

**GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT
(GITAM)**

(Deemed to be University, Estd. u/s 3 of UGC Act 1956)

VISAKHAPATNAM * HYDERABAD * BENGALURU

Accredited by NAAC with 'A' Grade



**REGULATIONS & SYLLABUS
of
Bachelor of Business Administration
(BBA)
in**

A Three Year Full Time - Semester Program

Program Code : MBA

(w.e.f 2016-2017 admitted batch)

Website : **www.gitam.edu**

2016

Bachelor of Business Administration
Program Code: MBA
REGULATIONS
(W.e.f. 2016-17 admitted batch)

1.0 ADMISSION

Admission into BBA Program of GITAM University is governed by GITAM University regulations.

1.1 PROGRAMME EDUCATIONAL OBJECTIVE

1. The three year BBA program aims at developing a student's intellectual ability, executive personality and management skills through an appropriate blending of business and general education.
2. The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions in an organizational unit or an enterprise.
3. The program also seeks to prepare students for higher education in business at home and abroad.

1.2 PROGRAMME OUTCOME

1. At the end of the three year Bachelors in Business Administration program, students would gain a thorough grounding in the fundamentals of business management.
2. The industry and entrepreneurship oriented curriculum offers a number of specializations and practical exposures which would equip the student to face the contemporary challenges in the field.
3. The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up-to-date, assertive and effective business executives with strong leadership skills and social consciousness.

2.0 ELIGIBILITY CRITERIA

- 2.1 A minimum of 50% of marks in Pre-University / Higher Secondary / 10+2 / Intermediate examination in any discipline or equivalent from any recognized Board or Council.
- 2.2 Qualified in UGAT or GAT or qualified in GIM Online Test (GOT) conducted by GITAM Institute of Management, GITAM University.

3.0 CHOICE BASED CREDIT SYSTEM

Choice Based Credit System (CBCS) is introduced with effect from the admitted Batch of 2015-16 based on the UGC guidelines in order to promote:

- Student centered learning
- Cafeteria approach
- Students to learn courses of their choice
- Learn at their own pace
- Inter-disciplinary learning

Learning goals/ objectives and outcomes are specified leading to what a student should be able to do at the end of the program.

4.0 STRUCTURE OF THE PROGRAM

- i) Foundation Courses (compulsory) which give general exposure to a Student in communication and subject related area.
 - ii) Core Courses (compulsory).
 - iii) Discipline centric electives which
 - a) are supportive to the discipline
 - b) give expanded scope of the subject
 - c) give inter disciplinary exposure
 - d) Nurture the student skills

}	Intra Departmental Electives
}	Intra Departmental Electives
 - iv) Open electives - which are of general nature and unrelated to the discipline to expose the student in areas such as general knowledge, personality development, economy, civil society, governance etc.
- 4.2 Each course is assigned a certain number of credits depending upon the number of contact hours (lectures & tutorials) per week.
- 4.3 In general credits are assigned to the courses based on the following contact hours per week per semester
- 1 credit for each lecture/tutorial hour per week
 - 1 credit for 2 hrs of practical per week
 - 2 credits for three or more hours of practical per week

4.4 Range of credits

Name of the course	Range of credits
Theory	2 to 6
Practical's	2 or 3
Project work	1 to 5
Professional competency development course	1 or 2
Viva voce	1 or 2
Seminar	1 or 2

- 4.5 The BBA program comprises of six semesters spread across three academic years of study. The three year Program consists of fundamental knowledge about business, core courses and skill development courses (Electives) along with professional competency development courses.

Table-1

Description of the courses	Total Credits offered	Compulsory credits required to complete the program
Foundation Courses	34 Credits	34 Credits
Core courses	55 Credits	55 Credits
Elective Courses	48 Credits	24 Credits
Professional Competency Development courses	16 Credits	12 Credits
Total.....	153 Credits	125 Credits

NOTE:

1. A student has to earn a total of 113 credits out of 137 Credits in Foundation, Core and Elective Courses which are compulsory courses.
2. A Student has to secure 12 out of 16 credits in Professional Competency Development Courses.
3. A minimum of 125 Credits out of 153 credits are compulsory to complete the program and for awarding of the degree.

Every course offered as part of the curriculum, has been carefully picked and the course objectives clearly defined, based on the competency outcome that is expected to be delivered by the end of the course. Credits are assigned to a course, depending on the effort that is required to teach the laid out course objectives and the effort expected from students. One credit is represented by 1 hour of contact class interactions per week.

NOTE: GITAM Institute of Management reserves the right to change the total credits/courses offered without Prior notice.

SEMESTER - I

S. No.	Course Code	Title of the Course	Level of Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG101	English	Foundation Compulsory	3	-	3	40	60	100
2.	MBG131	MS Office & IT	Foundation Compulsory	2	2	3	100	-	100
3.	MBG103	Business Economics	Foundation Compulsory	3	-	3	40	60	100
4.	MBG105	Financial Accounting	Foundation Compulsory	4	-	4	40	60	100
5.	MBG107	Business Mathematics	Foundation Compulsory	4	-	4	40	60	100
6.	MBG109	Indian Business Environment	Foundation Compulsory	3	-	3	40	60	100
7.	MBA191	Semester End Viva	Core Skill Building	-	-	1	50	-	50
			TOTAL...	19	02	21	290	360	650

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-1

S. No.	Course Code	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1	MBA354	Out Bound Training (OBT)	-	2	1	50	-	50

Note : Professional Competency Development courses will be added in the 6th Semester

SEMESTER - II

S. No.	Course Code	Title of the Course	Level of Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG102/ MBG104/ MBG106/ MBG108	Telugu/ Sanskrit/ Hindi/ Special English* (Second Language)	Foundation Compulsory	3	-	3	40	60	100
2.	MBG110	Principles and Practice of Management	Core	3	-	3	40	60	100
3.	MBA102	Self Awareness & Personality Development	Foundation Compulsory	3	-	3	40	60	100
4.	MBA104	Cost and Management Accounting	Core	4	-	4	40	60	100
5.	MBG112	Business Statistics	Foundation Compulsory	3	-	3	40	60	100
6	MBA106	Creativity and Innovation	Core	3	-	3	40	60	100
7.	MBA192	Semester end Viva	Core Skill Building	-	1	1	50	-	50
			TOTAL...	19	02	21	290	360	650

Note –Special English is offered only to foreign nationals.

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-II

S. No.	Course Code	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1	MBA356	Yoga	-	2	1	50	-	50

Note : Professional Competency Development courses will be added in the 6th Semester

SEMESTER - III

S. No.	Course Code	Title of the Course	Level of Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG201	Indian Heritage & Culture	Foundation Compulsory	2	-	2	40	60	100
2.	MBG203	Business Communication Core	2	-	2	40	60	100	
3	MBG231	MS Excel	Foundation Compulsory	2	1	3	100		100*
4	MBG205	Human Resource Management	Core	3	-	3	40	60	100
5.	MBA201	Fundamentals of Entrepreneurship	Core	3	-	3	40	60	100
6.	MBG207	Marketing Management	Core	3	-	3	40	60	100
7.	MBA291	Social Project/ Rural Project	Core Skill Building	-	1	1	50	-	50
8.	MBA293	Semester End Viva	Core Skill Building		1	1	50	-	50
			TOTAL.....	15	03	18	400	300	700

***100 Marks Practical**

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-III

S. No.	Course Code	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs (CBA)		2	2	50	-	50
2.	MBA360	Soft skills	-	1	1	50	-	50
3.	MBA362	BEC	2	2	-	100	100	

Note : Note-Professional Competency Development Courses will be added in the 6th Semester

SEMESTER - IV

S. No.	Course Code	Title of the Course	Level of Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG202	Environmental Science	Foundation Compulsory	3	-	3	40	60	100
2.	MBG204	Banking Theory & Practice	Core	3	-	3	40	60	100
3.	MBA202	Organizational Behavior	Core	3	-	3	40	60	100
4.	MBA204	Sales and Distribution Management	Core	3	-	3	40	60	100
5.	MBA206	Business Laws	Core	4	-	4	40	60	100
6.	MBG206	Financial Management	Core	4	-	4	40	60	100
7.	MBA292	Semester End Viva-Voce	Core Skill Building	-	1	1	50	-	50
			TOTAL.....	20	1	21	290	360	650

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-III

S. No.	Course Code	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs (CBA)		2	2	50	-	50

Note : Note-Professional Competency Development Courses will be added in the 6th Semester

SEMESTER - V

S. No.	Course Code	Title of the Course	Level of Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA301	Business Plan Preparation	Core	3	-	3	40	60	100
2.	MBG301	Production & Operations Management	Core	3	-	3	40	60	100
3.	MBA303	Social Entrepreneurship	Elective Discipline Centric	3		3	40	60	100
4.	MBA305	Family Business Management	Elective Discipline Centric	3		3	40	60	100
5.	MBA341	Consumer Behavior	Elective Discipline Centric	3	-	3	40	60	100
6.	MBA343	Logistics and Supply Chain Management	Elective Discipline Centric	3	-	3	40	60	100
7.	MBA345	Stock Market Operation	Elective Discipline Centric	3	-	3	40	60	100
8.	MBA347	Indian Financial System	Elective Discipline Centric	3	-	3	40	60	100
9.	MBA349	Human Resource Development	Elective Discipline Centric	3	-	3	40	60	100
10.	MBA351	Performance management	Elective Discipline Centric	3	-	3	40	60	100
11.	MBA391	Industrial Project Report & Viva-voce	Core Skill Building	-	2	2	100	-	100
12.	MBA393	Semester End Viva	Core Skill Building	-	1	1	50	-	50
			TOTAL.....	20	1	21	290	360	650

Note: The student has to earn 21 credits out of 33 credits offered in 5th Semester

In case of electives, the student has to earn 12 compulsory credits out of a maximum of 24 credits.

The student has to choose one out of two electives in the following cases - Social Entrepreneurship (MBA303) or Family Business Management (MBA305), Consumer Behavior (MBA341) or Logistics and Supply Chain Management (MBA 343), Stock Market Operation (MBA 345) or Indian Financial System (MBA 347), Human Resource Development (MBA 349) or Performance management (MBA 351).

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-III

S. No.	Course Code	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs (CBA)		2	2	50	-	50
2.	MBA360	Soft skills	-	1	1	50	-	50
3.	MBA364	General Book Review	1		1	50	-	50

Note : Professional Competency Development Courses will be added in the 6th Semester

SEMESTER - VI

S. No.	Course Code	Title of the Course	Level of Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA302	Government Support and Financial Aspects of Entrepreneurship	Core	3	-	3	40	60	100
2.	MBG304	E-Commerce	Core	3	-	3	40	60	100
3.	MBA304	Business Simulation	Elective Discipline Centric		3	3	100	-	100
4.	MBA306	Families in Business	Elective Discipline Centric	3	-	3	100	-	100
5.	MBA342	Customer Relationship Management	Elective Discipline Centric	3	-	3	40	60	100
6.	MBA344	Advertising and Brand Management	Elective Discipline Centric	3	-	3	40	60	100
7.	MBA346	Insurance Management	Elective Discipline Centric	3	-	3	40	60	100
8.	MBA348	Income Tax Law & Practice	Elective Discipline Centric	3	-	3	40	60	100
9.	MBA350	Industrial Relations	Elective Discipline Centric	3	-	3	40	60	100
10.	MBA352	Employment Laws	Elective Discipline Centric	3	-	3	40	60	100
11.	MBA392	Semester End Viva-Voce	Core Skill Building	-	1	1	50	-	50
			TOTAL.....	20	1	21	290	360	650

Note: The student has to earn 19 credits out of 31 credits offered in 6th Semester

In case of electives, the student has to earn 12 compulsory credits out of a maximum of 24 credits.

The student has to choose one out of two electives in the following cases - Business Simulation (MBA304) or Families in Business (MBA306), Customer Relationship Management (MBA 342) or Advertising and Brand Management (MBA 344), Insurance Management (MBA 346) or Income Tax Law & Practice (MBA 348), Industrial Relations (MBA 350) or Employment Laws (MBA 352).

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-VI

S. No.	Course Code	Title of the Course	Theory	Practical	Credits	Internal Assessment	External Assessment	Total Marks
						Marks	Marks	
1.	MBA358	Current Business Affairs		2	2	50	-	50
2.	MBA366	Management Book Review	1	-	1	50	-	50

Note : Professional Competency Development Courses will be added in the 6th Semester

Professional Competency Development Courses to be added in the 6th Semester comprises of Professional Competency Development Courses in 1st, 2nd, 3rd, 4th, 5th and 6th Semesters.

S. No.	Course Code	Title of the Course	Total Credits
1.	MBA354	OBT	1
2.	MBA356	Yoga	1
3.	MBA358	CBA(Current Business Affairs)Starts from the 3rd Semester	8
4.	MBA360	Soft Skills	2
5.	MBA362	BEC	2
6.	MBA364	General Book Review	1
7.	MBA366	Management Book Review	1
		Total	16

Credit Break up details in Semester VI

S. No.	Details	Credits Offered	Credits to be earned
1.	Core Courses	6 Credits	6 Credits
2.	Electives (12 out of 24 to be earned)	24 Credits	12 Credits
3.	Professional Competency Development Courses (Minimum Compulsory Credits in Professional Competency Development courses=12 out of 16)	16 Credits	12 Credits
4.	Total Credits Offered	19	31 Credits

5.0 MEDIUM OF INSTRUCTION

The medium of instruction (including examinations and project reports) shall be English.

6.0 REGISTRATION

Every student has to register himself/herself for each semester individually at the time specified by the Institute / University.

7.0 ATTENDANCE REQUIREMENTS

- 7.1 A student whose attendance is less than 75% in all the courses put together in any semester will not be permitted to attend the end-semester examination and he/she will not be allowed to register for subsequent semester of study. He/she has to repeat the semester along with his/her juniors.
- 7.2 However, the Vice Chancellor on the recommendation of the Principal / Director of the University College / Institute may condone the shortage of attendance to the students whose attendance is between 66% and 74% on genuine medical grounds and on payment of prescribed fee.

8.0 EVALUATION

- 8.1 The assessment of the student's performance in a theory course shall be based on two components: Continuous evaluation (40 marks) and semester end examination 60 marks
- 8.2 A student has to secure an aggregate of 40% in the course in the two components put together to be declared to have passed the course ,subject to the condition that the candidate must have secured a minimum of 24 marks (ie.40%)in the theory components at the semester -end examination.
- 8.3 Practical/project work/industrial training /Viva Voce/Seminar/ Professional competency development courses etc are completely assessed under continuous evaluation for a maximum of 100 marks, and a student has to obtain a minimum of 40% to secure pass grade. Details of the assessment are as follows

Table -2 Assessment Procedure

S. No.	COMPONENT OF ASSESSMENT	MARKS ALLOTTED	TYPE OF ASSESSMENT	SCHEME OF EXAMINATION
1.	Theory	40	Continuous Evaluation	(i) Mid Semester examination: 15 marks. (ii) Two surprise subject related Quizzes: 10 marks. (iii) Class room Seminars and Case Discussion / workshop/ training/ Assignments: 15marks.
		60	Semester-end Examination	The semester-end examination in theory subjects: 60 marks. Note: In respect of courses having practical's, theory examination shall be for 40 marks and practical exam for 20 marks.
	Total	100		
	Practicals (Tally / Excel)	100	Continuous Evaluation	i) Forty (40) marks for lab performance, record and viva-voce ii) Sixty (60) marks for two tests of 30 marks each (one at the mid-term and the other towards the end of the semester) conducted by the concerned lab Teacher.
2.	Viva Voce at the end of each semester	50	Viva Voce	Viva at the end of each Semester shall be on all courses of that Semester and Industrial visits of that Semester.
3.	Social Project at the end of II Semester	50	Project Evaluation	Project Evaluation: 30 marks. Project Presentation: 20 marks.
4.	Company Project Report/Venture Plan-ning / Business Plan (10 weeks) in the end of IV semester	100	Project/plan Evaluation	(i) Project/plan Seminar: 50 (ii) Project/plan Evaluation: 50
5.	Comprehensive Viva	100	Viva-Voce	Comprehensive Viva on all the Courses of Study, minor project and industrial visits of I to VI semesters.
6.	Current Business Affairs	50	Continuous Evaluation	i. Group Discussion: Best two out of three : 20 Marks ii. Online Tests: Best six out of eight: Marks 30

7.	Soft Skills	50	Continuous Evaluation	Objective type tests: Best two scores out of three: Marks 50
8.	Business Simulation	100	Internal Evaluation	Lab-oriented paper
9.	Families in Business	100	Internal Evaluation	<p>a. Independent Research Paper: Student should select any family firm (First or Second Generation) either from their locality or elsewhere.(50 Marks)</p> <p>b. Seminar Paper Presentation: Seminar Paper should be between 2500 to 3500 words and present the same.(25 Marks)</p> <p>c. Assignment Preparation from the lead case studies.(15 Marks)</p> <p>d. Innovativeness in selecting and presenting the topic.(10 Marks)</p>

Assessment Procedure Professional competency development courses

S.No.	Course Code	Course	Total Credits	Marks	Evaluation
1.	MBA354	OBT	1	50	Will be evaluated by the trainers as per the performance in the training program the parameters are also decided by the trainers.
2.	MBA356	Yoga	1	50	Attendance - 5 Marks Viva - 5 Marks Practical Exercises - 40
3.	MBA358	CBA(Current Business Affairs) Starts from the 3rd Semester	8 (2crdts * 4 sems)	200	GD and Online quizzes
4.	MBA360	Soft Skills	2	100	Class Activity: Class activities will be conducted for 10 marks each and best two out of the three will be taken into consideration (20 marks) Online Test: Online tests will be conducted for 10 marks each and best two out of the three will be taken into consideration(20marks) Classroom participation:5 marks Attendance:5 marks
5.	MBA362	BEC	2	100	As per the British Council norms
6.	MBA364	General Book Review	1	50	Self Study & Presentation of the review -evaluated by Internal panel members
7.	MBA366	Management Book Review	1	50	Self Study & Presentation of the review -evaluated by Internal panel members
		TOTAL	16	600	

9.0 RETOTALLING, REVALUATION & REAPPEARANCE

- 9.1 Re-totalling of the theory answer script of the end semester examination is permitted on request made by the student by paying the prescribed fee within ten days of the announcement of the result.
- 9.2 Revaluation of the theory answer script of the end semester examination is also permitted on a request made by the student by paying the prescribed fee within fifteen days of the announcement of the result.
 - 9.3.1 A Student who has secured 'F' Grade in any theory course / Practical of any semester shall have to reappear for the semester end examination of that course.
 - 9.3.2 A student who has secured 'F' grade in a Practical course shall have to attend Special instruction classes held during summer.
 - 9.3.3 A student who has secured F grade in project work/industrial training etc shall have to improve his or her report and re appear for viva voce with the juniors for the first two years, whereas the final year student will appear for re examination at the instant special examination.

10.0 SPECIAL EXAMINATION

A student who has completed the stipulated periods of study for the BBA program and still has failure grade 'F' in not more than **Four theory courses**, excluding practical examination and Project viva, may be permitted to appear for special examinations, which shall be conducted during the summer vacation at the end of the last academic year.

11.0 BETTERMENT OF GRADES

Students who secured second class or pass who wish to improve their grades will be permitted **ONLY ONCE** to improve their grades at the end the program.

