



## SANTHIRAM ENGINEERING COLLEGE :: NANDYAL (AUTONOMOUS)

Approved by AICTE, New Delhi, Permanently Affiliated to JNTUA, Ananthapuramu  
Accredited by NAAC (Grade-A), Accredited by NBA (ECE & CSE)  
An ISO 9001: 2015 Certified Institution, 2(f) & 12(B) recognition by UGC Act, 1956  
NH-40, NANDYAL-518501 (Dist), A.P.



# ACADEMIC REGULATIONS, COURSE STRUCTURE AND DETAILED SYLLABI

## MASTER OF BUSINESS ADMINISTRATION

**Regular Two Year PG Degree Course**  
(Applicable for the Batches  
Admitted from  
**2023-2024**)

**R-23**



## **MBA Regular Two-Year Degree Programme**

(Effective for the students admitted from the academic year  
**2023- 2024**)

### **SANTHIRAM ENGINEERING COLLEGE::NANDYAL**

#### **ACADEMIC RULES & REGULATIONS**

*(Effective for the students admitted into 1 year from the Academic Year 2023-2024 onwards)*

Santhiram Engineering College offers Two Years (Four Semesters) full-time Master of Business Administration Post Graduate Degree programme under Choice Based Credit System (CBCS).

#### **1. Award of the MBA Degree:**

A student will be declared eligible for award of degree, if he/she fulfils the following academic regulations:

- i. Effective for students admitted into first year from the Academic year 2023-2024.
- ii. Pursued a course of study for not less than two academic years and not more than four academic years.
- iii. Registers for 102 credits and secures all 102 credits.
- iv. A Student who secures highest percentage of marks in the batch will be honoured with gold medal.
- v. A Student who secures second highest percentage of marks in the batch will be honoured with silver medal.

2. Students, who fail to fulfil all the academic requirements for the award of the degree within four academic years from the year of their admission, shall forfeit their seat in MBA course and their admission stands cancelled.

#### **3. Programme of Study:**

The following program of study is offered at present for specialization in the MBA is given Table1:

**Table 1: Programs Offered**

S.No	Discipline	Specialization	Program code
1	Master of Business Administration	MBA	00

#### **4. Eligibility for Admissions:**

- i. Admission to the MBA programme shall be made subject to the eligibility, qualifications and specialization prescribed by the A.P. State Government/university for each programme, from time to time.
- ii. Admissions shall be made on the basis of either the merit rank or Percentile obtained by the qualified student in the relevant qualifying Examination / the merit rank obtained by the qualified student in an entrance test conducted by A.P. State Government (APICET) for MBA programmes/ an entrance test conducted by university/ on the basis of any other exams approved by the University, subject to reservations as laid down by the Govt. from time to time.

#### **5. Programme related terms:**

- i. **Credit:** A unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (Lecture/Tutorial) or two hours of practical work/field work per week.

**Credit definition:**

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
4 Weeks of MOOCs Course	1 Credit

- ii. **Academic Year:** Two consecutive (one odd + one even) semesters constitute one academic year.
- iii. **Choice Based Credit System (CBCS):** The CBCS provides choice for students to select from the prescribed courses.

**6. Programme Pattern:**

- i. Total duration of the MBA programme is two academic years.
- ii. Each academic year of study is divided into two semesters.
- iii. Each Semester shall be of 16 weeks duration (exclusive of Mid Examinations), with a minimum of 90 days per Semester.
- iv. Calendar for any semester shall be announced at least two weeks before its commencement.
- v. The student shall not take more than four academic years to fulfil all the academic requirements for the award of MBA degree from the date of commencement of first year first semester, failing which the student shall forfeit the seat in MBA programme.
- vi. The medium of instruction of the programme (including examinations and project reports) will be in **English** only.
- vii. All subjects/courses offered for the MBA degree programme are broadly classified as follows: Core Courses, Elective courses, Skill-oriented Courses. The curriculum shall be approved by corresponding Board of Studies & Academic Council.
- viii. All subjects/courses offered for the MBA programme are broadly classified as given in Table 2 & 3.

**Table 2: Subject Course Classification**

S.No	Course Group/Category	Course Description
<b>Core Courses (CC)</b>		
1	Foundational Core Courses (CC)	Includes subjects related to the parent discipline
<b>Elective Courses</b>		
2	Specialization Elective-SE	Includes elective subjects related to the parent discipline / Department.
<b>Skill Oriented Courses</b>		
3	Skill Courses (SC)	Courses that focus on imparting skills to students to make them employable
<b>Project Work (PW)</b>		
4	Seminar	Ensures preparedness of students to undertake major projects / Dissertation, based on core contents related to specialization.
5	Summer Internship	Industry oriented Internship

<b>6</b>	Project Work	Major Project
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- ix. Preferably 25% course work for the theory courses in every semester shall be conducted in the blended mode of learning.
- x. The student shall be given an option to choose either the skill courses being offered by the college or to choose a certificate course being offered by industries/ Professional bodies or any other accredited bodies.
- xi. The Project work shall be initiated at the beginning of the IV Semester and the duration of the Project work is for one semester.

**Table 3: Category wise distribution of credits**

S. No.	Name of the Program	Breakup of Credits
1	Core Courses (CC)	57
2	Skill Courses(SC)	10
3	Specialization Elective Courses (SE)	22
4	Project Work(PW)	13
<b>Total Credits:</b>		<b>102</b>

- xii. A faculty advisor/mentor shall be assigned to each specialization to advise students on the programme, its Course Structure and Curriculum, Choice of Courses, based on his/her competence, progress, pre-requisites and interest.

### 7. Semester Structure:

Each academic year is divided into TWO semesters (one odd + one even). Each semester shall be of 16 weeks duration exclusive of Mid Examinations, with a minimum of 90 instructional days per semester.

Apart from the regular semester end examinations, the college will also schedule and conduct supplementary examinations for all courses. Such students, who are writing supplementary examinations as supplementary candidates, may have to write more than one examination per day.

### 8. Attendance Requirements:

- i. A student shall be eligible to appear for the semester end examinations if he/she acquires
  - a. a minimum of 50% attendance in each course and
  - b. 75% of attendance in aggregate of all the courses.
- ii. Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) in each semester may be granted by the College Academic Committee.
- iii. Condonation of shortage of attendance shall be granted only on genuine and valid reasons on representation by the candidate with supporting evidence.
- iv. Students whose shortage of attendance is not condoned in any semester are not eligible to take their end examination of that class.
- v. A stipulated fee shall be payable towards condonation of shortage of attendance.
- vi. A student will not be promoted to the next semester unless he/she satisfies the attendance requirements of the present semester. They may seek re-admission into that semester when offered next.

- vii. If any candidate fulfils the attendance requirement in the present semester, he shall not be eligible for readmission into the same class.
- viii. If the learning is carried out in blended mode (both offline & online), then the total attendance of the student shall be calculated considering the offline and online attendance of the student.

### 9. Assessment and Evaluation Methodology:

The performance of a student in each course shall be evaluated based on Continuous Internal Evaluation (CIE) and Semester End Examination (SEE). The evaluation pattern is given in Table 4.

**Table 4: Evaluation Pattern**

S.No	Category of Course	Marks		
		CIE	SEE	TOTAL
1	Theory courses	40	60	100
2	Skill Courses	40	60	100
3	Seminar	50	*****	50
4	Summer Internship	100	*****	100
5	Project work	100	100	200

### 10. Evaluation – Distribution and Weightage of Marks:

A candidate shall be deemed to have secured the minimum academic requirement in a subject if he/she secures a minimum of 40% of marks in the Semester End Examination and a minimum aggregate of 50% of the total marks in the Internal Evaluation and Semester End Examination taken together.

#### 10.1. Theory Courses:

##### a. Continuous Internal Evaluation(CIE):

- i. There shall be five units in each of the theory subjects.
- ii. Mid-term tests are used to perform the internal assessment of each theory course and **TWO** midterm exams are scheduled for each theory course.
- iii. First mid examination shall be conducted for half (50%) of the syllabus (i.e., I, II & half of III unit) and second mid examination shall be conducted for remaining syllabus.
- iv. Each mid examination carries 40 marks, with one objective paper for 10M and one subjective paper for 30M.
- v. Objective paper contains 20 multiple choice questions for 10 M (either offline or online mode), for a duration of 20 minutes. Each question carries 0.5 mark.
- vi. Subjective examination shall be conducted for a total duration of 100 minutes with **THREE** either or type (internal choice) questions. The student must answer 3 questions, each carrying 10 marks for a total of 30 Marks.
- vii. The internal assessment for theory subject during a semester is as given in Table 5.

**Table 5: Continuous Internal Evaluation for Theory courses**

Mid-term	Type	Final Evaluation	Marks
<b>MID-I</b>	Objective & Subjective Test	Final mid marks are evaluated as <b>(Max. of Mid-I &amp; Mid-II)*0.8 + (Min. of Mid-I &amp; Mid-II)*0.2</b>	40 M
<b>MID-II</b>	Objective & Subjective Test		

**b. Semester End Examination (SEE):**

The following pattern shall be followed in the End Examination:

- FIVE questions shall be set from each of the five units with either or type for 10 marks each and 6<sup>th</sup> question shall be the case study for 10 marks.
- All the questions have to be answered compulsorily.
- Each question may consist of one, two or more bits.
- A candidate has to secure a minimum of 40% of marks in the Semester end exam and 50% marks (combining both internal and external) to be declared successful. If he/she fails to obtain the minimum marks, he/she has to reappear for the same during the supplementary examinations as and when conducted.
- There shall be online evaluation for semester theory end examinations. The evaluation is completely online. A minimum of 50% of theory courses shall be sent for online external evaluation. Remaining courses evaluation shall be done by online internal evaluation.*

**10.2. Laboratory/Skill Courses:****a. Continuous Internal Evaluation:**

- The course shall be evaluated through continuous internal evaluation during the semester for 40 marks.
- Day-to-day work in the class / laboratory shall be evaluated for 40 marks by the concerned teacher based on the regularity/assignments/viva/mid semester test.
- The Continuous Internal Evaluation (CIE) for each laboratory/skill course is based on the following parameters is given in Table 6.

