equity, preference shares	CO3	T-2, R-2
24	Debt vs. equity, cost of equity, preference shares	CO3	T-2, R-2
25	Equity capital and retained earnings	CO3	T-1, R-2
26	Weighted average cost of capital and marginal cost of capital	CO3	T-1, R-2
27	Importance of cost of capital in capital budgeting decisions.	CO3	T-1, R-1
28	Capital structure vs. financial structure	CO4	T-1, R-1
29	Capitalization, financial leverage	CO4	T-2, R-1
30	Operating leverage and composite leverage	CO4	T-2, R-1
31	Earnings before interest and tax, Earning Per Share Analysis (problems)	CO4	T-1, R-1
32	Earnings before interest and tax, Earning Per Share Analysis (problems)	CO4	T-1, R-1
33	Dividends and value of the firm	CO5	T-1, R-2
34	Relevance of dividends	CO5	T-1, R-1
35	MM hypothesis, Factors determining dividend policy	CO5	T-1, R-1
36	Dividends and valuation of the firm, the basic models.	CO5	T-1, R-1
37	Declaration and payment of dividends	CO5	T-1, R-1
38	Bonus shares, rights issue	CO5	T-2, R-1
39	Share-splits	CO5	T-1, R-1
40	Major forms of dividends	CO5	T-1, R-1
41	Cash and bonus shares	CO5	T-1, R-1
42	Theoretical backdrop	CO5	T-1, R-2
43	Dividends and valuation	CO5	T-1, R-1
44	Major theories centered on the works of Gordon and walter models (problems)	CO5	T-1, R-1
45	A brief discussion on dividend policies of Indian companies	CO5	T-1, R-1
46	Components of working capital	CO6	T-1, R-1
47	Gross vs. net working capital	CO6	T-1, R-1
48	Determinants of working capital needs	CO6	T-2, R-1
49	Operating cycle approach	CO6	T-1, R-1
50	Management of cash, basic strategies for cash management	CO6	T-1, R-1

Lecture No	Topics to be Covered	COs	Reference
51	Cash budget (problems), cash management techniques/processes	CO6	T-1, R-1
52	Management of receivables and management of inventory (problems)	CO6	T-1, R-1
53	Management of receivables and management of inventory (problems)	CO6	T-2, R-1
54	Importance of current assets management in working capital planning	CO6	T-2, R-1
55	Planning of working capital	CO6	T-2, R-1
56	Financing of working capital through bank finance	CO6	T-1, R-1
57	Trade credit	CO6	T-1, R-1
58	Recommendations of Tandon and Daheja committee on working capital	CO6	T-2, R-1
59	Recommendations of Tandon and Daheja committee on working capital	CO6	T-1, R-1
60	Working capital Cases	CO6	T-1, R-1
DISCUSSION ON QUESTION BANK			
61	Finance Function	CO1	T-1, R-1
62	Investment Decision	CO2	T-1, R-1
63	Capital Structure Decisions	CO3, 4	T-1, R-1
64	Dividend Decision	CO5	T-1, R-1
65	Working Capital Management	CO6	T-1, R-1

Prepared by:
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HOD, MBA



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTION

Course Title	MANAGEMENT INFORMATION SYSTEM				
Course Code	CMBC19				
Program	MBA				
Semester	II				
Course Type	Core				
Regulation	PG 21				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	3	--	3	-	-
Course Coordinator	Ms. D Sandhya, Assistant Professor				

I. COURSE OVERVIEW:

The course focuses on the importance of management, management concepts, and management practices with the study of human behavior within organizations. The primary goal of this course is to provide knowledge on advanced leadership roles in modern organization. This course will create awareness of various information system solutions like ERP, CRM, Data warehouses and the issues in successful implementation of technologies in any organization.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
-	-	-	-

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Management Information System And ERP	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE):

The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into FIVE modules and each module carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each module. Each question carries 14 marks. **There could be a maximum of two sub divisions in a question.**

The expected percentage of cognitive level of the questions is broadly based on the criteria given in Table: 1.

Table 1: The expected percentage of cognitive level of questions in SEE.

Percentage of Cognitive Level	Blooms Taxonomy Level
16%	Remember
33.33%	Understand
16%	Apply
16%	Analyze
16%	Evaluate
0%	Create

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 2), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 2: Assessment pattern for CIA

Component		Marks	Total Marks
CIA	Continuous Internal Examination – 1 (Mid-term)	10	30
	Continuous Internal Examination – 2 (End-term)	10	
	Assignments	5	
	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively. The CIE exam is conducted for 25 marks of 2 hours duration consisting of two parts. Part–A shall have five compulsory questions of one mark each. In part–B, four out of five questions have to be answered where, each question carries 5 marks. Marks are awarded by taking average of marks scored in two CIE exams.

Assignment:

To improve the writing skills in the course an assignment will be evaluated for 05 marks. One assignment has to submit at the end of the CIE2 for the questions provided by each course coordinator in that semester. Assignments to be handed in as loose paper collection stapled together at the top left corner. The assignment should be presented as a professional report. It must consist of a cover sheet, content page, and should have an introduction, a body, a conclusion or recommendation, and a reference page.