1. Candidates who have passed all the courses of a program within the stipulated period of study and who have obtained a Pass or Second Class only are eligible for Betterment of Grades.
2. Candidates who have already secured First Class or First Class with Distinction are not eligible for betterment of Grades.
3. Candidates who have completed the program of study beyond the stipulated period of study i.e. through Special examinations or subsequently, are not eligible for betterment of Grades
4. Betterment of Grades is permitted only through appearance of the theory examinations.
5. Betterment of Grades is permitted only once, at the end of the program of study, simultaneously along with Special examinations.

6. Candidates can appear for betterment at one course, across the semesters, for the number of semesters they have studied. i.e. a Six semester BBA student can appear for betterment in any Six courses of study.
7. The better Grade secured either in the first or betterment appearance shall be considered as the final Grade.
8. New Grade Card/PC shall be issued to candidates who have improved their Grades/Class after submitting the old Grade Card/PC.
9. The date, month and year of the declaration of betterment result shall be printed on the Grade Card/PC
10. Betterment marks shall not be taken into consideration for award of ranks, prizes, and medals.
11. Candidates have to pay a betterment fee as prescribed by the University.
12. The rules & regulations framed by the University from time to time shall be applicable.

12.0 GRADING SYSTEM

- 12.1 Based on the student performance during a given semester/trimester, a final letter grade will be awarded at the end of the trimester/semester in each course. The letter grades and the corresponding grade points are as given in Table 3.

Table 3: Grades & Grade Points

Sl.No.	Grade	Grade Points	Absolute Marks
1	O (outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very Good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above Average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	Ab(Absent)	0	-

- 12.2 A student who earns a minimum of 4 grade points (P grade) in a course is declared to have successfully completed the course, and is deemed to have earned the credits assigned to that course, subject to securing a GPA of 5 for a pass in the semester.

This is applicable to both theory and practical papers. In the case of project Report (dissertation) and Vice-Voce also, the minimum pass percentage shall be 40%.

13.0 GRADE POINT AVERAGE

13.1 A Grade Point Average (GPA) for the semester/trimester will be calculated according to the formula:

$$\text{GPA} = \frac{\Sigma[\text{CxG}]}{\Sigma\text{C}}$$

Where

C = number of credits for the course,

G = grade points obtained by the student in the course.

13.2 GPA is awarded to those candidates who pass in all the subjects of the semester/trimester. To arrive at Cumulative Grade Point Average (CGPA), a similar formula is used considering the student's performance in all the courses taken, in all the semesters/trimesters up to the particular point of time.

13.3 CGPA required for classification of class after the successful completion of the program is shown in Table 4.

Table 4: CGPA required for award of Class

Distinction	≥ 8.0*
First Class	≥ 6.5
Second Class	≥ 5.5
Pass	≥ 5.0

* In addition to the required CGPA of 8.0, the student must have necessarily passed all the courses of every semester in first attempt.

14.0 ELIGIBILITY FOR AWARD OF THE BBA (BA) DEGREE

14.1 Duration of the program:

A student is ordinarily expected to complete the BBA (BA) program in six semesters of three years. However a student may complete the program in not more than five years including study period.

14.2 However the above regulation may be relaxed by the Vice Chancellor in individual cases for cogent and sufficient reasons.

14.3 A student shall be eligible for award of the BBA degree if he or she fulfills the following conditions.

- i) Registered and successfully completed all the courses and projects.
- ii) Successfully acquired the minimum required credits as specified in the curriculum within the stipulated time.
- iii) Has no dues to the Institute, Hostels, Libraries, NCC/NSS, etc. and,
- iv) No disciplinary action is pending against him/her

14.4 The degree shall be awarded after approval by the Academic Council.

15.0 PEDAGOGY

The class room pedagogy is customized by individual faculty to enhance the learning experience, which is dependent on the course and the degree of absorption by students. It has been proven that the degree of absorption is directly proportional to self-learning or preparedness before the classroom sessions and the interactions during the classes. Knowledge thus gained builds a strong long-lasting foundation. Typically class room pedagogy ranges from instructions, simulations, case discussions, role plays, etc. Simulations and case discussions are adopted extensively across the curriculum, to supplement class room instructions/lectures.

15.1 Experiential Learning

Rather than giving cut flowers to students, at GITAM Institute of Management we would prefer to teach them how to grow their own plants. Practical field-based experiential learning enhances class-room instructions and links theory to practice, which is highly emphasized in this curriculum. Outbound Program, NGO Projects, Summer Internship, Social & Rural Projects and Industry Visits are integral parts of the field-based program, some of which are listed below.

15.2 Interaction with CEOs

Classrooms can teach how a bee looks, but to taste honey one should venture into the fields. At GITAM Institute of Management we endorse this learning philosophy by inviting senior leaders from the business arena and by conducting industrial visits, which can help connect and reinforce class work with real world solutions.

15.3 Guest and Visiting Faculty

Senior executives from corporate are invited periodically to serve as guest and visiting faculty. Attendance for guest lectures is mandatory. Students are

required to submit a reflective report about each guest lecture to their respective faculty member.

15.4 Industrial Visits

Industry visits are organized with an aim to simulate thought process and questions that help clarify the reasoning or justification of a particular style of doing things. Students should have an eye-for-detail and ask questions in their area of interest/discipline within the industry, and ensure they are answered by the executive. Students shall make no less than one industrial visit in each semester. A brief account of the visits shall be prepared and produced at the semester-end viva.

16.0 SEMESTER END EXAMINATION

16.1 Examination

Examinations are not the end, but a launching platform into a brighter future. The knowledge gained during the semester is tested through the semester end-examinations. Violation of norms regarding behavior in the examination hall will attract severe penalty. Students found copying in the examination halls will have one grade point less or asked to leave the programme basing on the consequences.

16.2 Examination Duration

The duration of each semester end-examination shall be for 3 hours. In case of courses having practicals, the duration of the theory exam shall be for 2 hours and the practical for an additional hour.. The medium of semester end examination for all the courses shall be English with the exception of languages (other than English)

16.3 Examination Pattern

A. The following shall be the structure of the question papers of different courses with case Analysis

S.No.	Pattern	Marks
1.	Section A : Five one page answer questions (Five out of Eight to be answered)	5 x 2 = 10 marks
2.	Section B : Five Essay type questions (either or choice Questions from each unit)	5 x 8 = 40 marks
3.	Section C : One Caselet (not more than 200 words)	1 x 10 = 10 marks
	Total	60 marks

- B. The following shall be the structure of question paper for courses with numerical problems.

S.No.	Pattern	Marks
1.	Section A : Five questions (both theory / problems) (Five out of Eight to be answered).	5 x 4 = 20 marks
2.	Section B : Problems/Theory (either or choice Questions from each unit)	5 x 8 = 40 marks
	Total	60 Marks

- C. The following shall be the structure of question paper for Computer related courses with practicals.

S.No.	Pattern	Marks
1.	Section A : Five one page answer questions (Five out of Eight to be answered).	5 x 2 = 10 marks
2.	Section B : Five Essay type questions (either or choice Questions from each unit)	5 x 6 = 30 marks
3.	Practicals*	20 marks
	Total	60 marks

- D. The following shall be the structure of question paper for all the other theory courses.

S.No.	Pattern	Marks
1.	Section A : Five one page answer questions (Five out of Eight to be answered).	5 x 3 = 15 marks
2.	Section B : Five Essay type questions (either or choice Questions from each unit)	5 x 9 = 45 marks
	Total	60 marks

16.4 Viva Voce

The Composition of Viva-Voce Board for Semester end/Year end consists of:

Program Coordinator	:	Chairman
One Senior Faculty from the Institute / Practitioner	:	Member

The Comprehensive Viva-Voce Board consists of:

Principal / Vice Principal	:	Chairman
One Senior Faculty from the Institute	:	Member
Program Coordinator	:	Convener
Senior Faculty/Practitioner	:	Member

SEMESTER - IV

S. No.	Code No.	Title of the Course	Level of Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG101	English	Foundation Compulsory	3	-	3	40	60	100
2.	MBG131	MS Office & IT	Foundation Compulsory	2	2	3	100	-	100
3.	MBG103	Business Economics	Foundation Compulsory	3	-	3	40	60	100
4.	MBG105	Financial Accounting	Foundation Compulsory	4	-	4	40	60	100
5.	MBG107	Business Mathematics	Foundation Compulsory	4	-	4	40	60	100
6.	MBG109	Indian Business Environment	Foundation Compulsory	3	-	3	40	60	100
7.	MBA191	Semester End Viva	Core Skill Building	-	-	1	50	-	50
			TOTAL.....	20	1	21	290	360	650

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-I

S. No.	Course Code	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1	MBA354	Out Bound Training (OBT)	-	2	1	50	-	50

Note : Professional Competency Development courses will be added in the 6th Semester

MBG101: ENGLISH

INTRODUCTION

Literature is the study of human nature. Reading of Literature influences human emotions and behavior. There is more to a person than what is displayed on the exterior. Literature also allows one to question prominent beliefs and examine lives, giving them deeper meaning. Literature is said to be the mirror of a person's behavior. Reading literature sensitizes students to major issues facing society and the world through a critical reading of literary pieces in relation to their milieu.

OBJECTIVES

- 1) To enable students to read and appreciate various forms of literature and to critically interact with them from different perspectives using appropriate literary strategies
- 2) To read literature using appropriate listening strategies
- 3) To pinpoint how far literature or language deviates from ordinary language
- 4) To unravel the hidden meaning in a text.

LEARNING OUTCOMES

At the end of this course the student –

- 1) Learns to employ basic English L,S,R,W skills more effectively in day-to-day life
- 2) Learns to identify various genres of prose and poetry
- 3) Learns the special use of language for various purposes
- 4) Realizes the importance of literature in enabling self-expression, creating awareness about and finding solutions to personal, professional and societal problems (especially in the era of globalization), thus emerging as a well integrated individuals

SYLLABUS

UNIT-I:

Poetry

1. Father Returning Home - DilipChitre
2. The Walrus and the Carpenter - Lewis Carroll
3. One Day I Wrote Her Name - Edward spenser

- | | |
|----------------------|---------------|
| 4. On Killing a Tree | - Gieve Patel |
| 5. Ode to Autumn | - John Keats |

UNIT-II:

Prose

- | | |
|--|-----------------------|
| 1. War Minus Shooting | - George Orwell |
| 2. A Dilemma-A Layman Looks At Science | - Raymond Fosdick |
| 3. You and Your English | - G.B. Shaw |
| 4. Humanities vs. Science | - Dr.S. Radhakrishnan |
| 5. Mother Teresa | - Khushwant Singh |

UNIT-III:

Short Stories

- | | |
|------------------------------|-------------------|
| 1. After Twenty Years | - O'Henry |
| 2. Selvi | - R K Narayan |
| 3. A Spark Neglected | - Leo Tolstoy |
| 4. The Beautiful White Horse | - William Saroyan |
| 5. Snapshot of a Dog | - James Thurber |

UNIT-IV:

Literature and Globalization

- | | |
|--|---------------------|
| 1. Fighting Indiscriminate Globalization | - Vandana Siva |
| 2. Riches | - RamachandraGuha |
| 3. Sharing the World | - AmartyaSen |
| 4. Vinoba –A Portrait Sketch | - Hallam Tennyson |
| 5. In Celebration of beingalive | - Christian Barnard |

UNIT-V:

Book Review

- | | |
|--------------------------|-------------------|
| 1. Diary of a Young girl | - Anne Frank |
| 2. Wings of Fire | - APJ Abdul Kalam |

TEXT BOOK

1. Material collected from Standard Books

REFERENCE BOOKS

1. Gupta, Nilanjana (2011), *English for All*, New Delhi: Mac Millan Publishers India Limited.
2. Gunter Gerngross and Herbert Puchta (2013), *Playway to English*, Cambridge University Press.

JOURNALS

1. Research journal of English Language and Literature KY Publications
2. GITAM Journal of Management, GITAM University, Visakhapatnam

MBG131: MS OFFICE AND IT

INTRODUCTION

MS Office refers to all tools and methods that are applied to office activities which make it possible to process written, visual and sound data in a computer aided manner. MS Office is intended to provide elements which make it possible to simplify improve, and automate the organization of the activities of a company or a group of people.

OBJECTIVES

- 1) To acquaint the students with the fundamentals of information technology
- 2) To give basic understanding of working with MS Office.

LEARNING OUTCOMES

At the end of this course the student will

- 1) Understand the different elements of Information Technology
- 2) Understand the importance of MS Office in carrying out organizational activities.
- 3) Get hands on experience in working with MS Office

SYLLABUS

UNIT-I:

Introduction to Information Technology: Definition, Elements of IT - Computer System - Characteristics, Classification of Computers, Components of Computer - Input Devices, Output Devices, Types of Memories, Software - System Software, Application Software, Networking - Definition, Types of Networks - LAN, MAN, WAN, Internet and its applications

UNIT-II:

Introduction to MS Office and MS Word: Components of MS Office, Applications of MS Office, MS Word - Working with MS Word Documents, Text Formatting, Working with Tables, Spelling and Grammar, Adding Graphics to document, Mail Merge

UNIT – III:

MS Excel: Working with MS Excel Workbook, Worksheet Management, Formulae and Functions, Inserting Charts, Sorting, Filters, Printing in Excel

UNIT – IV:

MS Access: Basic database concepts - Definition, Advantages, Integrity Constraints and Keys, Creating database in MS Access, Creating Forms in MS Access, Creating Reports in MS Access, Working with Queries

UNIT – V:

MS PowerPoint: MS PowerPoint - Creating Presentations, Working with Slides - Slide Design and Slide Layout, Working with Animation, Working with Graphics - Pictures, ClipArt, Audio Clips, Video Clips

TEXT BOOK

1. Gary B Shelly, Thomas J Cashman, Misty E Vermaat (2010), Microsoft Office 2007, New Delhi: Cengage Learning India Limited.

REFERENCE BOOKS

1. Bandari Vinod Babu (2012), Fundamentals of Information Technology, New Delhi: Pearson Education.
2. ITL ESL (2011), Fundamentals of Computers, New Delhi: Pearson Education.

JOURNALS

1. GITAM Journal of Management, GITAM University, Visakhapatnam

MBG103: BUSINESS ECONOMICS

INTRODUCTION

In today's competitive business environment, effective managerial decision making requires use of economic concepts and tools. Business efficiency depends on minimization of cost and maximization of production which requires perfect understanding of the economic concepts like demand, supply, production, cost and market conditions. Managerial economics uses economic concepts and principles by emphasizing on demand analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy.

OBJECTIVES

- To understand the key economic concepts which are used for effective decision making.
- To understand and apply demand and supply analysis to business decisions.
- To know the basics of market morphology and identify the different market structures.
- To understand basic macroeconomic concepts which are relevant to business environment.

LEARNING OUTCOMES

On completion of this course the student

- 1) Will be able to apply Economic Concepts for Business Decision Making
- 2) Would be able to apply the market forces in Decision Making
- 3) The student will get acquainted with the Different Markets and the Pricing Decisions.
- 4) To illustrates how macro economics contributes to business management.

SYLLABUS

UNIT-I:

Economics: Introduction, Managerial Economics scope, importance of Managerial Economics.

UNIT-II:

Demand and Supply Analysis: Demand, meaning, determinants, Law of Demand, demand schedule, supply - meaning, determinants of supply, determination of equilibrium using demand and supply, elasticity of demand, types of elasticity, demand forecasting, Methods of demand forecasting.

UNIT – III:

Production and Cost Analysis: Production - meaning, production function, one variable production function (Short Run), Isoquants (Long Run), Cost concepts, economic costs, deriving cost curves, short run cost functions, long run cost functions, economies of scale.

UNIT – IV:

Market Structure: Basis for classification of market power, kinds of competitive market, price and output decisions in perfect competition and imperfect market, Monopoly, Monopolistic, Oligopoly market- Market Failures and Externalities.

UNIT – V:

Macroeconomics: National Income-Concepts of national income, methods of calculating national income- Monetary Policy- Fiscal Policy- Inflation-causes-demand pull and cost push inflation, measures to control inflation, business cycles -phases of business cycles and measures to control business cycles.

TEXT BOOK

1. Geetika, P.Ghosh, P.R.Choudhury, Managerial Economics, McGraw Hill Education Private Limited, New Delhi, 2014.

REFERENCE BOOKS

1. Yogesh Maheswari, Managerial Economics, PrenticeHall, New Delhi, 2014.
2. Dominick Salvatore, ,SeventhEdition,Adapted Version, Oxford Publication New Delhi, 2014.
3. Paul G. Keat, Phili K. Y. Young, Sreejata Banerjee, "Managerial Economics", Pearson, New Delhi, 2012.

JOURNALS

1. Economic and Political Weekly, Sameesha Trust, Mumbai.
2. GITAM Journal of Management, GITAM Institute of Management, GITAM University, Visakhapatnam
3. Indian Journal of Economics, Academic Foundation, New Delhi

MBG105: FINANCIAL ACCOUNTING

INTRODUCTION

Accounting is aptly called the language of business. This designation is applied to Accounting because it is the method of communicating business information. The basic function of any language is to serve as a means of communication. Accounting duly serves this function.

OBJECTIVES

- 1) To equip the students with knowledge of fundamentals of Financial Accounting systems
- 2) To make students proficient in the application of Financial Accounting techniques.

LEARNING OUTCOMES

The student is expected to -

- 1) Analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.
- 2) Use accounting and business terminology, and understand the nature and purpose of generally accepted accounting principles (GAAP).
- 3) Explain the objective of financial reporting, the elements of the financial statements, and the related key accounting assumptions and principles.

SYLLABUS

UNIT-I:

Nature and Scope of Financial Accounting and Systems: Principles - Accounting Concepts and conventions - Accounting Cycle - Double Entry System - Accounting equation - Preparation of Journals - Preparation of Ledgers.

UNIT-II:

Subsidiary books : Types of Subsidiary Books - Cash Book - Types of cash book - Preparation of Triple Column Cash Book. (NP)

UNIT - III:

Trial Balance: Meaning of Trial Balance - Preparation of Trial Balance - Types of Errors - Suspense Account. (NP)

UNIT – IV:

Preparation of Final Accounts : Trading Account - Profit and Loss Account - Balance Sheet - Treatment of Adjustments- (NP)

UNIT – V:

Bank Reconciliation Statement (BRS): Introduction and Significance of BRS - Pass Book - Cash Book - Causes for difference between cash book and pass book- Preparation of Bank Reconciliation Statement. (NP)

TEXT BOOK

1. Mukharjee and Hanif (2013), Financial Accounting, New Delhi: Tata Mc-Graw Hill

REFERENCE BOOKS

1. Maheswari S.N & Maheswari S.K (2010), Introduction to Financial Accounting, New Delhi: Vikas Publishing House.
2. Tulsian P.C (2011), Financial Accounting, Volume I and Volume II, New Delhi: Pearson Education.

JOURNALS

1. The Chartered Accountant : The Institute of Chartered Accountants of India
2. Journal of Accounting and Finance : Research Development Association, Jaipur
3. Indian Journal of Accounting : The India Accounting Association, Udaipur
4. The Accounting World :ICFAI Press, Hyderabad

MBG107: BUSINESS MATHEMATICS

INTRODUCTION

The course is designed to understand and acquire knowledge and skills in Basic Mathematics for solving business problems

OBJECTIVES

- 1) To provide practice in the handling of business problems that deal with day-to-day transactions encountered by business administrators
- 2) To use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related.