**Table 6: Laboratory/Practical/Skill Courses Internal Assessment**

Parameters	Marks
Day to day work	10
Record Work	10
Internal Laboratory Examination	20
<b>Total Marks:</b>	<b>40</b>

**b. Semester End Examination:**

- The Semester End examination (SEE) for laboratory/Skill courses shall be conducted by internal and external examiners for three hours duration and evaluated for 60 marks.
- The Head of the Department shall appoint the internal examiners.
- External examiner shall be appointed by the Principal from a panel contains three members submitted by the Head of the Department.
- The performance of the students shall be evaluated as per the parameters indicated as given in Table 7:

**Table 7: External Assessment for Laboratory/Practical/Skill Courses**

External Evaluation Committee :	Parameter	Marks
1. External Examiner 2. Internal Examiner-I 3. Internal Examiner-II	Procedure / Algorithm	10
	Experimentation/Program execution/Skill content	25
	Result	10
	Viva voce	15
	<b>Total Marks:</b>	<b>60</b>

**If a student chooses to take a certificate course, student shall follow the following procedure:**

- i. The student shall be given an option to choose either the skill courses being offered by college or to choose a certificate course being offered by industries/professional bodies or any other accredited bodies.
- ii. If a student chooses to take a Certificate Course offered by external agencies, the credits shall be awarded to the student upon producing the Course Completion Certificate from the agency.
- iii. A committee shall be formed at the level of the college to evaluate the grades/marks given for a course by external agencies and convert to the equivalent marks/grades.
- iv. The recommended courses offered by external agencies, conversions and appropriate grades/marks are to be approved by the college at the beginning of the semester.
- v. If a student prefers to take a certificate course offered by external agency, the department shall mark attendance of the student for the remaining courses in that semester excluding opted skill course in all the calculations of mandatory attendance requirements upon producing a valid certificate as approved by the college.
- vi. A candidate has to secure a minimum of 50% of marks to be declared successful. If he/she fails to obtain the minimum marks, he/she has to reappear for the same during the supplementary examinations as and when conducted.
- vii. The duration of the certificate course done either online or offline must be of minimum 30 hours.
- viii. Any certificate is valid for only one time during the course work to get credits / marks.

**10.3. Seminar:**

- i. Seminar shall be evaluated internally with 50 marks.
- ii. The assessment of seminar shall be evaluated by a committee consisting of Head of the department along with two senior faculty members at end of II semester.
- iii. The student has to secure a minimum of 50% of marks, to be declared successful. If he/she fails to obtain the minimum marks, he/she has to reappear for the same, when supplementary examinations are conducted.
- iv. There shall be NO Semester End Examination.

**10.4. Summer Internship:**

- i. There shall be a summer internship during the summer vacation of II to III Semester and the evaluation is done in III Semester. Summer internship Report has to be submitted to the department after approval by the concerned supervisor/mentor and the Head of the department.
- ii. Summer internship report is evaluated for internal evaluation of 100 marks.
- iii. The report has to be evaluated by the Head of the Department, Supervisor/mentor Internship Coordinator and a senior faculty of the department.
- iv. There shall be NO semester end examination.
- v. The internal evaluation of the Summer Internship as given in Table 8.

**Table 8: Internal Assessment of Summer Internship**

Internal evaluation committee :	Components	Marks
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1. Supervisor 2. Internship Coordinator 3. Head of the Department	Presentation	40
	Internship Report	60
<b>Total Marks :</b>		<b>100</b>

- vi. A candidate has to secure a minimum of 50% of marks to be declared successful. If he/she fails to obtain the minimum marks, he/she has to reappear for the same, when supplementary examinations are conducted.

### 10.5. Project work:

#### a. Continuous Internal Evaluation:

- i. A candidate is permitted to register for the Project Work in IV Semester after satisfying the attendance requirement in all the subjects, both theory and laboratory (in I, II & III semesters).
- ii. The Project work shall be initiated in the IV semester and the duration of the Project is of one semester.
- iii. Continuous assessment of Project Work will be monitored by the PRC.
- iv. A Project Review Committee (PRC) shall be constituted with the Head of the Department as Chairperson, Project Supervisor and Project Coordinator of the department.
- v. The internal evaluation of Project work is 100 marks
- vi. A candidate is permitted to submit Project Thesis with the approval of PRC.
- vii. The candidate shall submit status report by giving reviews (seminars) in two phases in IV semester during the project work period. These seminar reports must be approved by the PRC before submission of the Project Thesis.
- viii. The Project Work Review – I & Review-II in IV semester is evaluated by PRC for 50 internal marks for each review and PRC will examine the progress of the Project Work and decide whether eligible or not for final submission. The distribution of the marks for Continuous Internal Assessment is given in the Table 9.

**Table 9: Project work Internal Assessment**

Project Review committee	Components	Marks
1. Supervisor 2. Project Coordinator 3. Head of the Department	Review – I	50
	Review – II	50
<b>Total Marks:</b>		<b>100</b>

- ix. A candidate has to secure a minimum of 50% of marks in each review assessed by PRC.
- x. The candidate fails to fulfil requirements, they must reappear the project review after two weeks.

#### b. Semester End Examination:

- i. External evaluation of final Project work viva voce in IV semester shall be for 100 marks.



- ii. For the approval of thesis, the candidate shall submit the draft copy of thesis to the PRC and should give an oral presentation before the PRC, and should incorporate the suggestions advised by the PRC in project thesis.
- iii. After getting the thesis approval from the PRC, the soft copy of the thesis should be submitted for Anti-Plagiarism check and the plagiarism report should be included in the final thesis. The thesis will be accepted for submission, if the similarity index is less than 30%.
- iv. The plagiarism report along with the project thesis report will submit in examination section by paying the registration fee for Project Viva-Voce examination.
- v. Research paper related to the Project Work shall be published in conference proceedings/UGC recognized journal. A copy of the published research paper shall be attached to the dissertation.
- vi. The Project Viva voce examinations shall be conducted by a board consisting of the Project Coordinator, Head of the Department and the external examiner who has adjudicated the dissertation.
- vii. The External examiner shall be appointed by the Principal from a panel contains three members submitted by the Head of the Department.
- viii. Project Thesis Evaluation (Viva voce) in IV Semester is evaluated for external marks of 100. The marks distribution of the Semester end evaluation as follows:

**Table 10: Project work Semester End Examination Assessment**

Committee constituted by the Department	Components	Marks
1. External Examiner	Viva-Voce	60
2. Project Coordinator	Project Report	40
3. Head of the Department		
<b>Total Marks:</b>		<b>100</b>

- ix. The candidate has to secure a minimum of 50% marks in Viva voce examination.
- x. If candidate fails to fulfil the requirements as specified, he/she will reappear for the Project Viva voce examination only after three months. In the reappeared examination also, if candidate fails to fulfil the requirements, he /she will not be eligible for the award of the degree.

#### **10.6.Credit Transfer Policy:**

As per University Grants Commission (Credit Framework for Online Learning Courses through any agency include SWAYAM) Regulation, 2016, the Institution shall allow up to 40% of the total courses being offered in a particular Programme in a semester through the Online Learning courses through online agencies including SWAYAM and the list approved by the BOS.

1. The students can opt the TWO (02) Elective courses offered in the IV semester, either conventional mode or as MOOCs through SWAYAM platform (min of 12 weeks) for Choice Based Credit Courses (CBCC).
2. The institution shall designate a faculty member as a Mentor for each course to guide the students from registration till completion of the credit course.
3. The Institution shall ensure no overlap of SWAYAM MOOC exams with that of the Semester End Examination schedule.
4. Student registration for the MOOCs shall be only through the institution, it will be mandatory for the student to share necessary information with the institution.

5. Student pursuing courses under MOOCs shall acquire the required credits only after successful completion of the course and submitting a certificate issued by the competent authority along with the percentage of marks and grades.
6. The students can use option of “Credit Transfer Policy” for that Elective, and shall submit the certificate from SWAYAM, to get the designated credits for that course.
7. The Department shall send all such students details and acquired credits along with the proofs to the examination branch. The credits obtained through MOOCs will be shown against in the appropriate semester.
8. It is permitted to register for the MOOCs in advance.
9. The Examination fee, if any, will be borne by the student.
10. The students opt the MOOCs in SWAYAM platform and they fail in course, the college will conduct offline examination during that semester, when the course is offered.
11. Students who have qualified in the proctored examinations conducted by the SWAYAM, can apply for credit transfer as specified are exempted from appearing internal as well as external examination (for the specified equivalent credit course only) conducted by the college. The college level committee will allot equivalent marks/ grades/ credits based on the assessment certificate submitted.
12. However, those students who have not opted MOOCs, can continue all the courses as regular courses without any change in the academic requirements, evaluation process of other theory courses.
13. Once after submitting the undertaking form, the student shall not be permitted to write the same course again in MOOCs or as the regular course mode.
14. However, the student can write the examination as a regular course without submitting the undertaking form, by which he can finalise the option of submitting MOOCs certificate after the results are declared. In such case, the marks sheet of that particular student(s) will be re-issued.
15. *A MOOC course, online assignment, programming assignment (if any) and proctor exam marks together taken as Final Marks (i.e.,100 marks) for that subject for credit transfer.*
16. The Department shall submit the following to the examination section of the Institution before the examination registration process of that particular semester
  - a. List of students who have passed MOOC courses related to a particular semester along with the certificates of completion.
  - b. Undertaking form filled by the students for credit transfer.

#### **10.7. Co-curricular or extra-curricular activities:**

The college shall be introducing Co-Curricular activities in IV semester with 01 credit. The student has to participate in Co-Curricular / extra-curricular activities such as publishing a paper or participating in a workshop/symposium/seminar/training or any other activities organized by any Govt./ private institution / organization / Training centre in offline / virtual mode to obtain this credit. The student has to participate in Co-Curricular activities during that program duration and submit the certificate at the end of the IV semester. If the student fails to submit the relevant certificate will not be eligible for the award of degree. In such cases, the degree will be awarded when the student submits the Co-curricular activity relevant certificate.

**The guidelines for awarding the credits to co-curricular activities are given in below table 11.**

**Table 11: Activities for the Award of Degree**

S.No.	Name of the Activity	Max Credits
1	Participation in the one week workshop/ seminar/ training programs organised by other colleges / organisations (International / National level)	1.0
2	Prize won in any national/international level management meets/symposiums organised by other colleges.	1.0
3	Prize won in any international/national/state /university level sports events.	1.0
4	Academic Award/Research Award form State level/National/International level agencies	1.0
5	Paper publication in any journal indexed in UGC Care List/Scopus/SCII	1.0
6	Patent filling in national or international level	1.0

**Note:**

- i). Credit shall be awarded only for the first author. Certificate of attendance and participation in a Conference/Seminar is to be submitted for awarding credit.
- ii). Certificate of attendance and participation in workshops and training programs (Internal or External) is to be submitted for awarding credit. The total duration should be at least one week.
- iii). Participation in any activity shall be permitted only once for acquiring required credits under Co-curricular activities.

**11. Re-registration for Improvement of Internal Evaluation Marks:**

A candidate shall be given one chance to re-register for each theory subject provided the internal marks secured by a candidate are less than 50% and has failed in the end examination.

