



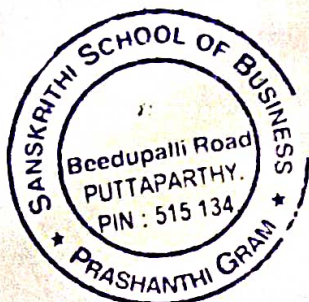
SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
Beedupalli Road, Prasanthigram, Puttaparthi, Anantapur – 515 134.

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAM

VISION AND MISSION PEO'S, PO'S, PSO'S AND CO'S

R21 REGULATION



Dr. Balakrishnan
PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

VISION

To develop dynamic and socially responsible business leaders possessing wisdom, positive attitude and an impeccable character. Hallmarks will be the innovation, initiative and teamwork of our people and our ability to anticipate and effectively respond to change and to create opportunity.

MISSION

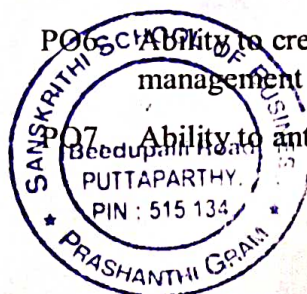
To address the need for creating industry-ready global contributors by offering a management education experience founded on strong core values, built on the twin pillars of theory and practice, and designed to foster academic excellence and professional skills development through learning and knowledge sharing among all its stakeholders.

Program Educational Objectives

- PEO1 Graduates will have industry-ready global management education experience and required management skills that demonstrate ability to perform as management professionals.
- PEO2 Graduates will demonstrate the ability to innovate, solve problems in real world that needs cross functional teamwork and effectively respond to change and to create opportunity.
- PEO3 Graduates will be socially responsible business management leaders of time possessing wisdom, positive attitude and an impeccable character.

Program Outcomes

- PO1. Apply knowledge of management theories and practices to solve business problems.
- PO2. Foster Analytical and critical thinking abilities for data-based decision making.
- PO3. Ability to develop Value based Leadership ability.
- PO4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
- PO6. Ability to create business model with inclusive approach of application of various management concepts
- PO7. Ability to anticipate and effectively respond to change and to create opportunity

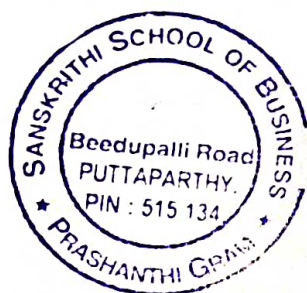


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Program Specific Objectives

- PSO1. Demonstrate the understanding of process in human resource development, performance management, and organization development.
- PSO2. Use marketing practices in product and brand management, consumer behaviour, advertising and sales promotion leading to customer satisfaction.
- PSO3. Provide effective and efficient solutions in financial institutions and services, auditing and taxation, investment and portfolio management in various organizations.
- PSO4: Create solutions for pressing social problems through experiential learning and problem solving methods and projects.



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SEMESTER – I

S. No.	Course Code	Course Name	Category	Hours per week			Credits	Marks		
				L	T	P		CIE	SEE	Total
1.	21E00101	Management & Organizational Behaviour	CC	4	0	0	4	40	60	100
	21E00102	Business Environment & Law	CC	4	0	0	4	40	60	100
3.	21E00103	Managerial Economics	CC	4	0	0	4	40	60	100
4.	21E00104	Financial Accounting for Managers	CC	4	0	0	4	40	60	100
5.	21E00105	Statistics for Managers	CC	4	0	0	4	40	60	100
6.	21E00106	Management Information Systems	CC	4	0	0	4	40	60	100
7.	21E00107	Business Communication Practice	SC	0	1	2	2	40	60	100
8.	21E00108	Information Technology Lab	SC	0	1	2	2	40	60	100
		TOTAL		24	2	8	28			

SEMESTER – II

S.No.	Course Code	Course Name	Category	Hours per week			Credits	Marks		
				L	T	P		CIE	SEE	Total
1.	21E00201	Financial Management	CC	4	0	0	4	40	60	100
2.	21E00202	Marketing Management	CC	4	0	0	4	40	60	100
3.	21E00203	Human Resource Management	CC	4	0	0	4	40	60	100
4.	21E00204	Business Research Methods	CC	4	0	0	4	40	60	100
5.	21E00205	Operations Research	CC	4	0	0	4	40	60	100
6.	21E00206	Operations Management	CC	4	0	0	4	40	60	100
7.	21E00207a	General Elective – I	GE	2	0	0	2	40	60	100
	21E00207b	Advanced Communication								
	21E00207c	E-Business								
	21E00207d	Industry 4.0 & Innovation								
	21E00208	Data Analytics Lab	SC	0	1	2	2	40	60	100
		TOTAL		26	1	2	28			

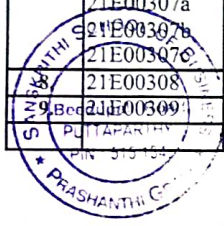
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SEMESTER - III

S.No.	Course Code	Course Name	Category	Hours per week			Credits	Marks		
				L	T	P		CIE	SEE	Total
1.	21E00301	Strategic Management	CC	4	0	0	4	40	60	100
2.	21E00302	Green Business Management	CC	4	0	0	4	40	60	100
3.	21E00303a 21E00303b 21E00303c 21E00303d	Specialization Elective – I Cost and Management Accounting Product and Brand Management Human Resource Development Mobile Commerce	SE	4	0	0	4	40	60	100
4.	21E00304a 21E00304b 21E00304c 21E00304d	Specialization Elective – II Financial Institutions and Services Consumer Behavior Labor laws and Legislation Supply Chain Management	SE	4	0	0	4	40	60	100
5.	21E00305a 21E00305b 21E00305c 21E00305d	Specialization Elective - III Investment and Portfolio Management Rural Marketing Performance Management Enterprise Resource Planning	SE	4	0	0	4	40	60	100
6.	21E00306a 21E00306b 21E00306c 21E00306d	Specialization Elective –IV Auditing and Taxation Advertising and Sales Promotion Management Knowledge Management Data Visualisation & Analytics	SE	4	0	0	4	40	60	100
7.	21E00307a 21E00307b 21E00307c	General Elective – II (MOOCS) Entrepreneurship Development Project Management Business Ethics & Corporate Governance	GE	2	0	0	2	40	60	100
	21E00308	Business Simulation Lab	LC	0	0	2	1	40	60	100
	21E00309	Experiential Learning Project	PR	0	0	2	1	40	60	100
		TOTAL		28		4	28			