Alternative Assessment Tool (AAT):

In order to encourage innovative methods while delivering a course, the faculty members are encouraged to use the Alternative Assessment Tool (AAT). This AAT enables faculty to design own assessment patterns during the CIA. The AAT enhances the autonomy (freedom and flexibility) of individual faculty and enables them to create innovative pedagogical practices. If properly applied, the AAT converts the classroom into an effective learning center. The AAT may include, concept videos, course related term paper, management talks, paper presentations conducted by reputed organizations relevant to the course etc.

VI. COURSE OBJECTIVES:

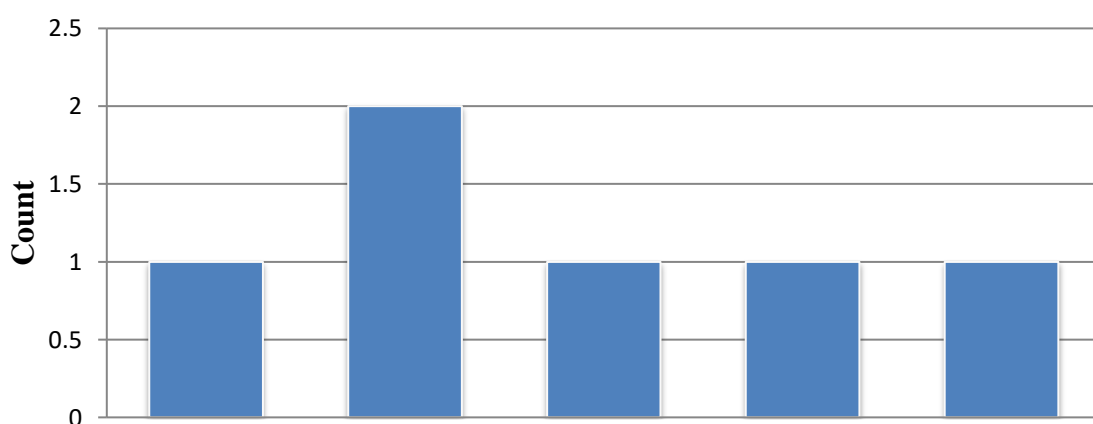
The course should enable the students to:	
I	Information systems and its various categories.
II	Different business applications of information systems.
III	The underlying principles of information system security and control.
IV	The concept of system development stages, approaches, systems analysis, and design
V	The tools for MIS that helps in strategic planning, management control, operational control and transaction processing.

VII. COURSE OUTCOMES :

After successful completion of the course, students will be able to:		
Course Outcomes		Knowledge Level (Bloom's Taxonomy)
CO 1	Summarize the basic concepts of management information system process, structure, and classification in order to develop strategic and operational planning and management control.	Understand

CO 2	Narrate electronic commerce, enterprise resource planning systems, and database management systems that help to make decisions in the selection, creation, and evaluation of computer-based systems.	Remember
CO 3	Determine information system planning, acquisition, and implementation to improve the performance of the company.	Evaluate
CO 4	Describe the maintenance of information systems that help to satisfy organizational and user requirements.	Understand
CO 5	Analyze system development stages, systems analysis, and business information to facilitate and evaluate strategic alternatives to solve business problems.	Analyze
CO 6	Apply the concept of cybercrime, classify cyber criminals, and resolve security issues to protect an IT infrastructure.	Apply

COURSE KNOWLEDGE COMPETENCY LEVELS



VIII. PROGRAM OUTCOMES:

Program Outcomes	
PO 1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.
PO 2	Decision-making Skills: Foster Analytical and critical thinking abilities for data-based decision making.
PO 3	Ethics: Ability to develop Value based Leadership ability.
PO 4	Communication Skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO 5	Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team environment.
PO 6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs.
PO 7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.
PO 8	Technology Skills: Inculcate and develop technical skills to face the competitive world successfully.

IX. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Strength	Proficiency Assessed by
PO1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.	3	Seminars
PO2	Decision making Skills: Foster Analytical and critical thinking abilities for data-based decision making.	2	Lectures
PO5	Leadership skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	1.6	Assignments
PO8	Technical skills: Inculcate and develop technical skills to face competitive world successfully	5	Seminars

3 = High; 2 = Medium; 1 = Low

X. MAPPING OF EACH CO WITH PO(s):

Course Outcomes	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	√	-	-	-	-	-	-	√
CO 2	√	√	-	-	-	-	-	-
CO 3	-	-	-	-	-	-	-	√
CO 4	-	√	-	-	-	-	-	-
CO 5	-	√	-	-	√	-	-	-
CO 6	-	-	-	-	√	-	-	√

XI. JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs / PSOs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO1	Describe the meaning, definition, nature, scope, goals of management information system that helps to solve organizational problems.	2
	PO8	Define the structure and classification of management information system that helps in problem identification	3
CO 2	PO1	Explain Electronic commerce, enterprise resource planning systems that helps to take decision in selection, creation of computer based systems.	2
	PO2	Examine the role of decision support system that helps managers in decision making by accessing large volumes of information generated.	2
CO3	PO8	Determine Information system planning, acquisition that develops technical skills to achieve competitive advantage.	3
CO 4	PO2	Enumerate the maintenance of information system to satisfy organizational and user requirements.	2

