REGULATIONS & SYLLABUS
of
Master of Business Administration (Integrated) MBA(I)
A Five Year Full Time - Semester & Trimester Program
Program Code: MBA
(w.e.f. 2016-17 Admitted Batch)

Website : www.gitam.edu

2016
1.0 ADMISSION

Admission into MBA(I) Program of GITAM University is governed by GITAM University regulations.

1.1 PROGRAMME EDUCATIONAL OBJECTIVE

1. The five year Integrated MBA program aims at preparing students to be "Top Notch Management Professionals" in the global market by offering UG and PG degrees and also an opportunity to study abroad at prestigious institutions.

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. It seeks to adopt an intensive value based training methodology for building the capacity to respond effectively to global business problems.

1.2 PROGRAMME OUTCOME

1. At the end of the five year Integrated Masters in Business Administration program, students would have a thorough grounding in management fundamentals with a BBA degree and gain specialization in Finance, HR, Marketing or Operations with an MBA degree.

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 program with extra-curricular competency development courses with a strong value base enables students to take up leadership challenges, and become socially involved, innovative business leaders and entrepreneurs.

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
- Students to 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**

The Program Consists of

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

   \[
   \text{Intra Departmental Electives} \quad \text{Intra Departmental Electives}
   \]

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

<table>
<thead>
<tr>
<th>Name of the course</th>
<th>Range of credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory</td>
<td>2 to 6</td>
</tr>
<tr>
<td>Practical's</td>
<td>2 or 3</td>
</tr>
<tr>
<td>Project work</td>
<td>1 to 5</td>
</tr>
<tr>
<td>Professional competency development course</td>
<td>1 or 2</td>
</tr>
<tr>
<td>Viva voce</td>
<td>1 or 2</td>
</tr>
<tr>
<td>Seminar</td>
<td>1 or 2</td>
</tr>
</tbody>
</table>

4.5. The MBA (I) program comprises of six semesters and six trimesters spread across five academic years of study - first three years in the BBA Program (UG - Semester System), followed by two academic years of study under the regular MBA program (PG - Trimester System).

The three year UG Program consists of fundamental knowledge about business, core courses and skill development courses (Electives) along with Professional Competency development courses. The weight-age of credits is as follows:

<table>
<thead>
<tr>
<th>Description of the courses</th>
<th>Total Credits offered</th>
<th>Compulsory credits required to complete the program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Courses</td>
<td>34 Credits</td>
<td>34 Credits</td>
</tr>
<tr>
<td>Core courses</td>
<td>55 Credits</td>
<td>55 Credits</td>
</tr>
<tr>
<td>Elective Courses</td>
<td>48 Credits</td>
<td>24 Credits</td>
</tr>
<tr>
<td>Professional Competency Development courses</td>
<td>16 Credits</td>
<td>12 Credits</td>
</tr>
<tr>
<td><strong>Total…..</strong></td>
<td><strong>153 Credits</strong></td>
<td><strong>125 Credits</strong></td>
</tr>
</tbody>
</table>

**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 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.
4.6 Semester wise course structure

**SEMESTER - I**

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

**PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-1**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course Code</th>
<th>Title of the Course</th>
<th>Theory</th>
<th>Practical</th>
<th>Credits</th>
<th>Internal Assessment Marks</th>
<th>External Assessment Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MBA354</td>
<td>Out Bound Training (OBT)</td>
<td>-</td>
<td>2</td>
<td>1</td>
<td>50</td>
<td>-</td>
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</table>

Note: Professional Competency Development courses will be added in the 6th Semester
### SEMESTER - II

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

**PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-II**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course Code</th>
<th>Title of the Course</th>
<th>Theory</th>
<th>Practical</th>
<th>Credits</th>
<th>Internal Assessment Marks</th>
<th>External Assessment Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MBA356</td>
<td>Yoga</td>
<td>-</td>
<td>2</td>
<td>1</td>
<td>50</td>
<td>-</td>
<td>50</td>
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</tbody>
</table>

Note: Professional Competency Development courses will be added in the 6th Semester
### SEMESTER - III