Following are the conditions for Re-Registration of Theory Courses for improvement of internal evaluation Marks:

- i. The candidate should have completed the course work and obtained examinations results for I, II and III semesters.
- ii. The candidate should have passed all the subjects for which the Internal Evaluation marks secured are more than 50%.
- iii. Out of the subjects the candidate has failed in the examination due to Internal Evaluation marks secured being less than 50%, the candidate shall be given one chance for each Theory subject and for a maximum of **THREE** theory subjects for Improvement of Internal evaluation marks.
- iv. The candidate has to re-register for the chosen subjects and fulfil the academic requirements.
- v. For re-registration of each theory subject, the candidate has to pay the requisite fee along with the requisition letter through the concerned Head of the department
- vi. In the event of availing the Improvement of Internal evaluation marks, the internal evaluation marks as well as the End Examinations marks secured in the previous attempt(s) for the reregistered subjects stand cancelled.

**12. Award of Grading:**

- a. As a measure of the student's performance, a 10-point Absolute Grading System using the following Letter Grades and corresponding percentage of marks shall be followed.
- b. After each course is evaluated, the marks obtained in each course will be converted to a corresponding letter grade as given in Table 12, depending on the range in which the marks obtained by the student fall.

**Table 12: Structure of Grading of Academic Performance**

Range in which the % marks in the subject fall	Grade Assigned	Grade points
≥ 90	S (Superior)	10
80-89	A (Excellent)	9
70-79	B (Very Good)	8
60-69	C (Good)	7
50 -59	D (Average)	6
< 50	F (Fail)	0
Absent	AB (Absent)	0

- c. A student obtaining Grade 'F' or Grade 'Ab' in a subject shall be considered failed and will be required to reappear for that subject when it is offered the next supplementary examination.
- d. Toppers of the batch will be announced/declared based on the cumulative percentage at the end of the Degree.

#### Computation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

- i. The Semester Grade Point Average (SGPA) is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.,

$$SGPA = \left( \frac{\sum(C_i \times G_i)}{\sum C_i} \right)$$

Where,  $C_i$  is the number of credits of the  $i^{\text{th}}$  subject and

$G_i$  is the grade point scored by the student in the  $i^{\text{th}}$  course.

- ii. The Cumulative Grade Point Average (CGPA) will be computed in the same manner taking into account all the courses undergone by a student overall the semesters of a program, i.e.,

$$CGPA = \left( \frac{\sum(C_i \times S_i)}{\sum C_i} \right)$$

Where,  $S_i$  is the SGPA of the  $i^{\text{th}}$  semester and

$C_i$  is the total number of credits up to that semester.

- iii. Both SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.
- iv. While computing the SGPA the subjects in which the student is awarded Zero grade points will also be included.
- v. **Grade Point:** It is a numerical weight allotted to each letter grade on a 10-point scale.
- vi. **Letter Grade:** It is an index of the performance of students in a said course. Grades are denoted by letters S, A, B, C, D, F, Ab, and MP (Malpractice).
- vii. As per AICTE regulations, conversion of CGPA into equivalent percentage as follows:

$$\text{Equivalent Percentage} = (CGPA - 0.50) \times 10$$

**13. Award of Class:**

After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of MBA Degree, he/she shall be placed in one of the following three classes as presented in the Table 13.

**Table 13: Award of Class**

Class Awarded	CGPA Secured	% Marks to be secured
First Class with Distinction	$\geq 7.5$	$\geq 70$
First Class	$\geq 6.5 < 7.5$	$\geq 60 < 70$
Pass Class	$\geq 5.5 < 6.5$	$\geq 50 < 60$

**14. Withholding of Results:**

The result of a candidate shall be withheld if:

- He/she has not cleared any dues to the Institution/ Hostel/ University.
- A case of disciplinary action against him/her is pending disposal.

**15. Transitory Regulations:**

Discontinued, detained, or failed candidates are eligible for readmission as and when the semester is offered after fulfilment of academic regulations. Candidates who have been detained for want of attendance or not fulfilled academic requirements or who have failed after having undergone the course in earlier regulations or have discontinued and wish to continue the course are eligible for admission into the unfinished semester from the date of commencement of class work with the same or equivalent subjects as and when subjects are offered, subject to Section 2 and they will follow the academic regulations into which they are readmitted.

For the re-joined students the equivalent substitute subject(s) will be suggested by the BOS.

**16. Ragging:**

Ragging of any kind is strictly prohibited. A Student who indulges in ragging shall be punished as per the provisions of the Ragging Act.

**17. Amendment of Regulations:**

The college may change or amend the academic regulations or syllabi at any time and the changes or amendments shall be made applicable to all the students on rolls with effect from the dates notified by the college.

**18. General Instructions:**

The academic regulations should be read as a whole for purpose of any interpretation.

- Malpractices rules-nature and punishments are appended.
- Where the words “he”, “him”, “his”, occur in the regulations, they also include “she”, “her”, “hers”, respectively.
- There shall be no places transfer from any college to this Autonomous Institution.
- In the case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Principal is final.

## RULES FOR

## DISCIPLINARY ACTION FOR MALPRACTICES / IMPROPER CONDUCT IN EXAMINATIONS

	Nature of Malpractices/Improper conduct	Punishment
	<i>If the candidate:</i>	
1.(a)	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the candidate which can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only.
(b)	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him.
2.	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The Hall Ticket of the candidate is to be cancelled and handed over to the examination of the autonomous college.
3	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred for four consecutive semesters from class work and all examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. The performance of the original candidate who has been impersonated, shall be cancelled in all the subjects of the examination (including practical and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The candidate is also debarred for four consecutive semesters from class work and all examinations, if his involvement is established. Otherwise, the candidate is debarred for two consecutive semesters from class work and all examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.

4.	Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
5.	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.	Cancellation of the performance in that subject only.
6.	Refuses to obey the orders of the Chief Superintendent /Assistant - Superintendent /any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the Controller of Examinations / Assistant Controller of Examinations, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.	In case of students of the college, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. If the candidate physically assaults the invigilator/ Controller of Examinations / Assistant Controller of Examinations, then the candidate is also debarred and forfeits his/her seat. In case of outsiders, they will be handed over to the police and a police case is registered against them.
7.	Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
8.	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat.

9.	If student of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in any malpractice or improper conduct mentioned in clause 6 to 8.	Student of the college expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat. Person (s) who do not belong to the College will be handed over to police and, a police case will be registered against them.
10.	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year.
11.	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject only or in that subject and all other subjects the candidate has appeared including practical examinations and project work of that semester / year examinations, depending on the recommendation of the committee.
12.	If any malpractice is detected, which is not covered in the above clauses 1 to 11 shall be reported to the College for further action to award suitable punishment.	

#### Malpractices identified by squad or special invigilators

1. Punishments to the candidates as per the above guidelines.
2. Punishment for institutions: (if the squad reports that the college is also involved in encouraging malpractices)
3. A show cause notice shall be issued to the college.
4. Impose a suitable fine on the college.
5. Shifting the examination centre from the college to another college for a specific period of not less than one year.

#### **Note:-**

**Whenever the performance of a student is cancelled in any subject/subjects due to Malpractice, he has to register for End Examinations in that subject/subjects consequently and has to fulfil all the norms required for the award of Degree.**

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# MBA I Semester Course Structure



# SANTHIRAM ENGINEERING COLLEGE

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## MBA I Sem. - Course Structure

S.No	Subject Code	Course Category	Name of the Subject	Hours/Week			Credits	Marks		
				Lecture	Tutorial	Practical		Internal	External	Total
1	23E00101	CC	MANAGEMENT & ORGANIZATIONAL BEHAVIOUR	4	0	0	4	40	60	100
2	23E00102	CC	MANAGERIAL ECONOMICS	4	0	0	4	40	60	100
3	23E00103	CC	BUSINESS ENVIRONMENT & LAW	4	0	0	4	40	60	100
4	23E00104	CC	FINANCIAL ACCOUNTING & ANALYSIS	4	0	0	4	40	60	100
5	23E00105	CC	BUSINESS STATISTICS	4	0	0	4	40	60	100
6	23E00106	CC	INFORMATION TECHNOLOGY FOR MANAGERS	3	0	0	3	40	60	100
7	23E00107	SC	BUSINESS COMMUNICATION LAB	0	1	2	2	40	60	100
8	23E00108	SC	INFORMATION TECHNOLOGY LAB	0	1	2	2	40	60	100

# MBA I Semester Syllabus



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## (23E00101) MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Course Category	Core Course (CC)
Course Enrichment Relevance	Entrepreneurship

### COURSE OBJECTIVES:

1. To impart basic conceptual knowledge on Management theories and Practices
2. To provide the students with the conceptual framework and the theories underlying organizational behavior
3. To achieve higher productivity and accomplishing the goals of the organization

### UNIT-I ROLE OF MANAGEMENT

Role of Management - Concept - Significance - Levels - Functions - Principles of Management - Patterns of Management: Scientific, General Administrative, Behavioural, Systems, and Contingency.

### UNIT-II DECISION MAKING, PLANNING & CONTROLLING

Decision Making - Process, Techniques. Planning - Process, Problems, Making It Effective. Controlling - System of Controlling, Controlling Techniques, Making Controlling Effective.

### UNIT-III ORGANIZATIONAL BEHAVIOUR & ORGANIZING

Understanding Individual Behavior, Perception, Learning, Personality Types, Johari Window, Transactional Analysis. Organizing- Process, Departmentation Types, making organizing effective.

### UNIT-IV GROUP DYNAMICS & MOTIVATION

Group Behaviour - concept of Group, Benefits of groups, Types of Groups, Group Formation and Development, Motivation- concept of motivation, Motivational Theories - Maslow's Herzberg, David McClelland, and Porter & Lawler.

### UNIT-V LEADERSHIP AND ORGANIZATIONAL CULTURE AND CLIMATE

Leadership - Concept, Trait theory, Managerial Grid, Leadership Powers and Styles, Organizational Culture-Types of cultures, Organizational Climate, Conflict Management, Change Management.

### TEXT BOOKS:



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1. Management and Organizational Behaviour, Subba Rao P, Himalaya Publishing House,
2. Principles of Management, Koontz, Weihrich and Aryasri , Tata McGraw Hill,

## REFERENCE BOOKS:

1. Organisational Behaviour ,S.S.Khanka, S.Chand
2. Organisational Behaviour , Mishra .M.N ,Vikas
3. Organisational Behaviour, Stephen P Robbins, Pearson Education
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

## e-Resources and Digital Material:

1. [https://onlinecourses.nptel.ac.in/noc20\\_mg51/preview](https://onlinecourses.nptel.ac.in/noc20_mg51/preview)
2. [https://onlinecourses.swayam2.ac.in/cec20\\_mg03/preview](https://onlinecourses.swayam2.ac.in/cec20_mg03/preview)
3. [https://onlinecourses.nptel.ac.in/noc20\\_mg58/preview](https://onlinecourses.nptel.ac.in/noc20_mg58/preview)
4. [https://onlinecourses.nptel.ac.in/noc20\\_mg51/preview](https://onlinecourses.nptel.ac.in/noc20_mg51/preview)

## COURSE OUTCOMES:

1. To make the students understand the concept, the history of management and the contribution of important management theories.
2. To create the awareness on importance of decision making in the planning and controlling functions of an organisation.
3. To enable the students to understand about the concepts of organising and make the students to learn about the impact of personality, perception, learning in shaping the behaviour.
4. To aware about the group dynamics and the concept of motivation in shaping the behaviour of an individual.
5. To aware the students about the role of leadership in the organisation and to make the students to understand the concepts organisational climate, organisational culture, change management and conflict management.



