GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

SEMESTER–I

S.No.	Course Code	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	23MBT01	Management & Organizational Behaviour	CC	4	0	0	4
2.	23MBT02	Business Environnent & Law	CC	4	0	0	4
3.	23MBT03	Managerial Economics	CC	4	0	0	4
4.	23MBT04	Financial Accounting for Managers	CC	4	0	0	4
5.	23MBT05	Statistics for Managers	CC	4	0	0	4
6.	23MBT06	Management Information Systems	CC	4	0	0	4
7.	23MBP01	Business Communication Practice	SC	0	1	2	2
8.	23MBP02	InformationTechnology Lab	SC	0	1	2	2
		TOTAL		**24**	**2**	**8**	**28**

SEMESTER–II

S.No.	Course Code	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	23MBT07	Financial Management	CC	4	0	0	4
2.	23MBT08	Marketing Management	CC	4	0	0	4
3.	23MBT09	Human Resource Management	CC	4	0	0	4
4.	23MBT10	Business Research Methods	CC	4	0	0	4
5.	23MBT11	Operations Research	CC	4	0	0	4
6.	23MBT12	Operations Management	CC	4	0	0	4
7.	23MBT13a 23MBT13b 23MBT13c	**GeneralElective–I** Advanced Communication E-Business Industry4.0&Innovation	GE	2	0	0	2
8.	23MBP03	Data Analytics Lab	SC	0	1	2	2
		TOTAL		**26**	**1**	**2**	**28**

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

SEMESTER- I

CourseCode	MANAGEMENT&ORGANIZATIONALBEHAVIOUR	L	T	P	C
23MBT01		4	0	0	4
	Semester	I			

CourseObjectives:

- To impart basic on ceptual knowledge on Management theories and Practices
- To achieve higher productivity and accomplishing the goals of the organization.

CourseOutcomes (CO): Student will be able to

- Understand concepts, theories and practices.
- Apply theoretical knowledge in managing the organization and know the behaviors of employees at individual, group and organizational levels at work place under different leadership styles.
- Evaluate various motivational theories and analyze the personality types.
- Analyze the group behavior and identify the leadership qualities.
- Understand the concepts of organizational climate and culture

UNIT-I		Lecture Hrs: 8

Role of Management–Concept–Significance–Functions–Principles of Management-Patterns of Management: Scientific–Behavioural –Systems–Contingency.

UNIT-II		Lecture Hrs: 12

Decision Making & Controlling: Process – Techniques.

Planning: Process – Problems – Making It Effective.

Controlling: System of Controlling – Controlling Techniques – Making Controlling Effective.

UNIT-III		LectureHrs:12

Individual Behaviour & Motivation: Understanding Individual Behaviour – Perception – Learning – Personality Types – Johari Window – Transactional Analysis – Motivation – Concept of Motivation – Motivational Theories of Maslow, Herzberg, David McClelland, and Porter and Lawler.

UNIT-IV		LectureHrs:12

Group Behavior & Leadership: Benefits of Groups – Types of Groups – Group Formation and Development.**Leadership and Organizational Culture and Climate:** Leadership – Traits Theory – Managerial Grid – Transactional Vs Transformational Leadership – Qualities of a Good Leader – Women Leadership in India.

UNIT-V		LectureHrs:12

Organisational Behaviour: Organizing Process – Departmentation Types – Making Organizing Effective – Organisational Culture – Types of Culture – Organisational Culture Vs Organisational Climate – Conflict Management – Change Management.

Textbooks:

1. **Principles of Management**, Koontz, Weihrich and Aryasri, Tata McGraw Hill.
2. **Organizational Behaviour: Design, Structure and Culture**, Gupta, Willey.
3. **Management and Organisational Behaviour**, Subbarao P, Himalaya Publishing House.

ReferenceBooks:

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

1. **Organisational Behaviour**, S. S. Khanka, S. Chand.
2. **Organisational Behaviour**, Stephen P. Robbins, Pearson Education.
3. **Organisational Behaviour**, Mishra M. N., Vikas.
4. **Management and Organisational Behaviour**, Pierce Gordner, Cengage.
5. **Behaviour in Organizations**, Hiriyappa B., New Age Publications.
6. **Organisational Behaviour**, Sarma, Jaico Publications.
7. **Principles of Management**, Murugesan, Laxmi Publications.

OnlineLearningResources:

https://onlinecourses.nptel.ac.in/noc20_mg51/previewhttps://onlinecourses.swayam2.ac.in/cec20_mg03/preview
https://onlinecourses.nptel.ac.in/noc20_mg58/previewhttps://onlinecourses.nptel.ac.in/noc21_mg30/preview

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	BUSINESSENVIRONMENT&LAW	L	T	P	C
23MBT02		4	0	0	4
	Semester	I			

CourseObjectives:

- To introduce business environment and various business environment factors and laws relating to business that have major repercussions on business enlightenment.
- To explain and update the changes that occur constantly in the sphere of business environment and laws.

CourseOutcomes (CO): Studentwillbeableto

- Acquire the knowledge on business policies and environment factors to carry out a business.
- Understand the various laws relating to business activities.
- Conduct and plan business effectively and efficiently in the light of information on various business policies and laws.

UNIT-I		LectureHrs: 8

Introduction to Business Environment: Meaning, Components of Business Environment – Industrial Policy of 1991, Liberalization, Privatization, and Globalization.

UNIT-II		LectureHrs: 12

Monetary, Fiscal and Trade Policy: Monetary & Fiscal Policy – EXIM Policy, Role of EXIM Bank.**Balance of Payments & WTO:** Role and functions of WTO in promoting world trade – TRIPS, TRIMS and GATS – Dumping and Anti-dumping measures.

UNIT-III		LectureHrs:12

Law-Definition-Need,classificationandsourcesofBusinessLaw,LawofContract-1872(Part-I)**:**NatureofContractandessentialelementsofavalidContract,OfferandAcceptance.LawofContract – 1872(part-II):Consideration,CapacitytoContractandfreeconsent,Legalityoftheobject.

UNIT-IV		LectureHrs:12

CompaniesAct,1956(Part-I): Kinds ofCompanies,FormulationofCompanies,Incorporation,CompanyDocuments**.**CompanyAct,1956(Part-II):CompanyManagement,Directors,Companymeetings,Resolutions,Auditors,ModesofWinding-up ofacompany.

UNIT-V		LectureHrs:12

InformationTechnologyAct,2000:ScopeandApplicationofITAct,2000-Digitalsignaturee-governance, penalties and adjudication, cyber regulations appellate, tribunals, duties of subscribers-RighttoInformationAct,2005–GSTAct2017.

Textbooks:

1. Essentials ofBusinessEnvironment,K.Aswathappa,Himalayapublishers.
2. EconomicEnvironment ofBusiness,7thEdition,AhujaH.L.S.chand
3. MechantileLaw-Garg,Sareen,Sharma,Chawla, Kalyanipublishers.