CO 5	PO5	AnalyzeSystem development stages that helps to transform the idea of a project into functional and operational structure.	3
	PO8,	Demonstrate systems analysis that helps to resolve issues in the organization.	3
CO 6	PO8	Examine the concept of cybercrime by using technical skills to achieve competitive advantage.	3

XII. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
		2	3	3	3	5	3	4
CO 1	2	-	-	-	-	-	-	3
CO 2	2	2	-	-	-	-	-	-
CO 3	-	-	-	-	-	-	-	3
CO 4	-	2	-	-	-	-	-	-
CO 5	-	-	-	-	5	-	-	3
CO 6	-	-	-	-	-	-	-	3

XIII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
		2	3	3	3	5	3	4
CO 1	100%	-	-	-	-	-	-	100%
CO 2	100%	100%	-	-	-	-	-	-
CO 3	-	-	-	-	-	-	-	100%
CO 4	-	100%	-	-	-	-	-	-
CO 5	-	-	-	-	100%	-	-	100%
CO 6	-	-	-	-	-	-	-	100%

XIV. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being **low correlation**, **2** being **medium correlation** and **3** being **high correlation**.

0 – $0 \leq C \leq 5\%$ – No correlation; **2** – $40\% < C < 60\%$ – Moderate.

1 – $5 < C \leq 40\%$ – Low/ Slight; **3** – $60\% \leq C < 100\%$ – Substantial /High

Course Outcomes	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	3	-	-	-	-	-	-	3
CO 2	3	3	-	-	-	-	-	-
CO 3	-	-	-	-	-	-	-	3
CO 4	-	3	-	-	-	-	-	-
CO 5	-	-	-	-	3	-	-	3
CO 6	-	-	-	-	-	-	-	3
TOTAL	6	6	-	-	3	-	-	12
AVERAGE	3	3	0	0	3	0	0	3

XV. ASSESSMENT METHODOLOGY - DIRECT

CIE Exams	PO1,PO2, PO5, PO8	SEE Exams	PO1,PO2, PO5, PO8	Assignments	PO1,PO2, PO5, PO8	Seminars	PO1,PO2, PO5, PO8
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XVI. ASSESSMENT METHODOLOGY - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XVII. SYLLABUS

Unit-I	INTRODUCTION
Management information system importance, definition, nature and scope of management information system, structure and classification of management information system, information and systems concept, types of information, information systems for competitive advantage.	

Unit -II	BUSINESS APPLICATIONS OF INFORMATION SYSTEM
Electronic commerce, enterprise resource planning systems, decision support system, Business intelligence and knowledge management system.	
Unit -III	MANAGEMENT OF INFORMATION SYSTEM
Information system planning, system acquisition, systems implementation. Evaluation and maintenance of information system, information system security and control.	
Unit -IV	BUILDING OF INFORMATION SYSTEMS
System development stages, system development approaches, systems analysis and design, Requirement determination, strategies for requirement determination, structured analysis tools, system design, design objectives, conceptual design, design methods and detailed system design.	
Unit -V	TOOLS OF MANAGEMENT INFORMATION SYSTEM
System development models: Waterfall model, system development life cycle, v-model, computer assisted and software engineering tools, prototype iterative model, evaluation & maintenance, alternative methods for building information systems, new approaches for system building in the digital firm era.	
Textbooks:	
<ol style="list-style-type: none"> 1. Rainer, R. Kelly, and Brad Prince, "Introduction to information systems", John Wiley & Sons, 4thEdition, 2021. 2. Laudon & Laudon, "Management Information Systems", Pearson, 12thEdition, 2015. 3. Murthy, "Management Information System, Himalaya", 9thEdition, 2013. 4. S.A.Kelkar, Software Project Management-A Concise Study, PHI, 3rdEdition, 2012. 5. James O'Brien & George Marakas, "Management Information Systems", McGraw Hill, 10thEdition,2011. 6. David M. Kroenke, "Experiencing MIS", Prentice Hall, 4thEdition, 2011. 7. D P Goyal, Management Information Systems, Managerial Perspective, MacMillan, 3rdEdition,2010. 	
Reference Books:	
<ol style="list-style-type: none"> 1. Ken Laudon, Jane P. Laudon, Management Information Systems, Pearson education, 15thEdition, 2015. 2. Jennifer L Bayuk, Jason Healey, Paul Rohmeyer, Marcus H.Sachs, Jeffrey Schmidt, Joseph Weiss, Cyber security Policy Guidebook, Wiley, 1stEdition,2012. 3. A K Gupta, Sharma "Management of Systems" Macmillan, 1stEdition, 2012. 	
Web References:	
<ol style="list-style-type: none"> 1. http://www.ijcse.com/docs/IJCSE11-02-01-054.pdf 2. http://www.pitt.edu/~druzdzel/psfiles/dss.pdf 	
E-Text Books:	
<ol style="list-style-type: none"> 1. https://www.scribd.com/doc/252519209/Decision-Support-Systems-and-Intelligent-Systems-7th-Edition-Free-eBook-Download 2. http://link.springer.com/book/10.1007%2F978-3-540-48713-5 3. https://www.jerrypost.com/Books/MISBook/Bookfiles5/Chapters/MISPost-Preface-500.pdf 4. https://www.researchgate.net/profile/Javed-Saani/publication/340647719_Management_Information_Systems/links/5eb7f7fe299bf1287f782bb5/Management-Information-Systems.pdf 5. https://repository.dinus.ac.id/docs/ajar/Kenneth_C.Laudon,Jane_P_.Laudon_Management_Information_System_13th_Edition_.pdf 	

XVIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be Covered	COs	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these Cos are mapped with Pos.		
CONTENT DELIVERY (THEORY)			
1	Management information system Introduction	CO 1	T1
2	Management information system importance	CO 1	T1
3	definition, nature and scope of management information system	CO 1	T1
4	Functions of MIS	CO 1	T1
5	Information SYS Processing Function	CO 1	T1
6	Level of MIS	CO 1	T1
7	structure of management information system	CO 1	T1
8	classification of management information system	CO 1	T1
9	Decision support system of MIS	CO 1	T1
10	Alternative Processing	CO 1	T1
11	Enterprise System of MIS	CO 1	T1
12	Business Expert Systems	CO 1	T1
13	Expert Systems MIS	CO 1	T1
14	information and systems concept,	CO 1	T1
15	types of information,	CO 1	T1
16	information systems for competitive advantage.	CO 1	T1
17	Electronic commerce	CO 2	T1
18	Electronic commerce Sales Life Cycle Model	CO 2	T1
19	Electronic commerce Infrastructure	CO 2	T1
20	Electronic commerce Hardware and Software	CO 2	T1
21	ERP Information Perspective of ERP and lifecycle	CO 2	T1
22	Enterprise Information System	CO 2	T1
23	CRM Cycle and Process	CO 2	T1
24	Datamining Sequence System	CO 2	T1

Lecture No	Topics to be Covered	COs	Reference
25	Introduction to Decision support system	CO 2	T1
26	Concepts of Building of Information Systems	CO 2	T1
27	Business intelligence and knowledge management system.	CO 2	T1
28	Information system planning	CO 2	T1
29	Evaluation and maintenance of information system	CO 2	T1
30	system acquisition System development stages, system development approaches	CO 2	T1
31	Concepts of Building of Information Systems	CO 3	T1
32	Business intelligence and knowledge management system.	CO 3	T1
33	Information system planning	CO 3	T1
34	Evaluation and maintenance of information system	CO 3	T1
35	Nolan Stage Models, Assumptions	CO 3	T1
36	Information Resource Management	CO 3	T1
37	Organizational structure and Location of MIS	CO 3	T1
38	System Implementation, Evolution and Maintenance of IS	CO 3	T1
39	Evolution Classes	CO 3	T1
40	Building of Information Systems	CO 3	T1
41	System development life cycle	CO 3	T1
42	system acquisition System development stages, system development approaches	CO 4	T1
43	Requirement determination, strategies for requirement determination, structured analysis tools	CO 4	T1
44	System design, design objectives, conceptual design, design methods and detailed system design.	CO 4	T1
45	System development models: Waterfall model, system development life cycle, v-model	CO 4	T1
46	Cyber Crime, categories of Cyber Crime	CO 5	T1
47	Types of Cyber Crime	CO 5	T1
48	Cyber Crime and information securitys	CO 5	T1
49	Classification of cyber criminals	CO 5	T1
50	Cybercrime legal perspectives	CO 5	T1
61	Cyber Crimean Indian perspective	CO 6	T1
62	Indian information technology act200	CO 6	T1

Lecture No	Topics to be Covered	COs	Reference
63	Cyber Crime ERA	CO 6	T1
QUESTION BANK DISCUSSION			
64	Problem solving and Question Bank Discussion of Unit 1	CO 1	T-1, R-2
65	Problem solving and Question Bank Discussion of Unit 2	CO 2	T-2, R-2
66	Problem solving and Question Bank Discussion of Unit 3	CO 3, 4	T-1, R-1
67	Problem solving and Question Bank Discussion of Unit 4	CO 5	T-2, R-2
68	Problem solving and Question Bank Discussion of Unit 5	CO 6	T-1, R-2
69	Case Study Discussion		

Prepared By:
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HOD, MBA



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MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTION

Course Title	DISASTER MANAGEMENT				
Course Code	CMBC24				
Programme	MBA				
Semester	II				
Course Type	PROFESSIONAL ELECTIVE -III				
Regulation	IARE-PG21				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	3		3	-	-
Chief Coordinator	Mr. Nunna Suresh, Assistant Professor				

I. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
-	-	-	-

II. COURSE OVERVIEW:

Disaster Management course imparts knowledge related to the disaster including preparedness, mitigation and rehabilitation. Disaster Management helps in the time of emergency, natural calamity and man-made calamity. This course reduces the potential losses from hazards, assure prompt and appropriate assistance to the victims of a disaster, and achieve a rapid and effective recovery.

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Compensation and Reward Management	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✗	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✓	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE):

The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into five units and each unit carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each unit. Each question carries 14 marks. **There could be a maximum of two sub divisions in a question.**

The expected percentage of cognitive level of the questions is broadly based on the criteria given in Table:1.

Table 1: The expected percentage of cognitive level of questions in SEE.

