NARAYANA ENGINEERING COLLEGE
GUDUR, Tirupati Dist., AP
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NAAC A UGC AUTONOMOUS NBA

24MB201 HUMAN RESOURCE MANAGEMENT

Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
II	3	1	0	64	4	40	60	100

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1: Understand the basic concept of Human Resource Management. (L2)

CO 2: Explain the job analysis and job design methods. (L2)

CO 3: Understand the demand and supply of HR & concept of employee retention. (L2)

CO 4: Understand the sources of Recruitment, Selection process and Performance appraisal methods. (L2)

CO 5: Examine the Training and Development methods and compensation management process. (L4)

Module –1 Human Resource Management-Introduction 14Hrs

Introduction- Objectives – Scope & Features of HRM – Importance & - Functions of HRM- Challenges of HRM. Personnel Management Vs HRM – Role of HR manager - Strategic Human Resource Management.

Module -2 Job Analysis and Job Design 14Hrs

Job Analysis Process –Techniques of Data Collection - Contents of Job Description & Job Specification - Job design - Factors affecting Job design - Job enrichment Vs Job enlargement.

Module -3 Human Resource Planning and Employee Retention 12Hrs

Objectives and Need of HR planning, Process of HR Planning and factors affect the HR Planning -HR Information System - Employee retention - Importance of retention - strategies of retention.

Module -4 HR Acquisition and Managing Employee Performance 12Hrs

Recruitment - Objectives and Sources of recruitment - Selection - Objectives - Selection Procedure - Placement - Performance Appraisal –Objectives & Importance, performance Appraisal Methods – Constraints.

Module -5 HR Development and Compensation Management 12Hrs

Training and Development– Objectives, Need and Methods of Training –career planning and career development - Compensation Management **-** Job evaluation – welfare provisions and fringe benefits - Quality Circles and Total Quality Management.

Text Book:

1. Gary Dessler, Biju Varkkey, Human Resource Management, 4e, Pearson 2017.
2. Robert L. Mathis, John H. Jackson, Manas Ranjan Tripathy, Human Resource Management,
   Cengage Learning 2016.

References:

1. Aswathappa, Human Resource Management, 4th Edition, TMH 2006.
2. Subbarao, Personnel and Human Resource Management –Text and cases, Himalaya, 2009
3. R.Wayne Mondy, Robert M.Noe, Human Resource Management, Pearson
4. Noea.Raymond, John Hollenbeck, Barry Gerhart and Patrick Wright, Human Resource Management,
   Tata McGraw Hill.
5. Muller, Human Resource Management a case study approach, Jaico Publishers,2008
6. VSP Rao, Human Resource Management, Text and Cases, Excel Books 2006.

Web Resources / Online Resources:

https://www.youtube.com/watch?v=Fa8E3tCDIpo
https://www.youtube.com/watch?v=7kXdbXGYhWc
https://www.youtube.com/watch?v=wcP976S8DsM
https://www.youtube.com/watch?v=mwi95z6xffY

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24MB202 MARKETING MANAGEMENT

Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
II	3	1	0	64	4	40	60	100

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1: Recall Comprehend basic marketing concepts. (L1)

CO 2: Examine marketing strategies for consumer and industrial marketing. (L4)

CO 3: Apply and develop Marketing Strategies and Plans. (L3)

CO 4: Analyze the nature of distribution decisions. (L4)

CO 5: Understanding of the marketing research and new trends in the arena of marketing. L2)

Module –1 Introduction to Marketing **14Hrs**

Nature and scope of marketing -Marketing orientation - Indian Marketing Environment - Elements of Marketing mix - Market segmentation and positioning - Buyer behavior - consumer versus organizational buyers - Buyer Behaviour Models - Consumer decision making process - Customer Satisfaction.

Module -2 Marketing Strategy **14Hrs**

Marketing strategy formulations, Key Drivers of Marketing Strategies - Strategies for Industrial Marketing, Consumer Marketing, Services marketing, Competition strategy, Strategic Marketing Mix components.