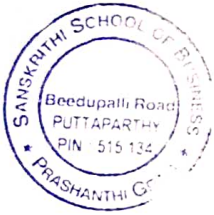
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SEMESTER - IV

S.No.	Course Code	Course Name	Category	Hours per			Credits	Marks		
				L	T	P		CIE	SEE	Total
1.	21E00401a 21E00401b 21E00401c 21E00401d	Specialization Elective – V Financial Derivatives Services Marketing Organization Development Data Communication and Network Analysis	SE	4	0	0	4	40	60	100
2.	21E00402a 21E00402b 21E00402c 21E00402d	Specialization Elective – VI International Financial Management International Marketing Global Human Resource Management Corporate Information Management	SE	4	0	0	4	40	60	100
3.	21E00403	Project Work	PR	0	0	20	10	100	100	
		TOTAL		8		20	18			



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SEMESTER-I

Course	Management & Organizational Behaviour	Course Code	21E00101	SEE Duration	3 Hours	Total No Of Lecture Hours 56
Credits	4	L-T-P hours	4	CIE+SEE	40+60	

21E00101 Management & Organizational Behaviour

UNIT - I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT - V

Organisational Behaviour–Organizing Process – Departmentation Types – Making organizing Effective –Organisational culture- Types of culture – Organisational Culture Vs Organisational climate Conflict management -Change Management.

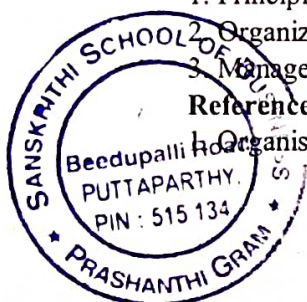
CO1	Understand concepts, theories and practices of the management
CO2	Applying theoretical knowledge in managing the organization
CO3	Knowing the behaviour of employees at individual, group and organisational levels at work place under different leadership styles
CO4	Evaluate the techniques of personality theories and motivational theories
CO5	Explaining the group behaviour and leadership with applied theories in the organization
CO6	Summarizing the Organisational Culture vs. Organisational climate and Change Management

Textbooks:

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

Reference Books:

1. Organisational Behaviour ,S.S.Khanka, S.Chand



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

Course	Business Environment & Law	Course Code	21E00102	SEE Duration	3 Hours	Total No Of Lecture Hours 56
Credits	4	L-T-P hours	4	CIE+SEE	40+60	

21E00102 Business Environment & Law

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-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.

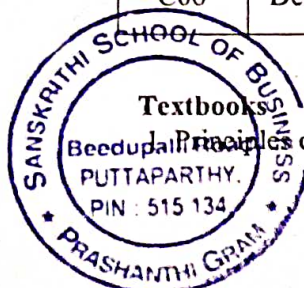
UNIT - IV

Companies Act, 1956 (Part-I): 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 governance, penalties and adjudication, cyber regulations appellate, tribunals, duties of subscribers Right to Information Act, 2005 – GST Act 2017.

CO1	Determine the impact of numerous external factors and trends on a proposed business endeavour.
CO2	Analyse the local and national business environments.
CO3	Assess changes in a company's business environment using business models and tools.
CO4	Provide an analysis of the business environment and recommendations for managing the risks of the highlighted concerns.
CO5	Describe the company's operations.
CO6	Describe the structure, process, and function of business management



Textbooks:
1. Principles of Management, Koontz, Weihrich and Aryasri, Tata McGraw Hill.

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2. Organizational Behaviour: Design, Structure and Culture, Gupta, Willey
3. Management and Organisational Behaviour, Subbarao P, Himalaya Publishing House

Reference Books:

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

Online Learning Resource

https://onlinecourses.swayam2.ac.in/imb22_mg02/preview

https://onlinecourses.nptel.ac.in/noc20_lw02/preview

https://onlinecourses.swayam2.ac.in/cec21_mg02/preview

Course	Managerial Economics	Course Code	21E00103	SEE Duration	3 Hours	Total No Of Lecture Hours 56
Credits	4	L-T-P hours	4	CIE+SEE	40+60	

21E00103MANAGERIAL ECONOMICS

UNIT – I

Introduction to Managerial Economics: Definition, Nature and Scope, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research - The role of managerial economist. Objectives of the firm: Managerial theories of firm, Behavioural theories of firm, optimization techniques, New management tools of optimization

UNIT – II

Theory of Demand: Demand Analysis – Law of Demand - Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for Demand forecasting, forecasting techniques.

UNIT – III

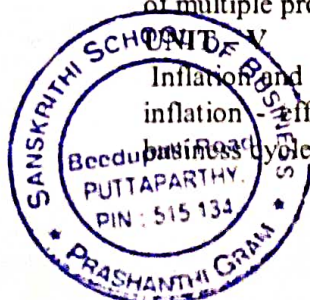
Production Analysis: Production function, Isoquants and Isocosts, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Returns to Factors, Economies of scale- Cost concepts - cost-output relationship in the short run and long run, Average cost curves - Break Even Analysis

UNIT – IV

Market Structure and Pricing practices: Features and Types of different competitive situations - PriceOutput determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly. Pricing philosophy – Pricing methods in practice: Price discrimination, product line pricing. Pricing strategies: skimming pricing, penetration pricing, Loss Leader pricing. Pricing of multiple products.