LEARNING OUTCOMES

Upon completion of the course the students will be -

- 1) Familiarized with the nature of business problems
- 2) Able to analyze and take business decisions in day to day transactions.

SYLLABUS

UNIT-I:

Basic Mathematics: Theory of Indices: Definition, types of indices, properties of indices, basic problems on indices. Equations: Types of equations, solving linear simultaneous equations and Quadratic equations with one variable. Permutations and Combinations: Definition, basic problems on permutations and combinations.

UNIT-II:

Matrix Algebra : Definition, types of matrices, Scalar Multiplication of Matrix, Equating of Matrices, Matrix operations: Addition, Subtraction and Multiplication; Transpose of Matrix, Determinant of matrix, Inverse of Matrix, Solving of Equations by Cramer's Rule, Matrix Inversion method, Rank of Matrix.

UNIT – III:

Elementary Calculus - Differentiation: Definition, rules of differentiation, logarithmic differentiation, partial differentiation of first and second order, maxima & minima. Integration: Definition, some standard rules of integration, integration by substitution, integration by parts.

UNIT – IV:

Application of Calculus - Elasticity of demand, Average revenue, Marginal revenue, Average cost, Marginal cost, Total cost, Consumer's surplus, Supply curve of short period and long period in perfect competition, Maximum revenue, Minimum Cost, Maxima & Minima in perfect competition and monopoly, Effects of taxation and subsidy on monopoly.

UNIT – V:

Mathematics of Finance - Simple interest, Compound interest, Annuity, Concept of present value and amount of sum types of annuities, present value and amount of an annuity including the cases of continuous compounding, problems relating to sinking fund.

Problems will be given from all the units.

Note:

1. Proofs of theorems and derivations of formulae are excluded.
2. Trigonometric functions, Inverse Trigonometric functions and Hyperbolic functions are excluded.

TEXT BOOK

1. R.C. Joshi (2013.), Business Mathematics, Jalandhar: New Academic Publishing Co..

REFERENCE BOOKS

1. J.K Singh (2013), Business Mathematics, Mumbai: Himalaya Publishing House.
2. Dr.Amarnath Dikshit & Dr. Jinendra Kumar Jain (2011.), Business Mathematics, Mumbai: Himalaya Publishing House.
3. Dr.C.Sancheti and V.K.Kapoor (2012), Business Mathematics, New Delhi: Sultan Chand & Sons.

JOURNALS

1. American Journal of Mathematics (Johns Hopkins U, Baltimore MD, USA)
2. IMA Journal of Mathematics Applied in Business and Industry (Oxford Univ. Press)
3. Asian Journal of Mathematics (International Press)
4. Canadian Journal of Mathematics (CMS, Ottawa)

MBG109: INDIAN BUSINESS ENVIRONMENT

INTRODUCTION

The business environment in India is undergoing a dynamic change; what was looked upon as an underdeveloped nation is now regarded as a potential economic power, struggling to take strides in the service industry, providing multinational companies with unparalleled opportunities. With liberalization and privatization taking place in almost all major sectors of the economy, the nature and extent of the role of the state is undergoing fundamental changes; these are excellent portents. In this changing environment of search gigantic dimensions, this course is aimed at sensitizing the students to the value of implications of environment on business in general. Though any business is an economic activity, business ethics and social responsibilities of business are introduced in this course

OBJECTIVES

- 1) To make the students understand different facets of Indian Business Environment
- 2) To enable them to apply the unique advantages offered by Indian Business Environment and improve upon its shortcomings.

LEARNING OUTCOMES

- 1) To familiarize students with the nature of business environment and its components.
- 2) To facilitate students to develop conceptual framework of business environment and generate interest in Indian business.

SYLLABUS

UNIT-I:

Indian Business Environment : Meaning and definition- salient features-significance of business and Environment-Internal factors and external factors of business environment- Political environment-Economic environment-Social environment-Technological environment

UNIT-II:

Planning in India and Industrial Policy : Objectives of Planning in India -Eleventh Five Year Plan (2007-12) - Meaning and Objectives of Industrial Policies - New Trade Policy of 1991 - LPG in India: Meaning of Liberalization - Concept, Meaning, and Objectives of Privatization - Disinvestment Strategies - salient aspects of Globalization

UNIT – III:

India's Monetary and Fiscal Policy - Concept and Meaning of Monetary Policy - Objectives of the Monetary Policy - Meaning of CRR and SLR - Impact of the Monetary Policy - RBI's Monetary Policy Measures - Fiscal Policy and Economic Development - Techniques of Fiscal Policy - Differences between Monetary Policy and Fiscal Policy

UNIT – IV:

Social & Technological Environment - Poverty: Concept, Meaning, and Definition of Poverty - Causes of Poverty in India - Unemployment: Concept , Meaning, and Types of Unemployment - Factors Responsible for Unemployment - Human Development - Rural Development - Problems of growth - Impact of Technology on Business

UNIT – V:

Ecological and Legal Environment - Global Warming, Industrial Pollution and its Regulation- FERA- FEMA- Competition Act.

TEXT BOOK

1. Pual, Justin, Business Environment Text and Cases, Tata McGraw Hill, New Delhi
Worthington, Ian and Britton, Chris , "The Business Environment", Pearson Education Ltd, New Delhi.
2. A.C. Fernando, Indian Economy, Pearson Education Ltd, New Delhi, 2016

REFERENCE BOOKS

1. Cherunilam, Francis, "Business Environment?Text & Cases", Himalaya Publishing House, New Delhi.
2. K.Asathappa, "Essentials of Business Environment", Himalaya Publishing House, New Delhi.
3. Dutt, Ruddra and Sundaram, K.P.M., "Indian Economy", S. Chand & Co. Ltd., New Delhi.

SEMESTER - II

S. No.	Code No.	Title of the Course	Level of Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG102/ MBG104/ MBG106/ MBG108	Telugu/ Sanskrit/ Hindi/ Special English* (Second Language)	Foundation Compulsory	3	-	3	40	60	100
2.	MBG110	Principles and Practice of Management	Core	3	-	3	40	60	100
3.	MBA102	Self Awareness & Personality Development	Foundation Compulsory	3	-	3	40	60	100
4.	MBA104	Cost and Management Accounting	Core	4	-	4	40	60	100
5.	MBG112	Business Statistics	Foundation Compulsory	3	-	3	40	60	100
6	MBA106	Creativity and Innovation	Core	3	-	3	40	60	100
7.	MBA192	Semester end Viva	Core Skill Building	-	1	1	50	-	50
			TOTAL.....	19	01	20	290	360	650

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-I

S. No.	Course Code	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1	MBA356	Yoga	-	2	1	50	-	50

Note : Professional Competency Development courses will be added in the 6th Semester

MBG102: TELUGU

INTRODUCTION

This course contains a rich selection from Telugu language and literature.

OBJECTIVES

- 1) To enlighten students about the richness and value of the regional language
- 2) To offer working knowledge of Telugu to the students.

LEARNING OUTCOMES

- 1) The student learns reading and writing Telugu
- 2) Understands and learns proper use of Grammar
- 3) Develops communication Skills.

ప్రాచీన కవిత్వం

1. నన్నయ - గంగాశతనుల కథ
ఆంధ్రమహాభారతం - ఆదిపర్వం - నాల్గవ అశ్వాసం
(120-165) “నరవరుడగు శతనునకు” నుండి
“దివ్యభూషణాలంకృత” వరకు
2. తిక్కన - మూషిక మార్జాల వృత్తాంతం
ఆంధ్రమహాభారతం - శాంతిపర్వం - మూడవ
అశ్వాసం (202-242) అడవిలో నొకమట్టి.....
నుండి సౌఖ్యము బొందెన్.
3. అల్లసాని పెద్దన - హంసీచంక్రవాక సంవాదం
మనుచరిత్రము - ఆవర అశ్వాసం (62-88)
“గంగాతరంగిణి” నుండి “జంభారి భీదుర
సంరంభంబు” వరకు
4. తరిగొండ వెంగమాంబ - ఎఱుకత
శ్రీ వేంకటాచల మహాత్మ్యం - ఐదవ అశ్వాసం
(4-51) “పకుళను నేనా వివాహ ప్రయత్నంబు”
నుండి “అనియిట్లు” వరకు

ఆధునిక కవిత్వం

5. గరిమెళ్ళ సత్యనారాయణ - మాకొద్దీ తెల్లదొరతనము
6. శ్రీశ్రీ - మహాప్రస్థానం
7. జాషువ - ముపాసురులు
8. పుట్టపర్తి నారాయణాచార్యులు - మేఘదూతము

కథానికలు

9. పాలగుమ్మి పద్మరాజు - గాలివాన
10. కొలకలూరి ఇనాక్ - ఆకలి
11. కేతు విశ్వనాథ రెడ్డి - నమ్మకున్న నేల
12. పొట్లపల్లి రామారావు - జైలు

వ్యాకరణం

1. సంధులు - సవర్ణదీర్ఘ, గుణ, యణాదేశ, వృద్ధి, త్రిక, గ.స.డ.దవాదేశ, రుగాగమ, టుగాగమ, ఆద్రేడిత, అత్యసంధి మొదలైనవి.
2. సమాసాలు - తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి మొదలైనవి.

MBG104: SANSKRIT

INTRODUCTION

This course contains a rich selection from Sanskrit language and literature.

OBJECTIVES

- 1) To enlighten students about the richness and value of the classical language
- 2) To offer working knowledge of Sanskrit to the students.

LEARNING OUTCOMES

- 1) The student learns reading and writing Sanskrit
- 2) Understands and learns proper use of Grammar
- 3) Develops communication Skills.

POETRY:

Lesson No. 1	Saranagathi From Valmiki Ramayanam Yuddhakanda 17 th Canto Slokas 11 – 68
Lesson No. 2	Ahimsa Paramodharmah From Srimadbharatam, Adiparva 8 th chapter Sloka 10 – to the end of 11 Chapter
Lesson No. 3	RaghohAudaryam From Raghuvamsa 5 th Canto 1 – 35 Slokas

PROSE :

Lesson No. 4	Mitrasampraptih From Pancatantra – Ist Story (Abridged)
Lesson No. 5	Modern prose Chikrodakatha Andhra KavyaKathah By Sannidhanam Suryanarayana Sastry
Lesson No. 6	Computer Yanthram By Prof. K.V. Ramakrishnamacharyulu

GRAMMAR

DECLENSIONS:

Nouns ending in Vowels:

Deva, Kavi, BhanuDhatr, Pitr, Go, Rama, Mati,
Nadee, Tanu, Vadhuo, Matr, Phala, Vari & Madhu

SANDHI:

SwaraSandhi	Savarnadeergha, Ayavayava, Guna, Vrddhi, Yanadesa
VyanjanaSandhi	Scutva, Stutva, Anunasikadvitva, Anunasika, Latva, Jastva
VisargaSandhi	Visarga Utva Sandhi, VisargalopaSandhi, Visarga RephaSandhi, OoshmaSandhi

SAMASA :

(1) Dwandwa	(2) Tatpurusha (Common)
(2a) Karmadharaya	(2b) Dwigu
(2c) ParadiTatpurusha	(2d) Gatitatpurusha
(2e) UpapadaTatpurusha	(3) Bahuvrihi
(4) Avyayibhava	

CONJUGATIONS

I st Conjugations	- Bhoo, Gam, Shtha, DrhsLabh, Mud
II nd Conjugation	- As ()
III rd Conjugation	- Yudh
IV th Conjugation	- Ish
VIII th Conjugation	- Likh, Kri ()
IX th Conjugation	- Kreen ()
X th Conjugation	- Kath, Bhash, Ram, Vand

MBG106: HINDI

INTRODUCTION

This course contains a rich selection from Hindi poetry and prose. Grammar and translations from official language are also included.

OBJECTIVES

- 1) To enlighten students about the richness and value of the national language
- 2) To offer working knowledge of Hindi to the students.

LEARNING OUTCOMES

- 1) The student learns reading and writing Hindi
- 2) Understands and learns proper use of Grammar
- 3) Develops communication Skills

गद्य विभाग (Prose Detailed Text)

- | | |
|---------------------------------|--------------------------------|
| 1. बाजार दर्शन | - जीनेन्द्र कुमार |
| 2. ईर्ष्या: तू न गयी मेरे मन से | - रामधारी सिंह 'दिनकर' |
| 3. आपने मेरी रचना पढ़ी? | - आचार्य हजारी प्रसाद द्विवेदी |
| 4. भारतीय साहित्य की एकता | - नन्ददुलारे वाजपेयी |
| 5. अतिथि | - रामविलास शर्मा |
| 6. मेरी रुमाल खो गई | - विद्यानिवास मिश्र |
| 7. कवि और कविता | - महावीर प्रसाद द्विवेदी |
| 8. सोना हिरणी | - महादेवी वर्मा |
| 9. कफन | - प्रेमचंद |

उपवाचक विभाग (Non-Detailed Text)

- | | |
|---------------------|------------------------------|
| 1. पुरस्कार | - जयशंकर प्रसाद |
| 2. हार | - श्रीमती मधू भण्डारी |
| 3. सदाचार का तावीज़ | - हरिशंकर परसाई |
| 4. आदमी का बच्चा | - यशपाल |
| 5. हार की जीत | - सुदर्शन |
| 6. ठाकुर का कुआँ | - प्रेमचन्द |
| 7. उसने कहा था | - श्री चन्द्रधर शर्मा गुलेरी |
| 8. रोज | - श्री अज्ञेय |
| 9. चीफ की दावत | - भीष्म साहनी |

व्याकरण भाग

1. निर्देश के अनुसार वाक्यों को बदलकर लिखिए।

(Rewriting of sentences as directed)

1. कारक (Case)

2. लिंग (Gender)
 3. वचन (Number)
 4. काल (Tense)
 5. वाच्य (Voice)
- II. शुद्ध कीजिए (Correction of Sentences)
- क) 'चाहिए' प्रयोग
 - ख) लिंग और वचन संबंधी
- III. वाक्य प्रयोग (Make your Own Sentences)
- IV. कार्यालय हिन्दी : प्रशासनिक शब्दावली / परनाम (Karyalay Hindi : Administrative terminology)
- क) कार्यालयों के नाम
 - ख) पद नाम
- V. संधि विच्छेद (Sandhi Vichchhed)
- VI. विलोम शब्द (Antonyms)
- VII. पत्र लेखन (Letter Writing)
- VIII. गद्यांश के आधार पर दिये गये प्रश्नों का उत्तर देना चाहिए।
- VIII. निबंध

Text Book

1. Prose Text: Dr. Ajaya Kumar Patnaik, Gadya Gaurav, Sonam Prakashan, Badamdadi, Cuttak.
2. Non-Detailed Text: Dr. Gulam Moinuddin Khan, Charchit Kahaniyan, Shabnam Pustak Mahal, Badamdadi, Cuttak
3. Text: Dr. T. Nirmala & Dr. S. Mohan, Padya Manjari, Rajkamal Prakashan, New Delhi. * Latest Editions.

MBG108: SPECIAL ENGLISH

INTRODUCTION

Linguistics is the scientific study of human language. It has got several branches. Phonetics is that branch of linguistics which deals with the study of speech sounds or phonemes in general. Phonemes are smallest units of speech sounds. They are not meaningful by themselves. But they can bring about change in meaning. Phonemes are combined into larger meaningful units called morphemes.

OBJECTIVES

- 1) To enable students to get familiarized with the sounds and symbols of English.
- 2) To enable students to apply the basics of phonetics and grammar for effective conversation.

LEARNING OUTCOMES

- 1) The student learns the basics of English phonetics and pronunciation, speech rhythm and intonation
- 2) The student also grasps the essentials of grammar and vocabulary, leading to effective communication skills.

SYLLABUS

Unit I: Basics of Phonetics

Unit II: Word Stress

Unit III: Intonation

Unit IV:

Applied grammar and usage –Subject Verb agreement-Correct uses of tenses- types of clauses-Tag questions-Correct usage of punctuation marks.

Unit V:

Vocabulary- The importance of vocabulary in language.-2)Word formation techniques (3) Technical words, phrasal verbs, idiomatic usages, one word substitutions, homonyms, homophones, eponyms.

TEXT BOOK

1. Text Book will be prepared by GIM faculty.

REFERENCE BOOKS

1. Mark Hancock (2013), *English in Use*, Cambridge University Press.
2. Gunter Gerngross and Herbert Puchta (2013), *Playway to English*, Cambridge University Press.

JOURNALS

1. International Journal of English Linguistics, Canadian Center for Science and Education.
2. Journal of English Linguistics, Sage Journals.

MBG110: PRINCIPLES AND PRACTICE OF MANAGEMENT

INTRODUCTION

One of the most important human activities is managing. Management, in fact can be traced back to the ancient times especially in large scale endeavors like great pyramids of Egypt, Great Wall of China, Taj Mahal in India. All these required a large number of people working in groups in a better coordinated way to achieve a well defined target over a period of time.

In the present context of globalization, on account of the increasing role of large and complex organizations in the development of the economy, the concept of management has become very significant for managing the business efficiently.

OBJECTIVES

- 1) To enable the students to understand the fundamental principles of management
- 2) To enable students to apply the practices of management

LEARNING OUTCOMES

- 1) After completing the course the student will be able to understand and explain the concepts of management and its managerial perspective.
- 2) It will equip students to map complex managerial aspects arising due to ground realities of an organization.
- 3) They will gain knowledge of contemporary issues in management and various approaches to resolve those issues.

SYLLABUS

Unit I:

Management: Nature, Concept, Scope and Significance; Functions; Management: Art or Science or Profession, Organization Vs. Administration Vs. Management, Schools of Management: Contributions of F.W. Taylor, Henry Fayol, Elton Mayo; Roles of Managers; Social Responsibility and Business Ethics.

Unit II:

Planning: Concept, Objectives, Types, Steps and Techniques; Making Planning Effective; Decision Making: Steps in Decision Making and Types; Management by Objectives (MBO).

Unit III:

Organizing : Structure, Nature, Types of Organisations, Principles of Organising, Departmentalisation, Delegation, and Decentralisation of Authority, Span of Control - Line and Staff Functions. Staffing: Concept, Significance and Functions.

Unit IV:

Introduction, Characteristics of a Leader, Functions of a Leader, Leadership and Management, Principles of Leadership, Styles of Leaders.

Unit V:

Introduction, Concept of Controlling, Purpose of Controlling, Types of Control, Steps in Controlling, Techniques in Controlling.

Case Analysis (Not exceeding 250 words).

TEXT BOOK

1. Harold Koontz & Heinz Weirich (2012), *Management, a Global and Entrepreneurial Perspective*, New Delhi:Tata McGraw Hill Publishing company.

REFERENCE BOOKS

1. Dipak Kumar Bhattacharyya (2012), *Principles of Management: Text and Cases*, New Delhi: Pearson Publications.
2. Balasubrahmanian. N. (2012), *Management Perspectives*, New Delhi: MacMillan India Ltd.
3. Charles Hill, Steven Mc Shane (2012), *Principles of Management*, New Delhi: Tata Mac Graw Hill
4. Ricky W. Griffin (2012), *Management*, New Delhi: Cengage Learning.
5. Terry and Franklin (2011), *Principles of Management*. New Delhi: AITBS Publishers.
6. Robert Kreitner (2012), *Principles of Management*. New Delhi: Cengage South-Western12 E.

