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R21

RAMIREDDY SUBBARAMIREDDY ENGINEERING COLLEGE

DEPARTMENT OF MBA

JAWAHARLAL NEHRU TECHNOLOGIAL UNIVERSITY ANANTAPUR

Course Structure and Detailed Syllabi (2021-2022 onwards)
Master of Business Administration

REGULATION: R21   **Sem: I**

S. No.	Course Code	Course Name	Category	Hours per week			Credits
				L	**T**	**P**	
1.	21E00101	Management & Organizational Behaviour	CC	4	0	0	4
2.	21E00102	Business Environnent & Law	CC	4	0	0	4
3.	21E00103	Managerial Economics	CC	4	0	0	4
4.	21E00104	Financial Accounting for Managers	CC	4	0	0	4
5.	21E00105	Statistics for Managers	CC	4	0	0	4
6.	21E00106	Management Information Systems	CC	4	0	0	4
7.	21E00107	Business Communication	SC	0	1	2	2
8.	21E00108	Information Technology Lab	SC	0	1	2	2
		TOTAL		**24**	**2**	**8**	**28**

II Sem

S.No.	Course Code	Course Name	Category	Hours per week			Credits
				L	**T**	**P**	
1.	21E00201	Financial Management	CC	4	0	0	4
2.	21E00202	Marketing Management	CC	4	0	0	4
3.	21E00203	Human Resource Management	CC	4	0	0	4
4.	21E00204	Business Research Methods	CC	4	0	0	4
5.	21E00205	Operations Research	CC	4	0	0	4
6.	21E00206	Operations Management	CC	4	0	0	4
7.	21E00207a 21E00207b 21E00207c	**General Elective – I** Advanced CommunicationE-Business Industry 4.0 & Innovation	GE	2	0	0	2
8.	21E00208	Data Analytics Lab	SC	0	1	2	2
		TOTAL		**26**	**1**	**2**	**28**

MBA I SEMESTER

COURSE OUTCOMES

Course code: **21E00101**   Course Name: **Management and Organisational Behaviour**

CO No.	COURSE OUTCOME
101.1	Understand basic conceptual knowledge of management theories. (BTL2)
101.2	Understand the concepts of planning, controlling and decision making. (BTL2)
101.3	Evaluate various motivational theories and analyse the personality types. (BTL5)
101.4	Analyse the group behaviour and identify the leadership qualities. (BTL4)
101.5	Understand the concepts of organizational climate and culture. (BTL2)

Course code: **21E00102**   Course Name: **Business Environment and Law**

CO No.	COURSE OUTCOME
102.1	Identify the environment factors which influence business. (BTL1)
102.2	Acquire knowledge on business policies to carry out a business. (BTL2)
102.3	Understand the concept of law of contract relating to business activities. (BTL2)
102.4	Know the practices, rules and regulations that govern the operation as well as the formation of company. (BTL2)
102.5	Get the knowledge on Information Technology Act, 2000. (BTL2)

Course code: **21E00103** Course Name: **Managerial Economics**

CO No.	COURSE OUTCOME
103.1	Understand the relationship of Managerial economics with other functional areas (BTL2)
103.2	Learn the techniques and methods to predict the demand scientifically. (BTL2)
103.3	Ascertain production levels and analyze the relationship of Cost-Volume Profit. (BTL5)
103.4	Take informed decisions on price fixation under different market structures of the economy under different scenario. (BTL3)
103.5	Acquire knowledge on the concepts Inflation and business cycle. (BTL2)

Course code: **21E00104**   Course Name: **Financial Accounting for Managers**

CO No.	COURSE OUTCOME
104.1	Acquire knowledge on concepts of accounting, single entry system and double entry system. (BTL2)
104.2	Prepare financial statements with accounting knowledge. (BTL2)
104.3	Value the assets by using depreciation and inventory valuation methods.
104.4	Evaluate the financial position of a company by using Ratio analysis. (BTL5)
104.5	Analyze the financial position of a company by using Cash flow and Fund flow statements. (BTL4)

Course code: **21E00105**   Course Name: **Statistics for managers**

CO No.	COURSE OUTCOME
105.1	Understand statistical techniques popularly used to describe the data in managerial decision making.
105.2	adopt correlation methods and principle of least squares, regression analysis (BTL5)
105.3	Learn the computational skill , interpretation of results of the data analysis.
105.4	Analyse and differentiate various types of data distribution and its probability distribution.
105.5	Know the procedure involved in inferential statistics and appropriate tests for given data..