Percentage of Cognitive Level	Blooms Taxonomy Level
0%	Remember
66.67%	Understand
33.37%	Apply
0%	Analyze
0%	Evaluate
0%	Create

CIA is conducted for a total of 30 marks (Table 2), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 2: Assessment pattern for CIA

Component		Marks	Total Marks
CIA	Continuous Internal Examination – 1 (Mid-term)	10	30
	Continuous Internal Examination – 2 (End-term)	10	
	Assignments	5	
	Alternative Assessment Tool (AAT)	5	
SEE	Semester End Examination (SEE)	70	70
Total Marks			100

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively. The CIE exam is conducted for 25 marks of 2 hours duration consisting of two parts. Part–A shall have five compulsory questions of one mark each. In part–B, four out of five questions have to be answered where, each question carries 5 marks. Marks are awarded by taking average of marks scored in two CIE exams.

Assignment:

To improve the writing skills in the course an assignment will be evaluated for 05 marks. One assignment has to submit at the end of the CIE2 for the questions provided by each course coordinator in that semester. Assignments to be handed in as loose paper collection stapled together at the top left corner. The assignment should be presented as a professional report. It must consist of a cover sheet, content page, and should have an introduction, a body, a conclusion or recommendation, and a reference page.

Alternative Assessment Tool (AAT):

In order to encourage innovative methods while delivering a course, the faculty members are encouraged to use the Alternative Assessment Tool (AAT). This AAT enables faculty to design own assessment patterns during the CIA. The AAT enhances the autonomy (freedom and flexibility) of individual faculty and enables them to create innovative pedagogical practices. If properly applied, the AAT converts the classroom into an effective learning center. The AAT may include, concept videos, course related term paper, management talks, paper presentations conducted by reputed organizations relevant to the course etc.

VI. COURSE OBJECTIVES:

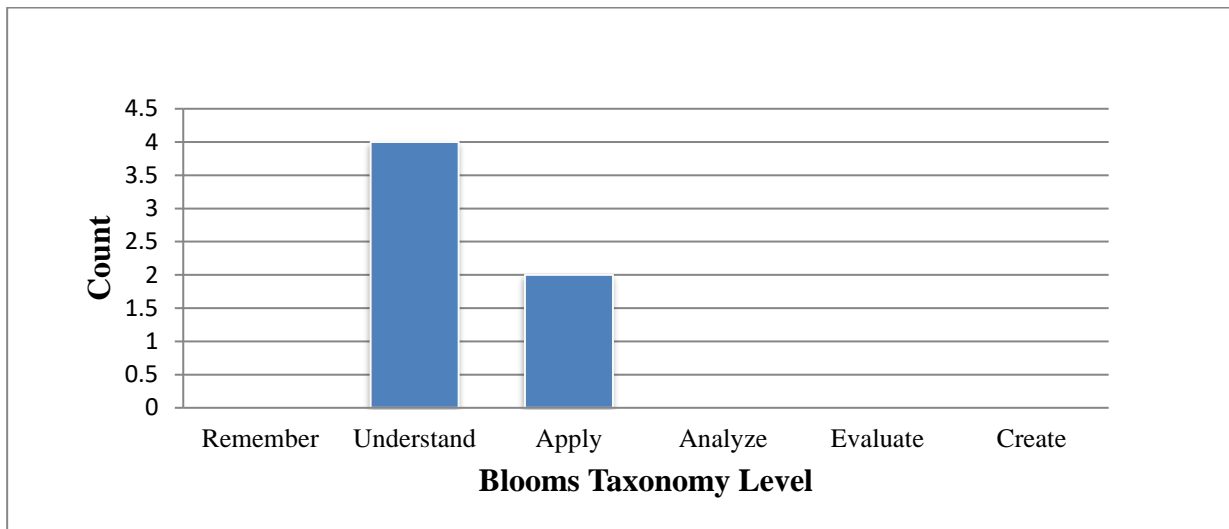
The course should enable the students to:	
I	Disaster management types, trends, causes, consequences and control of disasters
II	Disaster management theories (cycle, phases) and the framework.
III	International disaster management experience to identify gaps and best practices.
IV	Disaster risk management institutional processes in India.
V	The applications of science and technology to disaster management

VII. COURSE OUTCOMES:

After successful completion of the course, students will be able to:

Course Outcomes		Knowledge Level (Bloom's Taxonomy)
CO 1	Outline the disaster management concepts to reduce the risks and consequences.	Understand
CO 2	Discuss various aspects of emergencies and society's role for disaster communication to get an immediate response	Understand
CO 3	Analyze the concept of disaster communication for experiences of the international disaster management efforts.	Understand
CO 4	Demonstrate the critical analysis of international disaster management and identify gaps that improves strong coordination.	Apply
CO 5	Recognize Disaster Administration to reduce the vulnerability of the disaster	Understand
CO 6	Apply the scientific tools of disaster management to prevent 88the risk involved in natural disasters.	Apply

COURSE KNOWLEDGE COMPETENCY LEVELS



VII. PROGRAM OUTCOMES:

Program Outcomes	
PO 1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.
PO 2	Decision-making Skills: Foster Analytical and critical thinking abilities for data-based decision making.
PO 3	Ethics: Ability to develop Value based Leadership ability.
PO 4	Communication Skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO 5	Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team environment.
PO 6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs.
PO 7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.
PO 8	Technology Skills: Inculcate and develop technical skills to face the competitive world successfully.