JOURNALS

1. Vikalpa, Indian Institute of Management
2. Journal of General Management., Mercury House Business Publications, Limited
3. Harvard Business Review, Harvard Business School Publishing Co. USA
4. Indian Management, AIMA, New Delhi
5. IJBMT Global Business Innovation, SPIRI
6. GITAM Journal of Management, GIM, GITAM University.

MBA102: SELF AWARENESS AND PERSONALITY DEVELOPMENT

INTRODUCTION

Self awareness and personality development is going to build upon the students' basic understanding of intelligence, learning and personality. The course would help in relating their learning to its importance in the present industry context in a dynamic and complex environment where stress is on "HUMAN CAPITAL". The main aim of this course is to equip the students with the required theoretical knowledge to gain insight in to personality development and self awareness which would result in better motivation of self and group (team), and implementing the same to bring about a cohesive development in their decision making process.

OBJECTIVES

- 1) To enable the Student to gain an insight into the self and the process of Personality Development
- 2) To enable the student to explain the factors that determine personality.

LEARNING OUTCOMES

- 1) The student will be able to understand his/her personality and the process of self-development.
- 2) The student will be able to understand the other's personality too and interact positively.

SYLLABUS

Unit I:

Personality, Nature and Importance, Individuality, Character, Determinants of Personality, Hereditary Potentials, Environmental Influences, Situational Factors.

Unit II:

Self Esteem, Know Yourself, Develop Self Esteem, Face and Accept Reality, Accept Yourself, Self Improvement, Plan to improve yourself, Visualize your best self, Long term goals, Short term objectives, Action Plans,

Developing Positive Attitudes, Development of Attitudes, Learning Attitudes, Improve your attitudes, Coping with other people's negative attitudes.

Unit III:

Self Motivation, Sources of Motivation, Willingness to work, Unpleasant tasks, Responsibility, Dependability, Self Management, Efficient work habits, Time Management, Resource Management, Stress Management, Thinking Skills, Thinking Defined, Higher-order thinking abilities, Critical thinking, Creative thinking, Decision Making, Problem Solving.

Unit IV:

Transactional Analysis, Nature and Importance, Ego States, Life Positions, Transactions, Johari Window, Nature and Importance, Johari Window as a Model of Interpersonal Interactions.

Unit V:

Emotional Intelligence: Nature and Importance, IQ versus EQ, Components of Emotional Intelligence, Self regulation, Self Awareness, Motivation, Empathy, Social Skills.

Case Analysis (Not Exceeding 200 words)

TEXT BOOK

1. Wallace and Masters (2012), *Personal Development for Life and Work* 10th Edition, New Delhi: Cengage Learning.

REFERENCE BOOKS

1. Robbins, Stephen & Sanghi.S. (2013), *Organizational Behavior*, New Delhi: Pearson Education.
2. Clegg, Brian (2012), *Personal Development*, New Delhi: Kogan Page Ltd.,
3. McGrath E H.(2011), *Basic Managerial Skills for All* 6th Edition India, Prentice Hall.

JOURNALS

1. GITAM Journal of Management, GITAM University, Visakhapatnam.
2. Harvard Business Review.
3. ICFAI Journal of HRM.
4. HRM Review.

MBA 104: COST AND MANAGEMENT ACCOUNTING

INTRODUCTION

Cost Accounting: In the initial stages cost accounting was merely considered to be a technique for ascertainment of cost of products or services on the basis of historical data. In course of time due to competitive nature of the market, it was realized that ascertainment of cost is not as important as controlling costs. Hence, cost accounting started to be considered more as a technique for cost control as compared to cost ascertainment. Due to technological development in all fields, now cost reduction has also come within the ambit of cost accounting. Cost accounting is thus concerned with recording, classifying and summarizing costs for determination of costs of products or services, planning, controlling and reducing such costs and furnishing of information to management for decision-making

Management Accounting: Management accounting is concerned with the provision of information to people within the organization to help them make better decisions and improve the efficiency and effectiveness of existing operations.

OBJECTIVES

- 1) To enable the students to acquaint themselves with the various methods of ascertainment of cost and management accounting.
- 2) To acquaint them with various techniques of cost and management control.

LEARNING OUTCOMES

The student will be able to –

- 1) Understand the elements of cost
- 2) Understand the preparation of cost sheet
- 3) Understand the concepts of Job, Batch, Contract and Process Costs and Preparation of the relevant documents.
- 4) Understand management accounting concepts in managerial decision making.

SYLLABUS

Unit I:

Cost and Management Accounting: Meaning of costing, cost accounting and management accounting-Nature and Scope of Cost Accounting and Management Accounting – Importance of cost centre and cost unit - Cost Accounting vs. Management Accounting vs. Financial Accounting - Significance of Cost Accounting and Management Accounting.

Unit II:

Elements of Different Costs: Direct and Indirect - Material Cost- Issue of Materials- Pricing Methods (LIFO, FIFO, Simple and Weighted Average) - Labour cost- Direct and Indirect Labour Cost- Systems of Payment of Wages(Halsey & Rowan Plans) - Overheads-Classification, Allocation and Apportionment of Overheads.(NP)

Unit III:

Preparation of Cost Sheet: Classification of costs – prime cost – works cost – cost of production – cost of sales – Profit Margin - Preparation of Cost sheet for special work orders (NP)

Unit IV:

Managerial Applications of Cost-Volume-Profit and Break Even Analysis:

Analysis and Classification of different Costs- Fixed Cost- Variable Cost-incremental Cost- Differential Costs- Opportunity Cost and Cost-Volume-Profit Analysis- Margin of Sales and Break Even Point- Decisions involving alternative choices – Make or Buy Decision- determination of sales mix – addition or deletion of a product (NP)

Unit V:

Budgeting: Meaning of a Budget- Budget, Budgeting and Budgetary control – Essentials of a Budgetary Control- Master Budget- Flexible Budget- Production and Sales Budget- Zero Based Budgeting. (NP)

TEXT BOOK

1. S.P. Jain & K.L. Narang (2013), *Cost and Management Accounting*, New Delhi: Kalyani Publishers.

REFERENCE BOOKS

1. Khan & Jain (2012), *Cost Accounting*, New Delhi: Tata Mc-Graw Hill Publishing House.
2. Sharma & Shashi K. Gupta (2014), *Management Accounting*, New Delhi: Kalyani Publishers.
3. S.N.Maheswari (2012), *Management Accounting*, New Delhi: S. Chand Publications.

JOURNALS

1. GITAM Journal of Management. GITAM University.
2. The Chartered Accountant, New Delhi.
3. The Management Accountant, Kolkata,
4. Journal of Management Accounting and Research, Jaipur.
5. Indian Journal of Commerce, IGNOU, New Delhi

MBG112: BUSINESS STATISTICS

INTRODUCTION

The course is designed to enable students to understand and acquire knowledge and skills in statistics for solving business problems.

OBJECTIVES

- 1) To familiarize the students with the basic concepts of statistics
- 2) To provide them statistical techniques which are useful in business decisions.

LEARNING OUTCOMES

- 1) Student will be able to understand the measurement systems, variability, control processes (as in statistical process control or SPC), for summarizing data.
- 2) Student will be able to make data-driven decisions.

SYLLABUS

Unit I:

Social & Economic Surveys - Meaning, Definition and Need - Techniques of Conducting Surveys - Survey Design - Sources of Data - Methods of Primary Data Collection - Sampling - Different types of Sample Design - Data Analysis and Presentation.

Unit II:

Measures of Central Tendency: Mean, Median, Mode. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of Dis-persion, Coefficient of Variation, Combined Arithmetic Mean and Combined Standard Deviation.

Unit III:

Correlation and Regression Analysis: Meaning of Correlation, Types of Correlation, Methods of Computation of Correlation Coefficient : Karl Pearson and Spearman's Rank; Meaning of Regression, Types of Finding the Regression Equations : Least Square Principle and Using Regression Coefficient Methods, Prediction Using the Regression Equations.

Unit IV:

Probability: Introduction, Definitions of Various Terms, Definition of Probability and Basic Problems in Probability. Index Numbers: Definition, Uses of Index Numbers Types of Index Numbers – Laspyre, Paasche's, Fisher's, Cost of Living Index Numbers.

Unit V:

Time Series Analysis: Definition, Components of Time Series, Measurement of Trend : Least Square Method, Moving Average Method, Report writing - Significance of Report Writing - Steps in Report Writing - Layout of the Research Report.

Note: Proofs of theorems and derivations of problems and distributions are excluded.

TEXT BOOK

1. J.K Sharma (2013), *Business statistics*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. S.C. Gupta & Indra Gupta (2012), *Business Statistics*, Hyderabad: Himalaya Publishing House.
2. David M.Levine, David Stephan Timothy C.Krehbiel, Mark L Berenson (2012), *Statistics for managers using Microsoft Excel*, New Delhi: Prentice Hall India Pvt.
3. Amir D. Aczel, Jayavel Sounderpandian (2011), *Complete Business Statistics*, New Delhi: Tata McGraw Hill.
4. S.P. Gupta &M.P. Gupta (2012), *Business Statistics*, New Delhi: Sultan Chand & Sons.

JOURNALS

1. American Statistician, American Statistical Association, USA.
2. Journal of the American Statistical Association, American Statistical Association, USA
3. Journal of Mathematics and Statistics, Science Publications, USA.

MBA 106: CREATIVITY AND INNOVATION

INTRODUCTION

Creativity is not a myth that is the result of magic, madness or mystery. Instead, creativity can be influenced by variables one can control and affect. Increased creativity and problem solving skills will help to ensure that the desired outcome of all engagements and work is successfully completed in a timely and cost effective manner. In addition, the outcome(s) will tend to exceed customer expectations and will be more satisfying for the individual and the team on both personal and professional levels. This course is designed to develop creativity and innovation skills in students.

OBJECTIVES

- 1) Enable students to understand the concept of creativity
- 2) Help students to understand how creativity relates to innovation
- 3) Train students to apply various creativity models in the workplace.

LEARNING OUTCOMES

Upon completion of this course, the student will be able to-

- 1) Understand the major elements of creativity
- 2) Understand how the elements of creativity interact
- 3) Understand how to apply and optimize the elements of the creative model
- 4) Manage model activities to promote strong creativity and achieve innovation

SYLLABUS

Unit I:

Perspectives on the Creative process: How to develop- ideas – Strengthen your reasoning power – Working Creatively – Unlocking creativity.

Unit II:

Creativity and Conformity: How management can develop and sustain a creative environment – Managing Internal Entrepreneurs.

Unit III:

Managing Creative People: Nurturing managerial creativity – Creative decision – Making and problem solving.

Unit IV:

Recruiting and training a creative staff: How to find and retain creative people – System for increasing inventiveness – Training people to solve problems creatively.

Unit V:

Innovation: Stimulating technological innovation – Nurturing the Innovator – The innovative spirit in an industrial setting.

TEXT BOOK

1. A Dale Timpe (2014), *Creativity*, Mumbai: Jaico Publishing House.

REFERENCE BOOKS

1. Bill Bolton, John Thompson (2014), *Entrepreneurs: Talent, Temperament and Opportunity*, Routledge 3rd Ed.
2. Arya Kumar (2014), *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*, New Delhi: Pearson Publications.
3. S.Anil Kumar & S.C Purnima (2014), *Entrepreneurship Development*, New Delhi: New Age Publishers.
4. Vasant Desai (2014), *Dynamics of Entrepreneurial Development and Management*, New Delhi: Himalaya Publishing House.
5. Madhurima Lall and Shikha Sahai (2012) *Entrepreneurship*, New Delhi: Excel Books.
6. Poornima M. Charantimath (2014), *Entrepreneurship Development – Small Business Enterprises*, New Delhi: Pearson.

JOURNALS

1. Harvard Business Review
2. International Journal of Entrepreneurial Behaviour and Research
3. International Journal of Small Business Management
4. International Journal of Entrepreneurship and Innovation Management
5. The Mint/ The Economic Times/Business Standard/Business Line daily news papers

SEMESTER–III

S. No.	Code No	Title of the Course	Level of Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG201	Indian Heritage & Culture	Foundation Compulsory	2	-	2	40	60	100
2.	MBG203	Business Communication	Core	2	-	2	40	60	100
3	MBG231	MS Excel	Foundation Compulsory	2	1	3	100		100*
4	MBG205	Human Resource Management	Core	3	-	3	40	60	100
5.	MBA201	Fundamentals of Entrepreneurship	Core	3	-	3	40	60	100
6.	MBG207	Marketing Management	Core	3	-	3	40	60	100
7.	MBA291	Social Project /Rural Project	Core Skill Building	-	1	1	50	-	50
8.	MBA293	Semester End Viva	Core Skill Building		1	1	50	-	50
			TOTAL	15	03	18	400	300	700

* 100 Marks Practical

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-III

S. No.	Code No	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs (CBA)		2	2	50	-	50
2.	MBA360	Soft skills	-	1	1	50	-	50
3.	MBA362	BEC	2		2	-	100	100

Note : Professional Competency Development courses will be added in the 6th Semester.

MBG201: INDIAN HERITAGE AND CULTURE

INTRODUCTION

In a broad sense culture means anything physical or non-physical which we produce and cultivate. Heritage is something, which we receive from our ancestors. Culture is a product of great forces. This is the peculiarity of Indian culture. It is unique in the world and we Indians are proud of it.

OBJECTIVES

- 1) To enable the students to have an insight into and understanding of the great heritage and culture of India.
- 2) To sensitize them towards preservation and progression of the same.

LEARNING OUTCOMES

This course helps students to –

- 1) equip themselves with knowledge about the heritage and culture of India
- 2) apply the same to the managerial sphere.

SYLLABUS

Unit I:

Fundamental Unity of India-Harappan and Vedic Culture- Evolution of Caste System- Political unification of India under Mauryas and Guptas - Cultural achievements. Cultural conditions under the Satavahanas. Contribution of Pallavas and Cholas to art and letters.

Unit II:

Influence of Islam on Indian Culture- The Sufi, Bhakti and Vishnavite Movements. Cultural achievements of Vijayanagar rulers. Contribution of Shershah and Akbar to the evolution of administrative system in India-Cultural Developments under Mughals.

Unit III:

Western Impact on India- Introduction of Western Education- Social and Cultural awakening and Social reform movements- Raja Ram Mohan Roy- DayanandSaraswati Theosophical Society- Ramakrishna Paramhamsa and Vivekananda – Ishwarchander Vidyasagar and Veeresalingam. Rise of Indian Nationalism- Mahatma Gandhi- Non violence and satyagraha.

Unit IV:

Nature and meaning of Culture, the Vedic culture- Upanishadic Culture, ArthaSastra, Culture in Ramayana and Mahabharata.

Unit V:

The culture of Jainism and Buddhism, Vedanta and Indian culture. Religion and ethical practices.

TEXT BOOK

1. Madanlal Malpani & Shamsunder Malpani (2009), *Indian Heritage and Culture*, New Delhi: Kalyani Publishers.

JOURNALS

1. GITAM Journal of Management, GITAM Institute of Management, Visakhapatnam.
2. Harvard Business Review, Harvard Business School Publications, US.
3. International Journal of Cross Culture Management, Sage Publication, New Delhi.

MBG203: BUSINESS COMMUNICATION

INTRODUCTION

Communication plays an important role in the personal as well as professional life of an individual. This is especially true in the case of corporate and management spheres wherein good business communication skills are indispensable. Globalization and information technology have led to paradigm shifts in the pattern and frequency of communication. Hence, this course is designed to enable students to know and apply the varied aspects of communication and to develop in them the required oral and written business communication skills.

OBJECTIVES

- 1) To give the student a thorough conceptual and theoretical understanding of the foundations of business communication
- 2) To guide him/her in the quest for becoming an efficient and effective communicator.

LEARNING OUTCOMES

On completion of this course students will

- 1) acquire knowledge of concepts pertaining to effective communication
- 2) learn to apply this knowledge in a business context.

SYLLABUS

Unit I:

Basics of Communication: Introduction to Communication – Nature, Process and Types – Objectives, Functions and Importance - Communication in Action - Models of Communication – Seven C's of Communication – Barriers to Communication - Significance and Strategic Relevance of Business Communication.

Unit II:

Oral Communication - Verbal Communication - Non Verbal Communication - Listening Skills- Effective Meetings - Conflict Communication - Negotiation skills - Crisis Communication.

Unit III:

Written Communication: Basics of Written Communication – Business Correspondence- Business Letters, good news and bad news, requests and persuasion, sales letters - Resumes and Cover Letters - Reports and Proposals.

Unit IV:

Technology and Communication: Presentation Skills: Planning, Structure, Delivery, Taking questions, Features of effective presentations – Memos and Emails, Email Etiquette - Telephone Etiquette.

Unit V:

Succeeding at the Workplace: Intrapersonal Communication and Management: Intrapersonal Variables, Motivation, Perception, Emotions, Exchange Theory, Johari Window, Transactional Analysis - Talking the Talk –Interviews - Corporate Etiquette – Grooming, Clothing and Accessorizing.

TEXT BOOK

1. Nawal Mallika (2012), *Business Communication*, New Delhi: Cengage Learning Pvt Ltd.

REFERENCE BOOKS

1. Monipally M.M. (2013), *Business Communication: From Principles to Practice*, New Delhi, McGraw-Hill Education.
2. Kaul Asha (2014), *Effective Business Communication* (2nd Ed.), New Delhi: Prentice Hall of India.
3. Raman, Meenakshi and Prakash Singh (2012), *Effective Business Communication*, New Delhi: Oxford University Press.
4. Robbins, Judge and Vohra (2011), *Organizational Behaviour*, New Delhi: Pearson Education.

JOURNALS AND PERIODICALS

1. GITAM Journal of Management, Visakhapatnam.
2. Indian Management, New Delhi
3. Vikalpa, Ahmedabad
4. Business World, New Delhi

MBG231: MS-EXCEL

INTRODUCTION

Excel is an electronic spreadsheet program that is used for storing, organizing and manipulating data. It is usually used in performing a large variety of computations on the data and thus helping the companies to maximise the value of their data. With features provided by Excel, many business firms see it as a vital tool for administration and effective running of a business.

OBJECTIVES

- 1) To acquaint the students with Excel
- 2) To provide hands on experience with Excel skills related to business modeling.

LEARNING OUTCOMES

The student will be able to -

- 1) Understand the concept of range and use it in building excel formulas
- 2) Understand the usage of different functions in MS Excel
- 3) Perform multidimensional and what-if analysis using MS Excel
- 4) Solve basic optimization problems with solver add-in

SYLLABUS

Unit I:

Excel Range and Formulae -Range – Naming range, Building basic formulae, Creating advanced formulae, Using range names in formulae, Troubleshooting formulae.

Unit II:

Functions: Text Functions, Logical and Information Functions, Lookup Functions, Date and Time Functions, Math and Statistical Functions, Database Functions.

Unit III:

Pivot Tables and Charts: Creating PivotTables, manipulating PivotTable, Changing calculated value fields, PivotTable Styles, Grouping, sorting and filtering PivotTables, Working with PivotCharts.

Unit IV:

What – IF Analysis: Using Data Tables, Using Scenario Manager, Using Goal Seek.

Unit V:

Working with Solver: Using Solver, Marketing Mix problem, Transportation Problem, HR scheduling, Investment Decision.