UNIT – V

Inflation and Business CYCLES :Definition and meaning-characteristics of Inflation- types of inflation - effects of inflation- Anti-Inflationary methods - Definition and characteristics of business cyclesphases of business cycle - steps to avoid business cycle



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CO1	Students should Understand the relationship of Managerial economics with other functional areas
CO2	Learning the demand forecasting and estimation techniques and implementing the methods to predict the demand scientifically
CO3	Ascertaining production levels and analyse the relationship of Cost-Volume Profit for long run and short run
CO4	Taking informed decisions on price fixation under different market structures of the economy under different scenarios
CO5	Analyze the causes and consequences of business cycles and their effects on various sectors of the economy.
CO6	Students should enhance their ability to think critically, analyze complex business problems, and propose effective solutions based on economic analysis and principles

Textbooks

1. Managerial Economics, Dwivedi D.N. Vikas Publishers
2. Managerial Economics, Gupta, TMH

Reference Books:

1. Managerial Economics, Pearson Education, James L.Pappas and Engene F.Brigham
2. Managerial Economics, Suma Damodaran, Oxford
3. Macro Economics by MN Jhingan-Oxford
4. Managerial Economics- Dr.DM.Mithani-Himalaya Publishers
5. Managerial Economics-Dr.H.L Ahuja-S.Chand and Com pvt ltd, NewDelh
6. Managerial Economics by Dominick Salvatore, Ravikesh Srivastava- Oxford University press. Managerial Economics by Hirschey- Cengage Learning

Online Learning Resources:

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

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

Course	Financial Accounting For Managers	Course Code	21E00104	SEE Duration	3 Hours	Total No Of Lecture Hours 56
Credits	4	L-T-P hours	4	CIE+SEE	40+60	

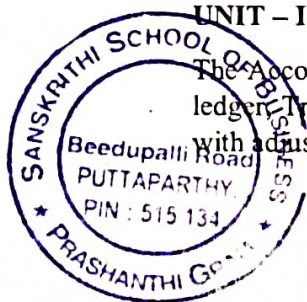
21E00104 Financial Accounting for Managers

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. (Problems on Only Final Accounts)



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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 inventory valuation (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. (Only theory)

CO1	Using accounting knowledge, prepare the financial statements
CO2	Value the assets of commercial organisations using various methodologies.
CO3	Analyse and analyse the financial performance and position of the business organisation from the standpoint of the company and the investor.
CO4	The ability to read, interpret, and analyse financial accounts; combine financial analysis with other information to evaluate a company's financial performance and condition
CO5	Show how accounting concepts can be used to analyse managerial decisions and financial statements.
CO6	Raise awareness of the importance of considering ethical, social, and other pertinent factors, in addition to financial data, in management decision-making.

Textbooks:

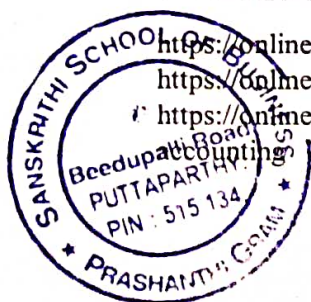
1. Financial Accounting, Dr.S.N. Maheshwari and Dr.S.K. Maheshwari, Vikas Publishing House Pvt. Ltd.
2. Accountancy .M P Gupta &Agarwal ,S.Chan

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, Himalay
- 8.Accounting for Management ,N.P.Srinivasan, &M.ShakthivelMurugan, S.Chand

Online Learning Resources:

- https://onlinecourses.swayam2.ac.in/cec20_mg02/preview
https://onlinecourses.swayam2.ac.in/imb19_mg06/preview
https://onlinecourses.nptel.ac.in/noc19_mg37/preview <https://www.coursera.org/learn/wharton->



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Course	Statistics for Managers	Course Code	21E00105	SEE Duration	3 Hours	Total No Of Lecture Hours 56
Credits	4	L-T-P hours	4	CIE+SEE	40+60	

21E00105 Statistics for Managers

UNIT – I

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

UNIT - II

Correlation & Regression : Introduction, Significance and types of correlation – Measures of correlation – Co-efficient of correlation. Regression analysis – Meaning and utility of regression analysis – Comparison between correlation and regression – Properties of regression coefficients-Rank Correlation.

UNIT - III

Probability – Meaning and definition of probability – Significance of probability in business application – Theory of probability: Addition and multiplication – Binominal distribution– Poisson distribution – Normal distribution

UNIT – IV

Testing of Hypothesis- 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 (test), ANOVA Test : One-way and two way ANOVA

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.

CO1	Recognizing the various measures of dispersions used to describe the data and range
CO2	To understand the statistical technique in managerial decision making
CO3	Executing the statistical skills in regression coefficient models
CO4	Analyse and differentiate various types of data distribution in interpretations of results
CO5	To check the concept of Testing of Hypothesis in large samples using the data
CO6	To know the planning involved in inferential statistics and appropriate tests in given data

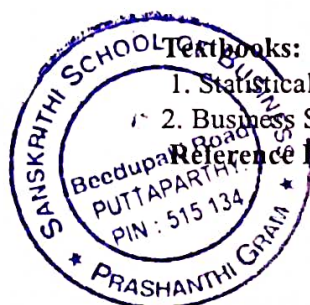
Textbooks:

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

Reference Books:

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1. Statistics for Management, Richard I Levin, David S. Rubin, Pearson,
2. Complete Business Statistics, Amir D. Azeel, Jayavel, TMH,
3. Statistics for Management, P.N. Arora, S. Arora, S. Chan
4. Statistics for Management, Lerin, Pearson Company, New Delhi.
5. Business Statistics for Contemporary decision making, Black Ken, New age publishers
6. Business Statistics, Gupta S.C & Indra Gupta, Himalaya Publishing House, Mumbai

Online Learning Resources:

https://onlinecourses.swayam2.ac.in/cec20_mg13/preview

https://onlinecourses.nptel.ac.in/noc20_mg23/preview

<https://iimbx.iimb.ac.in/statistics-for-business-i>

Course	Management Information Systems	Course Code	21E00106	SEE Duration	3 Hours	Total No Of Lecture Hours 56
Credits	4	L-T-P hours	4	CIE+SEE	40+60	

21E00106 MANAGEMENT INFORMATION SYSTEMS

UNIT - I

MIS An overview- Introduction, Need for MIS and IT nature and scope of MIS, MIS characteristics, Structure of MIS, role of MIS in global business. Challenges of Managing MIS.

UNIT – II

Data resource management- Data base concepts, The traditional approaches, the modern approaches (Data base management approaches) DBMS, Data models, Data ware housing and mining.

UNIT – III

Business application of IS- Enterprise systems, ERP, CRM, SCM, DSS, Types of decisions, Decision support techniques, Decision making and Role of MIS, Business intelligence and Knowledge management systems.

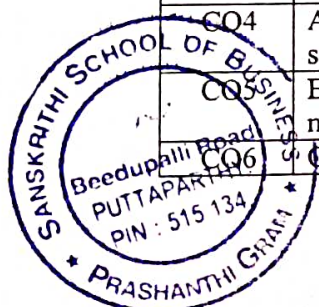
UNIT – IV

Management of IS- Project planning, SDLC, System development models, Project management, system analysis, system design, Implementation process, Product based MIS evaluation, Cost /Benefit based evaluation, Process based calculation, System maintenance

UNIT – V

Security, Ethical & Social Issues : IS security threats, Protecting IS, IS Security Technologies, The disaster recovery plan, IS Ethical Issues, social issues.

CO1	Classify the Management of Information system and its scope
CO2	Analyze the management information system application and challenges in managing MIS.
CO3	Understand traditional and modern approaches for data resource management and models.
CO4	Applying management information systems in various data base management systems
CO5	Evaluate product based and process based cost and benefit to implement and maintain MIS in an organization
CO6	Creating the management information applications for various database



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management systems.

Textbooks

1. MIS –Managerial Perspective, D.P.Goyal,Vikas P
2. Management Information Systems Text & Cases, W S Jawadekar, Tata McGraw-Hill.

Reference Books:

1. Management Information Systems, C Laudon and Jane P.Laudon, et al, Pearson Education.
2. MIS, Hossein Bidgoli, Nilanjan Chattopadhyay, Cengage Learning
3. Introduction to Information Systems, Rainer, Turban, Potter, WILEY-India.
4. Management Information Systems, James A. Obrein, Tata McGraw-Hill .
5. Cases in MIS, Mahapatra,PHI.
6. Management Information Systems, Gordon B. Davis & Margrethe H.Olson, Tata McGrawHill .

Online Learning Resources:

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

Course	Business Communication Practice	Course Code	21E00107	SEE Duration	3 Hours	Total No Of Lecture Hours 34
Credits	2	L-T-P hours	3	CIE+SEE	40+60	

21E00107 Business Communication Practice

UNIT – I

Concept of Communication – Significance, Scope – Communication Process – Essentials of good communication – Channels of Communication –Organisation Structure - Formal, Informal Communication – Upward, Downward, Horizontal Communication

UNIT – II

Types of communication: Verbal – Oral Communication: Advantages and Limitations of Oral Communication, Written Communication – Characteristics, Advantages & Limitations Non verbal Communication: Sign language – Body language – Kinesics – Proxemics – Haptics: Chronemics.

UNIT – III

Interpersonal Communication: Communication Styles, Managing Motivation to Influence Interpersonal Communication – Role of emotion in Inter personal Communication – Leadership styles.

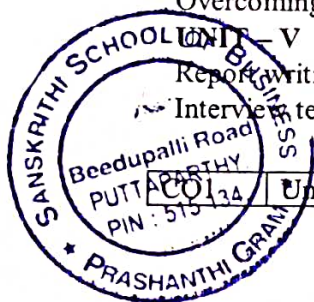
UNIT – IV

Barriers of Communication: Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers, Types of listening.

UNIT – V

Report writing – Formal reports – Writing effective letters – Different types of business letters - Interview techniques – Communication etiquettes.

Understand the communication concepts



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C02	Improve communication and competence skills
C03	Obtain and apply proficiency in business communication at the workplace and professional contexts.
CO4	Analyze the barriers in effective communications
CO5	Describe the different types of business letters.
CO6	Evaluate formal reports with other disciplines.

Textbooks:

1. Business Communication: A Practical Approach, Naik, Willey
2. Business Communication, C.S.Rayudu, HPH.
3. Business Communication, Meenakshi Raman, Oxford University Press.