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

*100 Marks Practical

### PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-III

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course Code</th>
<th>Title of the Course</th>
<th>Theory</th>
<th>Practical</th>
<th>Credits</th>
<th>Internal Assessment Marks</th>
<th>External Assessment Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MBA358</td>
<td>Current Business Affairs (CBA)</td>
<td>2</td>
<td>2</td>
<td>50</td>
<td>-</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>MBA360</td>
<td>Soft skills</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td>3.</td>
<td>MBA362</td>
<td>BEC</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>100</td>
<td>-</td>
<td>100</td>
</tr>
</tbody>
</table>

Note: Professional Competency Development courses will be added in the 6th Semester
### SEMESTER - IV

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

### PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-IV

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course Code</th>
<th>Title of the Course</th>
<th>Theory</th>
<th>Practical</th>
<th>Credits</th>
<th>Internal Assessment Marks</th>
<th>External Assessment Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MBA358</td>
<td>Current Business Affairs (CBA)</td>
<td>4</td>
<td>-</td>
<td>2</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
</tbody>
</table>

Note: Professional Competency Development courses will be added in the 6th Semester.
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Code No.</th>
<th>Title of the Course</th>
<th>Level of Course</th>
<th>Theory</th>
<th>Practical</th>
<th>Credits</th>
<th>Internal Assessment Marks</th>
<th>External Assessment Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MBA301</td>
<td>Business Plan Preparation</td>
<td>Core</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>MBG301</td>
<td>Production &amp; Operations Management</td>
<td>Core</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>MBA303</td>
<td>Social Entrepreneurship</td>
<td>Elective Discipline Centric</td>
<td>3</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>MBA305</td>
<td>Family Business Management</td>
<td>Elective Discipline Centric</td>
<td>3</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>MBA341</td>
<td>Consumer Behavior</td>
<td>Elective Discipline Centric</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>6.</td>
<td>MBA343</td>
<td>Logistics and Supply Chain Management</td>
<td>Elective Discipline Centric</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>7.</td>
<td>MBA345</td>
<td>Stock Market Operation</td>
<td>Elective Discipline Centric</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>8.</td>
<td>MBA347</td>
<td>Indian Financial System</td>
<td>Elective Discipline Centric</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>9.</td>
<td>MBA349</td>
<td>Human Resource Development</td>
<td>Elective Discipline Centric</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>10.</td>
<td>MBA351</td>
<td>Performance management</td>
<td>Elective Discipline Centric</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>11.</td>
<td>MBA391</td>
<td>Industrial Project Report &amp; Viva-voce</td>
<td>Core Skill Building</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>100</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>S. No.</td>
<td>Code No.</td>
<td>Title of the Course</td>
<td>Level of Course</td>
<td>Theory</td>
<td>Practical</td>
<td>Credits</td>
<td>Internal Assessment Marks</td>
<td>External Assessment Marks</td>
<td>Total Marks</td>
</tr>
<tr>
<td>-------</td>
<td>----------</td>
<td>----------------------------</td>
<td>----------------</td>
<td>--------</td>
<td>-----------</td>
<td>---------</td>
<td>---------------------------</td>
<td>---------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>12.</td>
<td>MBA393</td>
<td>Semester Core Skill End Viva</td>
<td>Core Skill Building</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>TOTAL… 1150</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course Code</th>
<th>Title of the Course</th>
<th>Theory</th>
<th>Practical</th>
<th>Credits</th>
<th>Internal Assessment Marks</th>
<th>External Assessment Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MBA358</td>
<td>Current Business Affairs (CBA)</td>
<td>2</td>
<td>2</td>
<td>50</td>
<td>-</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td>2.</td>
<td>MBA360</td>
<td>Soft skills</td>
<td>-</td>
<td>1</td>
<td>50</td>
<td>-</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td>3.</td>
<td>MBA364</td>
<td>General Book Review</td>
<td>1</td>
<td>1</td>
<td>50</td>
<td>-</td>
<td>-</td>
<td>50</td>
</tr>
</tbody>
</table>