ReferenceBooks:

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

- IndianEconomy,DuttandSundaram,S.Chand, NewDelhi.
- Business Environment–TextandCases,JustinPaul,TMH.
- IndianEconomy-MisraandPuri,Himalaya.
- LegalAspectsofBusiness,RavinderKumar,Cengage.
- AManualofBusinessLaws,S.N.Maheshwari& Maheshwari, Himalaya.
- Businesslawformanagement,K.R.Bulchandani-HimalayaPublishing.
- Businesslaw,R.S.NPillai,Bhagavathi,S.Chand

OnlineLearningResources:

https://onlinecourses.swayam2.ac.in/imb22_mg02/previewhttps://onlinecourses.nptel.ac.in/noc20_lw02/preview
https://onlinecourses.swayam2.ac.in/cec21_mg02/preview

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	MANAGERIALECONOMICS	L	T	P	C
23MBT03		4	0	0	4
	Semester	I			

CourseObjectives:

- Toimpartdecision makingskills atalllevels ofmanagement
- Toinfusemanagerialtheories,behaviouraltheoriesandoptimizationmethodsforeffectiveandefficientfunctioningof firms.
- Toexplainconceptofdemand, techniquestoforecastdemandandproductionanalysisconsideringtimefactor.
- To introduce emarket structuresandpricestrategiesapplicableunderdifferentbusinessscenariosforvariousproducts.

CourseOutcomes (CO): Studentwillbeableto

- UnderstandtherelationshipofManagerial economicswithotherfunctionalareas.
- Learnthetechniques and methods topredictthedemandscientifically.
- AscertainproductionlevelsandanalysetherelationshipofCost-VolumeProfit.
- Takeinformeddecisionsonpricefixationunderdifferentmarketstructuresoftheeconomyunderdifferentscenario.

UNIT-I		LectureHrs: 8

Introduction to Managerial Economics**:**Definition, Nature and Scope, Relationship with other areas inEconomics, Production Management, Marketing, Finance and Personnel, Operations research-Theroleofmanagerialeconomist. Objectivesofthefirm**:**Managerialtheoriesoffirm, Behaviouraltheories offirm,optimizationtechniques,Newmanagementtoolsofoptimization.

UNIT-II		LectureHrs: 12

Theory of Demand: Demand Analysis – Law of Demand - Elasticity of demand, types and significanceof Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation.NeedforDemandforecasting,forecastingtechniques.

UNIT-III		LectureHrs:12

Production Analysis: Production function, Isoquants and Isocosts, Production function with one/twovariables, Cobb-Douglas Production Function, Returns to Scale and Returns to Factors, Economies ofscale-Costconcepts-cost-outputrelationshipintheshortrunandlongrun,Averagecostcurves-BreakEvenAnalysis.

UNIT-IV		LectureHrs:12

Market Structure and Pricing practices:Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly.Pricingphilosophy–
Pricingmethodsinpractice:Pricediscrimination,productlinepricing.Pricingstrategies:skimmingpricing,penetrationpricing, LossLeader pricing. Pricingof multipleproducts.

UNIT-V		LectureHrs:12

Inflation and Business Cycles**:**-Definition and meaning-characteristics of Inflation- types of inflation - effects of inflation- Anti-Inflationary methods- Definition and characteristics of businesscycles-phasesofbusinesscycle-stepstoavoidbusinesscycle

Textbooks:

1. ManagerialEconomics,DwivediD.N. VikasPublishers
2. ManagerialEconomics,Gupta,TMH

ReferenceBooks:

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

1. ManagerialEconomics,PearsonEducation,JamesL.PappasandEngeneF.Brigham
2. ManagerialEconomics,SumaDamodaran,Oxford.

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

3. MacroEconomicsbyMNJhingan-Oxford
4. ManagerialEconomics-Dr.DM.Mithani-HimalayaPublishers
5. ManagerialEconomics-Dr.H.L Ahuja-S.ChandandCompvtltd,NewDelhi
6. Managerial Economics by DominickSalvatore, Ravikesh Srivastava-OxfordUniversitypress.ManagerialEconomicsbyHirschey- CengageLearning

OnlineLearningResources:

https://onlinecourses.nptel.ac.in/noc21_mg90/previewhttps://onlinecourses.nptel.ac.in/noc20_mg67/preview

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	FINANCIALACCOUNTINGFORMANAGERS	L	T	P	C
23MBT04		4	0	0	4
	Semester	I			

CourseObjectives:

- Tointroduceaccounting,accountingrules,accountingprocess andpreparationoffinancialstatements.
- Toexplainmethods ofvaluationofassets,
- Toexplorethemeaningandinterpretationoffinancial statements throughratioanalysistechnique.

CourseOutcomes (CO): Studentwillbeableto

- Preparethefinancialstatementswithaccountingknowledge
- Valuetheassetsofthebusiness organizationsunderdifferentmethods
- Analysethefinancialperformanceandpositionofthebusinessorganizationandinterprettheresultsfromthepointof companyandinvestor

UNIT-I — LectureHrs: 8

IntroductiontoAccounting:Definition,Importance,Objectivesandprinciplesofaccounting,usesof AccountingandbookkeepingVsAccounting,SingleentryandDoubleentrysystems,classificationofaccounts–rulesofdebit&credit.(Onlytheory)

UNIT-II — LectureHrs: 12

The Accounting Process: Overview, Books of Original Record; Journal and Subsidiary books, ledger,TrialBalance,Finalaccounts:Tradingaccounts-Profi&lossaccounts-Balancesheetswithadjustments.(ProblemsonOnlyFinalAccounts)

UNIT-III — LectureHrs:12

ValuationofAssets:IntroductiontoDepreciation-Methods(SimpleproblemsfromStraightlinemethod,DiminishingbalancemethodandAnnuitymethod).InventoryValuation:Methodsof Inventoryvaluation(SimpleproblemsfromLIFO,FIFO).

UNIT-IV — LectureHrs:12

FinancialAnalysis-I Analysisandinterpretationoffinancialstatementsfrominvestorandcompany Pointofview,Liquidity,leverage,solvencyandprofitabilityratios–DuPontChart(ACasestudyonRatioAnalysis).

UNIT-V — LectureHrs:12

Financial Analysis-II: Objectives of fund flow statement - Steps in preparation of fund flow statement,Objectives of Cash flow statement- Steps in Preparation of Cash flow statement – Analysis of CashflowandFundsflowstatements-FundsflowstatementVsCashflowstatement.(Onlytheory).

Textbooks:

1. FinancialAccounting,Dr.S.N.Maheshwariand Dr.S.K.Maheshwari,Vikas PublishingHousePvt.Ltd.,
2. Accountancy.MPGupta&Agarwal,S.Chand

ReferenceBooks:

1. FinancialAccounting,P.C.Tulisan,S.Chand
2. FinancialAccountingforBusinessManagers,AsishK.Bhattacharyya, PHI
3. FinancialAccountingManagementAnAnalyticalPerspective,AmbrishGupta,PearsonEducation
4. AccountingandFinancialManagement,ThukaramRao,NewAgeInternationals.
5. FinancialAccountingReporting&Analysis,Stice&Stice,Thomson
6. AccountingforManagement,VijayaKumar,TMH
7. AccountingforManagers,MadeGowda, Himalaya

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

8.AccountingforManagement,N.P.Srinivasan, &M.ShakthivelMurugan,S.Chand
OnlineLearningResources:
https://onlinecourses.swayam2.ac.in/cec20_mg02/preview https://onlinecourses.swayam2.ac.in/imb19_mg06/preview https://onlinecourses.nptel.ac.in/noc19_mg37/previewhttp s://www.coursera.org/learn/wharton-accounting

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	STATISTICSFORMANAGERS	L	T	P	C
23MBT05		4	0	0	4
	Semester	I			

CourseObjectives:

- Toexplain descriptivestatistics andinferentialstatistics
- Tointroducevariousmeasurementsusedtodescribethedataandintertheresultsofthedataanalysis.
- Todescribetheconceptofprobability,theorems,andtypesofprobabilitydistributionsofdata.
- Toimpartthecomputational,analyticalandinterpretationskills usingthedata

CourseOutcomes (CO): Studentwillbeableto

- Understand statistical techniquespopularly used todescribe thedatainmanagerialdecisionmaking.
- Knowtheprocedureinvolved in inferentialstatistics andappropriatetests forgivendata.
- Learnthecomputationalskill, interpretation ofresults ofthedataanalysis.
- Analyseanddifferentiatevarioustypesofdatadistributionanditsprobabilitydistribution.