TEXT BOOK

1. Paul McFedries (2013), *Excel 2013 Formulas and Functions*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. Guy Hart Davis (2010), *How to do everything with Microsoft Office Excel*, New Delhi: Tata McGraw Hill.
2. Kathleen Stewart (2010), *Microsoft Excel: A Professional Approach*, New Delhi: Tata McGraw Hill.
3. Bill Jelen (2013), *Excel 2013 PivotTable Data Crunching*, New Delhi: Pearson Education.
4. Frey Curtis (2010), *Microsoft Excel 2007 Plain & Simple*, New Delhi: Prentice Hall of India.

JOURNALS

1. GITAM Journal of Management, GITAM University, Visakhapatnam.

MBG205: HUMAN RESOURCE MANAGEMENT

INTRODUCTION

The purpose of this course is to provide the students with the basic understanding of the concepts and systems of human resource development in organizations. The turbulent business climate, caused by increased global price competitiveness, changing technologies, changing employment legislations and challenging work force composition is challenging managers to utilize their employees more effectively to gain competitive advantage. In recent years, there have been significant practical developments with increasing numbers of private and public sector organizations adopting HRM initiatives alongside downsizing and reengineering the organization.

OBJECTIVES

- 1) To provide an understanding of the strategic importance of managing human resources within an organization.
- 2) To provide an overview of the various functions of the HR management and a range of practices employed by organizations across the globe for building a competitive advantage.

LEARNING OUTCOMES

After completion of this course students will be able to –

- 1) understand the various HRM initiatives
- 2) understand and apply these to help in building loyal and committed employees to achieve organizational success in a competitive environment.

SYLLABUS

Unit I:

Introduction: Nature, scope and significance of HRM - Evolution of HRM – Recent trends in HRM – Functions of HRM – Challenges of HR managers.

Unit II:

Procurement: Human Resource Planning – HR Forecasting methods - Job analysis and Job design – Recruitment - Selection – Induction.

Unit III:

Development: Identification of training needs - designing the training program – Methods of training – Difference between Training & Development.

Unit IV:

Compensation and Integration: Introduction - Basic factors in determining pay rates – Basic, Supplementary and Executive Remuneration – types of employee benefits and services - Quality of work life – Collective Bargaining.

Unit V:

Separation and Maintaining: Communication and Counseling - Safety and Health – Internal mobility - Retirement and Retirement benefits.

Case Let (Not Exceeding 200 Words)

TEXT BOOK

1. Snell, Bohlander and Vohra (2012), *Human Resource Management – A South Asian Perspective*, New Delhi: Cengage Learning.

REFERENCE BOOKS

1. Edwin B Flippo (2010), *Personnel Management*, New Delhi: Tata McGraw Hill Publishing.
2. Gary Dessler & BijuVarkkey (2011), *Human Resource Management*, New Delhi: Pearson.
3. PSubbarao (2012), *Human Resource Management*, New Delhi: Himalaya Publishing House.
4. Seema Sanghi (2011), *Human Resource Management*, New Delhi: Macmillan publishers India Ltd.

JOURNALS

1. Gitam Journal of Management, GIM, Gitam University, Visakhapatnam
2. Harvard Business Review, Harvard Business School Publication Co. USA
3. Human Capital, HR Information Services, New Delhi
4. Vikalpa, Indian Institute of Management, Ahmedabad

MBA201: FUNDAMENTALS OF ENTREPRENEURSHIP

INTRODUCTION

Entrepreneurship is an essential element for economic progress as it manifests its fundamental importance in different ways: a) by identifying, assessing and exploiting business opportunities; b) by creating new firms and/or renewing existing ones by making them more dynamic; and c) by driving the economy forward – through innovation, competence, job creation- and by generally improving the well being of society.

OBJECTIVES

1. To understand Entrepreneurship and its role in the society.
2. To understand the evolution of Entrepreneurship.
3. To gain knowledge about business Idea Generation and EDP Programmes.

LEARNING OUTCOMES

1. The student shall be equipped with the required entrepreneurial knowledge and skill to start a business.
2. The student shall be motivated towards entrepreneurial process, innovative and lateral thinking.

SYLLABUS

UNIT I:

Entrepreneur and Entrepreneurship – Description and definition of entrepreneur – Characteristics of entrepreneur – Functions of an entrepreneur – types of entrepreneurs – concept of entrepreneurship – entrepreneurial culture – entrepreneurial process – entrepreneurial competencies – entrepreneurial mobility.

Unit II:

Evolution of Entrepreneurship: Genesis of entrepreneur and entrepreneurship - Theories of Entrepreneurship – Role of entrepreneurship in economic development – Barriers of entrepreneurship - Entrepreneurship and current business environment.

Unit III:

Entrepreneurial Mindset: Entrepreneurial Motives, Motivating factors of entrepreneurship - Growth of entrepreneurship in India – Agricultural Entrepreneurship to Industry entrepreneurship to Services entrepreneurship – corporate entrepreneurship – women entrepreneurship.

Unit IV:

Business Idea generation: Sourcing of business ideas, innovative ideas, opportunity identification, scanning of the environment - finding the gaps for new business and new way of business - setting-up new ventures - acquiring existing business – franchising and Entrepreneurship.

Unit V:

Entrepreneurship Development Programmes: Need and objectives of EDP – Evolution of EDPs – Phases of EDPs – Course content and curriculum of EDPs – Management Education centers and Entrepreneurship Development Programmes.

TEXT BOOK :

1. Donald F. Kuratko (2014), *Entrepreneurship: Theory, Process, Practice* New Delhi: Cengage Learning.

REFERENCES :

1. Bill Bolton, John Thompson (2014), *Entrepreneurs: Talent, Temperament and Opportunity*, Routledge 3rd Ed.
2. Arya Kumar (2014), *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*, New Delhi: Pearson Publications.
3. S.Anil Kumar & S.C Purnima (2014), *Entrepreneurship Development*, New Delhi: New Age Publishers.
4. A Shay and V Sharma (2012), *Entrepreneurship and New Venture Creation*, New Delhi: Excel Books.
5. Vasant Desai (2012), *Dynamics of Entrepreneurial Development and Management*, New Delhi: Himalaya Publishing House.
6. Poornima M. Charantimath (2012), *Entrepreneurship Development – Small Business Enterprises*, New Delhi: Pearson.

JOURNALS AND NEWS PAPERS:

1. Harvard Business Review
2. International Journal Of Entrepreneurial Behaviour And Research
3. International Journal Of Small Business Management
4. International Journal Of Entrepreneurship And Innovation Management
5. The Mint/ The Economic Times/Business Standard/Business Line Daily News Papers.

MBG 207: MARKETING MANAGEMENT

INTRODUCTION

How good is a product or service, if they cannot be sold to the prospective customer? Marketing helps to communicate the value of a product or service to the consumer, with an aim to sell the product. Marketing Management is a discipline focused on the application of marketing techniques and the management of marketing resources and activities. It is important to gain insights into the dynamic nature of the markets and the ways and means to manage them, using theoretical knowledge and its applicability on the field. The importance of the 4 Ps of Marketing, i.e. Product, Pricing, Promotion and Place can never be undermined.

OBJECTIVES

- 1) To familiarize the students with the core Concepts of Marketing
- 2) To acquaint them with different Marketing functions, principles and strategies.

LEARNING OUTCOMES

This course will equip students to:

- 1) review marketing issues with respect to understand basic concepts of Marketing
- 2) understand target segmentation and consumer decision making
- 3) understand design of products that meet consumer needs
- 4) understand pricing, channels of distribution and integrated marketing communication.

SYLLABUS

Unit I:

Introduction to Marketing – Nature, Scope and Importance of Marketing - Concepts and Approaches to Marketing - Product Vs. Service Marketing, Role of Marketing in the Economic Development - Latest Trends in Marketing.

Unit II:

Analyzing Consumer Markets and Buyer Behaviour - Factors Influencing the Buyer Behaviour; Market Segmentation and Targeting.

Unit III:

Marketing Mix Strategies & Extended Marketing Mix : Product, Service Product, Classification of Products - Product Life Cycle Stages, New Product Development

Unit IV:

Pricing & Channels of Distribution: Pricing Objectives - Factors Influencing the Pricing Policy - Pricing Methods, Channels of Distribution - Channel Design Decisions - Channel Management.

Unit V:

Promotion Mix - Importance of Promotion - Managing Advertising - Sales Promotion -, Personal Selling and Direct Marketing- Publicity and Public Relations.

Case study (Not exceeding 250 words).

TEXT BOOK

1. Philip Kotler (2014), *A Framework for Marketing Management*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. W.J. Stanton (2011), *Fundamentals of Marketing*, New Delhi: McGraw Hill Publishing Co. Ltd.,
2. Gravens Hills & Wood Ruff (2012), *Marketing Management*, New Delhi: Cravens Hills, AITBS.
3. Rajan Saxena (2010), *Marketing Management*, New Delhi: Tata Mc-Graw Hill.
4. Sontakki C.N. (2012), *Marketing Management*, New Delhi: Kalyani Publications.

JOURNALS

1. GITAM Journal of Management, Visakhapatnam.
2. Journal of Marketing, New Delhi.
3. Advertising & Marketing, New Delhi.
4. Indian Management, New Delhi.
5. Indian Journal of Commerce, New Delhi.

SEMESTER-IV

S. No.	Code No	Title of the Course	Level of Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG202	Environmental Science	Foundation Compulsory	3	-	3	40	60	100
2.	MBG204	Banking Theory & Practice	Core	3	-	3	40	60	100
3.	MBA202	Organizational Behavior	Core	3	-	3	40	60	100
4.	MBA204	Sales and Distribution Management	Core	3	-	3	40	60	100
5.	MBA206	Business Laws	Core	4	-	4	40	60	100
6.	MBG206	Financial Management	Core	4	-	4	40	60	100
7.	MBA292	Semester End Viva-Voce	Core Skill Building	-	1	1	50	-	50
			TOTAL	20	1	21	290	360	650

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-IV

S. No.	Code No	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1	MBA358	Current Business Affairs (CBA)	-	2	2	50	-	50

Note : Professional Competency Development courses will be added in the 6th Semester.

MBG202: ENVIRONMENTAL SCIENCE

INTRODUCTION

The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, loss of forests, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. It is clear that no citizen of the earth can afford to be ignorant of environment issues. Environmental management has captured the attention of health care managers. Managing environmental hazards has become very important.

OBJECTIVES

- 1) To sensitize students to environmental issues
- 2) To mobilize them to adopt environment conservation strategies as management professionals.

LEARNING OUTCOMES

- 1) Creating environmental consciousness among students
- 2) Enabling them to identify potential environmental hazards and to provide management solutions to such problems.

SYLLABUS

Unit I:

Multidisciplinary nature of environmental studies

Definition, Scope and importance, need for public awareness

Natural resources and associated problems

- a) *Forest resources*: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- b) *Water resources*: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) *Mineral resources*: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

- d) *Food resources*: World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) *Energy resources*: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- f) *Land resources*: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources

Equitable use of resources for sustainable lifestyles

Unit II:

Ecosystems : Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.

Introduction, types, characteristic features, structure and function of the following ecosystems:

- Forest ecosystem
- Grassland ecosystem
- Desert ecosystem
- Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

From Unsustainable to Sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns.

Environmental ethics: Issues and possible solutions

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Wasteland reclamation, Consumerism and waste products, Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness.

Unit III:

Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity, Biogeographical classification of India.

Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega-diversity nation, Hot-spots of biodiversity.

Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.

Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit IV: Environmental Pollution

Definition, Cause, effects and control measures of :

Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazards

Solid waste Management: Causes, effects and control measures of urban and industrial wastes

Role of an individual in prevention of pollution

Pollution case studies

Disaster management: floods, earthquake, cyclone and landslides.

Population growth, variation among nations, Population explosion – Family Welfare Program, Environment and human health, Human Rights, Value Education, Women and Child Welfare, Role of Information Technology in Environment and human health.

FIELD WORK

Visit to a local area to document environmental assets river/ forest/grassland/ hill/mountain

Visit to a local polluted site-Urban/Rural/Industrial/Agricultural

Study of common plants, insects, birds.

Study of simple ecosystems-pond, river, hill slopes, etc.

TEXT BOOK

1. Erach Bharucha (2013), *Textbook of Environmental Studies for Undergraduate Courses* Second Edition, Hyderabad: Universities Press.

REFERENCE BOOKS

1. Townsend C.R., Begon, M & Harper J.L (2008), *Essentials of Ecology* Third Edition, United Kingdom, Oxford: Blackwell Publishing.
2. Jadhav H.V & Bhosale V.M (2006), *Environmental Protection & Laws*, Mumbai: Himalaya Publishing House.
3. *Latest Available editions.

JOURNALS

1. GITAM Journal of Management, GITAM Univeristy, Visakhapatnam
2. The ICFAI Journal of environmental economics
3. The ICFAI Journal of Environmental Law
4. Indian Journal of Environmental Protection
5. Journal of Environmental Research and Development
6. Down to Earth magazine, Society for Environmental Communications, New Delhi.

MBG204: BANKING THEORY & PRACTICE

INTRODUCTION

The significance of banking sector in India has been continuously growing in the upward direction since several decades. The sector is playing the role of a catalyst in development of three pillars of the economy i.e., agriculture, industry and services. The change process began with passing of Banking Regulation Act, 1949. The Act was considered as a land mark in the history of commercial banking in India as it provided consolidation and regulation of banking system in India. Nationalization of 14 Banks in 1969 is another landmark. The Banks started playing a critical role in social development process and became a partner in Government's welfare schemes and policies. The third landmark in the development of Banking Sector in the country is the liberalization policies introduced by the Government of India in 1991. The course aims to equip the student with the historical background of Banking in India, growth of commercial Banks in India and the regulations of Indian Banks.

OBJECTIVES

- 1) To make the student know about banking theory
- 2) To give the student adequate exposure to banking practice.

LEARNING OUTCOMES

- 1) Student acquires knowledge about theoretical aspects of banking and relationship between banker and customer
- 2) Student learns about the practicalities of banking and the latest trends in banking.

COURSE SYLLABUS

Unit I:

Introduction: Origin of banking – Definition- Banker and Customer - relationship – General and special types of customers – Types of customer – Types of deposits – Origin and growth of commercial Banks in India.

Unit II:

Modes of Credit Delivery : Cash Credit – Loans – Overdrafts – Bills Finance – Pricing of loans – Types of Securities – Pledge, Hypothecation, Assignment, Lien and Mortgage.

Unit III:

Banking Practices: Obligations, Duties of a banker, Rights of banker, Clayton's Rule, guidelines for writing cheques, endorsements, Banking Ombudsman Scheme, 2006.

Unit IV:

Banks' Financial Statements : Bank Liabilities – Bank Assets – Contingent Liabilities – Income Statement – CAMELS Ratings.

Unit V:

Banking Innovations :Banking Services and Innovations – Product centric Innovations – Process centric Innovations – Marketing Innovations – Pricing Innovations - E-Payment Systems and Electronic Banking.

TEXT BOOK

1. Padmalatha Suresh and Justin Paul (2013), *Management of Banking and Financial Services*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. Shekhar & Shekhar (2010), *Banking Theory and Practice*, New Delhi: Vikas Publishing House.
2. P.K. Srivastav (2011), *Banking Theory and Practice*, New Delhi: Vikas Publishing House.
3. Sundaram & P.N. Varshney (2010), *Banking Theory, Law and Practice*, New Delhi: S.Chand & Co.

JOURNALS

1. GITAM Journal of Management, Visakhapatnam.
2. The journal of Banking Studies, Mumbai.

MBA202: ORGANIZATIONAL BEHAVIOR

INTRODUCTION

Practising managers have long understood the importance of interpersonal skills to managerial effectiveness. Till about three decades ago, most business schools focused on the functional aspects of management – specifically finance, accounting and quantitative techniques. Though Organizational Behavior was a core course right from the inception of the BBA program, the focus was essentially on gaining a psychological understanding of human behavior, and not on acquiring usable skills. In the last two decades, academia has come to realize the importance of understanding of human behavior to managerial effectiveness. The course focuses mainly on conceptual knowledge, with emphasis on analytical and presentational skills.

OBJECTIVES

- 1) The objective of the course is to give to the students a foundation in understanding human behaviour at work.
- 2) This is done in a three stage process. Stage one deals with individual behavior, stage two with group behaviour and stage three gives an overview of the organizational and performance related factors.

LEARNING OUTCOMES

This course will -

- 1) Equip students with an ability to identify, explore and examine factors impinging on individual and group behaviour in organizations in the new millennium.
- 2) Explain the terminology associated with organizational behaviour.
- 3) Incorporate and apply the predominant organizational behaviour theories to work with real life organizational issues concerned with Human Behaviour at work place.

SYLLABUS

Unit I:

Introduction Nature and Importance of Organizational Behavior - Management Functions, Roles and Skills – People Skills.

Unit II:

Foundations of Individual Behavior - The Perception process – Factors, Person Perception - Learning – Theories of Learning, Principles of Learning - Motivation – Primary and General Motives, Theories of Motivation – Maslow, Herzberg, Equity Theory, Goal-Setting Theory – Expectancy Theory.

Unit III:

Foundations of Group Behavior - Nature of Groups – Structure, Types, Stages of Group Development - Group Decision-Making – Groups vs. Individual, Groupthink, Group shift, Group Decision-Making Techniques.

Unit IV:

Managing Group Behavior - Leadership – Nature and Importance, Theories-Trait theories, Behavioral Theories, Contingency Theories - Understanding Work Teams – Nature of Teams, Types of Teams, Effectiveness of Teams, Team Building - Conflict – Intra-personal and Interpersonal Conflict.

Unit V:

Foundations of Organizational Behavior - Organizational Structure – Work Specialization, Departmentalization - Span of Management, - Organizational Culture: Nature – Creating and Maintaining a Culture.

Case Analysis (Not exceeding 250 words)

TEXT BOOK

1. Robbins S., Judge T.A.Vohra N (2013), *Organizational Behavior*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. Moorehead and Griffin (2013), *Organizational Behavior*, New Delhi: AITBS.
2. Archana Tyagi (2011), *Organisational Behaviour*, New Delhi: Excel Books.
3. Gangadhara Rao, V.S.P. Rao & Narayana (2001), *Organisational Behaviour*, New Delhi: Konark Publishers. (latest edition)
4. Newstrom & Keith Davis (2012), *Organisational Behaviour*, New Delhi: Tata Mc-Graw Hill Publishing Co.Ltd.

JOURNALS

1. GITAM Journal of Management, Visakhapatnam.
2. Indian Management, New Delhi.
3. Indian Journal of Industrial Relations, New Delhi.
4. South Asian Journal of Management, Hyderabad.
5. Human Capital, New Delhi.
6. Productivity, New Delhi.

MBA204: SALES AND DISTRIBUTION MANAGEMENT

INTRODUCTION

Sales Management focuses on the sales techniques and the management of the sales force. The success of any sales and marketing department lies in the effectiveness of the Sales Force. The goal of the Sales Management course is to examine the elements of an effective sales force as a key component of the organization's total marketing effort. A successful Sales Manager needs to understand the fundamentals of the sales process, the relationship between sales and marketing, sales force structure and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople.

OBJECTIVES

- 1) To enable the students to understand the importance of Sales and Distribution Management
- 2) To acquaint them with various methods of sales and distribution.

LEARNING OUTCOMES

The course will –

- 1) Familiarize the students with concepts, approaches and the practical aspects of the key decision making variables in sales force and distribution channel management.
- 2) Enable the students to understand the effective use of sales force for organizational benefit.
- 3) Make students understand the overall management of sales force.