VIII. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes		Strength	Proficiency Assessed by
PO 1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.	1	Lectures
PO 2	Decision making skills: An ability to analyze a problem identifies, formulate and use the appropriate managerial skills for obtaining its solution.	1	Lectures
PO 3	Ethics: Ability to develop value-based leadership ability.	2	Assignments
PO 5	Leadership skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	3	Lectures
PO7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications	3	Lectures

IX. MAPPING OF EACH CO WITH PO(s):

Course Outcomes	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
CO 1	√	-	-	-	-	-	-	-
CO 2	√	-	√	-	-	-	-	-
CO 3	-	√	-	-	-	-	-	-
CO 4	-	-	√	-	-	-	-	-
CO 5	-	√	-	-	√	-	√	-
CO 6	-	-	-	-	√	-	-	-

X. MAPPIN JUSTIFICATIONS FOR CO – (PO) MAPPING –DIRECT

Course Outcomes	POs / PSOs	Justification for mapping (Students will be able to)	No. of key competencies
CO 1	PO 1	Understand the concept of disaster management that helps to resolve organizational problems.	1
CO 2	PO 1	Understand the concept of disaster management that helps to resolve organizational problems	1
	PO 3	Discuss the concepts of environmental hazards that reduce potential losses and develop a leader-based ability to face risks.	2
CO 3	PO 2	Analyze various problems in the organization and take right decision to get optimum solution.	1
CO 4	PO 3	Identify the causes and hazardous effects of earthquakes for the survival of the community.	2
CO 5	PO 2	Analyze various problems in the organization and take right decision to get optimum solution.	1
	PO 7	Ability to conduct strategic analysis using theoretical and practical applications	4
CO 6	PO 5	Recognize issues and challenges arising after disaster in the organization.	3

XI. TOTAL COUNT OF KEY COMPETENCIES FOR CO – (PO) MAPPING

Course Outcomes	Program Outcomes (POs) / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	1	-	-	-	-	-	-	-
CO 2	1	-	2	-	-	-	-	-
CO 3	-	1	-	-	-	-	-	-
CO 4	-	-	2	-	-	-	-	-

CO 5	-	1	-	-	3	-	3	-
CO 6	-	-	-	-	3	-	-	-

XII. PERCENTAGE OF KEY COMPETENCIES FOR CO – (PO):

Course Outcomes	Program Outcomes / No. of Key Competencies Matched							
	1	2	3	4	5	6	7	8
	2	3	3	3	5	3	4	2
CO 1	50%	-	-	-	-	-	-	-
CO 2	50%	-	66.3%	-	-	-	-	-
CO 3	-	33%	-	-	-	-	-	-
CO 4	-	-	66.3%	-	-	-	-	-
CO 5	-	33%	-	-	60%	-	75%	-
CO 6	-	-	-	-	60%	-	-	-

XIII. COURSE ARTICULATION MATRIX (PO MAPPING)

COs and POs and COs and PSOs on the scale of 0 to 3, **0** being **no correlation**, **1** being the **low correlation**, **2** being **medium correlation** and **3** being **high correlation**

0 – $0 \leq C \leq 5\%$

–No correlation;

1 – $5 < C \leq 40\%$

– Low/ Slight;

2 – $40\% < C < 60\%$

–Moderate.

3 – $60\% \leq C < 100\%$

– Substantial /High

Course Outcomes	Program Outcomes							
	2	3	3	3	5	3	4	2
CO 1	1	-	-	-	-	-	-	-
CO 2	1	-	2	-	-	-	-	-
CO 3	-	1	-	-	-	-	-	-
CO 4	-	-	2	-	-	-	-	-
CO 5	-	1	-	-	2	-	3	-
CO 6	-	-	-	-	2	-	-	-
TOTAL	2	2	4	-	4	-	3	-
AVERAGE	1	1	2	0	2	0	3	0

XV. ASSESSMENT METHODOLOGIES–DIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
X	Assessment of Mini Projects by Experts		

XVI. ASSESSMENT METHODOLOGIES-INDIRECT

√	Early Semester Feedback	√	End Semester OBE Feedback
X	Assessment of mini projects by experts		