UNIT-I — LectureHrs: 12

Introduction ofstatistics–Nature &SignificanceofStatistics to Business, MeasuresofCentralTendency: Mean–Median–Mode;MeasuresofDispersion:range,quartiledeviation,meandeviation,standarddeviation,coefficientofvariation.

UNIT-II — LectureHrs: 12

Correlation&Regression:Introduction,Significanceandtypesofcorrelation–Measuresofcorrelation – Coefficientof correlation.Regression analysis– Meaning and utility of regressionanalysis–Comparison between correlation andregression–Propertiesofregression coefficients-RankCorrelation.

UNIT-III — LectureHrs:12

Probability–Meaninganddefinitionofprobability–Significanceofprobabilityinbusinessapplication–Theoryofprobability:Additionandmultiplication–Binominaldistribution–Poissondistribution–Normaldistribution.

UNIT-IV — LectureHrs:12

TestingofHypothesis-Hypothesistesting:OnesampleandTwosampletestsformeansand Proportionsoflargesamples(z-test),OnesampleandTwo sampletestsformeansofsmallsamples(t-test),ANOVATest:One-wayandtwowayANOVA.

UNIT-V — LectureHrs: 08

Non-Parametric Methods:Importance of Non-Parametric method – difference between parametricand non-parametric methods**;** Chi-square test : Test of Goodness of fit -test for Independence ofAttributes;Signtest:Onesampleandpairedsamplesdata.

Textbooks:

1. StatisticalMethods,GuptaS.P.,S.Chand.Publications
2. BusinessStatistics,J.K.Sharma, VikashousepublicationshousePvt Ltd

ReferenceBooks:

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

1. StatisticsforManagement,RichardILevin,DavidS.Rubin,Pearson,
2. CompleteBusinessStatistics, Amir D.Aezel,Jayavel,TMH,
3. Statisticsfor Management, P.N.Arora,S.Arora,S.Chand
4. StatisticsforManagement,Lerin,PearsonCompany,NewDelhi.
5. BusinessStatisticsforContemporarydecisionmaking, BlackKen, Newagepublishers.
6. BusinessStatistics,GuptaS.C&IndraGupta,HimalayaPublishingHouse,Mumbai

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

OnlineLearningResources:
https://onlinecourses.swayam2.ac.in/cec20_mg13/preview https://onlinecourses.nptel.ac.in/noc20_mg23/previewhttp s://iimbx.iimb.ac.in/statistics-for-business-i/

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	MANAGEMENTNFORMATIONSYSTEMS	L	T	P	C
23MBT06		4	0	0	4
	Semester	I			

CourseObjectives:

- ToprovidethebasicconceptsofdataandManagementInformationSystemandutilityoftheMISforthe managerialdecisions.
- ToExplainManagement ofInformationsystem,MISdesignandimplementationprocessinanorganisation.
- Todiscusssecurity,ethicalandsocialissuesinmanagement ofInformationsystem.

CourseOutcomes (CO): Studentwillbeableto

- KnowManagementofInformationsystemscope,applicationandchallengesinmanagingMIS.
- Understandtraditionalandmodernapproachesfordataresourcemanagementandmodels.
- EvaluateproductbasedandprocessbasedcostandbenefittoimplementandmaintainMISinanorganization.

UNIT-I		LectureHrs: 8

MISAnoverview-Introduction,NeedforMISandITnatureandscopeofMIS,MIScharacteristics,StructureofMIS,roleofMISinglobalbusiness.Challengesof ManagingMIS.

UNIT-II		LectureHrs: 12

Dataresourcemanagement-Databaseconcepts,Thetraditionalapproaches,themodernapproaches(Databasemanagementapproaches) DBMS,Datamodels,Datawarehousingand mining.

UNIT-III		LectureHrs:12

BusinessapplicationofIS-Enterprisesystems,ERP,CRM,SCM,DSS,Typesofdecisions,Decisionsupporttechniques,DecisionmakingandRoleofMIS,BusinessintelligenceandKnowledge Management systems.

UNIT-IV		LectureHrs:12

ManagementofIS-Projectplanning,SDLC,Systemdevelopmentmodels,Projectmanagement,systemanalysis,systemdesign,Implementationprocess,ProductbasedMISevaluation,Cost/Benefit Basedevaluation, Processbasedcalculation, Systemmaintenance

UNIT-V		LectureHrs:12

Security, Ethical &SocialIssues:ISsecuritythreats,ProtectingIS,ISSecurityTechnologies,Thedisasterrecoveryplan,ISEthical Issues,socialissues.

Textbooks:

1. MIS–ManagerialPerspective, D.P.Goyal,VikasPublications.
2. ManagementInformationSystemsText&Cases,WSJawadekar,TataMcGraw-Hill.

ReferenceBooks:

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

1. ManagementInformationSystems,CLaudonandJaneP.Laudon, etal,PearsonEducation.
2. MIS,HosseinBidgoli,NilanjanChattopadhyay,CengageLearning
3. IntroductiontoInformationSystems,Rainer,Turban,Potter,WILEY-India.
4. ManagementInformationSystems, JamesA.Obrein,Tata McGraw-Hill.
5. CasesinMIS, Mahapartra,PHI.
6. ManagementInformationSystems,GordonB.Davis&MargretheH.Olson,TataMcGraw-Hill.

OnlineLearningResources:

https://onlinecourses.nptel.ac.in/noc20_mg60/previewhttps://nptel.ac.in/courses/110/105/110105148/
https://onlinecourses.swayam2.ac.in/cec21_ge05/preview

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	SKILL ORIENTED COURSEBUSINESSCOMMUNICATIONPRACTICE	L	T	P	C
23MBP01		0	1	2	2
	Semester	**I**			

CourseObjectives:

- Toexplaincommunicationconcepts
- Todevelopthestudents' competenceincommunicationatanadvanced level.
- Todemonstratecommunicationskillsviz.,listening,speaking,readingandwritingwithteachingaids.

CourseOutcomes (CO): Studentwill be ableto

- Understandthecommunicationconceptsand
- Improvecommunicationandcompetenceskills
- Obtainandapplyproficiencyinbusinesscommunication atthe workplace and professionalcontexts.

UNIT-I		LectureHrs: 8

ConceptofCommunication–Significance,Scope–CommunicationProcess–Essentialsofgood communication–ChannelsofCommunication–OrganisationStructure-Formal,Informal communication–Upward,Downward,HorizontalCommunication.

UNIT-II		LectureHrs: 10

Typesofcommunication: Verbal–OralCommunication:AdvantagesandLimitationsofOralCommunication,WrittenCommunication – Characteristics, Advantages & Limitations Non verbalCommunication:Signlanguage–Bodylanguage–Kinesics– Proxemics– Hepatics:Chronimics.

UNIT-III		LectureHrs:8

Interpersonal Communication: Communication Styles, Managing Motivation to InfluenceInterpersonalCommunication–RoleofemotioninInterpersonalCommunication–Leadershipstyles.

UNIT-IV		LectureHrs:8

BarriersofCommunication:Typesofbarriers–Technological–Socio-Psychologicalbarriers–Overcomingbarriers, Typesof listening.

UNIT-V		LectureHrs:8

Report writing–Formalreports–Writingeffectiveletters–Differenttypesofbusinessletters-Interviewtechniques–Communicationetiquettes.