Module -3 Product Decisions **12Hrs**

Concept of product - Classification of products - product hierarchy -Product line and product mix - Product Life cycle - New product development – Branding - Packaging - Labeling- Pricing Decisions -Factors affecting price determination –Pricing policies and Strategies.

Module -4 Distribution Decisions **12Hrs**

Nature, functions, and types of distribution channels - Distribution channel intermediaries - Retailing and wholesaling - Promotion Decisions - Communication Process - Promotion mix – Advertising, personal selling, publicity and public relations. -Sales promotion tools and techniques.

Module -5 Marketing Research and Trends in Marketing **11Hrs**

Meaning and scope of marketing research - Marketing Research Process - Developments in Marketing - Social, ethical and legal aspects of marketing - Marketing of services - Green marketing - Cyber marketing- Relationship marketing.

Text Book(s):-

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016
2. Rajan Saxena, Marketing Management, 3e, Tata Mc Graw Hill, 2012.

Reference Book(s):-

1. Marketing –The Core, Kerin, Hartley and Rudelius, McGraw Hill, Irwin, 2012
2. Marketing, Lamb, Hair and McDaniel, Cengage Learning, 2013
3. Introduction to Marketing theory and practice, Adrian Palmer, 3/e, Oxford University Press 2012
4. Marketing–concepts and Cases, Etzel, Walker, Stanton, Pandit, TMH, 2008
5. Paul Baines, Chris Fill, Kelly Page, Marketing, Asian edition, Oxford University Press, 5th edition, 2019.

Web Resources / Online Resources:

1. **https://www.economicsdiscussion.net/marketing-management/what-is-marketing-**
2. **https://www.kbmanage.com/concept/marketing-management**
3. **https://www.coursera.org/learn/marketing-management**
4. **https://d1wqtxts1xzle7.cloudfront.net/58052402/marketing-management-an-asian-perspective-5th-edit.**

24MB203 FINANCIAL MANAGEMENT

Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
II	3	1	0	64	4	40	60	100

Course Outcomes: After successful completion of the course, the student will be able to.

CO 1: Demonstrate the applicability of the concept of Financial Management to Understand the managerial Decisions. (L2)

CO 2: Apply the Capital Budgeting Techniques like IRR, NPV and PI for managerial Decisions. (L3)

CO 3: Understanding of EBIT-EPS Analysis, evaluation of various financing plans, importance of leverages. (L2)

CO 4: Analyze Indian Companies Dividend Policies, Bonus shares, Rights Issue and Stock Split. (L4)

CO 5: Evaluate working capital effectiveness of a company based on its operating and cash conversion cycles, and compare the company's effectiveness with that of peer companies. (L5)

Module -1 The Finance Function: **12Hrs**

Nature and Scope; Evolution of finance function – Its new role – Goals – maximizing vs. satisfying- Profit vs. Wealth vs. Welfare; the Agency relationship and costs; Risk-Return trade off; Concept of Time Value of Money – Future Value and Present value.

Module -2 The Investment Decision: **14Hrs**

Process - Capital Budgeting Techniques–Traditional (PV, ARR) and DCF methods (NPV, IRR & PI). The NPV vs. IRR Debate.

Module -3 Capital Structure Decision: **12 Hrs**

Introduction- Capitalization, Financial Leverage, Operating Leverage and Composite leverage. EBIT-EPS Analysis, Break Even analysis- Capital Structure Theories – Modigliani Miller Theory, NI, NOI Theory and Traditional Theory.

Module -4 Dividend Decision: **14 Hrs**

Concept of Dividend - Relevance of dividends, the MM hypothesis, Factors determining Dividend Policy - dividends and valuation of the firm - the basic models – forms of dividend. Declaration and payment of dividends. Bonus shares, Rights issue, stock-split- Gordon, Walter and Lintner- A brief discussion on dividend policies of Indian companies

Module -5 Working Capital Management: **12 Hrs**

Concept of Working, Components of Working Capital, Gross vs. Net Working Capital, Determinants of Working Capital needs the Operating Cycle approach. Planning of Working capital, Financing of Working capital through Bank Finance and Trade Credit, Regulation of Bank Finance.