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## (23E00102) MANAGERIAL ECONOMICS

<b>Course Category</b>	<b>Core Course (CC)</b>
<b>Course Enrichment Relevance</b>	<b>Entrepreneurship</b>

### COURSE OBJECTIVES:

1. The course aim to provide with a solid understanding of fundamental economic principles and concepts.

### UNIT-I INTRODUCTION TO BUSINESS ECONOMICS

Definition, Nature and Scope, Relationship with other disciplines - business decision making process- The role of managerial economist- Basic economic principles - the concept of opportunity cost, Marginalism, Equi-marginalism, incremental concept, Time perspective, discounting principle, risk and uncertainty.

### UNIT-II THEORY OF DEMAND AND SUPPLY

Analysis - demand function, law of demand, determinants of demand, types of demand. Elasticity of demand, types, Measurement and significance of Elasticity of Demand. Demand Forecasting, Need for Demand, Demand Forecasting, Methods of Demand Forecasting. Supply - Supply function, determinants of supply, law of supply, Elasticity of Supply.

### UNIT-III PRODUCTION AND COST ANALYSIS

Production function, Production function with one, two variables, Cobb-Douglas Production Function, Marginal Rate of Technical Substitution, Isoquants and Isocosts, Returns to Scale, Economies of scale - Innovations and global competitiveness. Cost concepts, determinants of cost, cost-output relationship in the short run and long run, short run vs. long run costs, average cost curves, Break Even Analysis.

### UNIT-IV MARKET STRUCTURES- PRICING AND OUTPUT DECISIONS

Classification of Market Structures - Features - competitive situations - Price-Output determination under Perfect competition, Monopoly, Monopolistic competition and Oligopoly - both the long run and short run. Pricing Policy, Price Discrimination, Cost Plus Pricing, Pricing of multiple products, Transfer pricing, Pricing over Product Life Cycle.



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## UNIT-V MONETARY AND FISCAL POLICY

Monetary Policy: concept and meaning, objectives, tools of monetary, role of monetary policy after the period of economic reforms, inflation and monetary policy. Fiscal policy: concept and meaning, objectives, tools of fiscal policy, role of fiscal policy after the period of economic reforms, inflation and fiscal policy.

### TEXT BOOKS:

1. Managerial Economics Financial Analysis -S A Siddiqui A S Siddiqui
2. Managerial Economics Principles and worldwide Applications- Ravikesh Srivastava

### REFERENCE BOOKS:

1. Managerial Economics A problem solving Approach -Luke M.Froeb , Brainb T.Mccann
2. Managerial Economics -G S Gupta
3. Managerial economics - Suma Damodaran
4. Managerial Economics An Integrative Approach -Mark Hirschey

### e-Resources and Digital Material:

1. <https://nptel.ac.in/courses/109104125>
2. <https://nptel.ac.in/courses/109104184>

### COURSE OUTCOMES:

1. To understand the relationship of Managerial Economics with other functional areas.
2. To learn the techniques and methods to predict the demand.
3. To ascertain the production levels and analyze the relationship of cost volume profit.
4. To understand the market structures of the economy.
5. To apply the monetary and fiscal policies.



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## (23E00103) BUSINESS ENVIRONMENT & LAW

Course Category	Core Course (CC)
Course Enrichment Relevance	Entrepreneurship

### COURSE OBJECTIVES:

1. To Introduce business environment and various business environment factors and laws relating to business that have major repercussions on business enlighten.
2. To explain and update the changes that occur constantly in the sphere of business environment and laws

### UNIT-I INTRODUCTION TO BUSINESS ENVIRONMENT

Meaning, Components of Business Environment. -Industrial policy of 1991, Liberalization, Privatization and Globalization

### UNIT-II 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 LAW & LAW OF CONTRACT

Definition -Need, classification and sources of Business Law, Law of Contract -1872 (Part-I): Nature of Contract and essential elements of a valid Contract, Offer and Acceptance. Law of Contract - 1872 (part-II): Consideration, Capacity to Contract and free consent, Legality of the object.

### UNIT-IV COMPANIES ACT, 1956

Kinds of Companies, Formulation of Companies, Incorporation, Company Documents. Company Act, 1956 (Part-II): Company Management, Directors, Company meetings, Resolutions, Auditors, Modes of Winding-up of a company.

### UNIT-V INFORMATION TECHNOLOGY ACT, 2000

Scope and Application of IT Act, 2000- Digital signature e-governance, penalties and adjudication, cyber regulations appellate, tribunals, duties of subscribers - Right to Information Act,2005 -GST Act 2017.

### TEXT BOOKS:

1. Essentials of Business Environment, K.Aswhathappa, Himalaya publishers.





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2. Mercantile Law - N.D.Kapoor, Sultan Chand & Sons.
3. Mechantile Law- Garg, Sareen, Sharma, Chawla, Kalyani publishers.

## REFERENCE BOOKS:

1. Indian Economy, Dutt and Sundaram, S. Chand, New Delhi.
2. Business Environment - Text and Cases, Justin Paul, TMH.

## e-Resources and Digital Material:

1. [https://onlinecourses.swayam2.ac.in/imb22\\_mg02/preview](https://onlinecourses.swayam2.ac.in/imb22_mg02/preview)[https://onlinecourses.nptel.ac.in/noc20\\_lw02/preview](https://onlinecourses.nptel.ac.in/noc20_lw02/preview)
2. [https://onlinecourses.swayam2.ac.in/cec21\\_mg02/preview](https://onlinecourses.swayam2.ac.in/cec21_mg02/preview)

## COURSE OUTCOMES:

1. To understand the basic components and industrial policies.
2. To understanding the basics of monitory and fiscal policies
3. To know basic sources of law and contract act system
4. To understand, and applications of companies act 1956
5. To understanding basic concepts of IT Act, RIA and GST



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## (23E00104) FINANCIAL ACCOUNTING & ANALYSIS

Course Category	Core Course (CC)
Course Enrichment Relevance	Entrepreneurship

### COURSE OBJECTIVES:

1. To introduce accounting, accounting rules, accounting process and preparation of financial statements.
2. To explain methods of valuation of assets,
3. To explore the meaning and interpretation of financial statements through ratio analysis technique.

### UNIT-I INTRODUCTION TO ACCOUNTING

Definition, Importance, Objectives and principles of accounting, uses of accounting and book keeping Vs Accounting, Single entry and Double entry systems, classification of accounts - rules of debit & credit. (Only theory).

### UNIT-II THE ACCOUNTING PROCESS

Overview, Books of Original Record; Journal and Subsidiary books, ledger, Trial Balance, Final accounts: Trading accounts- Profit & loss accounts- Balance sheets with adjustments. Accounting principles.

### UNIT-III VALUATION OF ASSETS

Introduction to Depreciation- Methods (Simple problems from Straight line method, Diminishing balance method and Annuity method). Inventory Valuation: Methods of valuation of inventory (Simple problems from LIFO, FIFO).

### UNIT-IV FINANCIAL ANALYSIS -I

Analysis and interpretation of financial statements from investor and company Point of view, Liquidity, leverage, solvency and profitability ratios - Du Pont Chart (A Case study on Ratio Analysis).

### UNIT-V 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 Cash flow and Funds flow statements - Funds flow statement Vs Cash flow statement. (Simple Problems on Funds flow and Cash flow statement)



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## TEXT BOOKS:

1. Financial Accounting, Dr.S.N. Maheshwari and Dr.S.K. Maheshwari, Vikas Publishing House Pvt. Ltd.,
2. Accountancy .M P Gupta & Agarwal ,S.Chand.

## REFERENCE BOOKS:

1. Financial Accounting ,P.C.Tulisan ,S.Chand
2. Financial Accounting for Business Managers, Asish K. Bhattacharyya, PHI
3. Financial Accounting Management An Analytical Perspective, Ambrish Gupta, Pearson Education
4. Accounting and Financial Management, Thukaram Rao, New Age Internationals.
5. Financial Accounting Reporting & Analysis, Stice&Stice, Thomson
6. Accounting for Management, Vijaya Kumar, TMH
7. Accounting for Managers, Made Gowda, Himalaya

## e-Resources and Digital Material:

1. [https://onlinecourses.swayam2.ac.in/cec20\\_mg02/preview](https://onlinecourses.swayam2.ac.in/cec20_mg02/preview)
2. [https://onlinecourses.swayam2.ac.in/imb19\\_mg06/preview](https://onlinecourses.swayam2.ac.in/imb19_mg06/preview)
3. [https://onlinecourses.nptel.ac.in/noc19\\_mg37/preview](https://onlinecourses.nptel.ac.in/noc19_mg37/preview)
4. <https://www.coursera.org/learn/wharton-accounting>

## COURSE OUTCOMES:

1. To understand the basic knowledge of accounting and book-keeping, classification of accounts, double entry system and its rules.
2. Prepare the financial statements with accounting knowledge
3. Value the assets of the business organizations under different methods
4. Analyse the financial performance and position of the business organization and interpret the results from the point of company and investor
5. Analyse the funds and cash flow of the business organisation and to take further decisions about funds and cash positions.



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## (23E00105) BUSINESS STATISTICS

Course Category	Core Course (CC)
Course Enrichment Relevance	Entrepreneurship

### COURSE OBJECTIVES:

1. To explain descriptive statistics and inferential statistics
2. To introduce various measurements used to describe the data and interpret the results of the data analysis.
3. To describe the concept of probability, theorems, and types of probability distributions of data.
4. To impart the computational, analytical and interpretation skills using the data
5. Design the components of a classical hypothesis test

### UNIT-I MEANING AND MEASURES OF CENTRAL TENDENCIES OF STATISTICS

Nature & Significance of Statistics to Business, Measures of Central Tendency: Mean - Median - Mode ; Measures of Dispersion: range, mean deviation, standard deviation, coefficient of variation.

### UNIT-II CORRELATION AND REGRESSION ANALYSIS

Introduction, Significance and types of correlation - Measures of correlation - Coefficient of correlation. Regression analysis - Meaning and utility of regression analysis - Comparison between correlation and regression - Properties of regression coefficients - Rank Correlation.

### UNIT-III PROBABILITY THEORY AND DISTRIBUTIONS

Meaning and definition of probability - Significance of probability in business application - Theory of probability: Addition and multiplication - Binomial distribution - Poisson distribution - Normal distribution.

### UNIT-IV TESTING OF HYPOTHESIS AND ANALYSIS OF VARIANCE

Hypothesis testing: One sample and Two sample tests for means and proportions of large samples (z-test), One sample and Two sample tests for means of small samples (t-test), ANOVA Test : One-way and two way ANOVA .