Reference Books:

1. Business communication, Shalini Varma, Vikas
2. 2. Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH
3. 3. Business Communications, Hudson, Jaico Publications
4. 4. Business communication for managers, Penrose, Raspbery, Myers, Cengage
5. 5. Effective Communication, Harward Business School, Harward Business Review No.1214.
6. Essentials of Business Communication, Rajendra Pal, JS.Korlahhi, S.Chand

Online Learning Resources:

https://onlinecourses.swayam2.ac.in/imb19_mg14/preview https://online-degree.swayam.gov.in/dyp20_d02_sl_hs01/preview

Course	Information Technology Lab	Course Code	21E00108	SEE Duration	3 Hours	Total No Of Lecture Hours 34
Credits	2	L-T-P hours	3	CIE+SEE	40+60	

21E00108 Information Technology Lab

Unit -1

Introduction to Hardware Component: (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

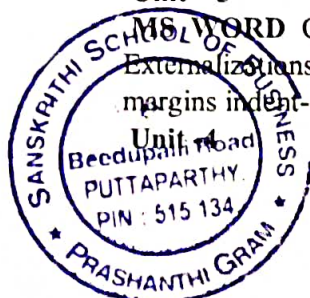
Unit 2

Instruction to Operating System (need to explain using videos) – overview of Windows 7/8.2/10/server- Ubuntu – Linux- various versions of Android- iOS – Capturing GPS enabled pictures- tools for file sharing to Mobile to Mobile- System to Mobile

Unit – 3

MS WORD Over views of various Ribbons- paste special- formatting- usage of Font - Externalizations -line spacing – bullets- — page layouts-styles- header and footers – watermark- margins indent- print preview-split -views- keyboard shortcut keys

Unit -4



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MS WORD – II Mail Merge- Macros- Designing a company letter pad- Time table – letter writing overview of power point -preparation of company presentation –

Unit – 5

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

CO1	Prepare and edit the documents with effective presentation to superiors.
CO2	Obtain hands of experience in designing and editing the templates and data in the excel sheets with formulae and functions.
CO3	To test and interpret the business data outcome statistically in an effective and efficient manner
CO4	Create presentation in MS power point.
CO5	Create a business template where it should be used in presentation.
CO6	Explain about short cut keys in power point presentations.

References:

- Cox et all- 2007 Microsoft Office System Step-by- Step, First Edition, PHI
- .David Whigam-Business Data Analysis Using Excel, First Edition, Oxford University Press.Alexisleon, TMH, 2008, Enterprise resource planning
- The Oxford Hand Book of Internet studies, William.H.Dulton, Oxford.

Online learning resources/Virtual labs:

<https://www.coursera.org/specializations/excel>

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

<https://www.coursera.org/learn/excel-basics-data-analysis-ibm>

SEMESTER-II

Course	Financial Management	Course Code	21E00201	SEE Duration	3 Hours	Total No Of Lecture Hours 56
Credits	4	L-T-P hours	4	CIE+SEE	40+60	

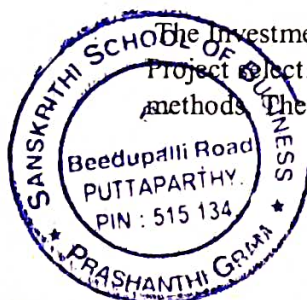
21E00201 Financial Management

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 (Only theory).

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. (Simple Problems)



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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 . (simple problems on only weighted average cost of capital)

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 (Only Theory)

UNIT - V

Corporate Restructures: Corporate Mergers and Acquisitions and Take-overs-Types of Mergers, Motives for mergers, Principles of Corporate Governance.(Only Theory)
Textbooks:Financial management –V.K.Bhalla ,S.C

CO1	Understand the tasks and objectives of a finance manager in a corporate structure business.
CO2	Develop decision-making skills in the current competitive business climate regarding finance, investment, and corporate restructuring.
CO3	Examine the impact of capital structure on owner wealth maximization and firm value.
CO4	To obtain knowledge and abilities in identifying financial concerns.
CO5	To comprehend the risk associated in financial decision making.
CO6	Recognize financial management ideas and theories, as well as their actual application.

Textbooks:

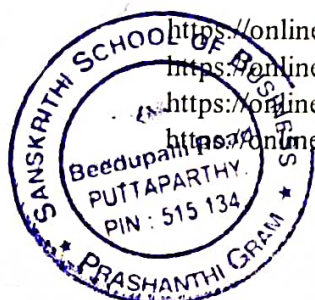
- Financial management –V.K.Bhalla ,S.Chand
- Financial Management, I.M. Pandey, Vikas Publishers.
- Financial Management--Text and Problems, MY Khan and PK Jain, Tata McGraw- Hill

Reference Books:

1. Principles of Corporate Finance, Richard A Brealey etal., Tata McGraw Hill.
2. Financial Management , Tulsian P.C. & Tulsian Bharat, S.Chand
3. Fundamentals of Financial Management, Chandra Bose D, PHI
- 4.Financial Managemen , William R.Lasheir ,Cengage.
5. Financial Management – Text and cases, Bringham& Ehrhardt, Cengage.
6. Case Studies in Finance, Bruner.R.F, Tata McGraw Hill, New Delhi.
7. Financial management ,Dr.M.K.Rastogi ,Laxmi Publications

Online Learning Resources:

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



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Course	Marketing Management	Course Code	21E00202	SEE Duration	3 Hours	Total No Of Lecture Hours 56
Credits	4	L-T-P hours	4	CIE+SEE	40+60	

21E00202 Marketing Management

UNIT – I

Understanding Marketing Management: Concepts of Marketing, Marketing Strategies & Plans, Creating long term loyalty relationships, 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.

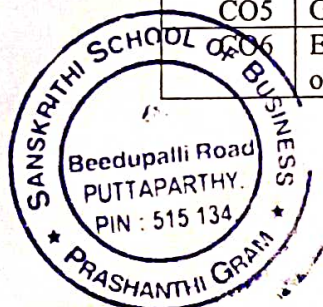
UNIT - IV

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

CO1	Understand the concepts of marketing and marketing strategies suitable for different products under different market environments
CO2	Analyze consumer markets so as to tap global markets for the products.
CO3	Learn the designing managing, creating & communicating value to the business in digitalised market environment.
CO4	Manage and designee the logistics for retailing and wholesalingfor business organizations
CO5	Generating sales management system for full co-ordination.
CO6	Evaluate the logistics chain for integrating marketing channels in business organizations



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Textbooks:

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 Prospective, 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

Online Learning Resources:

https://onlinecourses.nptel.ac.in/noc19_mg48/preview

https://onlinecourses.nptel.ac.in/noc21_mg51/preview

https://onlinecourses.swayam2.ac.in/cec20_mg06/preview

Course	Human Resource Management	Course Code	21E00203	SEE Duration	3 Hours	Total No Of Lecture Hours 56
Credits	4	L-T-P hours	4	CIE+SEE	40+60	

21E00203 Human Resource Management**UNIT – I**

Introduction:- Meaning of HR and HRM, Nature & Scope of HRM, Functions of HRM, Role and Objectives of HRM, Personnel Management, Policies and Strategies of HRM.