Text Books:-

1. Prasanna Chandra, Financial Management, 10e, Tata McGraw Hill, 2019.
2. Khan M.Y, and Jain P.K., Financial Management, Tata McGraw Hill, New Delhi

References:-

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. James C Van Horne, Sanjay Dhamija, Financial Management and Policy, Pearson Education, New Delhi.
3. Eugene F.Brigham Michael C. Ehrhardt, Financial Management, Cengage Learning, 12e, 2012.
4. Arindam Banerjee, Financial Management, Oxford Publications, 2016.
5. Van Horne, James C., Financial Management and Policy, Prentice Hall of India
6. Brigham & Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.

Web Resources / Online Resources:

https://youtu.be/fSyrXG6j81M
https://youtu.be/nit39qOQHds?list=PL2k3wOJ4OEzDpLCQhEYTgDlS7sHF7Xa1j
https://youtu.be/xKBdJX-rHMg
https://youtu.be/p9GEehRy_yo

24MB204 MANAGEMENT INFORMATION SYSTEMS

Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
II	3	1	0	64	4	40	60	100

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1: Understand the concept of MIS in Quantitative Techniques. (L2)

CO 2: Analyze the existing system in system analysis. (L4)

CO 3: Apply functional information system to support business needs. (L3)

CO 4: Analyze the procedure in developing case methodology through development approach. (L3)

CO 5: Describe the implementation process of MIS. (L2)

Module -1 Introduction to MIS **12 Hrs**

Importance of information for management decisions – Systems Approach and Information – System Development – Information System Architecture – Quantitative Techniques and Management Information Systems interfacing

Module -2 Structure of MIS **14 Hrs**

Basic structural concepts; formal and informal information systems; public and private information systems; Information Systems– MIS Office automation – Decision Support System – Expert system- Knowledge Work Systems, Artificial Intelligence, Group Decision Support Systems (GDSS).

Module -3 Functional Information Systems **14 Hrs**

Manufacturing information systems-marketing information systems-Human resource information systems- Financial information systems- Logistics and supply chain Management - CRM

Module –4 MIS Development and System Methodology **12 Hrs**

System development methodologies; SDLC approach; prototyping approach LCSF method, case methodology and user development approach - Concepts of database and database design. Implementation of MIS: Maintenance and Control of MIS – Implementation process, evaluation, pitfalls of MIS implementation, maintenance, need and approaches-IS security

Module –5 Enterprise Resource Planning (ERP) **12 Hrs**

Concepts, architecture, Generic modules, Applications; CRM (Customer Relationship Management): Concepts, Features; SCM (Supply Chain Management): Concepts, drivers, inbound & outbound SC, Concept of: e-Procurement, e-Tailing, e-Logistics, e- Collaboration, e-Integration

Text Book(s):

1.Management Information Systems, C Laudon and Jane P.Laudon, et al, Pearson Education.

2.MIS, Hossein Bidgoli, Nilanjan Chattopadhyay, Cengage Learning

Reference Book(s):

1.RobertSchultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.

2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2002.

Web Resources/Online Resources:

https://www.tutorialspoint.com/management_information_system/management_information_system.htm

https://scialert.net/fulltext/?doi=itj.2014.1709.1715

https://www.pnas.org/content/104/suppl_1/8574.short

https://www.tandfonline.com/doi/abs/10.1080/07421222.1992.11517938

https://ecomputernotes.com/mis/implementation-and-evaluation/implementationofmis

https://www.researchgate.net/publication/325502779_Overview_of_Enterprise_Resource_Planning_ERP_System_in_Higher_Education_Institutions_HEIs

24MB205 OPERATIONS MANAGEMENT

Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
I	3	1	0	64	4	40	60	100

Course Outcomes: After successful completion of the course, the student will be able to:

CO1: Understand the fundamental concepts of Operations Management and its recent trends. (L2)