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## UNIT-V NON-PARAMETRIC METHODS

Importance of Non-Parametric method - difference between parametric and non-parametric methods; Chi-square test : Test of Goodness of fit - test for Independence of Attributes; Sign test: One sample and paired samples data.

### TEXT BOOKS:

1. Statistical Methods, Gupta S.P., S.Chand.Publications
2. Business Statistics, J.K.Sharma, Vikas house publications house Pvt Ltd

### REFERENCE BOOKS:

1. Statistics for Management, Richard I Levin, David S.Rubin, Pearson,
2. Complete Business Statistics, Amir D. Aezel, Jayavel, TMH,
3. Statistics for Management, P.N.Arora, S.Arora, S.Chand
4. Statistics for Management ,Lerin, Pearson Company, New Delhi.
5. Business Statistics for Contemporary decision making, Black Ken, New age publishers.

### e-Resources and Digital Material:

1. [https://onlinecourses.swayam2.ac.in/cec20\\_mg13/preview](https://onlinecourses.swayam2.ac.in/cec20_mg13/preview)
2. [https://onlinecourses.nptel.ac.in/noc20\\_mg23/preview](https://onlinecourses.nptel.ac.in/noc20_mg23/preview)
3. <https://iimbx.iimb.ac.in/statistics-for-business-i/>

### COURSE OUTCOMES:

1. Understand statistical techniques popularly used to describe the data in managerial decision making.
2. Know the procedure involved in inferential statistics and appropriate tests for given data.
3. Learn the computational skill , interpretation of results of the data analysis.
4. Analyze and differentiate various types of data distribution and its probability distribution.
5. Classify the concepts of data science and its importance

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**(23E00106) INFORMATION TECHNOLOGY FOR MANAGERS**

<b>Course Category</b>	<b>Core Course (CC)</b>
<b>Course Enrichment Relevance</b>	<b>Entrepreneurship</b>

**COURSE OBJECTIVES:**

1. Explain the internal parts of a computer, peripherals, I/O ports, connecting cables
2. To demonstrate the MS Office applications with hands on experience in the lab.
3. To provide knowledge on applications of information technology
4. Teach the usage of Internet for productivity and self-paced lifelong learning

**UNIT-I INTRODUCTION TO HARDWARE COMPONENT & IDENTIFICATION OF PERIPHERALS OF A PC**

Various Input output devices and their usage in corporate world- Memories (RAM/ROM) and its types- Various types of processes- Storage devices Internal verses External Configuration of each part, Input/ Output devices, I/O ports and interfaces

**UNIT-II RANGES AND FUNCTIONS, MS POWER POINT**

Creating named ranges; Using named ranges; Finding and inserting functions; Excel - Functions: what if, Conditional count, sum and average, Multiple criteria with count, sum and if. Time and date calculations. Creation of slides-Use of templates and slide designs for creating power point slides- use of drawings and graphics.

**UNIT-III OPERATING SYSTEM**

overview of Windows 7//10/server - Linux- various versions of Android- iOS - Capturing GPS enabled pictures- tools for filesharing to Mobile to Mobile- System to Mobile

**UNIT-IV MS WORD AND MS EXCEL**

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- print preview-split -views- keyboard shortcut keysMS EXCEL: Excel Introductions , Customizing Excel ,Basic Functions



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## UNIT-V INTERNET SERVICES

Web Browser usage and advanced settings like LAN, proxy, content, privacy, security, cookies, extensions/ plugins, Antivirus installation, configuring a firewall, blocking pop-ups, Email creation and usage, Creating a Digital Profile on LinkedIn, Google hangout/ Skype/ go to meeting video conferencing

### TEXT BOOKS:

1. Computer Fundamentals, Anita Goel, Pearson Education, 2017
2. David Whigam-Business Data Analysis Using Excel, First Edition, Oxford University Press.

### REFERENCE BOOKS:

1. Essential Computer and IT Fundamentals for Engineering and Science Students, Dr.N.B.Vekateswarlu, S.Chand
2. Cox et all- 2007 Microsoft Office System Step-by- Step, First Edition, PHI

### e-Resources and Digital Material:

1. <https://www.coursera.org/specializations/excel>
2. <https://www.coursera.org/specializations/everyday-excel>

### COURSE OUTCOMES:

1. Identify the parts of a computer and its use
2. Disassemble and Assemble a Personal Computer and prepare the computer ready to use.
3. Prepare the Documents using Word processors and Prepare spread sheets for calculations, using excel and also the documents using LAtex.
4. Prepare Slide presentations using the presentation tool.
5. Access the Internet and Browse it to obtain the required information.

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**(23E00107) BUSINESS COMMUNICATION LAB**

<b>Course Category</b>	<b>Skill Oriented Course (SC)</b>
<b>Course Enrichment Relevance</b>	<b>Skill Development</b>

**COURSE OBJECTIVES:**

1. Students will learn better pronunciation through stress, intonation and rhythm.
2. Students will be exposed to a variety of self-instructional, learner friendly modes of language learning.
3. Students will be trained to use language effectively to face interviews, group discussions, and public speaking.

**Unit-I: PHONETICS**

Phonetics-Speech organs -Consonants-Vowels -Word Accent; Rules of Word Accent - Rhythm -Intonation; Falling Tone, Rising Tone Falling Rising Tone, Rising Falling Tone.

**Unit-II: CONVERSATIONAL SKILLS**

Situational conversations-Formal conversations-Informal conversation -Role Play-Identify the Situation-Add Details-Assign Roles-Act Out the Scenario-Discuss What You Have Learned. Dialogue delivery; Points to remember-Tips to write dialogue.

**Unit-III: ORAL PRESENTATION**

Presentations Skills; Importance of Presentations Skills-Effective presentation skills. Poster Presentations; Tips to create Poster Presentation-Public Speaking Skills; Ways to improve Public Speaking Skills.

**Unit-IV: GROUP DISCUSSION-DEBATES**

Group Discussion-process of Group Discussion - Evaluation of Group Discussion -consensus of Group Discussion - Debates-Effective skills for debates.

**Unit-V: INTERVIEW SKILLS**

Interview Skills ; Type of Interview Skills -Techniques of Interview Skills - Frequently asked questions in Interviews- mock Interviews.





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## TEXT BOOKS:

1. HAND BOOK OF BUSINESS COMMUNICATON SKILLS

## REFERENCE BOOKS:

1. Bailey, Stephen. Academic writing: A handbook for international students. Routledge, 2014.
2. Chase, Becky Tarver. Pathways: Listening, Speaking and Critical Thinking. Heinley ELT, 2nd Edition, 2018.
3. Skillful Level 2 Reading & Writing Student's Book Pack (B1) Macmillan Educational.
4. Hewings, Martin. Cambridge Academic English (B2). CUP, 2012.
5. A Textbook of English Phonetics for Indian Students by T. Balasubramanyam

## e-Resources and Digital Material:

1. [www.esl-lab.com](http://www.esl-lab.com)
2. [www.englishmedialab.com](http://www.englishmedialab.com)
3. [www.englishinteractive.net](http://www.englishinteractive.net)

## COURSE OUTCOMES:

1. Listen and repeat the sounds of English Language.
2. Function effectively as an individual and as a member in diverse teams examining and applying speaking skills.
3. Determine what is required for the design and creation of an attractive and effective presentation.
4. Acquiring better public speaking skills
5. Develop the skills needed for approaching different types of interviews.



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## (23E00108) INFORMATION TECHNOLOGY LAB

<b>Course Category</b>	<b>Skill Oriented Course (SC)</b>
<b>Course Enrichment Relevance</b>	<b>Skill Development</b>

### COURSE OBJECTIVES:

1. To provide knowledge on various Operating systems.
2. To provide knowledge on various Operating systems.
3. To provide knowledge on applications of information technology.
4. To demonstrate the MS Office applications with hands on experience in the lab.
5. To explain and exhibit statistical functions of association, testing hypothesis for the data and analyse and interpret the outcome of the data.

### Unit-I: Introduction to Hardware Component

Computer types, Functional units (need to explain using images or videos) Various Input output devices and their usage in corporate world, Memories (RAM/ROM) and its types, Various types of processes, Storage devices Internal vs External.

### Unit-II: Instruction to Operating System

(need to explain using videos) - overview of Windows 98/XP/7/8.2/10/server, Ubuntu, Linux, various versions of Android, iOS . Capturing GPS enabled pictures, tools for files haring to Mobile to Mobile- System to Mobile

### Unit-III: MS WORD

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, print preview, split ,views, Mail Merge, Macros, Designing a company letter pad, Time table, letter writing, preparation of company presentation. keyboard shortcut keys,

### Unit-IV: EXCEL & ADVANCED EXCEL

**Excel:** Customizing the Quick Access Toolbar- Creating and Using-Templates - Working with Data: Entering, Editing, Copy, Cut, Paste, Paste Special-Formatting Data and Using the Right Mouse Click- Saving, Page Setup and Printing-Using Headers and Footers- Manipulating Data using Data Names and Ranges- Filters and Sort and Validation Lists- Data from External Sources- Using and Formatting Tables- Basic Formulas and Use of Functions-Data Analysis Using Charts and Graphs-Managing, Inserting and Copying



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Worksheets- Securing the Excel Document (Protect Cells and Workbook).

**Advanced excel lessons-** Advanced Formulas and Functions.- Advanced Worksheet Features.- Advanced Data Analysis using PivotTables and Pivot Charts.

## Unit-V: MS Power Point

Creation of slides, Use of templates and slide designs for creating power point slides, use of drawings and graphics. Developing a Professional presentation on Business Plans, Institutions, Products. Power point shortcut keys

### TEXT BOOKS:

1. Cox et all- 2007 Microsoft Office System Step-by- Step, First Edition, PHI.

### REFERENCE BOOKS:

1. David Whigam-Business Data Analysis Using Excel, First Edition, Oxford University Press.
2. Alexisleon, TMH, 2008, Enterprise resource planning.
3. The Oxford Hand Book of Internet studies, William.H.Dulton, Oxford

### e-Resources and Digital Material:

1. <https://www.coursera.org/specializations/excel>
2. <https://www.coursera.org/specializations/everyday-excel>
3. <https://www.coursera.org/learn/excel-basics-data-analysis-ibm>

### COURSE OUTCOMES:

1. Learned about computer peripherals and it's functioning.
2. Learned about different OS and data sharing methods
3. Prepare and edit the documents with effective presentation to superiors.
4. Develop an understanding about the EXCEL lessons
5. To test and interpret the business data outcome statistically in an effective and efficient manner.