SYLLABUS

Unit I:

Sales Management: Definition, Objectives and Scope, Role of Sales Management in Marketing Management, Sales Organization, Purpose, Type of Sales Organizational Structures, Sales Department and its Importance in Marketing.

Unit II:

Salesmanship: Definition, Theoretical Aspects of Salesmanship - AID AS Theory, Characteristics of Successful Salesman, Analysis of Market and Sales potential, Estimating Sales Potential, CRM and its role in improving Sales.

Unit III:

Sales Control: Sales Quotas, Sales Territories and Sales Budgets.

Unit IV:

Management of Sales Force: Training, Motivating, Compensating and Evaluating Sales Forces, Sales Force, Sales Report.

Unit V:

Market Channels: Channels of Distribution, Channel Participants, Designing the Channel of Distribution, Evaluating Channel Performance, Channel conflict.

Case analysis (Not exceeding 250 words)**TEXT BOOK**

1. Krishna Havaldar (2011), *Sales and Distribution Management*, New Delhi: McGraw Hill.

REFERENCE BOOKS

1. Tapan K. Panda, Sunil Sahadev (2012), *Sales and Distribution Management*, New Delhi: Oxford University Press.
2. Raju Patel (2011), *Perspectives on Sales and Distribution Management*, New Delhi: Cyber Tech Publications.

JOURNALS

1. GITAM Journal of Management, Visakhapatnam.
2. Journal of Marketing
3. Advertising and Marketing
4. Indian Journal of Marketing, New Delhi
5. Vikalpa, Ahmedbad
6. Indian Journal of Commerce, New Delhi

MBA206: BUSINESS LAWS

INTRODUCTION

Ignorance of law is no excuse and everyone is supposed to know the law of the land. Law controls and regulates the external behavior of human beings. Human conduct must conform to legal rules and regulations. Business law is a branch of general law and it controls and regulates commercial transactions involving business men, traders, importers, exporters, consumers and all others. The present business laws course consists of the general principles of contract (Contract act), Law of Agency, Sales of Goods Act, Partnership and Company Law.

OBJECTIVES

- 1) To enable the students to gain legal knowledge of Business functions
- 2) To help them think of optimum application of the same.

LEARNING OUTCOMES

- 1) The Student will learn about the legal and statutory regulations in business for sale and other transactions
- 2) The Student will also become aware of Company Law procedures and other negotiable transactions.

SYLLABUS

Unit I:

Importance of Contract Act – Meaning and kinds of Contract – Essentials of a Contract – Offer and Acceptance – Free Consent – Capacity of the Parties – Lawful Consideration – Legality of Object – Performance of Contract – Discharge of Contract – Quasi Contract.

Unit II:

Sale of Goods Act – Sale and Agreement to Sell – Conditions and Warranties – Transfer of Property – Rights of Unpaid Seller.

Unit III:

Law of Agency – Definition – Kinds of Agents – Creation of Agency – Rights and Duties of Agent and Principal – Termination of Agency.

Unit IV:

Company Law – Definition and Kinds of Companies – Formation and Advantages of Incorporation of a Company – Memorandum of Association – Articles of Association – Promoter – Prospectus – Winding up of a Company.

Unit IV:

Labour laws – Main features of Industrial Disputes Act, Employment Standing Orders Act, Factories Act.

TEXT BOOK:

1. Gulshan S.S (2012), *Business Law*, New Delhi: Excel Books.

REFERENCE BOOKS:

1. Gulshan & G.K. Kapoor (2011), *Business Law*, New Delhi: New Age Publishers.
2. Avatar Singh (2011), *Principles of Mercantile Law*, Lucknow: Eastern Book Company.
3. N.D. Kapoor (2013), *Handbook of Industrial Laws*, New Delhi: Sultan Chand & Co.

JOURNALS

1. GITAM Journal of Management, Visakhapatnam.
2. Indian Labour Law Journal
3. Chartered Secretary
4. Labour Law Report

MBG206: FINANCIAL MANAGEMENT

INTRODUCTION

Finance is the life blood of the business. Financial Management is one of the key areas of management. This Course helps in understanding of the fundamentals of financial management in terms of investment; financing and dividend policy. This course is designed to familiarize the students with the basic concepts and practices of Financial Management.

OBJECTIVES

- 1) To familiarize the students with the basic concepts of Financial Management.
- 2) To give thorough understanding of the practices of basic Financial Management.

LEARNING OUTCOMES

After completing this course the students should be able to –

- 1) Make optimum decisions pertaining to raising funds, making investments and managing the assets of a corporation, big or small.
- 2) Learn to manage finances with the ultimate goal of creating value.

SYLLABUS

Unit I:

Financial Management : An Introduction

Meaning and Definition of financial Management, Goals of Financial Management, Finance Functions, Organisation of finance function, Interface between Finance and other business functions, Financial Planning, Steps in Financial Planning, Factors Affecting Financial Plans, Time Value of Money.

Unit II:

Investment Decisions

Introduction to Capital Budgeting, Importance of capital Budgeting, Capital Budgeting Process, Techniques of Capital Budgeting - Accounting Rate of Return, Pay Back Period, Net Present Value, Internal Rate of Return and Profitability Index.

Unit III:

Financing Decisions

Cost of Capital - Cost of Debt, Cost of Preference Shares, Cost of Equity Shares, Cost of Retained Earnings, Weighted Average Cost of Capital; Leverages – Introduction – Types of Leverages – Measurement of Operating Leverage, Financial Leverage and Combined Leverage ; Capital Structure – Introduction, Features of Ideal Capital Structure, Factors affecting Capital Structure, Theories of Capital Structure - Net Income Approach, Net Operating Income Approach, Modigliani and Miller Approach and Traditional Approach

Unit IV:

Working Capital Management - Introduction – Concepts of Working Capital, Objective of Working Capital Management, Need for Working Capital, Operating Cycle, Determinants of Working Capital, Estimation of Working Capital.

Unit V:

Dividend Decisions - Introduction, Forms of Dividends, Types of Dividend Policies, determinants of Dividend Policy -Theories of Dividend Policy - Walter Model, Gordon Model, Modigliani and Miller Model – Bonus Shares and Stock Split – Legal, procedural and Tax Aspects of Dividend Policy.

TEXT BOOK

1. M.Y. Khan & P.K. Jain. (2013), *Financial Management*. New Delhi: Tata McGraw Hill.

REFERENCE BOOKS

1. I.M. Pandey (2010), *Financial Management*, New Delhi: Vikas Publications.
2. R.K. Sharma & Shashi K. Gupta (2014), *Financial Management*. Ludhiana: Kalyani Publications.

JOURNALS

1. Chartered Financial Analyst - ICAFI - Hyderabad.
2. GITAM Journal of Management, Visakhapatnam.
3. Journal of Financial Management and Analysis - Centre for Financial Management Research.

SEMESTER-V

S. No.	Code No	Title of the Course	Level of Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA301	Business Plan Preparation	Core	3	-	3	40	60	100
2.	MBG301	Production & Operations Management	Core	3	-	3	40	60	100
3.	MBA303	Social Entrepreneurship	Elective Discipline Centric	3		3	40	60	100
4.	MBA305	Family Business Management	Elective Discipline Centric	3		3	40	60	100
5.	MBA341	Consumer Behavior	Elective Discipline Centric	3	-	3	40	60	100
6.	MBA343	Logistics and Supply Chain Management	Elective Discipline Centric	3	-	3	40	60	100
7.	MBA345	Stock Market Operation	Elective Discipline Centric	3	-	3	40	60	100
8.	MBA347	Indian Financial System	Elective Discipline Centric	3	-	3	40	60	100
9.	MBA349	Human Resource Development	Elective Discipline Centric	3	-	3	40	60	100
10.	MBA351	Performance management	Elective Discipline Centric	3	-	3	40	60	100
11.	MBA391	Industrial Project Report & Viva-voce	Core Skill Building	-	2	2	100	-	100
12.	MBA393	Semester End Viva	Core Skill Building	-	1	1	50	-	50
			TOTAL	30	03	33	550	600	1150

Note: The student has to earn 21 credits out of 33 credits offered in 5th Semester

In case of electives, the student has to earn 12 compulsory credits out of a maximum of 24 credits.

The student has to choose one out of two electives in the following cases – Social Entrepreneurship (MBA303) or Family Business Management (MBA305), Consumer Behavior (MBA341) or Logistics and Supply Chain Management (MBA 343), Stock Market Operation (MBA 345) or Indian Financial System (MBA 347), Human Resource Development (MBA 349) or Performance management (MBA 351).

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-V

S. No.	Code No	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs (CBA)		2	2	50	-	50
2.	MBA360	Soft skills	-	1	1	50	-	50
3.	MBA364	General Book Review	1		1	50	-	50

Note : Professional Competency Development courses will be added in the 6th Semester.

MBA301: BUSINESS PLAN PREPARATION

INTRODUCTION

It is important for the student to understand the different types of plans that may be part of any business operation. Business plan is a blue print for any business. Business plan provides guidance to the entrepreneur in organizing his/her business ventures. It helps to determine the viability of venture. It will act as an important tool in obtaining funds from different sources.

OBJECTIVES

1. To define the business plan.
2. To understand the scope and importance of business plan.
3. To know the process of business plan preparation.

LEARNING OUTCOMES

The course shall enable the student to

1. Identify information, needs and sources for each critical section of the business plan
2. Prepare the business plan after pursuing this course.

SYLLABUS

Unit I:

Business Planning and Business Plan: Conceptual framework of business plan, need and importance of business plan- step by step process of business plan.

Unit II:

Business Idea generation: Sources of an Idea-Idea brainstorming-Invention and Innovation-Idea possibility and feasibility-incubation centre-opportunity and need evaluation-value proposition-business model–competitive advantage and sustenance of the business.

Unit III:

Market and Industry Analysis: Market analysis-market segmentation and selecting the target market- market size and trends-buyer behaviour-competitive analysis and market share; Industry analysis-industry size and growth rate-sales projection-industry trends- environmental trends-business trends.

Unit IV:

Functional Aspects of Business Plan: Financial Plan-Operational Plan-Marketing Plan-Human Resource Plan.

Unit V:

Business Plan Models: Software Company Business Plan-Automobile Company Business plan-Mobile Application Business plan-Ecommerce Business plan- Restaurant Business Plan–Retail outlet Business Plan.

TEXT BOOK:

1. Bruce R Barringer (2014), *Preparing effective Business Plan-an Entrepreneurial Approach*, New Delhi: Pearson Publication.

REFERENCE BOOKS:

1. Matthew Record 2014, *Writing a Winning Business Plan*, New Delhi: Viva Books
2. Lawrence and Moyes, *Writing a Successful Business Plan*, University of Colorado publication, Latest Edition.
3. Jeffrey A Timmons, *New Venture Creation*, New Delhi: Irwin publishers, Latest Edition.
4. Vasant Desai (2012), *Dynamics of Entrepreneurial Development and Management*, New Delhi: Himalaya Publishing House.
5. Poornima M. Charantimath (2012), *Entrepreneurship Development – Small Business Enterprises*, New Delhi:Pearson.

JOURNALS AND NEWS PAPERS:

1. Harvard Business Review
2. International Journal Of Entrepreneurial Behaviour And Research
3. International Journal Of Small Business Management
4. International Journal Of Entrepreneurship And Innovation Management
5. The Mint/ The Economic Times/Business Standard/Business Line Daily News Papers

MBG301: PRODUCTION AND OPERATIONS MANAGEMENT

INTRODUCTION

The concept of production is the process through which goods and services are created. We can include both manufacturing and service organizations within the purview of production management. Thus the essential features of the production function are to bring together people, machines and materials to provide goods or services, thereby satisfying the wants of the people. The scope of the production enables us to look at the problem of production management in a much wider perspective. This paper indicate the general applications of the techniques of management, machines and materials.

OBJECTIVES

- 1) To enable the students to understand the basic principles of Production Management
- 2) To help them apply techniques of Production Management.

LEARNING OUTCOMES

- 1) This course aids in understanding the role of operations in achieving various competitive capabilities.
- 2) The students also learn how to help an organization in improving productivity and meeting customer's competitive capabilities.

SYLLABUS

Unit I:

Production and Operations Management - Production and Operation Functions - Manufacturing Systems – Differences Between Manufacturing and Service Operations - Functions of Production and Operations Manager.

Unit II:

Production Planning and Control: Steps in PPC - Techniques of Production Planning and Control.

Unit III:

Plant Location and Layout Planning: Location of Service Facilities -Location Decision -Types of Layout – Factors Affecting Plant Location.

Unit IV:

Productivity: Factors Affecting Productivity -Job Design -Process Flow Charts
-Methods Study -Work Measurement.

UNIT V:

Materials Management: Costs Associated with Inventory - Economic Order Quantity - ABC Analysis – Just in-time Production. Quality Management: Acceptance Sampling -Control Charts –Quality Circle.

TEXT BOOK:

1. Aswathappa & Bhat (2013), *Production and Operations Management*, New Delhi: Himalaya Publishing House.

REFERENCE BOOKS:

1. Everett E. Adam, Jr. and Ronalds J. E. Ebert (2012), *Production and Operations Management: Concepts, Models and Behavior*, New Delhi: Prentice Hall of India.
2. S.N. Chary (2011), *Production and Operations Management*, New Delhi: Tata Mc-Graw Hill Publishing Co. Ltd.

JOURNALS

1. GITAM Journal of Management, Visakhapatnam.
2. Productivity.
3. LaghuUdyog.
4. Economic & Political Weekly, New Delhi.

MBA303: SOCIAL ENTREPRENEURSHIP

INTRODUCTION

Students in this course will gain knowledge about social entrepreneurs and how they are creating solutions to address societal problems, learn how to develop creative solutions to address social problems, and be empowered to see social entrepreneurship as a force for social change.

OBJECTIVES

1. To provide an understanding of the field of social entrepreneurship
2. To create a motivation to consider social entrepreneurship creation & sustenance
3. To familiarize the student with the opportunities, challenges and issues facing social enterprises.

LEARNING OUTCOMES

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

1. Differentiate Social Enterprise from Business Enterprise
2. Identify the drivers and challenges of social entrepreneurship
3. Recognize opportunities and create social business models
4. Design assessment of the impact of social enterprises

SYLLABUS

Unit I

The Context of Social Entrepreneurship – The Role of Social Entrepreneurship in Societies, Economies and Politics; Concepts and Typologies of Social Entrepreneurship; Social Entrepreneurship and Social Entrepreneur; Social Enterprise – Case Study.

Unit II

Definitions, Drivers and Challenges – Social Entrepreneurship Defined; What Social Entrepreneurship is not – The Drivers of Social Entrepreneurship; Case Study.

Unit III

Social Entrepreneurs – Elements of Social Entrepreneurial Personality; The Person who Volunteers; Motives of Altruism; Collaboration Partners; Case Study.

Unit IV

Business Models – Opportunity Recognition; Features of Business Models for Social Enterprises; Empowerment of Beneficiaries; Co-Creation; Price Differentiation and Cross Subsidization; Replication and Scaling Up; Case Study.

Unit V

Performance Measurement and Social Entrepreneurship – Why Accountability is Crucial; Impact Measurement; Measuring Outputs and Outcomes; Approaches to Measuring Social Impact; Issues in Measuring the Performance of Social Enterprises; Case Study.

TEXT BOOK

1. Volkman, C.K., Tokarski, K.O. & Ernst, K. (2012). Social Entrepreneurship and Social Business: An Introduction and Discussion with Case Studies. Wiesbaden: Springer Gabler.

REFERENCE BOOKS

1. Levenson, G.L. (2013). Social Entrepreneurship for the 21st Century: Innovation across the Nonprofit, Private and Public Sectors. Berkshire: McGraw-Hill Professional.
2. Pirson, M. (2014). Case Studies in Social Entrepreneurship: The Oikos Collection: 4. Sheffield: Greenleaf Publishing.
3. Praszkie, R. & Nowak, A. (2012). Social Entrepreneurship: Theory and Practice. Cambridge: Cambridge University Press.

JOURNALS

1. International Journal of Social Entrepreneurship and Innovation
2. Social Enterprise Journal
3. Journal of Social Entrepreneurship

MBA305: FAMILY BUSINESS MANAGEMENT

INTRODUCTION

Family businesses play a crucial role in the economy of most countries. Worldwide, family – managed businesses are playing key role in employment generation, contribution to GDP etc. In India family businesses have played and will continue to play a crucial role. Managing family business is a challenging task because family considerations add additional levels of complexity in the task of management.

OBJECTIVES

- 1) To understand the Importance and Challenges of family business.
- 2) To know the importance of succession in family business.
- 3) To know the requirements needed to improve the capability of family business.

LEARNING OUTCOMES

The course will enable learners

- 1) To identify professionalism in family business.
- 2) To study family business strategy through case study and identify similar type of family businesses.
- 3) To identify the importance of governance in family business.

SYLLABUS

Unit I:

Family Business: Concept of family business - Importance of Family Business – Characteristics of family business – History of Family business – The 3-Circle model of Family Business - uniqueness of family business - General business v/s family business - Life cycle of family business – Hindu undivided Family business.

Unit II:

Family Business Dynamics: Family dynamics and business dynamics - Family and ownership of business dichotomy – Responsibilities and rights of shareholders of a family business - age and gender dynamics among the family members and its effect on the business – Advantages and Challenges of family business in India.

Unit III:

Leadership and imperatives for the family and business – Succession and continuity: Succession –Importance – Continuing entrepreneurship and the next generation- Succession and transfer of power.

Unit IV:

Best practices for the management of family business: Creating the strategy –Planning the estate-Financial considerations and valuation of the family business- Managing the family business professionally.

Unit V:

Family Business and Governance: Advisory board and Board of directors – Family communications and family meetings-Family Councils and family offices –Change adoption and innovation-The future of family business-Continuing the spirit of family business.

Case Study Compulsory

TEXT BOOK:

1. Ernesto J.Poza (2010), *Family Business*, New Delhi: Cengage Learning, 4th Edition.

REFERENCE BOOKS:

1. Raj Shankar (2012), *Entrepreneurship Theory and Practice*, New Delhi: Tata Mc Graw Hill.
2. Arya Kumar (2014), *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*, New Delhi: Pearson Publications.
3. S.Anil Kumar & S.C Purnima (2014), *Entrepreneurship Development*, New Delhi: New Age Publishers.
4. A Shay and V Sharma (2012), *Entrepreneurship and New Venture Creation*, New Delhi: Excel Books.
5. Vasant Desai (2012), *Dynamics of Entrepreneurial Development and Management*, New Delhi: Himalaya Publishing House.
6. Madhurima Lall and Shikha Sahai (2012), *Entrepreneurship*, New Delhi: Excel Books
7. Poornima M. Charantimath (2012), *Entrepreneurship Development – Small Business Enterprises*, New Delhi:Pearson

JOURNALS AND NEWS PAPERS:

1. Harvard Business Review
2. International Journal of Entrepreneurial Behaviour And Research
3. International Journal of Small Business Management
4. International Journal Of Entrepreneurship And Innovation Management
5. The Mint/ The Economic Times/Business Standard/Business Line Daily News Papers.

MBA 341: CONSUMER BEHAVIOR

INTRODUCTION

The Course would emphasis on the Psychological and sociological elements and their impact on consumer decision making. The course will enable students to take a holistic view of the buyer, and help equip them with knowledge of various dimensions of consumer behavior and buyer behavior and align the knowledge with appropriate Marketing strategies.