Textbooks:

1. BusinessCommunication:APracticalApproach,Naik,Willey
2. BusinessCommunication, C.S.Rayudu,HPH.
3. BusinessCommunication, Meenakshi Raman, Oxford UniversityPress.

ReferenceBooks:

1. Businesscommunication, Shalini Varma, Vikas.
2. BusinessCommunication, RaymondV.Lesikar,NeerajaPanditetal.,TMH
3. BusinessCommunications,Hudson,JaicoPublications
4. Businesscommunicationformanagers,Penrose,Raspbery,Myers,Cengage
5. EffectiveCommunication, Harward BusinessSchool,HarwardBusinessReviewNo.1214.
6. Essentials ofBusinessCommunication,RajendraPal,JS.Korlahhi,S.Chand

OnlineLearningResources:

https://onlinecourses.swayam2.ac.in/imb19_mg14/previewhttps://online-degree.swayam.gov.in/dyp20_d02_s1_hs01/preview

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	INFORMATIONTECHNOLOGYLAB	L	T	P	C
23MBP02		0	1	2	2
	Semester	I			

CourseObjectives:

- Toprovideknowledgeonapplications ofinformationtechnologyand
- TodemonstratetheMSOfficeapplicationswith handson experienceinthelab.
- To explain and exhibitstatistical functionsofassociation, testing hypothesis for the dataandanalyseandinterprettheoutcome of thedata.

CourseOutcomes(CO):

- Prepareanditthedocumentswitheffectivepresentationtosuperiors.
- Obtainhands ofexperiencein designingandeditingthetemplates anddataintheexcelsheetswith formula andfunctions.
- Totest andinterpretthebusinessdataoutcomestatisticallyinaneffectiveand efficientmanner.

List ofExperiments:

Unit-1

Introduction to Hardware Component: (need toexplain using images or videos) Various Inputoutput devices and their usage in corporate world- Memories (RAM/ROM) and its types– Varioustypesof processes-StoragedevicesInternalvsExternal

Unit2

InstructiontoOperatingSystem(needtoexplainusingvideos)–overviewofWindows7/8.2/10/server-Ubuntu–Linux-variousversionsofAndroid-IoS–CapturingGPSenabledpictures-toolsforfilesharingtoMobiletoMobile-SystemtoMobile

Unit–3

MS WORD I- Over views of various Ribbons- paste special- formatting- usage of Font -Textbox-equations -line spacing – bullets- -– page layouts-styles- header and footers – watermark-margins-indent- printpreview-split-views-keyboardshortcutkeys

Unit-4

MS WORD – II Mail Merge- Macros- Designing a company letter pad- Time table– letter writing-overview of powerpoint-preparationofcompanypresentation –

Unit–5

MS Power Point-Creation of slides-Use of templates and slide designs for creatingpowerpointslides-use of drawings and graphics. Developing a Professional presentation on Business Plans,Institutions,Products.Powerpointshortcutkeys

References:

- Coxetall-2007 Microsoft OfficeSystemStep-by-Step,FirstEdition,PHI.
- DavidWhigam-BusinessDataAnalysisUsingExcel,FirstEdition,OxfordUniversityPress.
- Alexisleon,TMH,2008,Enterpriseresourceplanning.
- TheOxfordHandBookofInternetstudies,William.H.Dulton,Oxford.

Online learning resources/Virtual labs:https://www.coursera.org/specializations/excelhttps://www.coursera.org/specializations/everyday-excel
https://www.coursera.org/learn/excel-basics-data-analysis-ibm

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	FINANCIALMANAGEMENT	L	T	P	C
23MBT07		4	0	0	4
	Semester	II			

CourseObjectives:

- Toexplaintheimportanceoffinancefunctionandgoalsoffinancialmanagers.
- Toimpartthedecisionmakingskillsinacquiring,allocatingand utilizing thefundsofacompany.
- Toeducate oncorporaterestructuresandcorporategovernance.

*** StandardDiscountingTableandAnnuitytables shallbeallowedintheexamination**

CourseOutcomes (CO): Studentwillbeableto

- Learntherolesand goalsof finance emanagerin acorporatestructurebusiness.
- Acquiredecision makingskills regardingfinancing, investing,and corporaterestructuringinthepresentcompetitivebusinessenvironment.
- Analysetheimpactofcapitalstructureon wealth maximizationofowners andvalueofthecompany.
- Managecurrentassets andcurrentliabilities of thecompanyinaneffectiveand efficientway.

UNIT-I — LectureHrs:08

TheFinancefunction:Natureand Scope. ImportanceofFinancefunction– Theroleinthecontemporaryscenario– GoalsofFinancefunction; ProfitVsWealthmaximization(Onlytheory).

UNIT-II — LectureHrs:12

TheInvestmentDecision**:**Investmentdecisionprocess– Projecgeneration,Projectevaluation,ProjectselectionandProjectimplementation.CapitalBudgetingmethods–TraditionalandDCF Methods.TheNPVVsIRR Debate. (SimpleProblems)

UNIT-III — LectureHrs:12

The Financing Decision: Sources of Finance – A brief survey of financial instruments.TheCapitalStructure Decision in practice: EBIT-EPS analysis.Cost of Capital: The concept, Measurement ofcostofcapital– ComponentCostsandWeightedAverageCost.TheDividendDecision:Major FormsofDividends. (simpleproblemsononlyweightedaveragecost ofcapital)

UNIT-IV — LectureHrs:12

IntroductiontoWorkingCapital:ConceptsandCharacteristicsofWorkingCapital,FactorsdeterminingtheWorkingCapital,WorkingCapitalcycle-ManagementofCurrentAssets–Cash, ReceivablesandInventory,FinancingCurrent Assets(OnlyTheory)

UNIT-V — LectureHrs:12

CorporateRestructures:CorporateMergersandAcquisitionsandTake-overs-TypesofMergers, Motives for mergers, Principles of Corporate Governance.(OnlyTheory)

Textbooks:

- Financialmanagement–V.K.Bhalla,S.Chand
- FinancialManagement,I.M.Pandey,VikasPublishers.
- FinancialManagement—TextandProblems,MYKhan andPKJain,TataMcGraw-Hill

ReferenceBooks:

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

1. PrinciplesofCorporateFinance,RichardABrealeyetal.,TataMcGrawHill.
2. FinancialManagement ,TulsianP.C.&TulsianBharat,S.Chand
3. FundamentalsofFinancialManagement,ChandraBoseD,PHI

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

4. FinancialManagemen,WilliamR.Lasheir,Cengage.
5. FinancialManagement –Textandcases, Bringham&Ehrhardt,Cengage.
6. CaseStudiesinFinance,Bruner.R.F,TataMcGrawHill,NewDelhi.
7. Financialmanagement,Dr.M.K.Rastogi,LaxmiPublications

OnlineLearningResources:

https://onlinecourses.swayam2.ac.in/cec20_mg05/preview
https://onlinecourses.swayam2.ac.in/cec20_mg10/preview
https://onlinecourses.nptel.ac.in/noc20_mg31/preview
https://online-degree.swayam.gov.in/dyp20_d01_s2_mg11/preview

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	MARKETINGMANAGEMENT	L	T	P	C
23MBT08		4	0	0	4
	Semester	II			

CourseObjectives:

- Toexplainbasicconcepts ofMarketing.
- To describeconsumer markets, segments andbrand equity tosurvive in the competitivemarket.
- Toimpartknowledgeoncreatingandcommunicatingvalues inthepresentdigitalmarketingenvironment.