Note: Professional Competency Development courses will be added in the 6th Semester.
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Code No.</th>
<th>Title of the Course</th>
<th>Level of Course</th>
<th>Theory</th>
<th>Practical</th>
<th>Credits</th>
<th>Internal Assessment Marks</th>
<th>External Assessment Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MBA302</td>
<td>Government Support and Financial Aspects of Entrepreneurship</td>
<td>Core</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>MBG304</td>
<td>E-Commerce</td>
<td>Core</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>MBA304</td>
<td>Business Simulation</td>
<td>Elective</td>
<td>3</td>
<td>3</td>
<td>100</td>
<td>-</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>4.</td>
<td>MBA306</td>
<td>Families in Business</td>
<td>Elective</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>100</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>5.</td>
<td>MBA342</td>
<td>Customer Relationship Management</td>
<td>Elective</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>6.</td>
<td>MBA344</td>
<td>Advertising and Brand Management</td>
<td>Elective</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>7.</td>
<td>MBA346</td>
<td>Insurance Management</td>
<td>Elective</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>8.</td>
<td>MBA348</td>
<td>Income Tax Law &amp; Practice</td>
<td>Elective</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>9.</td>
<td>MBA350</td>
<td>Industrial Relations</td>
<td>Elective</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>10.</td>
<td>MBA352</td>
<td>Employment Laws</td>
<td>Elective</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>11.</td>
<td>MBA392</td>
<td>Semester End Viva-Voce</td>
<td>Core Skill Building</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>27</strong></td>
<td><strong>04</strong></td>
<td><strong>31</strong></td>
<td><strong>570</strong></td>
<td><strong>480</strong></td>
<td><strong>1050</strong></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course Code</th>
<th>Title of the Course</th>
<th>Theory</th>
<th>Practical</th>
<th>Credits</th>
<th>Internal Assessment Marks</th>
<th>External Assessment Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MBA358</td>
<td>Current Business Affairs</td>
<td>2</td>
<td>2</td>
<td>50</td>
<td>-</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td>2.</td>
<td>MBA366</td>
<td>Management Book Review</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Course Code</th>
<th>Course</th>
<th>Total Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MBA354</td>
<td>OBT</td>
<td>1</td>
</tr>
<tr>
<td>2.</td>
<td>MBA356</td>
<td>Yoga</td>
<td>1</td>
</tr>
<tr>
<td>3.</td>
<td>MBA358</td>
<td>CBA (Current Business Affairs) Starts from the 3rd Semester</td>
<td>8</td>
</tr>
<tr>
<td>4.</td>
<td>MBA360</td>
<td>Soft Skills</td>
<td>2</td>
</tr>
<tr>
<td>5.</td>
<td>MBA362</td>
<td>BEC</td>
<td>2</td>
</tr>
<tr>
<td>6.</td>
<td>MBA364</td>
<td>General Book Review</td>
<td>1</td>
</tr>
<tr>
<td>7.</td>
<td>MBA366</td>
<td>Management Book Review</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td><strong>16</strong></td>
</tr>
</tbody>
</table>

Credit Break up details in Semester VI

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Details</th>
<th>Credits Offered</th>
<th>Credits to be earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Core Courses</td>
<td>6 Credits</td>
<td>6 Credits</td>
</tr>
<tr>
<td>2.</td>
<td>Electives (12 out of 24 to be earned)</td>
<td>24 Credits</td>
<td>12 Credits</td>
</tr>
<tr>
<td>3.</td>
<td>Professional Competency Development Courses (Minimum Compulsory Credits in Professional Competency Development courses=12 out of 16)</td>
<td>16 Credits</td>
<td>12 Credits</td>
</tr>
<tr>
<td>4.</td>
<td>Total Credits Offered</td>
<td>19</td>
<td>31 Credits</td>
</tr>
</tbody>
</table>
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. 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 (i.e., 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

<table>
<thead>
<tr>
<th>S. No.</th>
<th>COMPONENT OF ASSESSMENT</th>
<th>MARKS ALLOTTED</th>
<th>TYPE OF ASSESSMENT</th>
<th>SCHEME OF EXAMINATION</th>
</tr>
</thead>
</table>
| 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: 15 marks. |
|        | Total                   | 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. |
|        | 100                     |                |                   |                       |
| 2.     | Practicals              | 100            | Continuous Evaluation    | i) Forty (40) marks for lab performance, record and viva-voce  
                                      | (Tally / Excel) |                | 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. |
| 3.     | Social Project          | 50             | Viva Voce              | Viva at the end of each Semester shall be on all courses of that Semester and Industrial visits of that Semester.  
                                      | at the end of II Semester |                |                                      |
|        | 50                      | Project Evaluation |                | Project Evaluation: 30 marks.  
<pre><code>                                  | |                | Project Presentation: 20 marks. |
</code></pre>
<p>|        | Total                   | 100            |                   |                       |</p>
<table>
<thead>
<tr>
<th>S. No.</th>
<th>COMPONENT OF ASSESSMENT</th>
<th>MARKS ALLOTTED</th>
<th>TYPE OF ASSESSMENT</th>
<th>SCHEME OF EXAMINATION</th>
</tr>
</thead>
</table>
(ii) Project/plan Evaluation: 50                                                                                   |
| 5.   | Comprehensive Viva-Voce                                                                 | 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 | a. Independent Research Paper: Student should select any family firm (First or Second Generation) either from their locality or elsewhere.(50 Marks)  
b. Seminar Paper Presentation: Seminar Paper should be between 2500 to 3500 words and present the same.(25 Marks)  
c. Assignment Preparation from the lead case studies.(15 Marks)  
d. Innovativeness in selecting and presenting the topic.(10 Marks) |
# Assessment Procedure Professional competency development courses