UNIT – II

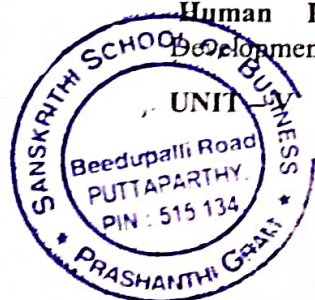
Designing and Developing HR systems:- Human Resource Planning, Job Design, Job Analysis, Job Evaluation, Job Enlargement, Job Enrichment, Job Rotation, Recruitment & Selection, Placement, Promotion & Transfer.

UNIT - III

Compensation Management:- Introduction, objectives of wages and salaries administration, influencing factors for determining compensation- Monetary and non monetary benefits.

UNIT – IV

Human Resource Development:- Concepts, Development Function, Training and Development, Performance Appraisal & Career Planning and Development.



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Recent Trends in HRM: Outsourcing, Work Life Balance, Quality Circles and Total Quality Management, Fish Bone Diagram.

CO1	Understand the nature, scope, functions, roles, goals, strategies, and policies of human resource management.
CO2	Learn to create and develop components of human resource planning.
CO3	Gains understanding of the administration of monetary and non-monetary benefits for the organization's personnel.
CO4	Understand current trends in the human resource function and how to combine work and life in today's dynamic work environment.
CO5	Investigate current HRM concerns, trends, practices, and processes.
CO6	Aid in the management of employee performance and the overall effectiveness of the organization.

Textbooks:

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 Hill.

Reference Books:

1. Human Resource Management, Aswathappa, 4th Edition, TMH 2006
2. Human Resource Management, Ian Beardwell & Len Holden-Macmillan India Ltd.
3. Human Resource Management, Khanka S.S., S.Chand
4. Human Resource Management, Text and Cases, VSP Rao, Excel Books 2006.

Online Learning Resources:

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

Course	Business Research Methods	Course Code	21E00204	SEE Duration	3 Hours	Total No Of Lecture Hours 56
Credits	4	L-T-P hours	4	CIE+SEE	40+60	

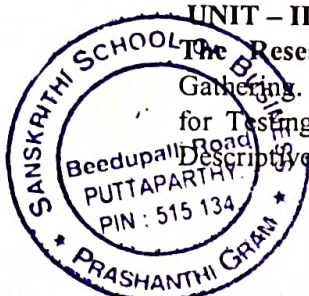
21E00204 Business Research Methods

UNIT – I

Introduction to Business Research: Definition-Types of Business Research. Scientific Investigation, Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites. Role of Business Research in Managerial Decisions.

UNIT – II

The Research Process: Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - 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



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Definitions and Scales-Nominal and Ordinal Scales- Rating Scales- Ranking Scales- Reliability and Validity - Sampling and Methods of sampling

UNIT – III

Collection and Analysis of Data Sources of Data-Primary and Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews- Observational Surveys: Questionnaire Construction: Organizing Questions- Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires.

UNIT – IV

Data Preparation and Analysis: Data preparation process, problems in preparation process - An overview of Descriptive, Associational and Inferential- Statistical Measure

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

CO1	Understand types of business research, technology used in business research in technological era.
CO2	Identify and understand the research problem,
CO3	Apply the appropriate research design and sample design for the problem,
CO4	Formulate hypothesis, testing process of hypothesis
CO5	Understand sources of data, instruments to collect data, analyze and interpretation of data.
CO6	Prepare and present the research report effectively and efficiently

Textbooks:

1. Research Methodology – methods & Techniques, C.R. Kothari, Vishwa prakashan.
2. Research Methods for Business–A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pvt. Ltd, Singapore.
3. Research Methodology(Concepts and cases) Deepak Chawla NeenaSondhi-Vikas publishing

Reference Books

1. Business Research Methods, Donald R Cooper and Pamela S Schindler,9/e,Tata McGrawHill Publishing Company Limited.
2. Methodology and Techniques of Social Science Research, Wilkinson & Bhandarkar, Himalaya Publishing House.
3. Business Research Methods 8e, Zikmund- Babin-Carr- Adhikari-Griffin-Cengage learning.
4. Business Research Methods- Alan Broman, Emma Bell 3e, Oxford university

Online Learning Resources:

https://onlinecourses.swayam2.ac.in/cec20_mg14/preview
https://onlinecourses.nptel.ac.in/noc20_gc01/preview



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Course	Operations Research	Course Code	21E00205	SEE Duration	3 Hours	Total No Of Lecture Hours 56
Credits	4	L-T-P hours	4	CIE+SEE	40+60	

21E00205 Operations Research

UNIT – I

Introduction to OR: Meaning, Nature, Scope & Significance of OR - Typical applications of Operations Research. The Linear Programming Problem – Introduction, Formulation of Linear Programming problem, Limitations of L.P.P, Graphical method, Simplex method: Maximization and Minimization model(exclude Duality problems), Big-M method and Two Phase method

UNIT – II

Transportation Problem: Introduction, Transportation Model, Finding initial basic feasible solutions, Moving towards optimality, Unbalanced Transportation problems, Transportation problems with maximization, Degeneracy. Assignment Problem – Introduction, Mathematical formulation of the problem, Solution of an Assignment problem, Hungarian Algorithm, Multiple Solution, Unbalanced Assignment problems, Maximization in Assignment Model.