CourseOutcomes (CO): Studentwillbeableto

- Understandtheconceptsofmarketingand marketingstrategiessuitablefordifferentproductsunderdifferentmarketenvironments.
- Analyseconsumermarketssoastotapglobal marketsfortheproducts.
- Learnthedesigning managing,creating&communicatingvaluetothebusinessindigitalisedmarketenvironment.
- Manageanddesigneethelogisticsforretailingand wholesalingas wellas integratingmarketingchannelsforbusinessorganizations.

UNIT-I — LectureHrs:08

UnderstandingMarketingManagement: ConceptsofMarketing,MarketingStrategies&Plans,Creatinglongtermloyaltyrelationships,Marketingmix,PLC,AnalyzingCompetitors,Conducting Marketingresearch.

UNIT-II — LectureHrs:12

ConnectingwithCustomers&BuildingStrongBrands:AnalyzingConsumerMarkets,Analyzing BusinessMarkets,Tappingintoglobalmarkets,Identifyingmarketsegmentsandtargets,CraftingBrandPositioning,CreatingBrandEquity-AddressingCompetitionanddrivinggrowth.

UNIT-III — LectureHrs:12

Creating&CommunicatingValue:-
Settingproductstrategy,Designing&managingservices,Introducingnewmarketofferings.Developingpricingstrategies&programmes.Designing& ManagingIntegratedMarketingCommunications,Advertising&SalesPromotions,Eventsandexperiences,Managingdigitalcommunication -online,socialmedia&mobile,Personalselling.

UNIT-IV — LectureHrs:12

DeliveringValue:-Managingretailing,wholesalingandlogistics.DesigningandManaging IntegratedMarketingChannels

UNIT-V — LectureHrs:12

SalesManagement:-
Nature&ImportanceofSalesManagement,Skillsofsalesmanager,Salesobjectives,Conceptsofsalesorganization,Typesofsalesorganization.

Textbooks:

1. MarketingManagement,PhillipKotler, KevinLaneKeller,15th edition,Pearson.
2. MarketingManagement,RajanSaxena,TMH
3. MarketingManagementPillaiR.S.N.&Bagavathi, S.Chand

ReferenceBooks:

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

1. Marketing, ASouthAsianProspective,Lamb, Hair,Sharma,Mcdaniel, Cengage.
2. MarketinginIndia,TextandCases,S.Neelamegham,Vikas.
3. CaseStudiesinMarketing,TheIndianContext,Srinivasan,PHI.
4. MarketingManagement,V.S.RamaswamyandS. Namakumari,McMillan.
5. Marketing–conceptsandCases,Etzel,Walker, Stanton,Pandit, TMH.
6. IntroductiontoMarketingtheoryandpractice,AdrianPalmer,OxfordUniversityPress.

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

OnlineLearningResources:
https://onlinecourses.nptel.ac.in/noc19_mg48/preview https://onlinecourses.nptel.ac.in/noc21_mg51/previewhttps://onlinecourses.swayam2.ac.in/cec20_mg06/preview

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	HUMANRESOURCEMANAGEMENT	L	T	P	C
23MBT09		4	0	0	4
	Semester	II			

CourseObjectives:

- Toprovideknowledgeonfunctions,roles andobjectivesofHRmanagersandthepolicies andstrategiestobefollowedasaHRmanager.
- ToexplainconceptsofHRplanningandmethodsinselection,placement,promotionandtransfer of employeesinanorganization.
- Toinjectobjectivesofwageandsalaryadministrationfortheemployees andtheinfluencingfactorsinfixingandmanagingcompensationfortheemployees.
- Tointroduceand educatetherecenttrends inHRmanagementandthemethodstobalancepersonallifeandworklifeundercomplex&uncerta intyworkenvironment.

CourseOutcomes (CO): Studentwillbeableto

- Knowthenature,scope,functions,roles, goals, strategiesandpoliciesofHRmanagement.
- LearntodesignanddevelopHRplanningrelatedaspects.
- Acquires knowledge on administration of monetary and non monetary benefits for theemployeesinthe organization.
- Learnrecenttrendsinthehumanresourcefunctionandtobalancetheworklifeinthepresentdynamicwo rkenvironment.

UNIT-I — LectureHrs:08

Introduction:-MeaningofHRand HRM, Nature &ScopeofHRM,FunctionsofHRM,RoleandObjectivesofHRM, PersonnelManagement,PoliciesandStrategiesof HRM.

UNIT-II — LectureHrs:12

DesigningandDevelopingHRsystems:-
HumanResourcePlanning,JobDesign,JobAnalysis,JobEvaluation,JobEnlargement,JobEnrichment,JobRota tion,Recruitment&Selection,Placement, Promotion&Transfer.

UNIT-III — LectureHrs:12

CompensationManagement:-
Introduction,objectivesofwagesandsalariesadministration,influencingfactorsfordeterminingcompensation-Monetaryandnonmonetarybenefits.

UNIT-IV — LectureHrs:12

HumanResourceDevelopment:-Concepts,DevelopmentFunction,TrainingandDevelopment, PerformanceAppraisal&CareerPlanningandDevelopment.

UNIT-V — LectureHrs:12

RecentTrendsinHRM: Outsourcing,WorkLifeBalance,QualityCirclesandTotalQualityManagement,FishB oneDiagram.

Textbooks:

1. PersonnalandHumanResourceManagement–Textandcases,P.Subbarao,Himalaya.
2. HumanResourceManagement,NoeA.Raymond,JohnHollenbeck,BarryGerhartandPatrickWright, TataMcGrawHill.

ReferenceBooks:

1. HumanResourceManagement,Aswathappa,4th Edition,TMH2006
2. HumanResourceMangement,IanBeardwell&LenHolden-MacmillanIndiaLtd.
3. HumanResourceManagement,KhankaS.S.,S.Chand
4. HumanResourceManagement,TextandCases,VSPRao,Excel Books2006.

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

OnlineLearningResources:
https://onlinecourses.swayam2.ac.in/cec21_mg06/preview https://onlinecourses.swayam2.ac.in/nou21_hs19/previewhttps://onlinecourses.nptel.ac.in/noc20_mg15/preview

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	BUSINESSRESEARCHMETHODS	L	T	P	C
23MBT10		4	0	0	4
	Semester	**II**			

CourseObjectives:

- Tointroducebusiness research,typesandtechnology usedinbusinessresearch.
- Toexplainin detailonresearchprocessinvolvedinbusinessresearch.
- Todiscuss sourcesofdataandinstrumentstocollect data
- Toprovideknowledgeonanalysisandinterpretationofoutcomeofthedatainascientificway.
- Toprovideknowledgeon descriptiveandinferentialstatisticalanalysis.
- Toimpartcompetenceskillstoundertakebusinessresearchproblemandcarryoutscientificresearch.

***StandardStatisticaltables shallbeallowedintheexamination**

CourseOutcomes (CO): Studentwillbeableto

- Learntypesofbusinessresearch,technologyusedinbusinessresearchintechnologicalera.
- Identifyresearchproblem,appropriateresearchdesign andsampledesignfortheproblem,formulatehypothesis,testingprocessofhypothesis.
- Understandsourcesofdata, instruments tocollect data, analyse andinterpretationofdata.
- Prepareandpresenttheresearchreporteffectivelyandefficiently.

UNIT-I	LectureHrs:08

IntroductiontoBusinessResearch:Definition-TypesofBusinessResearch.ScientificInvestigation,TechnologyandBusinessResearch:Informationneedsof Business-TechnologiesusedinBusiness Research:TheInternet,E-mail,BrowsersandWebsites.RoleofBusinessResearchinManagerialDecisions.