XVII. SYLLABUS

UNIT-I	TYPES, TRENDS, CAUSES, CONSEQUENCES AND CONTROL OF DISASTERS
Geological Disasters (earthquakes, landslides, tsunami, mining); Hydro-Meteorological Disasters (floods, cyclones, lightning, thunder-storms, hail storms, avalanches, droughts, cold and heat waves); Biological Disasters (epidemics, pest attacks, forest fire); Technological Disasters (chemical, industrial, radiological, nuclear) and Manmade Disasters (building collapse, rural and urban fire, road and rail accidents, nuclear, radiological, chemicals and biological disasters); Global Disaster Trends – Emerging Risks of Disasters – Climate Change and Urban Disasters.	
UNIT-II	DISASTER MANAGEMENT CYCLE AND FRAMEWORK
Disaster Management Cycle – Paradigm Shift in Disaster Management Pre-Disaster – Risk Assessment and Analysis, Risk Mapping, Prevention and Mitigation of Disasters, Early Warning System; Preparedness, Capacity Development; Awareness During Disaster – Evacuation – Disaster Communication – Search and Rescue – Emergency Operation Centre – Incident Command System– Relief and Rehabilitation – Post-disaster – Damage and Needs Assessment, Restoration of Critical Infrastructure – Early Recovery – Reconstruction and Redevelopment.	
UNIT-III	INTERNATIONAL DISASTER MANAGEMENT EXPERIENCE
International Disaster Management Experience: International disaster management efforts during Spanish Flu (1918), Tsunamis (2004) and COVID (2019). The Cuban Model of Hurricane Risk Management. Japan’s Emergency Management and response System. Bangladesh multi-hazard risk reduction Model. Critical analysis of international disaster management experience- identifying gaps and best practices.	
UNIT-IV	DISASTER ADMINISTRATION
Disaster Administration: United Nations and its Disaster Management Mechanism UNDP, UNDRR, WHO. Disaster Administration in India: Disaster Management Authority at National, State and District levels; Allied governmental bodies, institutions and mechanisms/resources for Disaster Management; State and National Disaster Mitigation Funds. Gaps in Disaster Policy and Administration	
UNIT-V	APPLICATIONS OF SCIENCE AND TECHNOLOGY FOR DISASTER MANAGEMENT
Geo-informatics in Disaster Management (RS, GIS, GPS and RS) Disaster Communication System (Early Warning and Its Dissemination) Land Use Planning and Development Regulations Disaster Safe Designs and Constructions Structural and Non-Structural Mitigation of Disasters S&T Institutions for Disaster Management in India.	
Text books	
<ol style="list-style-type: none"> Rivera, Jason D., ed. “Disaster and Emergency Management Methods: Social Science Approaches in Application”, Routledge, 8thEdition, 2021. Kapoor, Mukesh. “Disaster management”, Saurabh Publishing House, 6thEdition, 2020. Elvas, Luís B., "Disaster Management in Smart Cities", Smart Cities, 4thEdition, 2021. D.R Khullar, "Environment & Disaster Management”, 3rdEdition, 2021. 	

<ol style="list-style-type: none"> 5. Brebbia, C. A., ed. “Disaster Management”, WIT Press, 6th Edition, 2018. 6. Frumkin, Howard, ed. “Environmental health: from global to local”, John Wiley & Sons, 11th Edition, 2016. 7. Encyclopedia of Disasters – Environmental Catastrophes and Human Tragedies, Vol. 1 & 2, Angus M. Gunn, Greenwood Press, 2008. 8. Encyclopedia of disaster management, Vol I, II and III. Disaster management policy and administration, S L Goyal, Deep & Deep, New Delhi, 2006.
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<ol style="list-style-type: none"> 1. Manual on natural disaster management in India, M C Gupta, NIDM, New Delhi 2. R K Bhandani, “An overview on natural & man-made disasters and their reduction”, CSIR, New Delhi 3. World Disasters Report, International Federation of Red Cross and Red Crescent, Switzerland, 2009. 4. Coppola D P, “Introduction to International Disaster Management”, Elsevier Science London, 2007. 5. Disasters in India Studies of grim reality, Anu Kapur & others, 2005, 283 pages, Rawat Publishers, Jaipur 6. Management of Natural Disasters in developing countries, H.N. Srivastava & G.D. Gupta, Daya Publishers, Delhi, 2006, 201 pages 7. H. K. Gupta (Ed) Disaster Management, Universities Press, 2nd Edition, 2003.
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E-Text Books
<ol style="list-style-type: none"> 1. https://www.iare.ac.in/sites/default/files/lecture_notes/dm%20notes.pdf 2. http://www.cbse.nic.in/natural%20hazards%20&%20disaster%20management.pdf 3. http://196.223.158.148/bitstream/handle/123456789/619/Improving%20Disaster%20Management.pdf?sequence=1&isAllowed=y 4. https://books.google.co.in/books?hl=en&lr=&id=s6oxEraQWWwC&oi=fnd&pg=PP1&dq=disaster+MANAGEMENT&ots=tTefaw793r&sig=2SXMNkQHRieKKXn4dLFRg0ljkQY&redir_esc=y#v=onepage&q=disaster%20MANAGEMENT&f=false 5. https://www.mdpi.com/2624-6511/4/2/42

XVII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be Covered	COs	Reference
OBE DISCUSSION			
1	Discussion on Course Outcomes and how these Cos are mapped with Pos.		
CONTENT DELIVERY (THEORY)			
2	Geological Disasters (earthquakes, landslides, tsunami, mining)	CO1	T1, T2
3	Hydro-Meteorological Disasters (floods, cyclones, lightning,)	CO1	T1, T2
4	Hydro-Meteorological Disasters (thunder-storms, hail storms avalanches);	CO1	T1, T2
5	Hydro-Meteorological Disasters (droughts, cold and heat waves)	CO1	T1, T2
6	Biological Disasters (epidemics, pest attacks, forest fire)	CO1	T2, R1, R2
7	Technological Disasters (chemical, industrial, radiological, nuclear)	CO1	T3, R1, R2