# MBA II Semester Course Structure



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## MBA II Sem. - Course Structure

S.No	Subject Code	Course Category	Name of the Subject	Hours/Week			Credits	Marks		
				Lecture	Tutorial	Practical		Internal	External	Total
1	23E00201	CC	HUMAN RESOURCE MANAGEMENT	4	0	0	4	40	60	100
2	23E00202	CC	FINANCIAL MANAGEMENT	4	0	0	4	40	60	100
3	23E00203	CC	OPERATION MANAGEMENT	4	0	0	4	40	60	100
4	23E00204	CC	MARKETING MANAGEMENT	4	0	0	4	40	60	100
5	23E00205	CC	BUSINESS RESEARCH METHODOLOGY	4	0	0	4	40	60	100
6	23E00206	CC	ADVANCED COMMUNICATION	3	0	0	3	40	60	100
7	23E00207	CC	INTRODUCTION TO R PROGRAMMING	3	0	0	3	40	60	100
8	23E00208	SC	ADVANCED COMMUNICATION LAB	0	1	2	2	40	60	100
9	23E00209	SC	R PROGRAMMING LAB	0	1	2	2	40	60	100
10	23E00210	CC	SEMINAR-COMPANY ANALYSIS	0	0	2	1	50	0	50

# MBA II Semester Syllabus



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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

MBA II Sem.

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## (23E00201) HUMAN RESOURCE MANAGEMENT

Course Category	Core Course (CC)
Course Enrichment Relevance	Entrepreneurship

### COURSE OBJECTIVES:

1. To educate on the concepts, significance and role of Human Resource Management in an Organization.
2. To impart knowledge on the aspects of Manpower Planning, Recruitment and selection.
3. To educate on the processes of Training & Development and Performance Management & Appraisals.
4. To highlight the significance of effective Compensation, Rewards and Employee Welfare Practices in Organizations along with the relevant Acts.
5. To explain concepts of HR planning and methods in selection, placement, promotion and transfer of employees in an organization.
6. To introduce and educate the recent trends in HR management and the methods to balance personal life and work life under complex & uncertainty work environment.

### UNIT-I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Meaning of HR and HRM, Nature & Scope of HRM, Functions of HRM, Objectives of HRM, Roles and Responsibilities of HR Management, Personnel Management Vs Human Resource Management, Challenges of Human Resource Management.

### UNIT-II DESIGNING OF HR SYSTEM

Job Analysis-Job Description, Job Specification, Job Design- Job Rotation, Job Enlargement, Job Enrichment, Job Evaluation, Human Resource Planning

### UNIT-III RECRUITMENT, SELECTION & HUMAN RESOURCE DEVELOPMENT

Recruitment & Selection, Placement, Promotion, Transfer, Human Resource Development-Concept, Process, Training and Development- Function and Techniques, Performance Appraisal-Concept, Appraisal Techniques, Career Planning and Development.

### UNIT-IV COMPENSATION MANAGEMENT

Introduction, objectives of wages and salaries administration, Monetary and non monetary benefits, influencing factors for determining compensation, Approaches of Compensation System.



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## UNIT-V RECENT TRENDS IN HRM

Human Resource Outsourcing, Work Life Balance, Quality Circles, Participative Management and Total Quality Management.

### TEXT BOOKS:

1. Personnel and Human Resource Management - Text and cases, P. Subbarao, Himalaya.
2. Human Resource Management, Noe A.Raymond, John Hollenbeck, Barry Gerhart and Patrick Wright, Tata McGraw Hil

### REFERENCE BOOKS:

1. Human Resource Management, Aswathappa, 4th Edition, TMH 2006
2. Human Resource Mangement, Ian Beardwell & Len Holden-Macmillan India Ltd.
3. Human Resource Management, Text and Cases, VSP Rao, Excel Books 2006
4. Human Resource Management, Khanka S.S., S.Chand
5. Human Resource Management, Gary Dessler, Biju Varkkey, , Pearson, 4e,2017

### e-Resources and Digital Material:

1. MS 2: Management of Human Resources - Course ([swayam2.ac.in](http://swayam2.ac.in))
2. Principles of Human Resource Management - Course ([nptel.ac.in](http://nptel.ac.in))
3. Human Resource Management - Course ([swayam2.ac.in](http://swayam2.ac.in))

### COURSE OUTCOMES:

1. To develop the understanding of the concept of human resource management, its functions, objectives, policies and to understand its relevance in organisation.
2. To gain the knowledge of job analysis concept, job evaluation and manpower planning
3. To gain the knowledge on interviews and testing tools in the recruitment and selection process, and placement policy, and to understand the concept of training & development, performance appraisal, and its role in guiding the employees in terms of career
4. To aware about the rational design of compensation policy and salary administration.
5. Ability to handle employee issues and evaluate the new trends in HRM.





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## (23E00202) FINANCIAL MANAGEMENT

Course Category	Core Course (CC)
Course Enrichment Relevance	Entrepreneurship

### COURSE OBJECTIVES:

1. To Explain the importance of finance function and Goals of finance manager
2. To Impart the decision-making skills in acquiring, allocating and utilization of funds.
3. To Understand the management of working capital needs of the business Organization.
4. To educate on corporate restructures and corporate governance.

### UNIT-I THE FINANCE FUNCTION

Nature and Scope. Importance of Finance function - The role in the contemporary scenario - Goals of Finance function; Profit Vs Wealth maximization.

### UNIT-II THE INVESTMENT DECISION

Investment decision process - Project generation, Project evaluation, Project selection and Project implementation. Capital Budgeting methods- Traditional and DCF methods. The NPV Vs IRR Debate.

### UNIT-III THE FINANCING DECISION

Sources of Finance - A brief survey of financial instruments. The Capital Structure Decision in practice: EBIT-EPS analysis. Cost of Capital: The concept, Measurement of cost of capital - Component Costs and Weighted Average Cost. The Dividend Decision: Major forms of Dividends

### UNIT-IV INTRODUCTION TO WORKING CAPITAL

Concepts and Characteristics of Working Capital, Factors determining the Working Capital, Working Capital cycle-Management of Current Assets - Cash, Receivables and Inventory, Financing Current Assets

### UNIT-V CORPORATE RESTRUCTURES

Corporate Mergers and Acquisitions and Take-overs-Types of Mergers, Motives for mergers, Principles of Corporate Governance.

### TEXT BOOKS:



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1. Financial management -V.K.Bhalla ,S.Chand
2. Financial Management, I.M. Pandey, Vikas Publishers.
3. Financial Management--Text and Problems, MY Khan and PK Jain, Tata McGraw-Hill

## REFERENCE BOOKS:

1. Financial Management, Dr.V.R. Palanivelu , S.Chand
2. Financial Management, William R.Lasheir ,Cengage.
3. Financial Management - Text and cases, Bringham & Ehrhardt, Cengage

## e-Resources and Digital Material:

1. [https://onlinecourses.swayam2.ac.in/cec20\\_mg05/preview](https://onlinecourses.swayam2.ac.in/cec20_mg05/preview)
2. [https://online-degree.swayam.gov.in/dyp20\\_d01\\_s2\\_mg11/preview](https://online-degree.swayam.gov.in/dyp20_d01_s2_mg11/preview)
3. [https://onlinecourses.swayam2.ac.in/cec20\\_mg10/preview](https://onlinecourses.swayam2.ac.in/cec20_mg10/preview)
4. [https://onlinecourses.nptel.ac.in/noc20\\_mg31/preview](https://onlinecourses.nptel.ac.in/noc20_mg31/preview)

## COURSE OUTCOMES:

1. To understand the basic Concepts of Financial Manager role in the organization and contemporary scenario
2. It has to be affected to understand how to select the project for investing long term funds through applying techniques.
3. Analyse EBIT-EPS analysis and to know the sources of fund available, cost of capital, dividend decision and its role in the financing decision.
4. To understand, application and maintaining working capital, liquidity and balancing of receivables through budgets preparations.
5. To understanding about corporate strategies, application of merging, takeover and its effects for growth and competing of the organization

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**(23E00203) OPERATION MANAGEMENT**

<b>Course Category</b>	<b>Core Course (CC)</b>
<b>Course Enrichment Relevance</b>	<b>Entrepreneurship</b>

**COURSE OBJECTIVES:**

1. To explain various of Production and Operation Management.
2. To understand the production Planning and Controlling aspects of a typical production and operations organization
3. To offer learners an introduction to industry 4.0, its applications in the business world.

**UNIT-I INTRODUCTION**

Overview of Production and Operations Management (POM) Function, Historical Development of POM, POM scenario today. Product and Process Design - Product and Process Development, Manufacturing Process Technology, CAD/CAM analysis

**UNIT-II FACILITIES MANAGEMENT & AGGREGATE PLANNING**

Location of Facilities, Layout of Facilities, Optimization of Product/Process Layout, Flexible Manufacturing and Group Technology: Aggregate Planning - Preparation of Aggregate Demand Forecast, Specification of Organisational Policies for smoothing, Capacity Utilization, Determination of feasible Production Alternatives

**UNIT-III WORK STUDY & QUALITY MANAGEMENT**

Method Study, Work measurement, Work Design, Job Design, Work Sampling, Industrial Engineering Techniques. Economics of Quality Assurance Inspection and Quality Control, Acceptance Sampling, Theory of control charts, control charts for variables and control charts for attributes

**UNIT-IV MATERIALS MANAGEMENT**

Introduction, Objectives, Importance of Materials Management-Issues in Materials Management - Functions - Activities -Selection of Materials-Advantages of Materials Management.

**UNIT-V INTRODUCTION TO INDUSTRY 4.0**

The Various Industrial Revolutions- Digitalization and the Networked Economy-Drivers, Enablers, Compelling Forces and Challenges for Industry 4.0-Benefits of adopting an Industrial 4.0 model



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## TEXT BOOKS:

1. Heizer, Render, Principles of Operations Management 8th Edition, Prentice Hall, 2011
2. B.Mahadevan, "Operations Management-Theory and Practice", Pearson, New Delhi, 2013
3. Operations Management and Control, Banerjee Biswajit, S. Chand

## REFERENCE BOOKS:

1. Panner Selvem: "Production and Operations Management", Prentice Hall of India, New Delhi, 2012.
2. SNChary, "Production and operations management", Tata Mc Graw Hill, New Delhi, 2013

## e-Resources and Digital Material:

1. [https://onlinecourses.swayam2.ac.in/imb21\\_mg47/preview](https://onlinecourses.swayam2.ac.in/imb21_mg47/preview)
2. [https://onlinecourses.nptel.ac.in/noc21\\_me18/preview](https://onlinecourses.nptel.ac.in/noc21_me18/preview)

## COURSE OUTCOMES:

1. To understand the overview of production and operations management and Historical development of POM.
2. To apply plant location, plant layout and aggregate planning, capacity utilization.
3. To study the understand concepts of work study and quality management.
4. To understand the importance of material management and functions, activities.
5. To understand the industry 4.0 and its application in the business world.