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

9.1) Re-totaling 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

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

$$\text{GPA} = \frac{\sum [C \times G]}{\sum C}$$

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>
<thead>
<tr>
<th>Class</th>
<th>Required CGPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distinction</td>
<td>(\geq 8.0)*</td>
</tr>
<tr>
<td>First Class</td>
<td>(\geq 6.5)</td>
</tr>
<tr>
<td>Second Class</td>
<td>(\geq 5.5)</td>
</tr>
<tr>
<td>Pass</td>
<td>(\geq 5.0)</td>
</tr>
</tbody>
</table>

* 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 MBA(I) DEGREE

14.1 Duration of the program:
Once the student has taken admission into the Five year Integrated MBA (I) program, no exit is offered until the end of the full five year term. Upon the completion of the five year program, the student shall be awarded a BBA degree and an MBA degree.

A student is normally expected to complete the BBA program of six semesters within three years and MBA program of six trimesters within two years.

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 MBA (I) 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

NOTE: MBA(I) program follows regulations of MBA program in Fourth and Fifth years, and any modifications in the MBA regulations in that academic year will be applicable to MBA(I) program.

15. 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 EXAMINATIONS

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

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

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

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Pattern</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>Section A</strong>: Five questions (both theory / problems) (Five out of Eight to be answered).</td>
<td>5 x 4 = 20 marks</td>
</tr>
<tr>
<td>2.</td>
<td><strong>Section B</strong>: Problems/Theory ( Five out of Eight to be answered)</td>
<td>5 x 8 = 40 marks</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60 Marks</strong></td>
</tr>
</tbody>
</table>

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

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

* Should secure minimum 40% marks in computer related practicals.
D. The following shall be the structure of question paper for all the other theory courses.

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

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

17. Twinning MBA Program in University of Nebraska (UNO), Omaha, USA:

After fulfilling academic requirements of first year MBA at GITAM Institute of Management, students of Integrated MBA are eligible to study second year in UNO. After successful completion of study at UNO, the students would receive MBA from UNO. In this case, the student has exit option at the end of first year MBA and is only eligible to get marks statement for first year and not degree from GITAM.

18. Study Abroad Program with University of Nebraska(UNO), Omaha, USA:

Students of MBA(I) can study their last semester/trimester in UNO as part of student exchange. At the end of the program, upon producing pass certificate of equal number of UNO credits which would otherwise be earned in GITAM Institute of Management, the student is eligible for the award of degree from GITAM University.
## Master of Business Administration (I)

### SEMESTER- I

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Code No.</th>
<th>Title of the Course</th>
<th>Level of Course</th>
<th>Theory</th>
<th>Practical</th>
<th>Credits</th>
<th>Internal Assessment Marks</th>
<th>External Assessment Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MBG101</td>
<td>English Foundation</td>
<td>Compulsory</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>MBG131</td>
<td>MS Office &amp; IT Foundation</td>
<td>Compulsory</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>100</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>MBG103</td>
<td>Business Economics</td>
<td>Compulsory</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>4.</td>
<td>MBG105</td>
<td>Financial Accounting</td>
<td>Compulsory</td>
<td>4</td>
<td>-</td>
<td>4</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>5.</td>
<td>MBG107</td>
<td>Business Mathematics</td>
<td>Compulsory</td>
<td>4</td>
<td>-</td>
<td>4</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>6.</td>
<td>MBG109</td>
<td>Indian Business Environment</td>
<td>Compulsory</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>7.</td>
<td>MBA191</td>
<td>Semester End Viva Core Skill Building</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>50</td>
<td>-</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL…**  21 - - 650

### PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-I

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course Code</th>
<th>Title of the Course</th>
<th>Theory</th>
<th>Practical</th>
<th>Credits</th>
<th>Internal Assessment Marks</th>
<th>External Assessment Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MBA354</td>
<td>Out Bound Training (OBT)</td>
<td>-</td>
<td>2</td>
<td>1</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
</tbody>
</table>

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

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

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:

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:

TEXT BOOK

REFERENCE BOOKS

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:

TEXT BOOK

REFERENCE BOOKS

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
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:

UNIT–II:

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:


TEXT BOOK

REFERENCE BOOKS

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:

UNIT–II:

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**


**REFERENCE BOOKS**


**JOURNALS**

1. American Journal of Mathematics (Johns Hopkins U, Baltimore MD, USA)
4. Canadian Journal of Mathematics (CMS, Ottawa)
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:


UNIT – III:


UNIT – IV:


UNIT – V:


TEXT BOOK


REFERENCE BOOKS

## SEMESTER - II

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

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course Code</th>
<th>Title of the Course</th>
<th>Level of Course</th>
<th>Theory</th>
<th>Practical</th>
<th>Credits</th>
<th>Internal Assessment Marks</th>
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<tbody>
<tr>
<td>1</td>
<td>MBA356</td>
<td>Yoga</td>
<td>-</td>
<td>2</td>
<td>1</td>
<td>50</td>
<td>-</td>
<td>-</td>
<td>50</td>
</tr>
</tbody>
</table>

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.

ప్రారంభ రాశిలు
1. గంగుదేవి - కరపసాగక సహా
ఫిలింటోషాయీ స్థానం - గంగుదేవి - సాధనం (120-165) “సాధనంగా సాధనంగా” మనదీ
“కరప్పండ్రాయుడు” మనదీ

2. శ్రీనివాస్ - ఫిలింటోషాయీ స్థానం
ఫిలింటోషాయీ స్థానం - ఫిలింటోషాయీ - ఫిలింటోషాయీ
సాధనం (202-242) ఫిలింటోషాయీ సాధనం........
మనదీ సాధనం సంభాష.

3. ఆంలింగి నిర్మల - కరపసాగక సహా
ఫిలింటోషాయీ స్థానం - ఫిలింటోషాయీ (62-88)
“కరపసాగక” మనదీ “ఫిలింటోషాయీ
సాధనంగా” మనదీ

4. జియింగ్ జియింగ్ - మిడిని
మిడిని ఫిలింటోషాయీ స్థానం - మిడిని (4-51) “ఫిలింటోషాయీ ఫిలింటోషాయీ సాధనం”
మనదీ “గంగుదేవి” మనదీ
అమలు సమాచార
5. కందిది నాగరికత కార్యాలయం - మార్చరు సంఖ్యలు
6. డిమీ - మార్చరు సంఖ్యలు
7. విండి - మార్చరు సంఖ్యలు
8. ಮೂಲ ವಸ್ತು - మార్చరు సంఖ్యలు

హోస్టీల్
9. పాలకసంఖ్య - గ్రామాలు
10. జరిపలు అంశాలు - అంశాలు
11. తీసుకునికి తిరిగు - తీసుకుని తిరిగు
12. ప్రత్యేక సంస్థ - ప్రత్యేక

పత్రపాతం
1. ప్రభురామ - ప్రభురామ, పాట, మాత్రంచి, పాట, సితి, 
   అ.ఎ.ఎ.యనెకు, బాణప్లం, ఆపాంపి, 
   అనేకలు, అశివుడి పత్రపాతం
2. ప్రభురామ - ప్రభురామ, బాణప్లం, పాట, సితి, 
   ఆపాంపి పత్రపాతం.
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
17th Canto Slokas 11 – 68

Lesson No. 2 Ahimsa Paramodharmah
From Srimadbharatam, Adiparva 8th chapter Sloka 10 – to the end of 11 Chapter

Lesson No. 3 RaghohAudaryam
From Raghuvamsa 5th 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, Vadhoo, 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) Bahuvihi