OBJECTIVES

- The objective is to gain the theoretical and conceptual concepts of buyer behavior and apply them to real life marketing situations and practices.

LEARNING OUTCOMES

- 1) Enable the students to understand various behavior Dimensions of consumers and take Marketing Decisions.
- 2) Understanding the various factors that influence consumer behavior.

SYLLABUS

Unit 1:

Consumer Behaviour-Its origins and strategic Application- Development of the marketing concept, Customer Value satisfaction and retention, The Impact of Digital technologies on marketing strategies, marketing ethics and social responsibility.

Unit 2 :

Consumer Motivation-motivation as a psychological force, the dynamics of motivation, types and systems of needs, the measurement of motives, ethics and consumer motivation, Personality and consumer behavior- Personality meaning , theories of personality , personality and understanding consumer diversity, Brand personality , Self and self Image.

UNIT-3:

Consumer perception-Elements of Perception, Dynamics of perception, consumer imagery, Perceived risk.

UNIT-4:

Consumer Learning -The elements of learning, Behavioral Learning theories ,Cognitive learning theories, Measures of consumer learning, Consumer attitude formation and change-meaning of attitude structural models of attitude.

UNIT-5:

Communication and consumer behavior-components of communication, the communication process, designing persuasive communications, Consumer decision making and beyond-Decision meaning, Levels of consumer decision making, a model of consumer decision making ,beyond the decision making -Consuming and processing

Prescribed Book

1. Schiffman Kanuk (2013), Consumer Behaviour,Pearson Publications, New Delhi

Reference Books

1. Howkins etal (2014) Consumer Behaviour,Mc Graw hill publications
2. Loudon, D.L. and Bitta, A. J. D, Consumer Behavior, Concepts and Applications,Tata McGraw Hill.
3. Peter, J.P. and Olson, J.C.,Schiffman, L.G. and KanukL.L, Consumer Behavior and Marketing Startegy, Prentice Hall, India.
4. Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western,
5. Engle, J F etc. Consumer Behaviour, Chicago, Dryden Press, Electives (Mktg)
6. Howard, John A etc. Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.

JOURNALS

1. Professor Russell W. Belk, Book Series: Research in Consumer Behavior, ISSN: 0885-2111.
2. Asia Pacific International Journal of Marketing ISSN 0954-7517
3. Arts Marketing an International Journal. ISSN 2044-2084
4. European Journal of Marketing ISSN: 0309-0566
5. International Journal of Commerce and Management 1056-9219

MBA343: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

INTRODUCTION

Logistics and Supply Chain Management is primarily concerned with the efficient integration of suppliers, factories, warehouses and stores so that merchandise is produced and distributed in the right quantities, to the right locations and at the right time, and so as to minimize total system cost subject to satisfying service requirements.

OBJECTIVES

- 1) To acquaint students with the latest trends in Logistics and supply chain management
- 2) To enable them to make use of this knowledge at functional levels of management.

LEARNING OUTCOMES

- 1) After completion of this course, the students learn how businesses acquire, produce, and deliver manufactured goods and services across the world.
- 2) They also learn to integrate strategic procurement and supply management, manufacturing and service operations, demand fulfillment, reverse logistics, recycle and remanufacture processes with information systems as the critical enabler of supply chain efficiencies and responsiveness.

SYLLABUS

Unit I:

Nature and Concepts - Logistics in India – Strategic Logistics Planning Process – Value Chain – Outsourcing and 3 pls – 4th Party Logistics (4pls).

Unit II:

Bullwhip effect and Supply Chain – Supply Chain Relationships –Conflict Resolution strategies for harmonious relationships – Components of Logistics – Gaps analysis for Customer service measurements.

Unit III:

Operational Logistical information system – Integrated information technology - solution for Logistics and Supply chain – Emerging technologies in Logistics and Supply chain.

Unit IV:

Warehousing and Distribution Centers – Concepts of Warehousing – Types of Warehouse – Functions of Warehousing – Strategy – Design – Operational Mechanism – Materials handling – objectives – principles – equipments.

Unit V:

Transportation – Position of transportation – elements of cost – Modes -0 Multi model transport – Containerisation – Indian infrastructure – Decision – Networks – Protective Packaging – concept – forms of packaging – problems – policy.

TEXT BOOK

1. D.K. Agarwal (2010), *Logistics and Supply Chain Management*, New Delhi: Macmillan Publications.

REFERENCE BOOKS

1. Sunil Chopra (2013), *Supply Chain Management: Strategy, Planning and Operations* (5th Ed.), New Delhi: Pearson Education.
2. Vinod V Sople (2012), *Supply Chain Management: Text and Cases*, New Delhi: Pearson Education.
3. G. Srinivasan(2010), *Quantitative Models in Operations and Supply Chain Management*, New Delhi: PHI Learning.

JOURNALS

1. GITAM Institute of Management Journal
2. Journal for Marketing
3. Vikalpa

MBA345: STOCK MARKET OPERATION

INTRODUCTION

The course is designed to impart knowledge about basic aspects of stock markets and their operations.

OBJECTIVES

- 1) To make the student understand the significance of stock markets and nature of stock markets.
- 2) To give the student exposure to actual stock market trading.

LEARNING OUTCOMES

Upon completion of this course, the student will –

- 1) Be acquainted with regulations of stock exchanges
- 2) Learn to deal with stock market operations
- 3) Know about trading in the stock market

SYLLABUS

Unit I:

History of stock exchanges- Regulation of stock exchanges- securities and contract regulation rules, 1957 –SEBI Act – recent amendments.

Unit II:

Securities Exchange- Structured markets- investors interests-SEBI guidelines- National and stock exchange- NSE operations- Central exchange- NSE operations- central depository system- listing of securities.

Unit III:

Listing on the stock exchange- Introduction- listing requirements- eligibility- NRI investment- capital market open to foreign funds- listing agreement.

Unit IV:

Stock market operations and functions- specified groups- customer's orders- trading ring- block book- contract note- settlement in specified list- J.S. Varma committee recommendations- Dhanuka committee report.

Unit V:

Trading in the stock market- trading and settlement –speculative traders vs. genuine investors- types of speculators- Brokers charges –delivery/payment – settlement procedure- National trade comparison and reporting system-emerging role of stock exchanges.

TEXT BOOK

1. Dr. V.A. Avadhani (2013), *Security Analysis and Portfolio Management*, Mumbai: Himalaya Publishing House.

REFERENCE

1. Punithavathy Pandian (2013), *Security Analysis and Portfolio Management*, New Delhi: Vikas Publishing House.

JOURNALS:

1. GITAM Journal of Management, College of Management Studies, GITAM
2. Finance India, Indian Institute of Finance, New Delhi.
3. Vikalpa, IIM, Ahmedabad.
4. Finance and Development, Washington
5. Chartered Financial Analyst, ICFAI, Hyderabad
6. Journal of Accounting and Finance, Jaipur
7. Journal of Financial Management and Analysis, Mumbai
8. The Journal of Applied Finance, ICFAI, Hyderabad.

MBA347: INDIAN FINANCIAL SYSTEM

INTRODUCTION

The economic development of a nation is reflected by the progress of the various economic units, broadly classified into corporate sector, government and household sector. There are areas or people with surplus funds and there are those with a deficit. A financial system or financial sector functions as an intermediary and facilitates the flow of funds from the areas of surplus to the areas of deficit. A Financial System is a composition of various institutions, markets, regulations and laws, practices, money manager, analysts, transactions and claims and liabilities. Financial system comprises of set of subsystems of financial institutions, financial markets, financial instruments and services which helps in the formation of capital. It provides a mechanism by which savings are transformed to investment.

OBJECTIVES

- 1) To enable the student to know the basics of a financial system
- 2) To enable the student to understand the structure of the Indian Financial System.

LEARNING OUTCOMES

- 1) The student will know the role of financial system in economic development of a nation.
- 2) The student will learn about Indian financial markets, regulators of financial markets, financial institutions.
- 3) Enhancement of knowledge about financial services in India.

SYLLABUS

Unit I:

Introduction - Financial System and the Economy – Role of Financial System in Economic Development, Economic Growth and Capital Formation – Financial Deepening and Financial Widening - Structure of Indian Financial System - Reforms in Indian Financial Sector.

Unit II:

Financial Markets–Money Market and Capital Market – Primary Market and Secondary Market – Constituents of Money market and Capital Market - New Financial Instruments.

Unit III:

Regulators of Financial Markets – Role of Financial regulators – SEBI – Functions, Objectives and Regulatory approach - RBI – Organization and Management, Functions of RBI, Roles of RBI, Monetary policy of RBI – Regulatory framework of IRDA – Regulatory framework of PFRDA.

Unit IV:

Financial Institutions: Intermediaries and non-intermediaries; the role of Banking – Commercial banks, RRBs, Co-operative banks, Development banks, LIC, NBFCs and Investment banking.

Unit V:

Financial Services: Nature and Importance of Financial Services – Fee Based Financial Services and Asset Based Financial Services.

TEXT BOOK

1. L M Bhole and Jitendra Mahakud (2013), *Financial Institutions and Markets*, New Delhi: McGraw Hill Education (India) Private Limited.

REFERENCE BOOKS

1. Gordon and Natarajan (2012), *Financial Institutions and Markets*, New Delhi: Himalaya Publishing House.
2. Jeff Madura (2011), *Financial Institutions and Markets*, New Delhi: Cengage Learning.
3. Anthony Saunders and M M Cornett (2010), *Financial Markets and Institutions*, New Delhi: Tata McGraw Hill.

JOURNALS

1. GITAM Journal of Management, GITAM University, Visakhapatnam
2. Chartered Financial Analyst, ICFAI, Hyderabad

MBA349: HUMAN RESOURCE DEVELOPMENT

INTRODUCTION

The corporate world is in the process of transformation driven by human resources and globalization. Organizations have started considering their employees as an inevitable asset – “The Human Capital”. Human Resource Development is now considered as one of the prime thrust areas for organization to sustain in competitive environment. Since human resource can only ensure sustainable competitive advantage, organizations ultimately achieve excellence through development of their people. HRD functions are more strategically structured as a way to compete in the market by ensuring that HRD efforts are linked with their business strategies. This course helps to acquire knowledge regarding how HRD acts as a competitive advantage in this knowledge and competitive world.

OBJECTIVES

- 1) To make the student understand the concept of Human Resource Development
- 2) To make the student know about application of Human Resource Development practices in Industrial Organisations.

LEARNING OUTCOMES

- 1) After completion of this course students will be able to describe the role of HRD in building competencies of employees through HRD interventions.
- 2) They will be able to analyse the role of HRD climate and culture to maintain performance of employees and retain talent in dynamic organisations.

SYLLABUS

Unit I:

HRD: (Macro Perspectives): Concept, Origin and Need for HRD Approaches to HRD.

Unit II:

HRD: Micro Perspective (Organization Context) Definition, Objectives and Significance. HRD Interventions.

Unit III:

Human Resource Development Profession: HRD as a profession; Duties and responsibilities of HRD Manager; Principles of Learning Training: Concept and Importance - Process of Training.

Unit IV:

Types of Training: On-the-job Training and Off-the-job Training. Training Methods: Lecture, Role Play, Case Study, Structured and Unstructured Discussions, In-basket Exercise, Simulation, Management Games and Programmed Instruction.

Unit V:

Evaluation of Training Effectiveness: Evaluation of Training and Development Programmes; Types of Evaluation: Pre-training Evaluation, Mid-training Evaluation and Post-Training Evaluation. HRD Climate; Concept, Importance and Elements of HRD Climate.

Case Analysis (Not exceeding 250 words).

TEXT BOOK

1. Rao, T.V and Pareek, Udai (2009), *Designing and Managing Human Resource Systems*, New Delhi: Oxford and IBH Pub. Ltd. (latest edition)

REFERENCE BOOKS

1. Rao, T.V (2009), *Readings in HRD*, New Delhi: Oxford and IBH Pub. Ltd.
2. Rao, T.V (2006), *HRD in the New Economic Environment*, New Delhi: Tata McGraw Hill Pub. Comp. Ltd.
3. Rao, T.V (1996), *HRD, Experiences, Interventions and Strategies*, New Delhi: Sage Publications.
4. Singh, P.N (1994), *Training for Development*, Mumbai: Grid Publications

*latest editions

JOURNALS

1. GITAM Journal of Management, Visakhapatnam.
2. Indian Journal of Training and Development
3. HRD Times
4. International Journal of Advanced Studies in Human Development
5. Indian Journal of Industrial Relations, New Delhi.
6. Business Today, New Delhi.

MBA351: PERFORMANCE MANAGEMENT

INTRODUCTION

Of all the human resource management functions, performance management has a special place since it is a strong determinant of organizational excellence. Organizations of contemporary era have realized that human resource needs to be continuously excited and provided with opportunities for gratification of motivational needs in order to sustain business growth. Performance management as a concept and practice has substantive potential to fulfil business demands of an organization by integrating its growth with motivational needs of human resource.

OBJECTIVES

- 1) To understand the basic concepts of 'Performance Management' as a tool to measure performance of employees in the workplace
- 2) To identify the fundamental concepts of Performance management in Case analysis
- 3) To acquire knowledge in measuring performance and managing in organizations.

LEARNING OUTCOMES

- 1) After completion of this course students will be able to describe how to best implement a performance management system and performance appraisal methods.
- 2) In turn they will be able to describe the various methods of employee development.

SYLLABUS

Unit I:

Performance Management: Concept and objectives, prerequisites, dimensions of Performance Management, factors affecting Performance Management.

Unit II:

Performance Management Systems (PMS) - introduction, objectives, characteristics, Goal Setting Theory, Expectancy Theory.

Unit III:

Performance Management Process, prerequisites, performance planning, goal setting levels; corporate and individual.

Unit IV:

Performance Managing: Objectives, importance, process, need for performance standard, performance measurement/assessment, review.

Unit V:

Performance Management and Performance Appraisal, 360 degree appraisal, Need for employee development, methods of development.

TEXT BOOK

1. Kohil A. S., & Deb T (2008), *Performance Management*, New Delhi: OXFORD University Press (latest edition).

REFERENCE BOOKS

1. Herman Aguinis (2008), *Performance Management*, New Delhi: Pearson Education.
2. Michael Armstrong and Angela Baron (2009), *Performance Management*, Mumbai: Jaico Publishing House
3. Rao, T. V (2007), *Performance Management and Appraisal Systems*, New Delhi: Response books.

*latest editions

JOURNALS

1. GITAM Journal of Management, GIM, GITAM University, Visakhapatnam
2. HRM Review

SEMESTER-VI

S. No.	Code No	Title of the Course	Level of Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA302	Government Support and Financial Aspects of Entrepreneurship	Core	3	-	3	40	60	100
2.	MBG304	E-Commerce	Core	3	-	3	40	60	100
3.	MBA304	Business Simulation	Elective Discipline Centric		3	3	100	-	100
4.	MBA306	Families in Business	Elective Discipline Centric	3	-	3	100	-	100
5.	MBA342	Customer Relationship Management	Elective Discipline Centric	3	-	3	40	60	100
6.	MBA344	Advertising and Brand Management	Elective Discipline Centric	3	-	3	40	60	100
7.	MBA346	Insurance Management	Elective Discipline Centric	3	-	3	40	60	100
8.	MBA348	Income Tax Law & Practice	Elective Discipline Centric	3	-	3	40	60	100
9.	MBA350	Industrial Relations	Elective Discipline Centric	3	-	3	40	60	100
10.	MBA352	Employment Laws	Elective Discipline Centric	3	-	3	40	60	100
11.	MBA392	Semester End Viva-Voce	Core Skill Building	-	1	1	50	-	50
			TOTAL	27	04	31	570	480	1050

Note: The student has to earn 19 credits out of 31 credits offered in 6th Semester

In case of electives, the student has to earn 12 compulsory credits out of a maximum of 24 credits.

The student has to choose one out of two electives in the following cases – Business Simulation (MBA304) or Families in Business (MBA306), Customer Relationship Management (MBA 342) or Advertising and Brand Management (MBA 344), Insurance Management (MBA 346) or Income Tax Law & Practice (MBA 348), Industrial Relations (MBA 350) or Employment Laws (MBA 352).

MBA302: FINANCIAL ASPECTS AND GOVERNMENT SUPPORT TO ENTREPRENEURS

INTRODUCTION

After Globalization, managing any business is becoming complex due to increase in the impact of internal and external factors. Obtaining funds from different sources for new business is a challenging task. To encourage entrepreneurs the government is constantly supporting in the form of policy formulation, extending incentives to entrepreneurs, offering subsidies, pronouncing tax reliefs and also institutional support ranging from different state level and central level departments to specialized financial institutions.

OBJECTIVES

- 1) To familiarize the student with the availability of government support, subsidies and incentives to entrepreneurs.
- 2) To acquaint the student with the existing sources of funds from various institutions and banks.
- 3) To understand the registration process and incorporation process of business.

LEARNING OUTCOMES

- 1) The student shall know how the business is incorporated and how to maintain liaison with the different government departments.
- 2) The student also will gain knowledge relating to subsidies, incentives and other supporting mechanism by different agencies for the smooth function of business.

SYLLABUS

Unit I:

Central and State Government Support to Entrepreneurs: Micro, Small and Medium Enterprises (MSME) role and importance-Central Government Policy initiatives since 1948 – growth and development of MSME’s in India – Current Schemes – Central Level Institutions – NSIC-KVIC-EDI-NPC-Coir board-Silk board-NSIC-NSTEDB; State Level Institutions – DIC- Industrial Estates-TCO-Industrial and Trade Associations.

Unit II:

Government Incentives and Subsidies: Reservation of certain goods and services for MSME - Need and Advantages of incentives and subsidies- Types of incentives, Schemes-Incentives, and subsidies in operation- Tax Holiday - Incentives and facilities to exporters.

Unit III:

Registration of Enterprises: Business Name registration, Trade Mark registration, Patent registration and legal formalities - Sole Proprietorship, Partnership, Limited Liability Partnership (LLP), Private Limited Company and Public Limited Company Registration process – benefits of registration – Obtaining different licenses and permissions including export and import license. Income Tax and Sales/Service Tax registration process.

Unit IV:

Funds Requirement and Evaluation: Own Capital v/s Loan Capital (equity and debt) – Cost of the project – evaluation of different sources of funds - Projected Income and Turnover statements; Seed Capital – Angel Investment – Venture Capital – Detailed Project Report (DPR) Preparation.

Unit V:

Institutional Financing to Entrepreneurs: Working Capital– Short term – Medium term and Long term financing to entrepreneurs by commercial banks (Private and Public sector banks) – Term Lending process from financial institutions-IDBI, SIDBI, EXIM Bank, IFCI, LIC, UTI, ICICI, NABARD, MUDRA Bank, Micro Finance Institutions, State Finance Corporations, Industrial Development Corporations, Investment and Infrastructure corporations.

TEXT BOOK:

1. Arya Kumar (2014), *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*, New Delhi: Pearson Publications.

REFERENCES:

1. Bill Bolton, John Thompson (2014), *Entrepreneurs: Talent, Temperament and Opportunity*, Routledge 3rd Ed.
2. S.Anil Kumar & S.C Purnima (2014), *Entrepreneurship Development*, New Delhi: New Age Publishers.