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## (23E00204) MARKETING MANAGEMENT

Course Category	Core Course (CC)
Course Enrichment Relevance	Entrepreneurship

### COURSE OBJECTIVES:

1. To explain basic concepts of Marketing.
2. To describe consumer markets, segments and brand equity to survive in the competitive market.
3. To impart knowledge on creating and communicating values in the present digital marketing environment.

### UNIT-I UNDERSTANDING MARKETING MANAGEMENT

Concepts of Marketing, Marketing Strategies & Plans, Creating long term loyalty relationships, New product development, Marketing mix, PLC, Analyzing Competitors, Conducting Marketing research.

### UNIT-II CONNECTING WITH CUSTOMERS & BUILDING STRONG BRANDS

Analyzing Consumer Markets, Analyzing Business Markets, Tapping into global markets, Identifying market segments and targets, Crafting Brand Positioning, Creating Brand Equity- Addressing Competition and driving growth.

### UNIT-III CREATING & COMMUNICATING VALUE.

Setting product strategy, Designing & managing services, Introducing new market offerings. Developing pricing strategies & programmes. Designing & Managing Integrated Marketing Communications, Advertising & Sales Promotions, Events and experiences, Managing digital communication - online, social media & mobile, Personal selling.

### UNIT-IV DELIVERING VALUE

Managing retailing, wholesaling and logistics. Designing and Managing Integrated Marketing Channels.

### UNIT-V SALES MANAGEMENT

Nature & Importance of Sales Management, Skills of sales manager, Sales objectives, Concepts of sales organization, Types of sales organization

### TEXT BOOKS:



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1. Marketing Management, Phillip Kotler, Kevin Lane Keller, 15th edition, Pearson.
2. Marketing Management, Rajan Saxena, TMH
3. Marketing Management Pillai R.S.N. & Bagavathi, S.Chand

## REFERENCE BOOKS:

1. Marketing, A South Asian Perspective, Lamb, Hair, Sharma, Mcdaniel, Cengage .
2. Marketing in India, Text and Cases, S.Neelamegham, Vikas.
3. Case Studies in Marketing, The Indian Context, Srinivasan, PHI.
4. Marketing Management, V.S. Ramaswamy and S. Namakumari, McMillan.
5. Marketing - concepts and Cases, Etzel, Walker, Stanton, Pandit, TMH.
6. Introduction to Marketing theory and practice, Adrian Palmer , Oxford University Press.

## e-Resources and Digital Material:

1. [https://onlinecourses.nptel.ac.in/noc19\\_mg48/preview](https://onlinecourses.nptel.ac.in/noc19_mg48/preview)
2. [https://onlinecourses.nptel.ac.in/noc21\\_mg51/preview](https://onlinecourses.nptel.ac.in/noc21_mg51/preview)
3. [https://onlinecourses.swayam2.ac.in/cec20\\_mg06/preview](https://onlinecourses.swayam2.ac.in/cec20_mg06/preview)

## COURSE OUTCOMES:

1. Understand the concepts of marketing and marketing strategies suitable for different products under different market environments.
2. Analyse consumer markets so as to tap global markets for the products.
3. Learn the designing, managing, creating & communicating value to the business in digitalized market environment.
4. Manage and design the logistics for retailing and wholesaling as well as integrating marketing channels for business organizations.
5. Learn the designing sales organisation, objectives and importance of sales and sales manager.



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## (23E00205) BUSINESS RESEARCH METHODOLOGY

Course Category	Core Course (CC)
Course Enrichment Relevance	Entrepreneurship

### COURSE OBJECTIVES:

1. Aim to Provide students with a solid foundation in Research Methodology and its application in the business context

### UNIT-I INTRODUCTION BUSINESS RESEARCH

Definition-Types of Business Research, Nature and Importance of Business Research, Scientific Investigation, Types of Business Research, Technologies used in Business Research: The Internet, E-mail, Browsers and Websites. Role of Business Research in Managerial Decisions Ethics in Business Research, Steps in Research Process.

### UNIT-II THE RESEARCH PROCESS

Problem Identification:

Broad Problem Area-Preliminary Data Gathering. Literature Survey, Online Data Bases Useful for Business Research, Hypothesis Development, Statement of Hypothesis, Procedure for Testing of Hypothesis. The Research Design: Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study, Measurement of Variables, Operational Definitions and Scales, Nominal and Ordinal Scales, Rating Scales, Ranking Scales, Reliability and Validity.

### UNIT-III COLLECTION AND ANALYSIS OF DATA

Sources of Data-Primary Sources of Data, Secondary Sources of Data, Data Collection Methods, Interviews, Structured Interviews and Unstructured Interviews, Face to face and Telephone Interviews. Observational Surveys, Questionnaire Construction, Organizing Questions, Structured and Unstructured Questionnaires, Guidelines for Construction of Questionnaires

### UNIT-IV DATA ANALYSIS

Data preparation process, problems in preparation process, An overview of Descriptive, Associational and Inferential, Statistical Measures.



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## UNIT-V THE RESEARCH REPORT

Research Reports, Components, The Title Page-Table of Contents, The Executive Summary, The Introductory Section, The Body of the Report, The Final Part of the Report, Acknowledgements, References, Appendix, Guidelines for Preparing a Good Research report Oral Presentation, Deciding on the Content, Visual Aids, The Presenter, The Presentation and Handling Questions

### TEXT BOOKS:

1. Research Methodology Methods and Techniques -C R Kothari , Gaurav Garg
2. Business Research Methods- William G. Zikmund

### REFERENCE BOOKS:

1. Research Methodology in Management Dr.V.P.Michael Himalaya publishing House
2. Statistics for Management B.Prabha , P.S.Arunachalam, R.Sujatha
3. Business Research Methods- Donald R Cooper , Pamela S Schinder
4. Business Research Methodology -J K Sachadeva

### e-Resources and Digital Material:

1. <https://www.youtube.com/watch?v=DZYom3Y6UPI>
2. <https://www.youtube.com/watch?v=FkhFSSL-AZY>

### COURSE OUTCOMES:

1. To understand the fundamental principles of Research Methodology in the context of Business Management.
2. To Identify Research Problem, appropriate research design and sample design of the problem, formulate and testing of Hypothesis.
3. To Acquire the knowledge of different data collection techniques.
4. To Develop skills in analyzing and Interpretation data.
5. To prepare and present the research report effectively and efficiently.





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## (23E00206) ADVANCED COMMUNICATION

<b>Course Category</b>	<b>Core Course (CC)</b>
<b>Course Enrichment Relevance</b>	<b>Entrepreneurship</b>

### COURSE OBJECTIVES:

1. To enable students, understand the prominence of communication in their domain to apply them effectively.
2. To introduce the aspects of communication in the field of business and human resource management.
3. To make effective usage of written communication in the corporate world.
4. To develop the ethical sense and thereby learn etiquette in work space.

### UNIT-I BUSINESS COMMUNICATION SKILLS

Introduction to Business Communication Purpose and process of communication: Objectives of Communication-Managerial communication, Types, levels, Process, benefits.

### UNIT-II VERBAL AND NON-VERBAL COMMUNICATION

Verbal: Oral Communication-Merits and Limitations, Effective speaking skills.  
Written Communication- stages, types, approaches, effective techniques for writing, Merits and Limitations.  
Non- Verbal: Non-verbal communication and Body Language: Kinesics, Proxemics, chronemics, Paralanguage, Haptics.

### UNIT-III BUSINESS REPORTS AND PROPOSALS

Writing reports, planning reports, Steps in writing reports, types-citing sources.  
Business Proposal, Technical proposals, structure, circulars, notices, memos, format.

### UNIT-IV BUSINESS WRITINGS

Drafting skills, writing invitation, Inviting Quotations, Sending Quotations, Placing Orders, inviting tenders.  
Letters: Types- Conducting meeting, Procedure, Agenda and resolutions-Minutes, Documentation and filing. Conducting seminars and conferences..



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## UNIT-V BUSINESS ETHICS

Ethics in the workplace -Challenges - Ethical compass - advantages -  
Ethical Issues -cultural sensitivity - Cultural differences and their effect - onsite projects  
Communication Strategies: Types-Conflict Resolution-Negotiations

### TEXT BOOKS:

1. Managerial Communication - Strategies and Applications, Geraldine E.Hynes, McGrawHill
2. Business Communication, C.S.Rayudu, HPH.
3. Business Communication, Meenakshi Raman, Oxford University Press.

### REFERENCE BOOKS:

1. Bovec L. Courtland and John V. Thill, Business Communication Today, 10 ed., Pearson Education, New Delhi, 2011.
2. Chaturvedi, Business Communication, Person, 2 edition, 2011 5. Gerson, Sharan J., and Steven M Gerson, Technical Writing: Process and Product, Person Education, New Delhi, 2008.
3. Paul Turner: "Organizational Communication", JAICO Publishing House, New Delhi.
4. Chaney, L. and Martin, J., Intercultural Business Communication. Person, 4 ed., 2008.
5. American Management Association, The AMA Handbook of Business Writing: The Ultimate Guide to Style, Usage, Punctuation, Construction and Formatting, 2010.
6. Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.
7. Indian Business Etiquette: 1 (First edition). Ahmedabad Jaico Publishing House.

### e-Resources and Digital Material:

1. [https://onlinecourses.swayam2.ac.in/imb19\\_mg14/preview](https://onlinecourses.swayam2.ac.in/imb19_mg14/preview)
2. [https://www.youtube.com/watch?v=ITHnugowc\\_Q](https://www.youtube.com/watch?v=ITHnugowc_Q)

### COURSE OUTCOMES:

1. Obtain and apply proficiency in business communication at the workplace and professional Contexts.
2. Analyze the skills required for the effectiveness of verbal and non-verbal communication.
3. Explore the skill of writing business reports and proposals.
4. Become sensitive to new and emerging issues in etiquette and get familiarized with the Successful handling of multi-cultural challenge.



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## (23E00207) INTRODUCTION TO R PROGRAMMING

Course Category	Core Course (CC)
Course Enrichment Relevance	Entrepreneurship

### COURSE OBJECTIVES:

1. Use R for statistical programming, computation, graphics, and modeling,
2. Write functions and use R in an efficient way,
3. Fit some basic types of statistical models
4. Use R in their own research,
5. Be able to expand their knowledge of R on their own.

### UNIT-I INTRODUCTION

How to run R, R Sessions and Functions, Basic Math, Variables, Data Types, Vectors, Conclusion, Advanced Data Structures, Data Frames, Lists, Matrices, Arrays, Classes.

### UNIT-II R PROGRAMMING STRUCTURES

Control Statements, Loops, - Looping Over Non vector Sets,- If-Else, Arithmetic and Boolean Operators and values, Default Values for Argument, Return Values, Deciding Whether to explicitly call return- Returning Complex Objects, Functions are Objective, No Pointers in R, Recursion, A Quicksort Implementation-Extended Extended Example: A Binary Search Tree.