UNIT-II	LectureHrs:12

The Research Process:Problem Identification:Broad Problem Area-Preliminary Data Gathering.Literature Survey - Hypothesis Development - Statement of Hypothesis- Procedure for Testing ofHypothesis. The Research Design: Types of Research Designs: Exploratory, Descriptive, ExperimentalDesigns and Case Study -Measurement of Variables- Operational Definitions and Scales-Nominal andOrdinalScales-RatingScales-RankingScales-ReliabilityandValidity-SamplingandMethodsof sampling

UNIT-III	LectureHrs:12

Collection and Analysis of Data Sources of Data-Primary and Secondary Sources of Data – DataCollection Methods- Interviews: Structured Interviews and Unstructured Interviews-ObservationalSurveys:QuestionnaireConstruction:OrganizingQuestions-StructuredandUnstructuredQuestionnaires–Guidelinesfor ConstructionofQuestionnaires.

UNIT-IV	LectureHrs:12

DataPreparationandAnalysis: Datapreparationprocess,problemsinpreparationprocess-Anoverview ofDescriptive,AssociationalandInferential-StatisticalMeasures.

UNIT-V	LectureHrs:12

TheResearchReport:ResearchReports-Components-TheTitlePage-TableofContents-TheExecutiveSummary-TheIntroductorySection-TheBodyoftheReport-TheFinalPartoftheReport-Acknowledgements–References-Appendix-GuidelinesforPreparingaGoodResearchreport-OralPresentation.

Textbooks:

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

1. ResearchMethodology–methods&Techniques,C.R.Kothari, Vishwa prakashan.
2. ResearchMethodsforBusiness–ASkill Building Approach,UmaSekaran,JohnWiley&Sons(Asia)Pvt.Ltd,Singapore.

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

3.ResearchMethodology(Conceptsandcases)DeepakChawlaNeenaSondhi-Vikaspublishing
ReferenceBooks:
1. BusinessResearchMethods,DonaldRCooperandPamelaSSchindler,9/e,Tata McGraw-HillPublishingCompanyLimited. 2. MethodologyandTechniquesofSocialScienceResearch,Wilkinson& Bhandarkar,HimalayaPublishingHouse. 3. BusinessResearchMethods8e,Zikmund-Babin-Carr-Adhikari-Griffin-Cengagelearning. 4. BusinessResearchMethods-AlanBroman, EmmaBell3e, Oxforduniversity
OnlineLearningResources:
https://onlinecourses.swayam2.ac.in/cec20_mg14/previewhttps://onlinecourses.nptel.ac.in/noc20_ge01/preview

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	OPERATIONSRESEARCH	L	T	P	C
23MBT11		4	0	0	4
	Semester	**II**			

CourseObjectives:

- ToprovidethebasicknowledgeaboutOperationResearch,importance,applicationareasofOperations researchandvariousoptimizingtechniquesinthebusinessoperations.
- Toimpartdifferentoptimizationmodelsundertypicalsituationsinthebusinessorganization.
- Todescribedifferent gamestrategiesundercut-throat competitivebusinessenvironment
- Toexplainoptimizationtoolsinsolvingthemanagementproblemsthrough modeling andusingmathematicalapproach.

CourseOutcomes (CO): Studentwillbeableto

- Understandnature,scopeandsignificanceofOperationResearchandformulationofgivenbusinessprobleminaLPPmodelandsolvingmethods.
- Learn different optimizing solutions for various business problems using appropriate modeling techniques.
- Acquiretheskillstocompleteaprojecteffectivelyand efficiently withinthegivenresources.

UNIT-I — LectureHrs:12

IntroductiontoOR:Meaning,Nature,Scope&SignificanceofOR-TypicalapplicationsofOperationsResearch.TheLinearProgrammingProblem–Introduction,FormulationofLinearProgrammingproblem,LimitationsofL.P.P,Graphicalmethod,Simplex method:MaximizationandMinimizationmodel(excludeDualityproblems),Big-MmethodandTwoPhasemethod.

UNIT-II — LectureHrs:12

Transportation Problem: Introduction, Transportation Model, Finding initial basic feasible solutions,Movingtowardsoptimality,UnbalancedTransportationproblems,Transportationproblemswithmaximization,Degeneracy.
AssignmentProblem–Introduction,Mathematicalformulationoftheproblem,SolutionofanAssignmentproblem,HungarianAlgorithm,MultipleSolution,UnbalancedAssignmentproblems, MaximizationinAssignmentModel.

UNIT-III — LectureHrs:10

Sequencing–Jobsequencing,JohnsonsAlgorithmfornJobsandTwomachines,nJobsandThreeMachines,njobsthroughmmachines,TwojobsandmMachinesProblems.

UNIT-IV — LectureHrs:10

GameTheory:Concepts,DefinitionsandTerminology,TwoPersonZeroSumGames,PureStrategyGames(withSaddlePoint),PrincipalofDominance,MixedStrategyGames(GamewithoutSaddle Point),SignificanceofGameTheoryinManagerialApplication.

UNIT-V — LectureHrs:12

ProjectManagement:NetworkAnalysis–Definition–objectives-Rulesforconstructingnetworkdiagram-DeterminingCriticalPath–Earliest&LatestTimes–Floats-ApplicationofCPMand PERTtechniquesinProject PlanningandControl–PERTVsCPM.(excludeProject Crashing).

Textbooks:

1. OperationsResearch/R.Pannerselvam,PHIPublications.
2. OperationsResearch/S.D.Sharma-Kedarnath
3. OperationsResearch/A.M.Natarajan,P.Balasubramani,A.Tamilarasi/PearsonEducation.

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

ReferenceBooks:

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

1. IntroductiontoO.R/Hiller&Libermann(TMH).
2. OperationsResearch:Methods&Problems/MauriceSaseini,ArhurYaspan&LawrenceFriedman.Pearson
3. QuantitativeAnalysisForManagement/BarryRender,RalphM.Stair,JrandMichaelE.Hanna/
4. OperationsResearch/Wagner/PHIPublications.

OnlineLearningResources:

https://onlinecourses.swayam2.ac.in/cec20_ma10/previewhttps://onlinecourses.nptel.ac.in/noc20_ma23/preview
https://onlinecourses.nptel.ac.in/noc19_ma29/preview

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	OPERATIONSMANAGEMENT	L	T	P	C
23MBT12		4	0	0	4
	Semester	**II**			

CourseObjectives:

- ToexplainvariousconceptsofProductionandOperationsManagement.
- Toexploreand impartknowledgeontheelements ofgoodcontrol system, therole of control charts and statistical process control methods in helping managerstocontrolvariation.
- Todevelopthestrongknowledgeaboutqualitycontrolsystems
- Tofacilitatetheknowledgeoverrealtimeinventorycontroltechniques
- Toofferlearners anintroductiontoindustry4.0,itsapplications inthebusinessworld.