CO 2: Understand the concept of product design, process design and forecasting (L2)

CO 3: Understand the concept of quality control charts, statistical process and inventory control (L2)

CO 4: Understand the importance of plant location, design of layouts and value analysis (L2)

CO 5: Understand the concept of scheduling and drawing networks (L2)

Module –1 INTRODUCTION TO OPERATIONS MANAGEMENT 14Hrs

Definition of Operations Management – Nature and Scope of OM, Importance, historical development, transformation processes, differences between services and goods, Role & Decision areas of Operations Manager, relation with other functional areas, system perspective, functions, recent trends.

Module -2 DESIGN OF PRODUCT, PROCESS AND FORECASTING 14Hrs

Product Design – concept, new product development, important considerations, design and production costs, product life cycle, product analysis. Process design - Influencing factors, process selection, types, advantages, process planning factors. Demand Forecasting – Need, Objectives, Overview of Qualitative and Quantitative methods.

Module -3: OPERATIONS CONTROL 12Hrs

Managing for Quality: Basic concepts of quality, dimensions of quality, Deming's 14 principles, Quality improvement and cost reduction, Statistical Quality Control–Control Charts for Variables-Average-Range and Control charts for Attributes. Inventory Control- Costs & Types of Inventory – ABC analysis Simple inventory problems.

Module -4:PLANT LOCATION, LAYOUT , VALUE ANALYSIS 12Hrs

Plant location – need, selecting suitable location, Weber's theory, influencing factors, location analysis, median model, gravity location and minimax location problem. Plant layout- objectives, principles, influencing factors, types of layouts. Value Analysis-meaning, types of values, objectives, procedure.

Module -5 PRODUCTION SCHEDULING AND PROJECT MANAGEMENT 12Hrs

Scheduling- objectives, requirements, Johnson's rule, n-job 2 machine and n- job 3 machine problems. Project management – basic concepts, drawing network, network errors, CPM and PERT techniques (simple problems), advantages, limitations.

Text Book(s):-

1. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 2002.
2. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, Tata McGraw Hill, 12th Edition, 2010.

References:-

1. KanishkaBedi, Production and Operations Management, Oxford University Press,2004.
2. Mahadevan B, Operations Management Theory and practice, Pearson Education, 2007
3. Pannerselvam R, Production and Operations Management, Prentice Hall India,Second Edition, 2008.

Web Resources / Online Resources:

1. https://www.youtube.com/watch?v=DEuzzLled6k
2. https://www.youtube.com/watch?v=JNwsKJ_SSXI
3. https://www.youtube.com/watch?v=oLmSw236UFA
4. https://www.youtube.com/watch?v=-vKkMxP9wRs
5. https://www.youtube.com/watch?v=iagZrFK3mM4

24MB206 INTRODUCTION TO BUSINESS ANALYTICS

Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
II	3	1	0	64	4	40	60	100

Course Outcomes: After successful completion of the course, the student will be able to:

CO1: Demonstrate how knowledge of Analytics can be applied to Business (L2)

CO 2: Analyze the impact of Data on Business Decisions (L4)

CO 3: Understand the concepts of Data Modeling. (L2)

CO 4: Identify and explain the factors which influence Data Visualization. (L3)

CO 5: Analyze the applications of business analytics (L4)

Module 1: Business Analytics: Introduction **14Hrs**

What is Business Analytics – Data – Driven Decision Making – Flow diagram – pyramid of analytics – Analytics Landscape – why analytics – Business context – Technology – Descriptive – Predictive – Prescriptive Analytics – Examples of Industry-wise analytical problems and data resources.

Module -2: Understanding Data **14Hrs**

Data types and scales of variable measurement – cross – sectional, Time series and panel data, structured and unstructured data, population and sample – Measures of Central Tendency – mean, median, mode – percentile, decile and quantile – Measures of variation – range – IQD – MAD – variance – SD – Co-efficient of variation – measures of shape – skewness and kurtosis.