UNIT – III

Sequencing – Job sequencing, Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, n jobs through m machines, Two jobs and m Machines Problems

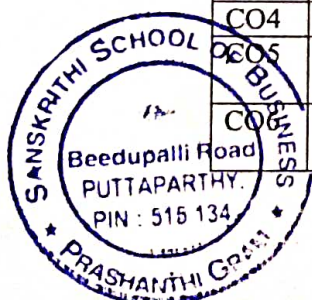
UNIT – IV

Game Theory: Concepts, Definitions and Terminology, Two Person Zero Sum Games, Pure Strategy Games (with Saddle Point), Principal of Dominance, Mixed Strategy Games (Game without Saddle Point), Significance of Game Theory in Managerial Application.

UNIT – V

Project Management: Network Analysis – Definition –objectives -Rules for constructing network diagram- Determining Critical Path – Earliest & Latest Times – Floats - Application of CPM and PERT techniques in Project Planning and Control – PERT Vs CPM. (exclude Project Crashing)

CO1	Recalling the Operation Research and formulation of given business problem in a LPP model.
CO2	Explaining optimization tools in solving the management problems through modeling and using mathematical approach.
CO3	Implementing the solutions for various business problems using appropriate modeling techniques
CO4	Differentiating the strategy Games in Managerial Applications.
CO5	To check the skills to complete a project effectively and efficiently within the given resources
CO6	Analyzing PERT Techniques in Project Planning and Control in Network analysis



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Textbooks:

1. Operations Research / R.Pannerselvam, PHI Publications.
2. Operations Research / S.D.Sharma-Kedarnath
3. Operations Research /A.M.Natarajan,P.Balasubramani,A. Tamilarasi/Pearson Education

Reference Books:

1. Introduction to O.R/Hiller & Libermann (TMH).
2. Operations Research: Methods & Problems / Maurice Sascini, Arthur Yaspan & Lawrence Friedman. Pearson
3. Quantitative Analysis For Management/ Barry Render, Ralph M. Stair, Jr and Michael E. Hanna/
4. Operations Research / Wagner/ PHI Publications.

Online Learning Resources:

https://onlinecourses.swayam2.ac.in/cec20_ma10/preview

https://onlinecourses.nptel.ac.in/noc20_ma23/preview

https://onlinecourses.nptel.ac.in/noc19_ma29/preview

Course	Operations Management	Course Code	21E00206	SEE Duration	3 Hours	Total No Of Lecture Hours 56
Credits	4	L-T-P hours	4	CIE+SEE	40+60	

21E00206 Operations Management**UNIT – I**

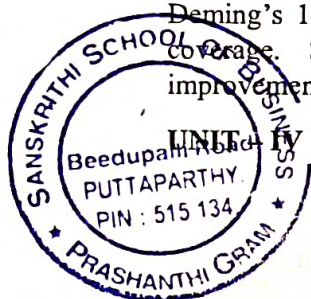
Introduction and Overview of Operations Management: Definition of Operations Management – Nature and Scope of OM – Role & Decision areas of Operations Manager- interface of OM with other functions - Operations Management's future challenges

UNIT – II

Operations Control: Managing of Work Environment—Automation—Technology Management Waste Management-Quality Assurance and Quality Circles—Statistical Quality Control—Control Charts for Variables-Average-Range and Control charts for Attributes. Acceptance Sampling Plans. Purchase functions and Procedure

UNIT – III

Managing for Quality: Basic concepts of quality, dimensions of quality, Juran's quality trilogy, Deming's 14 principles, Quality improvement and cost reduction, ISO9000-2000 clauses & coverage. Six Sigma, Productivity—factors affecting productivity - measurement & improvements in productivity-new product development and design-stages.



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Inventory and Inventory Models: Inventory Control-Different Systems of Inventory Control, Costs & Types of Inventory – ABC, VED. Value Analysis – importance in cost reduction – concepts and procedures. Inventory control –Types of Inventory–Safety stock – Inventory Control Systems–JIT, VMI.

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

CO1	Identify and assess the future challenges and trends in Operations Management, and propose strategies to address them effectively.
CO2	Apply statistical quality control methods, including control charts, to monitor and improve process quality
CO3	Evaluate the relevance and implementation of ISO9000-2000 clauses for ensuring quality standards
CO4	Apply inventory control techniques and systems to manage inventory levels effectively
CO5	Identify the drivers, enablers, compelling forces, and challenges associated with the adoption of Industry 4.0
CO6	Students should demonstrate adaptability and flexibility in response to changing operational environments and emerging technologies

Textbooks:

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

Reference Books:

- PannerSelvem: “Production and Operations Management”, Prentice Hall of India, New Delhi, 2012.
- S N Chary, “Production and operations management”, Tata McGraw Hill, New Delhi, 2013.

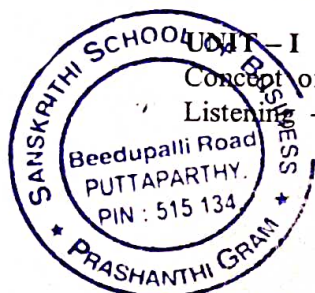
Online Learning Resources:

https://onlinecourses.swayam2.ac.in/imb21_mg47/preview

https://onlinecourses.nptel.ac.in/noc21_me18/preview

Course	Advanced Communication	Course Code	21E00207a	SEE Duration	3 Hours	Total No Of Lecture Hours 24
Credits	2	L-T-P hours	2x	CIE+SEE	40+60	

21E00207a Advanced Communication



UNIT – I

Concept of Managerial Communication – Effective Listening – Barriers, Steps for Active Listening – Effective Speaking – Body Language & Modulation, Informative, Persuasion

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Communications – Effective Reading – Obstacles, Effective Reading, Reading Comprehension – Effective Writing – Condensation, Note Making Methods, Executive Summary.