CourseOutcomes (CO): Studentwillbeableto

- Understandtheconcept ofProductionandOperationsManagement.
- Construct andinterpretsimplecontrolcharts forbothcontinuousand discretedata.
- Gain knowledge on the quality philosophies and principles of deming, Juran, six sigmaandto become acquainted with the International Organization for Standardization's ISO9000:2000requirements.
- Learndifferenttypesofinventorythatfirm's useandtheirroleinvalueanalysis
- Familiarize with inventory concepts to support the development of useful quantitativemodelsforinventory management.
- Understandthedriversand enablers ofIndustry4.0

UNIT-I		LectureHrs:08

IntroductionandOverviewofOperationsManagement: DefinitionofOperationsManagement– NatureandScopeofOM– Role& DecisionareasofOperationsManager-interfaceofOMwithother functions-OperationsManagement'sfuturechallenges

UNIT-II		LectureHrs:12

OperationsControl: Managing ofWork Environment–Automation—Technology Management-WasteManagement-QualityAssuranceandQualityCircles–StatisticalQualityControl– ControlChartsforVariables-Average-RangeandControlchartsforAttributes.AcceptanceSamplingPlans. PurchasefunctionsandProcedure

UNIT-III		LectureHrs:12

Managing for Quality: Basic concepts of quality, dimensions of quality, Juran's quality trilogy,Deming's14principles,Qualityimprovementandcostreduction,ISO9000-2000clauses&coverage.SixSigma,Productivity–factorsaffectingproductivity-measurement&improvementsin Productivity –newproductdevelopment anddesign-stages.

UNIT-IV		LectureHrs:12

Inventory and Inventory Models: Inventory Control-Different Systems of Inventory Control, Costs &Types of Inventory – ABC, VED. Value Analysis – importance in cost reduction – concepts andprocedures.Inventorycontrol–TypesofInventory–Safetystock–InventoryControlSystems–JIT, VMI.

UNIT-V		LectureHrs:12

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

IntroductiontoIndustry4.0-TheVariousIndustrialRevolutions-Digitalizationandthe

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

NetworkedEconomy-Drivers,Enablers,CompellingForcesandChallengesforIndustry4.0– Benefits ofadoptinganIndustrial4.0 model
Textbooks:
1. Heizer,Render,PrinciplesofOperationsManagement8th Edition,PrenticeHall,2011. 2. B. Mahadevan, "OperationsManagement-TheoryandPractice",Pearson, NewDelhi,2013. 3. OperationsManagementandControl, BanerjeeBiswajit,S.Chand
ReferenceBooks:
1. PannerSelvem:"ProductionandOperationsManagement",PrenticeHallofIndia,NewDelhi,2012. 2. SNChary,"Productionandoperationsmanagement",TataMcGrawHill,NewDelhi,2013.
OnlineLearningResources:
https://onlinecourses.swayam2.ac.in/imb21_mg47/preview https://onlinecourses.nptel.ac.in/noc21_me18/preview

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	General Elective –	L	T	P	C
23MBT13**a**	**IADVANCEDCOMMUNICATION**	**2**	**0**	**0**	**2**
	Semester	**II**			

CourseObjectives:

- Toexplaincommunicationconcepts
- Todevelopthestudents' competence in communication atanadvanced level.
- Todemonstratecommunicationskillsviz., listening, speaking,readingandwritingwithteachingaids.

CourseOutcomes (CO): Studentwillbeableto

- Understandthecommunicationconcepts and
- Improvecommunicationandcompetenceskills
- Obtainandapplyproficiencyinbusinesscommunicationatthe workplace and professionalcontexts.

UNIT-I	LectureHrs:6

Concept of Managerial Communication – Effective Listening – Barriers, Steps for Active Listening – EffectiveSpeaking–BodyLanguage &Modulation,Informative,PersuasionCommunications– EffectiveReading–Obstacles,EffectiveReading,ReadingComprehension–EffectiveWriting– Condensation,NoteMakingMethods,ExecutiveSummery.

UNIT-II	LectureHrs: 6

Business Letters & Reports: Types of Business Letters – Elements; Types of Reports – Informal –Formal Reports – Elements; Annual Reports - Technical Proposals – Structure –Circulars - Notices –Memos.

UNIT-III	LectureHrs: 3

Meetings&Reports:MeetingInvitation-Notice–Agenda–MeetingParticipants– Roles;Meetingconduction&Etiquette- MinutesoftheMeeting–Documentation–Filing;

UNIT-IV	LectureHrs: 3

CommunicationStrategies:ConflictResolution–Win-Winstrategy;ManagerialNegotiations– Bargaining,Distributive,IntegrativeStrategies;Interviews–Types–purpose–process;

UNIT-V	LectureHrs: 6

Technology for Communication: Conventional Modes Vs Computer based Technologies – Email,SocialMedia,and MicroSoft&GoogleTools–Data–Collection–Organizing–Analyzing-PresentationsusingTechnology.

Textbooks:

1. ManagerialCommunication–StrategiesandApplications, GeraldineE.Hynes,McGrawHill
2. BusinessCommunication,C.S.Rayudu,HPH.
3. BusinessCommunication,MeenakshiRaman,OxfordUniversityPress.

ReferenceBooks:

1. Businesscommunication,ShaliniVarma,Vikas.
2. BusinessCommunication, RaymondV.Lesikar,NeerajaPanditetal.,TMH
3. BusinessCommunications,Hudson,JaicoPublications
4. BusinesscommunicationSehgal,khetarpal,ExcelBooks
5. EffectiveCommunication,HarwardBusiness School,HarwardBusinessReviewNo.1214.
6. Communicationskills,SanjayKumar,Pushpalata,Oxford

OnlineLearningResources:

https://onlinecourses.swayam2.ac.in/imb19_mg14/previewhttps://www.youtube.com/watch?v=ITHnugowc_Q

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	GeneralElective– IE-BUSINESS	L	T	P	C
23MBT13b		2	0	0	2
	Semester	II			

CourseObjectives:

- Toimpartstheconceptsandvariousapplicationissuesofe-businessandvariousonlinestrategiesfore-business.
- Toexplainvarious electronic payment systems.

CourseOutcomes (CO): Student willbeableto

- Understandelectronicbusiness andrelatedconceptsindetail.
- Identifysecuritythreatin e-businessandsteps, methods toovercomesecurityissues.
- Knowvarious electronicpaymentsystemandbusinessmodelsinthepresenttechnologybusinessworld.
- Knowthee-business infrastructurerequirementsfore-business.

UNIT-I — LectureHrs: 6

Introductiontoe-business:Electronicbusiness,Electroniccommerce,differencebetweene-business&e-commerce,electroniccommercemodels,typesofelectroniccommerce,value chainsinelectronic commerce,E-commerceinIndia,internet,webbasedtoolsforelectroniccommerce.Electronicdata,Interchange,components ofelectronicdatainterchange,electronicdatainterchangeprocess.

UNIT-II — LectureHrs: 6

Securitythreatstoe-business:Securityoverview,Electroniccommercethreats,Encryption,Cryptography,publickeyandprivatekeyCryptographydigitalsignatures,digital certificates,security Protocolsoverpublicnetworks:HTTP,SSL,Firewallassecuritycontrol,publickeyinfrastructure(PKI)For Security.

UNIT-III — LectureHrs: 6

Electronicpaymentsystem:Conceptofmoney,electronicpaymentsystems,typesofelectronicpaymentsystems,smartcardsandelectronicpaymentsystems,infrastructureissuesinEPS,Electronic Fundtransfer.

UNIT-IV — LectureHrs: 4

E-businessapplicationsandstrategies:Businessmodels&revenuemodelsoverinternet,emergingtrendsine-businesse-governance,digitalcommerce,mobilecommerce,strategiesforbusinessover web, internetbasedbusinessmodels.

UNIT-V — LectureHrs: 6

E–businessinfrastructureande-marketing:Hardworkssystemsoftwareinfrastructure,ISP's,managinge-businessapplicationsinfrastructure,whatise-marketing,e-marketingplanning,tactics,strategies.