Course code: **21E00106**   Course Name: **Management Information Systems**

CO No.	COURSE OUTCOME
106.1	Understand management information scope, application and challenges in managing MIS. (BTL2)
106.2	Understand traditional and modern approaches for data resource management and models. (BTL2)
106.3	Evaluate business applications of information systems, types of information systems, decisions and role of MIS in Business Intelligence. (BTL5)
106.4	Understand concepts of project planning, project management and SDLC methods. Cost - Benefit analysis in implementation of MIS (BTL2)
106.5	Analyze information security threats and information security technologies. (BTL4)

Course code: **21E00107**   Course Name: **Business Communication Lab**

CO No.	COURSE OUTCOME
107.1	Understand the concept & process of communication. (BTL2)
107.2	Understand the types of verbal & Non-verbal communication. (BTL2)
107.3	Acquire Interpersonal skills & also know about different styles of leadership. (BTL2)
107.4	Learn how to overcome the barriers of communication. (BTL2)
107.5	Compose effective letters and reports. (BTL6)

Course code: **21E00108**   Course Name: **Information Technology Lab**

CO No.	COURSE OUTCOME
108.1	Understand the working nature of input and output devices and their usage. (BTL2)
108.2	Outline the overview of operating systems, compare and contrast different operating systems. (BTL2)
108.3	Learning MS-Word to create or edit documents. (BTL2)
108.4	Applying MS-word in day-to-day activities. (BTL4)
108.5	Create effective presentations using MS-power point. (BTL6)

MBA II SEMESTER

COURSE OUTCOMES

Course code: **21E00201**   Course Name: **Financial Management**

CO No.	COURSE OUTCOME
201.1	Learn the roles and goals of finance manager in a corporate structure business. (BTL2)
201.2	Take an effective investment decision. (BTL3)
201.3	Analyze the impact of capital structure on wealth maximization of owners and value of the company. (BTL4)
201.4	Manage current assets and current liabilities of the company in an effective and efficient way. (BTL3)
201.5	Acquire decision making skills regarding corporate restructuring in the present competitive business environment. (BTL3)

Course code: **21E00202**   Course Name: **Marketing Management**

CO No.	COURSE OUTCOME
202.1	Understand the concepts of marketing and marketing strategies suitable for different products under different market environments (BTL2)
202.2	Acquire the knowledge about both global and domestic consumer markets. (BTL2)
202.3	Learn how to design, manage, create & communicate value to the business in digitalized market environment. (BTL2)
202.4	Manage and designee the logistics for retailing and wholesaling as well as integrating marketing channels for business organizations(BTL2)
202.5	Understand the concept of sales management (BTL2)

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Course code: **21E00203**   Course Name: **Human Resource Management**

CO No.	COURSE OUTCOME
203.1	Understanding the nature, scope, functions, roles, goals, strategies and policies of HR management. (BTL2)
203.2	Design and develop HR planning related aspects. (BTL6)
203.3	Understanding the administration of monetary and non monetary benefits for the employees in the organization. (BTL2)
203.4	Understand the design and implementation of training programs and evaluation of Training. (BTL2)
203.5	Analyse recent trends in the human resource function and to balance the work life in the present dynamic work environment. (BTL4)

Course code: **21E00204**   Course Name: **Business Research Methods**

CO No.	COURSE OUTCOME
204.1	Understand types of business research, technology used in Business research. (BTL2)
204.2	Identify research problem, appropriate research design, sample design and formulating hypothesis. (BTL3)
204.3	Understand sources of data, instruments to collect data, (BTL2)
204.4	Learn to Analyze and interpretation of data. (BTL4)
204.5	Designing and presenting research report. (BTL6)

Course code: **21E00205**   Course Name: **Operations Research**

CO No.	COURSE OUTCOME
205.1	Formulate linear programming problems and appreciate their limitations [BTL6]
205.2	Model linear programming problems like the transportation [BTL3]
205.3	Solve simple games using various techniques [BTL6]
205.4	Model a dynamic system as a queuing model to compute performance measures. [BTL3]
205.5	Acquire the skills to complete a project effectively and efficiently with in the given resources. [BTL4]

Course code: **21E00206**   Course Name: **Operations management**

CO No.	COURSE OUTCOME
206.1	Understand the concept of Production and Operations Management. (BTL2)
206.2	Construct and interpret simple control charts for both continuous and discrete data. (BTL6)
206.3	Gain knowledge on the quality philosophies and principles of deming, Juran, six sigma and to become acquainted with the International Organization for Standardization's ISO 9000:2000 requirements. (BTL2)
206.4	Familiarize with inventory concepts to support the development of useful quantitative models for inventory management. (BTL2)
206.5	Understand the drivers and enablers of Industry 4.0(BTL2)

Course code: **21E00207a**   Course Name: **Advanced Communication**

CO No.	COURSE OUTCOME
207a.1	Understand the concept of managerial communication. (BTL2)
207a.2	Compose business letters, reports and technical proposals. (BTL6)
207a.3	Create Meeting Invitation, Meeting Agenda Minutes of Meeting. (BTL6)
207a.4	Know the interview skills and managerial negotiations (BTL2)
207a.5	Understand technologies in communications (BTL2)

Course code: **21E00208**   Course Name: **Data Analytics Lab**

CO No.	COURSE OUTCOME
208.1	Learn basic operations of excel like creating, editing, formatting worksheets. (BTL2)
208.2	Apply knowledge of excel to store and retrieve data relating to marketing. (BTL3)
208.3	Construct and present employee salary administration using advanced excel. (BTL6)
208.4	Present data in the form of pivot tables, graphs and charts by applying advanced excel functions. (BTL3)
208.5	Understand information system using internet survey tools. (BTL2)