(4) Avyayibhava

CONJUGATONS

I\textsuperscript{st} Conjugations - Bhoo, Gam, Shtha, DrhsLabh, Mud

II\textsuperscript{nd} Conjugation - As

III\textsuperscript{rd} Conjugation - Yudh

IV\textsuperscript{th} Conjugation - Ish

VIII\textsuperscript{th} Conjugation - Likh, Kri

IX\textsuperscript{th} Conjugation - Kreen

X\textsuperscript{th} Conjugation - Kath, Bhash, Ram, Vand
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 - जेनेन्द्र कुमार
2. ईद: छु न गर्बी मेरे मन से - रामधारी सिंह ‘बिन्दर’
3. आपने मेरी रचना पढ़ी? - आचार्य हजारी प्रसाद खिच्छेड़ी
4. भारतीय साहित्य की एकला - नन्दुलार जाजपेयी
5. अनियम - रामविलास शर्मा
6. मेरी समाज खो गई - विद्यानिवास मिश्र
7. कविता और कविता - नरसीर प्रसाद खिच्छेड़ी
8. सोना हिरणी - महादेवी बर्मा
9. कहन - प्रेमचंद

उपवाचक विभाग (Non-Detailed Text)
1. पुरुषकार - जयशंकर प्रसाद
2. हर - श्रीमली मथू भण्डारी
3. लदापार का तारीज़ - हरिशंकर परसाई
4. आदमी का बड़ा - वश्माल
5. हर की जीत - सुदर्शन
6. ठाकुर का कुआं - प्रेमचंद
7. उसने कहा था - श्री चन्द्रधर शर्मा गुलेरी
8. रोज - श्री अंडेर
9. चीफ की दाबत - पीभम्स साहनी

व्याकरण भाग
1. निर्देश के अनुसार वाक्यों को विकल्प लिखिए।
   (Rewriting of sentences as directed)
   1. कार्य (Case)
2. लिंग (Gender)
3. वचन (Number)
4. काल (Tense)
5. वाच्य (Voice)

II. शुद्ध कीविजिय (Correction of Sentences)
   क) ‘चाहिए’ प्रयोग
   ख) लिंग और वचन संबंधी

III. वाच्य प्रयोग (Make your Own Sentences)

IV. कार्यालय हिंदी : 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
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

JOURNALS
1. International Journal of English Linguistics, Canadian Center for Science and Education.
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:**

**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**

**REFERENCE BOOKS**

**JOURNALS**
1. Vikalpa, Indian Institute of Management
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 into 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:


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


REFERENCE BOOKS


JOURNALS

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

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

REFERENCE BOOKS
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,
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:

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:

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

TEXT BOOK

REFERENCE BOOKS

JOURNALS
1. American Statistician, American Statistical Association, USA.
2. Journal of the American Statistical Association, American Statistical Association, 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:

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

REFERENCE BOOKS

JOURNALS
1. Harvard Business Review
2. International Journal of Entrepreneurial Behaviour and Research
5. The Mint/ The Economic Times/Business Standard/Business Line daily news papers
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<th>Code No</th>
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<th>Practical</th>
<th>Credits</th>
<th>Internal Assessment Marks</th>
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<td>Indian Heritage &amp; Culture</td>
<td>Foundation Compulsory</td>
<td>2</td>
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<td>6.</td>
<td>MBG207</td>
<td>Marketing Management</td>
<td>Core</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>40</td>
<td>60</td>
<td>100</td>
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<td>7.</td>
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<td>Social Project/Rural Project</td>
<td>Core Skill Building</td>
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<td>1</td>
<td>50</td>
<td>-</td>
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<td>MBA293</td>
<td>Semester End Viva</td>
<td>Core Skill Building</td>
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<td>50</td>
<td>-</td>
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* 100 Marks Practical

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-III

<table>
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<th>Code No</th>
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<th>Credits</th>
<th>Internal Assessment Marks</th>
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<td>-</td>
<td>100</td>
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Note: Professional Competency Development courses will be added in the 6th Semester.
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:

Unit II:

Unit III:
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

JOURNALS
1. GITAM Journal of Management, GITAM Institute of Management, Visakhapatnam.
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:

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**


**REFERENCE BOOKS**


**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**

**REFERENCE BOOKS**

**JOURNALS**
1. GITAM Journal of Management, GITAM University, Visakhapatnam.
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 workforce 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:


Unit II:

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

REFERENCE BOOKS

JOURNALS
1. Gitam Journal of Management, GIM, Gitam University, Visakhapatnam
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:

Unit II:

Unit III:
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 :

REFERENCES :

JOURNALS AND NEWS PAPERS:
1. Harvard Business Review
2. International Journal Of Entrepreneurial Behaviour And Research
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:

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:

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

REFERENCE BOOKS
2. Gravens Hills & Wood Ruff (2012), Marketing Management, New Delhi: Cravens Hills, AITBS.