### UNIT-III DOING MATH AND SIMULATION IN R

Math Function, Extended Example Calculating ProbabilityCumulative Sums and Products-Minima and Maxima- Calculus, Functions Fir Statistical Distribution, Sorting, Linear Algebra Operation on Vectors and Matrices, Extended Example: Vector cross ProductExtended Example: Finding Stationary Distribution of Markov Chains, Set Operation, Input /output, Accessing the Keyboard and Monitor, Reading and writer Files,

### UNIT-IV GRAPHICS

Creating Graphs, The Workhorse of R Base Graphics, the plot() Function -Customizing Graphs, Saving Graphs to Files.



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## UNIT-V DISTRIBUTIONS

Probability Distributions, Normal Distribution- Binomial Distribution- Poisson Distributions Other Distribution, Basic Statistics, Correlation and Covariance, T-Tests,-ANOVA.

### TEXT BOOKS:

1. The Art of R Programming, Norman Matloff, Cengage Learning
2. R for Everyone, Lander, Pearson
3. R Cookbook, Paul Teetor, Oreilly
4. R Programming By Dr.T. Murali Mohan , S.Chand Publications.
5. Garrett Golemud, Hands on Programming with R, Oreilly

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5. Garrett Golemud, Hands on Programming with R, Oreilly

### e-Resources and Digital Material:

1. [www.oikostat.ch/](http://www.oikostat.ch/)
2. <https://learningstatisticswithr.com/>
3. <https://www.coursera.org/learn/probability-intro#syllabus>
4. <https://www.isibang.ac.in/~athreya/psweur/>

### COURSE OUTCOMES:

1. List motivation for learning a programming language
2. Access online resources for R and import new function packages into the R workspace
3. Import, review, manipulate and summarize data-sets in R
4. Explore data-sets to create testable hypotheses and identify appropriate statistical tests
5. Perform appropriate statistical tests using R Create and edit visualizations with



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## (23E00208) ADVANCED COMMUNICATION LAB

Course Category	Skill Oriented Course (SC)
Course Enrichment Relevance	Entrepreneurship

### COURSE OBJECTIVES:

1. To explain communication concepts
2. To develop the students' competence in communication at an advanced level.
3. To demonstrate communication skills viz., listening, speaking, reading and writing with teaching aids.

### Unit-I: Organizational Communication Skills

Formal and Informal Communication- Interpersonal and Intrapersonal communication.

Goal setting, time management, team work importance and implementation, communicating across teams- designing career and life planning.

#### Activities

1. Individual goal setting - process / SMART(Specific, Measurable, Achievable, Relevant, and Time-Bound) goals.
2. Team activity.
3. Preparing a schedule plan for conducting an event (with proper time management).
4. Designing a self-career plan.
5. Prepare a time management chart for your daily schedule. (Prioritization).

### Unit-II: Leadership skills and Emotional Intelligence

Introduction - Key leadership theories and models - Self-awareness and self-assessment-.

Emotional Intelligence- Defining - Developing strategies for self-regulation- Understanding stress and its impact on the body and mind- Mindfulness and relaxation techniques-.

#### Activities



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- 1) Brainstorming.
- 2) Team jigsaw
- 3) Leadership advice from your role model
- 4) What do you admire and why
- 5) Volunteering

### **Unit-III: Problem solving and Decision Making**

Defining problem, cause, priority, solutions, implementation, decision making skills, techniques.

#### **Activities:**

- 1) An idea with begin with end in mind
- 2) Debates on contemporary issues
- 3) Behavioral analysis
- 4) Visual perception
- 5) Critical thinking and negotiation through marketing

### **Unit-IV: Listening and speaking skills**

Conversational skills (formal and informal) - Listening to lectures, discussions, talk shows, news programs, dialogues from TV/radio/Ted talk/Podcast - watching videos on interesting events on YouTube.

#### **Activities**

1. Note taking on any lecture.
2. Tell me about yourself.
3. Self SWOT Analysis
4. Analysis of Academic Video clip.
5. News Presentation- Current affairs.

### **Unit-V: Book/ Movie review:**

Critical assessment of book/movie, opinion vs facts, summarizing, detailing, arguments.

#### **Activities**

- 1) OREO (opinion, reason, example, restate opinion) style review
- 2) Review through letter writing to a friend.
- 3) Advertisement for sale of a book with review
- 4) Design a book cover



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Trailer on book.

## TEXT BOOKS:

1. Mallika Nawal: "Business Communication", Cengage Learning, New Delhi, 2012.
2. Edwin A. Gerloff, Jerry C. Wofford, Robert Cummins Organisations Communication. The key stone to managerial effectiveness. l
3. Paul Turner: "Organisational Communication", JAICO Publishing House, New Delhi.

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2. Edwin A. Gerloff, Jerry C. Wofford, Robert Cummins Organisational Communication: The key stone to managerial effectiveness.
3. Paul Turner: "Organisational Communication", JAICO Publishing House, New Delhi.

## e-Resources and Digital Material:

1. [apd.mit.edu/resources/make-a-career-plan/](http://apd.mit.edu/resources/make-a-career-plan/)
2. <https://www.mindtools.com/amtbj63/swot-analysis>
3. <https://www.indeed.com/career-advice/career-development/goal-setting-training-games>
4. <https://support.google.com/blogger/answer/1623800?hl=en>
5. <https://www.grammarly.com/blog/how-to-write-book-review/>

## COURSE OUTCOMES:

1. Obtain knowledge about the principles of exceptional work behavior
2. Acquire the skill of influencing as a leader.
3. Exhibit effective strategies with brevity, and clarity in designing and developing decision making skills.
4. Enhance language proficiency through various devices and channels
5. Create a summary of the content through critical thinking.



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## (23E00209) R PROGRAMMING LAB

<b>Course Category</b>	<b>Skill Oriented Course (SC)</b>
<b>Course Enrichment Relevance</b>	<b>Entrepreneurship</b>

### COURSE OBJECTIVES:

1. How to manipulate data within R and to create simple graphs and charts used in introductory statistics.
2. The given data using different distribution functions in R.
3. The hypothesis testing and calculate confidence intervals; perform linear regression models for data analysis.
4. The relevance and importance of the theory in solving practical problems in the real world.

### 1: INTRODUCTION TO COMPUTING

- a. Installation of R
- b. The basics of R syntax, workspace
- c. Matrices and lists
- d. Subsetting
- e. System-defined functions; the help system
- f. Errors and warnings; coherence of the workspace

### 2: GETTING USED TO R: DESCRIBING DATA

- a. Viewing and manipulating Data
- b. Plotting data
- c. Reading the data from console, file (.csv) local disk and web
- d. Working with larger datasets

### 3: SHAPE OF DATA AND DESCRIBING RELATIONSHIPS





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- a. Tables, charts and plots.
- b. Univariate data, measures of central tendency, frequency distributions, variation, and Shape.
- c. Multivariate data, relationships between a categorical and a continuous variable,
- d. Relationship between two continuous variables covariance, correlation coefficients, comparing multiple correlations.
- e. Visualization methods categorical and continuous variables, two categorical variables, two continuous variables.

## 4: PROBABILITY DISTRIBUTIONS

- a. Sampling from distributions Binomial distribution, normal distribution
- b. tTest, zTest, Chi Square test
- c. Density functions
- d. Data Visualization using ggplot Box plot, histograms, scatter plotter, line chart, bar chart, heat maps

## 5: EXPLORATORY DATA ANALYSIS

Demonstrate the range, summary, mean, variance, median, standard deviation, histogram, box plot, scatter plot using population dataset.

## 6: TESTING HYPOTHESES

- a. Null hypothesis significance testing
- b. Testing the mean of one sample
- c. Testing two means

## 7: PREDICTING CONTINUOUS VARIABLES



- a. Linear models
- b. Simple linear regression
- c. Multiple regression
- d. Bias-variance trade-off cross-validation

## 8: CORRELATION

- a. How to calculate the correlation between two variables.
- b. How to make scatter plots.
- c. Use the scatter plot to investigate the relationship between two variables

## 9: TESTS OF HYPOTHESES

- a. Perform tests of hypotheses about the mean when the variance is known.
- b. Compute the p-value.
- c. Explore the connection between the critical region, the test statistic, and the p-value

## 10: ESTIMATING A LINEAR RELATIONSHIP

- a. Demonstration on a Statistical Model for a Linear Relationship
- b. Least Squares Estimates
- c. The R Function lm d. Scrutinizing the Residuals

## 11: APPLY-TYPE FUNCTIONS

- a. Defining user defined classes and operations, models and methods in R
- b. Customizing the user's environment
- c. Conditional statements



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d. Loops and iterations

## 12: STATISTICAL FUNCTIONS IN R

a. Demonstrate Statistical functions in R b. Statistical inference, contingency tables, chi-square goodness of fit, regression, generalized linear models, advanced modeling methods.

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2. R for Everyone, Lander, Pearson
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2. <https://learningstatisticswithr.com/>
3. <https://www.coursera.org/learn/probability-intro#syllabus>
4. <https://www.isibang.ac.in/~athreya/psweur/>

### COURSE OUTCOMES:

1. Install and use R for simple programming tasks.
2. Extend the functionality of R by using add-on packages
3. Extract data from files and other sources and perform various data manipulation tasks on them.
4. Explore statistical functions in R.
5. Use R Graphics and Tables to visualize results of various statistical operations on data.
6. Apply the knowledge of R gained to data Analytics for real-life applications.

# SANTHIRAM ENGINEERING COLLEGE, NANDYAL (AUTONOMOUS)

## Highlights of the College:

- Received Autonomous Status.
- Accredited by NBA for the Departments of ECE and CSE.
- Accredited by NAAC with Grade-A (3.2 score)
- Recognized as Q-Mentor College by APSCHE, for guiding HEIs for accreditation.
- Listed as one of the Best Engineering College with AA+ Grade by Career 360 in the year 2023.
- Recognized in GOLD CATEGORY by AICTE-CII Survey for the years 2017 & 2018 and also in PLATINUM CATEGORY in the year 2020.
- Received TWO University Gold Medals from JNTUA, Ananthapuramu.
- Received NINE Prathibha Awards from the Govt of A.P.
- SIX Patents were granted and SIX patents were approved under AICTE-KAPILA Scheme.
- Received around 50 Lakhs worth of funding projects under various schemes of UGC, AICTE, IEEE, IE and etc.

## SREC VISION

To become a nucleus for pursuing technical education and pool industrial research and developmental activities with social-conscious and global standards.

## SREC MISSION

- To provide Advanced Educational Programs and prepare students to achieve success and take leading roles in their chosen fields of specialization by arising a self-sustained University.
- To establish postgraduate programs in the current and Advanced Technologies.
- To establish an R&D Consultancy through developing Industry Institute Interaction, building up exceptional infrastructure.
- To propel every individual, realize and act for the technical development of the society.

## SREC MOTTO

Education for peace and progress

R~  
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[www.srecnandyal.edu.in](http://www.srecnandyal.edu.in)