Textbooks:

1. Davechaffey:e-business&e-commercemanagement- Pearson.
2. E-commerce-e-business:Dr.C.S.Rayudu,Himalaya.

ReferenceBooks:

1. Whitley,David(2000),e-commercestrategy,Technologies andapplications.TMH.
2. SchneiderGaryP.andPerry, JamesT(1STedition2000)Electroniccommerce, ThomsonLearning.
3. Bajaj,KamleshKandNag,Debjani(1stedition1999),e-commerce,Thecuttingedgeofbusiness,TMH Publishingcompany.

OnlineLearningResources:

https://onlinecourses.nptel.ac.in/noc19_mg54/previewhttps://www.classcentral.com/course/swayam-e-business-14018

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	GeneralElective–	L	T	P	C
23MBT13c	IINDUSTRY4.0&INNOVATION	2	0	0	2
	Semester	II			

CourseObjectives:

- Toprovideanoverviewofindustry4.0andtechnologybasedinnovations.
- ToAlignthetheoryandconceptswithIndustrialapplicationof computers
- ToIntroducethebasicconceptsofIndustry4.0, Artificial Intelligence,BigDataandInternetof Things.
- ToDiscussanddemonstratetheapplicationsandtoolsofIndustry4.0.
- ToImpartknowledgeoninnovationtypes,stagesofinnovationprocess,andcompetitiveadvant age

CourseOutcomes (CO): Studentwillbeableto

- Understand thebasicconceptsofIndustry4.0 andnewtechnologiesindecisionmaking
- OutlinethefeaturesofArtificialIntelligenceandapplicationdomains
- SummarizetheBigdatadomainstackandInternetofThings
- IdentifytheapplicationsandToolsofIndustry4.0
- Learnand thinkinnovativeideasbased ontechnology
- Applytheknowledgeinvariousindustriesbasedontechnologytotakeeffectiveandefficien tmanagerialdecision.

UNIT-I		LectureHrs:6

Industry4.0:Need–ReasonforAdoptingIndustry4.0-Definition–GoalsandDesignPrinciples-TechnologiesofIndustry4.0–BigData–ArtificialIntelligence(AI)–IndustrialInternetofThings -CyberSecurity– Cloud–AugmentedReality–MixedReality.

UNIT-II		LectureHrs: 6

ArtificialIntelligence:ArtificialIntelligence:ArtificialIntelligence(AI)–What&Why?-HistoryofAI-FoundationsofAI-TheAI-Environment-SocietalInfluencesofAI-ApplicationDomains AndTools-AssociatedTechnologiesofAI-FutureProspectsofAI-ChallengesofAI.

UNIT-III		LectureHrs: 6

BigDataandIOT:Data:Terminologies-BigDataDefinitions-EssentialofBigDatainIndustry 4.0 - Big Data Merits and Advantages - Big Data Components : Big Data Characteristics - Big DataProcessing Frameworks - Big Data Applications-Big DataTools-Big Data Roles – LearningPlatforms;InternetofThings(IoT):IntroductiontoIoT-ArchitectureofIoT-Technologiesfor IoT –SecurityinIoT.

UNIT-IV		LectureHrs: 6

ApplicationsofIoT–Manufacturing–Healthcare–Education–AerospaceandDefence–Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business,Government,People.ToolsforArtificialIntelligence,BigDataandDataAnalytics,VirtualReality,AugmentedReality, IoT,Robotics.

UNIT-V		LectureHrs: 4

Innovation:Meaning-StagesofInnovationLifecycle– TypesofInnovations-Innovationasa knowledge-basedprocess–Innovationandcompetitiveadvantage.

Textbooks:

1. Managing Innovation-,ByJoeTidd,JohnBessant&et.al.,WileyIndiaPublishers,NewDelhi,ThirdEdition.
2. IntroductiontoIndustry4.0andIndustrialInternetof ThingsbyProf.SudipMisra,IITKharagpur.

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

ReferenceBooks:
1.Alasdair Gilchrist. Industry 4.0: The Industrial Internet of Things, A pressPublications.
OnlineLearningResources:
http://assets.press.princeton.edu/chapters/s9221.pdf https://www.researchgate.net/profile/Joe-Tidd/publication/285052130_Managing_Innovation/links/5662e4a508ae418a786b8dd8/Managing-Innovation.pdf

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

CourseCode	Skill Oriented CourseDATAANALYTIC SLAB	L	T	P	C
23MBP03		0	1	2	2
	Semester	II			

CourseObjectives:

- Toexplaintheprocedureincreationofcompany,ledgeraccounts andto explore,presentfinancialstatementsofanbusinessorganization
- Togiveknowledgeonusingofvarious financialtoolstotakelongterminvestmentdecision
- Todemonstratetheprocessofstoring,retrievingthedatarelatingtoemployees,dealers,customersandconsumersinaneffectiveandefficientway
- ToimparttheknowledgeonSystemsandMISandprocessofdesigningtheMISinanorganization.

CourseOutcomes(CO):Studentwillbeableto

- Demonstratethecreationofcompany,ledgeraccounts,exploreandexport financialstatements
- Exhibit thecalculationofcostofcapitalanddiscountingfactortechniques inlongterminvestmentdecision.
- Storeandretrievethedatarelatingto dealers, customers andconsumersbased onproducts, geographicalcriteria.
- Present thedataintheformofpivot tables,graphs andchartsineffectiveandefficientway
- Constructandpresentemployeesalaryadministrationinanorganizationinaninformativemanner.
- Understandinformationsystemintheorganization,designofMISand also internet andthetoolsusedinInternet.

List ofExperiments:

Unit –1

Introduction to Excel- Cells – name range – references – Creating and editing worksheets-CellFormatting-Creating and using formulas and functions-Use of Macros –Sorting and querying data-Workingwithgraphsandcharts–usageof Pastespecial

Unit –2

Basis of Excel: Managing Worksheets and Workbooks. - Worksheet Vs. Workbook - Creating newworksheetsandworkbooks-Deletingworksheetsandworkbooks-Namingandrenamingaworksheet - Toggling between worksheets and workbooks - Copy and Move Worksheets - Hide,Unhide,GroupandUngroupCells-HideandUnhideWorksheets-SaveandSaveAs

Unit –3

Advanced Excel: Cell Referencing - Data Validation- Naming a Cell or Range of Cells (NameManager).-Basic formulas (SUM, COUNTA, AVERAGE, MAX, MIN).Text Functions (RIGHT,LEFT, MID, SUBSTITUTE, FIND, LEN).Date Functions (TODAY, NOW, DAY, MONTH,YEAR,EDATE,EOMONTH,TEXT).

Unit–4

AdvancedExcelII: LookupFunctions(VLOOKUP,HLOOKUP,MATCH,INDEX).-LogicalFunctions(IF,AND,OR).-DataAnalysisFunctions(SUMIF,SUMIFS,COUNTIF,COUNTIFS).-Conditional Formatting, Filtering and Sorting. -Graphs, Charts and Pivot Tables remove duplicates**Unit –5**

ConductingOnlinesurveys–usageofGoogledrive–microsoftonlinesurveys–sharingwiththe help ofsocialmedia/internet-gettingresponses fromonlinesurvey-sortingandfilteronlinesurvey

GATES INSTITUTE OF TECHNOLOGY
Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu,N.H. 44, Gooty-515401, Ananthapuramu.
AUTONOMOUS

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE & SYLLABI

References: • MsOfficeExcel-Frye,PHIpublications • MsOfficeAccess-Stepbystep,PHIpublications • SPSSUser manual
Online learning resources/Virtual labs:https://www.coursera.org/specializations/excelhttps ://www.coursera.org/specializations/everyday-excel https://www.coursera.org/learn/excel-basics-data-analysis-ibm