JOURNALS
1. GITAM Journal of Management, Visakhapatnam.
## SEMESTER-IV

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### PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-IV

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


**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-sports 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.


**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**

REFERENCE BOOKS


JOURNALS

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

Unit II:
Unit III:

Unit IV:

Unit V:

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

REFERENCE BOOKS

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:

Unit II:
Unit III:

Unit IV:

Unit V:

Case Analysis  (Not exceeding 250 words)

TEXT BOOK

REFERENCE BOOKS
1. Moorehead and Griffin (2013), Organizational Behavior, New Delhi: AITBS.

JOURNALS
1. GITAM Journal of Management, Visakhapatnam.
2. Indian Management, New Delhi.
3. Indian Journal of Industrial Relations, 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:
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

REFERENCE BOOKS

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:


Unit II:


Unit III:

Unit IV:


Unit IV:


TEXT BOOK:

REFERENCE BOOKS:

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


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

Unit IV:


Unit V:


TEXT BOOK


REFERENCE BOOKS


JOURNALS

2. GITAM Journal of Management, Visakhapatnam.
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<th>S. No.</th>
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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

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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 blueprint 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:


Unit II:


Unit III:

Unit IV:


Unit V:


TEXT BOOK:


REFERENCE BOOKS:

2. Lawrence and Moyes, Writing a Successful Business Plan, University of Colorado publication, Latest Edition.

JOURNALS AND NEWS PAPERS:

1. Harvard Business Review
2. International Journal Of Entrepreneurial Behaviour And Research
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:

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:

UNIT V:

TEXT BOOK:

REFERENCE BOOKS:

JOURNALS
1. GITAM Journal of Management, Visakhapatnam.
2. Productivity.
3. LaghuUdyog.
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


REFERENCE BOOKS


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:

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:

REFERENCE BOOKS:
JOURNALS AND NEWS PAPERS:

1. Harvard Business Review
2. International Journal of Entrepreneurial Behaviour And Research
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

Reference Books
4. Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western,
5. Engle, J F etc. Consumer Behaviour, Chicago, Dryden Press, Electives (Mktg)

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:

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:

Unit V:

TEXT BOOK

REFERENCE BOOKS

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:


Unit II:


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:

TEXT BOOK

REFERENCE

JOURNALS:
1. GITAM Journal of Management, College of Management Studies, GITAM
2. Finance India, Indian Institute of Finance, New Delhi.
5. Chartered Financial Analyst, ICFAI, Hyderabad
6. Journal of Accounting and Finance, Jaipur
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:


Unit II:

Unit III:


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**


**REFERENCE BOOKS**


**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.

106
Unit IV:

Unit V:

Case Analysis (Not exceeding 250 words).

TEXT BOOK

REFERENCE BOOKS

*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.
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

REFERENCE BOOKS

*latest editions

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

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:

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:

TEXT BOOK:

REFERENCES:


**JOURNALS AND NEWS PAPERS:**

1. Harvard Business Review

2. International Journal Of Entrepreneurial Behaviour And Research


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:

Unit II:
Unit III:


Unit IV:


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**


**REFERENCE BOOKS**


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
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

REFERENCE BOOKS

*Latest editions

JOURNALS
1. Gitam Journal of Management, GITAM University, Visakhapatnam
3. Marketing Mastermind

120
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:

Unit II:
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:

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

TEXT BOOK

REFERENCE BOOKS

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

INTRODUCTION
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:

Unit II:

Unit III:
Life Insurance- Principles of Life Insurance – Types of Life Insurance – Variation of Life Insurance.

Unit IV:
Unit V:

Case let (Not Exceeding 200 Words)

TEXT BOOK

REFERENCE BOOKS
4. Practice of Life 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.
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:

Unit II:

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


REFERENCE BOOKS


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:

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

REFERENCE BOOKS

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 liaisoning among employers, government and employees for better administration.

SYLLABUS

Unit I:

Unit II:
The Factories Act, 1948.

Unit III:
Unit IV:

Unit V:

TEXT BOOK

REFERENCE BOOKS

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