Lecture No	Topics to be Covered	COs	Reference
8	Manmade Disasters (building collapse, rural and urban fire, road and rail accidents)	CO1	T2, R1, R2
9	Manmade Disasters (nuclear, radiological, chemicals and biological disasters)	CO1	T3, R1, R2
10	GlobalDisaster Trends	CO1	T1, R1, R4
11	Emerging Risks of Disasters	CO1	T1, R1, R4
12	Climate Change and Urban Disasters.	CO1	T1, R1, R4
13	Disaster Management Cycle	CO2	T1, T3
14	Paradigm Shift in Disaster Management	CO2	T1, T3
15	Risk Assessment and Analysis, Risk Mapping	CO2	T1, T3
16	Prevention and Mitigation of Disasters,	CO2	T2, R1, R3
17	Early Warning System; Preparedness, Capacity Development;	CO2	T2, R1, R3
18	Awareness During Disaster – Evacuation – Disaster Communication	CO2	T2, R1, R3
19	Search and Rescue – Emergency Operation Centre – Incident Command System	CO2	T2, R1, R4
20	Relief Rehabilitation – Post-disaster	CO2	T3, R1, R2
21	Damage and Needs Assessment	CO2	T3, R1, R2
22	Restoration of CriticalInfrastructure	CO2	T3, R1, R2
23	Early Recovery	CO2	T3, R1, R2
24	Reconstruction and Redevelopment.	CO2	T3, R1, R2
25	International Disaster Management Experience: International disaster management efforts during Spanish Flu (1918),) and	CO3	T1, R1, R2
26	International Disaster Management Experience: Tsunamis (2004	CO3	T1, R1, R2
27	International Disaster Management Experience: COVID (2019).	CO3	T1, R1, R2
28	The Cuban Model of Hurricane Risk Management.	CO3	T2, R3, R4
29	The Cuban Model of Hurricane Management facing problems	CO3	T2, R3, R4
30	Japan’s Emergency Management and response System.	CO4	T3, R1, R2
31	Japan’s Emergency Management policy at time of disaster	CO4	T3, R1, R2
32	Bangladesh multi-hazard risk reductionModel	CO4	T3, R1, R2
33	Critical analysis of international disaster management experience	CO4	T3, T2, R2
34	Critical analysis of international disaster management experience how to using the other situations	CO4	T3, T2, R2
35	Identifying gaps and best practices	CO4	T3, T2, R2
36	Disaster Administration: United Nations and its Disaster Management Mechanism,	CO5	T2, R1, R2

Lecture No	Topics to be Covered	COs	Reference
37	Disaster Administration: UNDP	CO5	T2, R1, R2
38	Disaster Administration: UNDRR	CO5	T2, R1, R2
39	Disaster Administration: WHO	CO5	T2, R1, R2
40	Disaster Administration in India: Disaster Management Authority at National	CO5	T1, T2
41	Disaster Administration in India: Disaster Management State levels	CO5	T1, T2
42	Disaster Administration in India: Disaster Management Authority District levels	CO5	T1, T2
43	Allied governmental bodies, Management;	CO5	T2, R1, R2
44	Institutions and mechanisms/resources for Disaster	CO5	T2, R1, R2
45	State and National Disaster Mitigation Funds.	CO5	T2, R1, R2
46	Gaps in Disaster Policy and Administration	CO5	T2, R1, R2
47	Allied governmental bodies, Management;	CO5	T2, R1, R2
48	Bangladesh multi-hazard risk reduction Model	CO5	T2, R1, R2
49	Geo-informatics in Disaster Management (RS, GIS, GPS and RS)	CO6	T3, R1, R2
50	Disaster Communication System(Early Warning)	CO6	T3, R1, R2
51	Disaster Communication System Dissemination	CO6	T3, R1, R2
52	Land Use Planning and Development Regulations	CO6	T1, T2
53	Disaster Safe Designs and Constructions	CO6	T1, T2
54	Structural Mitigation of Disasters Disaster Management in India	CO6	T1, R1, R2
55	Non-Structural Mitigation of Disasters Disaster Management in India	CO6	T1, R1, R2
56	S&T Institutions for Disaster Management in India	CO6	T1, R1, R2
57	Structural and Non-Structural Mitigation of Disasters S&T Institutions for Disaster Management in India	CO6	T1, R1, R2
58	Applications Of Science and Technology for Disaster Management	CO6	T1, R1, R2
59	Structural and Non-Structural Mitigation of Disasters implementation	CO6	T1, R1, R2
60	Land Use Planning and Development Regulations case study	CO6	T1, R1, R2
QUESTION Bank DISCUSSION			
61	Problem solving and Question Bank Discussion of Unit 1	CO 1	T-1, R-2
62	Problem solving and Question Bank Discussion of Unit 2	CO 2	T-2, R-2
63	Problem solving and Question Bank Discussion of Unit 3	CO 3,4	T-1, R-1
64	Problem solving and Question Bank Discussion of Unit 4	CO 5	T-2, R-2

Lecture No	Topics to be Covered	COs	Reference
65	Problem solving and Question Bank Discussion of Unit 5	CO 6	T-1, R-2
66	Case Study Discussion	-	-

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