Module -3: Data Modeling **12Hrs**

Cross tabulation or contingency tables – Correlation & Regression – Regression (OLS) models - Simple Linear Regression – Multiple Linear Regression – Analytical Methods for discrete data.

Module -4: Data Visualization **12Hrs**

Overview –The Value of Visualization – Histogram in excel – t-test in excel, Box Plot in Excel (1,2,3-samples), Bubble chart in excel, Summarizing Data using pivot tables in excel – Heat Map for correlation using Excel.

Module- 5: Applications of Business Analytics **12Hrs**

Retail Analytics, Marketing Analytics, HR Analytics, Financial Analytics, Healthcare Analytics, Production and Operations Analytics - Supply Chain Analytics.

Text Books: -

1. Dinesh Kumar, “Business Analytics”, Wiley publishers.
2. Tanusri Banerjee, Arindam Banerjee, “Business Analytics Text & Cases” Sage Publication, 2019.

Reference Books:

1. An Introduction to Business Analytics, GerKoole, Lulu.com, 2019.
2. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, Sridhar Seshadri, Springer.

Web Resources / Online Resources

1. https://www.swayamnptel/watch?v=-ciC1i1-O5k
2. https://www.swayamnptel/watch?v=moAsx67ygvA
3. https://nptel.ac.in/courses/110/107/110107092/
4. https://nptel.ac.in/courses/110/105/110105089/
5. https://nptel.ac.in/courses/110/107/110107129/

24MB207 BUSINESS ANALYTICS LAB

Semester	Hours / Week			Total hrs	Credit	Max Marks		
	L	T	P		C	CIE	SEE	TOTAL
II	0	1	2	48	2	40	60	100

Course Outcomes: After successful completion of the course, the student will be able to:

CO 1: Construct the NPV & IRR by using MS Excel.

CO 2: Designing of Histogram by using MS Excel.

CO 3: Categorize the payroll system.

CO 4: Apply Goal Seek tool in calculating data analysis.

CO 5: Construct various sample tests by using MS Excel.

Task-1: Calculate various statistical measures like Mean, Median, Mode, SD, Variance 4H

Task-2: Calculate NPV & IRR of cash flows using MS Excel 4H

Task-3: Use of Goal Seek tool in MS Excel 4H

Task-4: Draw Histogram in MS Excel 4H

Task-5: Implement T-Test in MS Excel for 1,2,3 samples 4H

Task-6: Calculate Payroll system for salary administration using MS Excel 4H

Task-7: Calculate Correlation for the given data using MS Excel 4H

Task-8: Calculate Linear Regression Analysis in MS Excel 4H

Task-9: Summarize data using Pivot table in MS Excel 4H

Task-10: Creation of charts in MS Excel & Embedding a chart in to a worksheet 4H

Task-11: Use of V look up formula/ Function in Ms Excel for pay roll. 4H

Task-12: Creation of Programming Macro 4H

Text Book(s):

1.Ms Office Excel-Frye, PHI Ppublications
2.Ms Office Access- Step by step, PHI Ppublications

Reference Book(s):

1.Reading material on accounting Packages.
2.SPSS User manual
3.D P Apte: Statistical Tools for Managers USING MS EXCEL, Excel Books.
4.David M Levine, David. F. Stephan & Kathryn A. Szabat, Statistics for Managers – Using MS Cox et all- 2007 Microsoft Office System Step-by- Step, First Edition, PHI.
5.DavidWhigam - Business Data Analysis Using Excel, First Edition, Oxford University Press.

Web Resources / Online Resources

https://youtu.be/4wlzzEvnzgA
https://youtu.be/vFcxExzLfZI

24MB208 BUSINESS NEWS ANALYSIS

Business News Analysis as a course has been designed to equip the future professionals with the multiple skills. Under this programme, students are required to take as daily activity on business news analysis and prepare a report as minimum of 2 pages. The programme carries a weightage of 1 credit. Business News Analysis shall be evaluated for 50 marks by the concerned teacher based on the Presentation / participation / regularity / report.