3. A Shay and V Sharma (2012), *Entrepreneurship and New Venture Creation*, New Delhi: Excel Books.
4. Vasant Desai (2012), *Dynamics of Entrepreneurial Development and Management*, New Delhi: Himalaya Publishing House.
5. Poornima M. Charantimath (2012), *Entrepreneurship Development – Small Business Enterprises*, New Delhi: Pearson.

JOURNALS AND NEWS PAPERS:

1. Harvard Business Review
2. International Journal Of Entrepreneurial Behaviour And Research
3. International Journal Of Small Business Management
4. International Journal Of Entrepreneurship And Innovation Management
5. The Mint/ The Economic Times/Business Standard/Business Line daily news papers.

MBG304: E-COMMERCE

INTRODUCTION

With the help of the flexibility offered by computer networks and the availability of the Internet, E-commerce develops on traditional commerce . E-commerce creates new opportunities for performing profitable activities online. It promotes easier cooperation between different groups: businesses sharing information to improve customer relations; companies working together to design and build new products/services; or multinational company sharing information for a major marketing campaign.

OBJECTIVES

- 1) To make the students understand the various concepts related to Electronic Business
- 2) To enable them to understand and exploit its role in providing strategic advantage.

LEARNING OUTCOMES

- 1) Understand the concept of E-Commerce and its significance
- 2) Understand how social media is playing a vital role for the promotion of a business
- 3) Understand the concept and usage of MCommerce

SYLLABUS

Unit I:

Introduction to E-Commerce – Definitions - Types of E-commerce, Benefits of E-commerce - Limitations of E-commerce - Impact of E-commerce – Electronic Market Structure – Business Models of E-Commerce, Electronic Marketplaces – Types of E-Marketplaces, Electronic stores and Malls, Electronic Catalogues, E-Shopping Cart, Online Auctioning.

Unit II:

B2C and Advertising in Ecommerce – Retailing in E-Commerce – E-Tailing Business Models, Online Purchase Decision Aids, Online Consumer Behavior Model –Consumer Purchasing Decision Making Process– Internet Marketing Methods – Web Advertising - Advertisement Methods – Advertisement Strategies and Promotions.

Unit III:

B2B E-Commerce - Characteristics of B2B EC – Models of B2B - Purchasing, Logistics and Support Activities, Electronic Data Interchange (EDI), Electronic Supply Chain Management.

Unit IV:

Electronic Payment Systems and Security– Electronic Payment and Protocols – Electronic Credit Card system – Electronic Fund Transfer and Debit Cards - Security schemes in Electronic Payment Systems, Fraud Protection.

Unit V:

Mobile and Social Commerce: Attributes and Drivers of M-Commerce, Mobile Financial Applications, Mobile Marketing and Advertising, Mobile Entertainment, Web 2.0, Virtual Communities, Online Social Networking, Business and Enterprise Social Networks, Advertising in Social Networks

Internet based Exercises related to different concepts of Ecommerce

TEXT BOOK

1. Efraim Turban, David King, Jae Lee, Dennis Viehland (2014), *Electronic Commerce: Managerial and Social Networks Perspective*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. Hanson Ward (2012), *Internet Marketing and Ecommerce*, New Delhi: Cengage Learning .
2. Elias M Awad (2012), *Electronic Commerce: From Vision to Fulfillment*, New Delhi: Prentice Hall of India.
3. P.T.S.J. Joseph (2012), *E-Commerce: An Indian Perspective*, New Delhi: Prentice Hall India.
4. Karabi Bandopadhyay (2012), *Mobile Commerce*, New Delhi: Prentice Hall India.

MBA304: BUSINESS SIMULATION

INTRODUCTION

Through this course, students get the chance to develop a holistic understanding of basic business principles from the very beginning in an engaging learning experience. Each business discipline has its broad body of knowledge and can be mastered in theory, but experiencing how business works in practice can be the ideal foundation for deep and ongoing learning.

OBJECTIVES

This course is designed to enable students to learn about the private enterprise system and better understand how organizations operate within that environment.

LEARNING OUTCOMES

Through this course, the student will:

- 1) Explore the functional areas of business including management, accounting, product development, marketing, production and operations management, human resource management, and finance.
- 2) Learn the concepts, language, and conversations that have evolved to help manage profit seeking organizations.
- 3) Learn how to be successful in an environment characterized by uncertainty and risk.

SYLLABUS

Resources: “Foundation™” Web-based Simulation www.capsim.com

This subscription, web-based simulation offers the experience of making business decisions in a competitive marketplace. By using web based simulation, students learn Business Fundamentals by creating and developing their product line, market their products, manage their production and raise funds to run the company. Also, students learn to read and understand financial statements, the cause and effect between each part of the company and balance competing demands in the changing marketplace. Foundation provides a framework for understanding business processes, decision-making and key financial reports. By giving participants a hands-on opportunity to run a company, students learn the building blocks of business.

MBA306: FAMILIES IN BUSINESS

INTRODUCTION

This is a course that aims at offering learning by doing experience to students. Self-learning about reputed business families offers a load of knowledge and inspiration to the learner.

OBJECTIVE

The main intention of this course is to create some flair in enterprise management by utilizing the knowledge, skills, capabilities, creativity and innovation of the family members.

LEARNING OUTCOMES

The student shall be able to thoroughly understand reputed business houses and apply this understanding.

SYLLABUS

The students shall take at least one-business organization profile (Reputed Families in Business) and understand the business intricacies and must present in the form of independent research paper, Seminar paper, Assignment and display innovation in selecting and presenting the topic. The following are some of the leads for selection of topic.

1. Ford Motors Company of USA
2. Sony Corporation of Japan
3. Samsung of Korea
4. Tata companies
5. Bajaj Company
6. Mahindra and Mahindra

MBA342: CUSTOMER RELATIONSHIP MANAGEMENT

INTRODUCTION

Customer Relationship Management (CRM) encompasses activities and processes intended to help an organisation understand, communicate with, and service the needs of customers and prospects. The main driver for CRM is the underlying philosophy that successful customer engagement, and therefore successful business, is based on the ability to build ‘meaningful relationships’ with customers.

OBJECTIVES

- 1) To sensitize students about the dimensions and significance of Customer Relationship Management
- 2) To provide tools and techniques to the students along with an understanding as to how to manage relationship with customers, and enhance Lifetime Value of Customers.

LEARNING OUTCOMES

- 1) The students will be able to understand Customer Relationship Management,
- 2) They will gain confidence to build, develop and maintain long term relations with the customers.

SYLLABUS

Unit I:

Introduction and significance of Customer Relationship Management: CRM Emerging Concepts; Need for CRM; Evolution and growth of CRM.CRM Applications.

Unit II:

CRM Process: Introduction and Objectives of a CRM Process; an insight into CRM and e-CRM/Online CRM; The CRM Cycle, CRM Components.

Unit III:

CRM Architecture: IT Tools in CRM; Introduction to Data Warehousing, Data Mining, CRM over Internet.

Unit IV:

Impact of CRM on Marketing Channels- Role of channels in CRM and its significance, Factors affecting CRM through channels, Major challenges facing CRM through channels.

Unit V:

Implementation of CRM-Elements of CRM System, CRM implementation- Barriers.

Case Let (Not Exceeding 200 Words)

TEXT BOOK

1. V.Kumar, Werner.J.Reinartz (2008), *Customer Relationship Management- A Data based Approach*, New Delhi: Wiley India Edition.

REFERENCE BOOKS

1. Alex Berson, Stephen Smith, Kurt Thearling (2005), *Building Data Mining Applications for CRM*, New Delhi: Tata McGraw Hill.
2. Mohammed, H. Peeru and A. Sagadevan (2008), *Customer Relationship Management*, New Delhi: Vikas Publishing house.
3. Paul Greenberge (2006), *CRM-Essential Customer Strategies for the 21st Century*, New Delhi: Tata McGraw Hill.

*Latest editions

JOURNALS

1. Gitam Journal of Management, GITAM University, Visakhapatnam
2. Harvard Business Review, Harvard Business School Publication Co., USA
3. Marketing Mastermind

MBA344: ADVERTISING AND BRAND MANAGEMENT

INTRODUCTION

Advertising is the dissemination of information concerning an idea, product or service that induces the need in customer, leading to sale of the product. Advertising is used for communicating business information to the present and prospective customers. Simply put, advertising is telling and selling the product. Advertising Management is the process of employing various media to sell a product or service. This process begins quite early from marketing research and encompasses the media campaigns that help sell the product. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them.

OBJECTIVES

- 1) To understand the concepts and trends in Advertising
- 2) To learn planning and measurement of Advertising
- 3) To analyze the brand equity and branding strategies

LEARNING OUTCOMES

The students will learn about –

- 1) Importance of advertising in promotion of products
- 2) The basics of print and electronic media
- 3) The role of branding in marketing of products.

SYLLABUS

Unit I:

Introduction to Advertising: Objectives, Advertising Agencies, advertising budgets, emerging trends in Advertising.

Unit II:

Advertising Creativity: **Planning and development:** Importance of creativity, The creativity process **Creativity-implementation and evaluation:** Advertising appeals, Execution styles **Creative tactics:** print and electronic media.

Unit III:

Media Planning and Strategy: Media plan, establishing Media objectives, developing and implementing Media strategies, scheduling, evaluation of Media, broadcast, print and support Media.

Unit IV:

Advertising Effectiveness: **Testing Process:** Concept testing, Prefinished copy testing, Pretesting & Post testing of finished Ads .Social, ethical, and economic aspects of Advertising.

Unit V:

Brand Management: Managing a Brand, PLC of a Brand, Brand equity, Branding strategy, Brand positioning.

TEXT BOOK

1. Belch M A and Belch G E (2012), *Advertising and Promotion – An Integrated Marketing Communication Perspective*, 9th Ed, New Delhi: Tata McGraw-Hill.

REFERENCE BOOKS

1. Kenneth Clow and Donald Baack (2013), *Integrated Advertisements, Promotion and Marketing Communication*, 6th Ed., New Delhi: Prentice Hall of India.
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha (2013), *Marketing Management*, New Delhi: Pearson 14th Edition.

JOURNALS

1. Indian Journal of Marketing & Journal of Advertising Research
2. GITAM Journal of Management, GITAM Institute of Management, GITAM University, Visakahapatnam

MBA346: INSURANCE MANAGEMENT

INTRODCUTION

Effective insurance management aims at not only optimisation of cover at economical cost but also ensuring availability of protection when it is most needed.

OBJECTIVES

- 1) To understand and acquire basic knowledge about Risk Management
- 2) To understand theory and practice of Life and Non-Life Insurance

LEARNING OUTCOMES

- 1) This paper aims at providing impetus to the students about insurance and banking operations in India.
- 2) It also provides students basic ideas regarding thrust areas in insurance and banking

SYLLABUS

Unit I:

Risk Vs Uncertainty- Kinds and Classification of Risk – Methods of Handling Risk – Meaning of Risk Management – Steps in the Risk Management Process - The changing scope of Risk Management.

Unit II:

Definition of Insurance- Basic Characteristics of Insurance – Fundamental Legal Principles of Insurance – Requirements of Insurance Contract – Benefits of Insurance to Society.

Unit III:

Life Insurance- Principles of Life Insurance – Types of Life Insurance – Variation of Life Insurance.

Unit IV:

General Insurance- Principles of General Insurance – Fire, Marine, Motor, Engineering, Miscellaneous, Liability and Agricultural Insurance.

Unit V:

Insurance Company Operations- Rate Making – Underwriting- production – Claim Settlement.

Case let (Not Exceeding 200 Words)

TEXT BOOK

1. George E. Rejda (2007), *Principles of Risk Management and Insurance* Tenth Edition, New Delhi: Pearson Education.

REFERENCE BOOKS

1. Dr. P. Gupta (2004), *Insurance and Risk Management*, New Delhi: Himalaya Publications.
2. M. N. Mishra (2002), *Insurance Principles and Practice*, New Delhi: S.Chand & Co.
3. *Principles of Insurance*, Mumbai: Insurance Institute of India.
4. *Practice of Life Insurance*, Mumbai: Insurance Institute of India
5. *Practice of General Insurance* Mumbai: Insurance Institute of India.

*Revised and Latest editions

JOURNALS

1. Dyan Jyothi, National Insurance Academy, Pune.
2. GITAM Journal of Management, GITAM University, Visakhapatnam.
3. ICFAI Journal of Risk & Management, Hyderabad.
4. Insurance Chronicle, ICFAI, Hyderabad.
5. Insurance Times, Kolkata.
6. Yogakshema, LIC of India, Mumbai.

MBA348: INCOME TAX LAW AND PRACTICE

INTRODUCTION

The subject of Tax Laws is inherently complicated and is subjected to constant refinement through new primary legislations, rules and regulations made there in and court decisions on specific legal issues. It therefore becomes necessary for every student to constantly update himself/herself with the various changes made as well as judicial pronouncements rendered from time to time.

OBJECTIVES

- 1) To enable the students to understand the Indian Income Tax
- 2) To enable them to grasp the practice of Indian Income Tax Act.

LEARNING OUTCOMES

- 1) The student will be able to understand the concepts of Indian Income Tax.
- 2) The student will also be able to compute income tax from various sources.

SYLLABUS

Unit I:

Income Tax, Act, 1961, Basic Concepts, Incidence of Tax, Residential Status, Incomes Exempted for Tax.

Unit II:

Computation of Income from Salaries and House Property, Computation of Allowance & Perquisites, Computation of Gross Salary, Calculation of Tax Rebate, Computation of Income from House Property, Allowable Deductions.

Unit III:

Computation Income from, Profits or Gains from Business or Profession, Allowable Deductions.

Unit IV:

Computation of Income from Capital Gains and Other Sources, Allowable Exemptions, Computation of Income from Other Sources, Allowable Exemptions.

Unit V:

Computation of Total Income, Deductions from Gross Total Income , Set off and Carry forward of Losses , Assessment of Individuals , Computation of Tax Liability , Income Tax Authorities.

TEXT BOOK

1. Gaur and Narang (Latest Edition), *Income Tax Law and Practice*, New Delhi: Kalyani Publishers.

REFERENCE BOOKS

1. Dinkar Pagare (Latest Edition), *Law and Practice of Income Tax*, New Delhi: Sultan Chand and Sons.
2. Gaur and Narang (Latest Edition), *Law and Practice of Income Tax*, New Delhi: Kalyani Publishers.
3. H.C. Mehrotha (Latest Edition), *Income Tax Law and Accounts*, Agra Sahitya Bhavan.
4. V.K. Singhaniya (Latest Edition), *Students Guide to Income Tax*, New Delhi: Tax Man Series.

JOURNALS

1. Economic and Political Weekly, Mumbai.
2. GITAM Journal of Management, Visakhapatnam.
3. Taxmann Journal

MBA350: INDUSTRIAL RELATIONS

INTRODUCTION

The major causes for industrial relationship conflicts are terms of employment (Wages, Dearness Allowance, Bonus and fringe benefits), working conditions (Working Hours, Health, Welfare), non employment (Lay off, Lock out, Retrenchment and Dismissal), personal issues (Discipline, and Promotion), and recognition of Trade Unions. The means adopted by the parties to achieve their objectives vary from simple negotiation to economic warfare which may sometimes adversely affect the community interest. When the community interest is affected, the State cannot remain a silent and helpless spectator and therefore intervenes in different ways to resolve the conflict within the frame work of law.

OBJECTIVES

- 1) To understand the basic concepts like Industrial Relations, Trade Union, Employer's Organizations Industrial Dispute Code of Discipline, Code of Conduct, and harmonious relations.
- 2) To understand the key actors and their role in IR
- 3) To understand the causes for grievance and managing grievance
- 4) To understand the impact of technology and globalization on IR, recent trends in IR.

LEARNING OUTCOMES

- 1) The students will be sensitized and get exposure to critical tasks, functions and issues of industrial relations.
- 2) They will gain insight into the dynamics of employee management relations in different job situations after completing this course.

SYLLABUS

Unit I:

Industrial Relations Concept and Scope: Importance, key actors in IR, approaches to IR, factors affecting IR, prerequisites for successful IR.

Unit II:

Trade Union Concept: Functions of Trade Unions in India, problems of Trade Unions and their role in IR, employers organizations - functions and their role in IR, code of discipline and its objectives, unfair labour practices.

Unit III:

Grievance concept: Causes, managing grievances and grievance redress procedure, Industrial conflicts/disputes, causes and consequences, Concepts of Layoff, Retrenchment, Strike and Lock out.

Unit IV:

Industrial Disputes Settlement Machinery: Mediation, Consideration, Arbitration and Adjudication. Managing Discipline, Process of Domestic Enquiry.

Unit V:

Collective bargaining(CB): Concept, pre-requisites of CB, CB at different levels, workers participation in Management and its objectives, levels and forms of participation, joint management committees and their functions, Tripartisiam - ILC and SLC.

TEXT BOOK

1. VenkataRatnam C. S.(2011), *Industrial Relations*, New Delhi: Oxford University Press.

REFERENCE BOOKS

1. Singh, B. D (2010), *Industrial Relations - Emerging Paradigms*, New Delhi: EXCEL Memoria & Memoria (2010), *Dynamics of Industrial Relations*, New Delhi: Himalaya Publishing House.

JOURNALS

1. Indian Journal of Industrial Relations
2. Human Capital
3. GITAM Journal of Management, GITAM Institute of Management, GITAM University, Visakhapatnam

MBA352: EMPLOYMENT LAWS

INTRODUCTION

Since the introduction of economic reforms from 1990, Government has liberalized economic policy to attract both national and international investors in large number. A large number of Multi-National Companies (MNC) have availed this opportunity to capture a share in the Indian markets in this competitive environment. Given this present economic scenario, labour laws assumed great importance and relevance and therefore an in-depth knowledge of labour laws is a Sine-Qua-non for Personnel Management. This sharpens the managerial excellence and enables the Personnel Manager's to take right decisions at appropriate times, to avoid litigations of varied nature and help in maintaining industrial peace and harmony.

LEARNING OBJECTIVES

- 1) To understand the basic concepts of various labour legislations
- 2) To acquire skills in presenting the views during litigations in a court of law
- 3) To acquaint with various formats to be submitted to various labour departments

LEARNING OUTCOMES

- 1) The students will be aware of Legal Acts and Rules for smooth and harmonious relations with employees in an organisation
- 2) It will make them aware of liasioning among employers, government and employees for better administration.

SYLLABUS

Unit I:

Labour Legislation: Principles of Labour Legislation, role of ILO and Indian Constitution.

Unit II:

The Factories Act, 1948.

Unit III:

The Industrial Disputes Act, 1947, The Industrial Employment (Standing Orders) Act, 1946.

Unit IV:

The Payment of Bonus Act, 1965, The Minimum Wages Act, 1948.

Unit V:

The Employees State Insurance Act, 1948, The Employees Compensation Act, 1923, The Payment of Gratuity Act, 1976.

TEXT BOOK

1. Singh B.D (2014), *Labour Laws for Managers*, New Delhi: Excel Books.

REFERENCE BOOKS

1. Malik P. L (2012), *Industrial and Labour Laws*, New Delhi: Eastern Book Company,
2. Mishra S.N (2012), *Labour and Industrial Laws*, New Delhi: Central Law Publication.

JOURNALS

1. Labour Law Reporter
2. Labour Law Journal
3. Indian Journal of Industrial Relations
4. Indian Journal of Training & Development