UNIT – II

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

UNIT - III

Meetings & Reports: Meeting Invitation - Notice – Agenda – Meeting Participants – Roles; Meeting conduction & Etiquette - Minutes of the Meeting – Documentation – Filing

UNIT – IV

Communication Strategies: Conflict Resolution – Win-Win strategy; Managerial Negotiations – Bargaining, Distributive, Integrative Strategies; Interviews – Types – purpose – process;

UNIT – V

Technology for Communication: Conventional Modes Vs Computer based Technologies – Email, Social Media, Micro Soft & Google Tools – Data – Collection – Organizing – Analyzing - Presentations using TechnologyZ

CO1	Understand the communication concepts
CO2	Improve communication and competence skills
CO3	Obtain and apply proficiency in business communication at the workplace and professional contexts
CO4	Understand the concepts of meetings and minutes of meetings.
CO5	Evaluate conflict resolution and its strategies.
CO6	Analyze about conventional mode and computer based technologies.

Textbooks:

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:

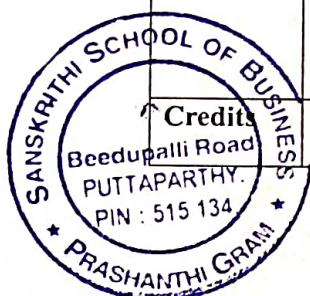
1. Business communication, Shalini Varma, Vikas.
2. Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH
3. Business Communications, Hudson, Jaico Publications
4. Business communication Sehgal, khetarpal, Excel Books
5. Effective Communication, Harvard Business School, Harvard Business Review No.1214.
6. Communication skills, Sanjay Kumar, Pushpalata, Oxford

Online Learning Resources:

https://onlinecourses.swayam2.ac.in/imb19_mg14/preview

https://www.youtube.com/watch?v=ITHnugowc_Q

Course	E-Business	Course Code	21E00207b	SEE Duration	3 Hours	Total No Of Lecture Hours
						28
Credits	2	L-T-P hours	2	CIE+SEE	40+60	



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21E00207b E-Business

UNIT – I

Introduction to e-business : Electronic business, Electronic commerce, difference between e-business & e-commerce, electronic commerce models, types of electronic commerce, value chains in electronic commerce, E-commerce in India, internet, web based tools for electronic commerce. Electronic data, Interchange, components of electronic data interchange, electronic data interchange process.

UNIT – II

Security threats to e- business: Security overview, Electronic commerce threats, Encryption, Cryptography, public key and private key Cryptography digital signatures, digital certificates, security protocols over public networks : HTTP, SSL, Firewall as security control, public key infrastructure (PKI) For Security.

UNIT – III

Electronic payment system : Concept of money, electronic payment systems, types of electronic payment systems, smart cards and electronic payment systems, infrastructure issues in EPS, Electronic fund transfer

UNIT - IV

E-business applications and strategies : Business models & revenue models over internet, emerging trends in e- business- governance, digital commerce, mobile commerce, strategies for business over web, internet based business models.

UNIT – V

E –business infrastructure and e- marketing : Hard works system software infrastructure, ISP's, managing e-business applications infrastructure, what is e- marketing, e-marketing planning, tactics, strategies

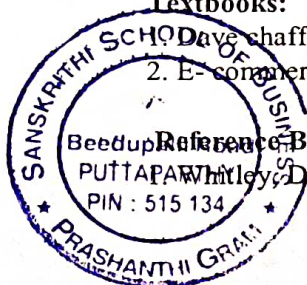
CO1	Exhibit the calculation of cost of capital and discounting factor techniques in long term investment decision.
CO2	Store and retrieve the data relating to dealers, customers and consumers based on products, geographical criteria.
CO3	Present the data in the form of pivot tables, graphs and charts in effective and efficient way
CO4	Construct and present employee salary administration in an organization in an informative manner.
CO5	Understand information system in the organization, design of MIS and also internet and the tools used in Internet.

Textbooks:

1. Dave chaffey : e-business & e-commerce management- Pearson.
2. E- commerce- e-business : Dr.C.S.Rayudu, Himalaya.

Reference Books:

1. Whitley, David (2000) , e-commerce strategy, Technologies and applications. F.M.H.



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2. Schneider Gary P. and Perry, James T (1ST edition 2000) Electronic commerce, Thomson Learning.
3. Bajaj, Kamlesh K and Nag, Debjani (1st edition 1999) ,e- commerce, The cutting edge of business, TMH Publishing company

Online Learning Resources:

https://onlinecourses.nptel.ac.in/noc19_mg54/preview

<https://www.classcentral.com/course/swayam-e-business-14018>

Course	Data Analytics Lab	Course Code	21E00208	SEE Duration	3 Hours	Total No Of Lecture Hours 24
Credits	2	L-T-P hours	3	CIE+SEE	40+60	

21E00208 Data Analytics Lab

Unit – 1

Introduction to Excel-Cells – name range – references – Creating and editing worksheets-Cell Formatting-Creating and using formulas and functions-Use of Macros –Sorting and querying data Working with graphs and charts – usage of Paste special

Unit – 2

Basis of Excel: Managing Worksheets and Workbooks. - Worksheet Vs. Workbook - Creating new worksheets and workbooks - Deleting worksheets and workbooks -Naming and renaming a worksheet - Toggling between worksheets and workbooks - Copy and Move Worksheets - Hide, Unhide, Group and Ungroup Cells -Hide and Unhide Worksheets -Save and Save As

Unit – 3

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

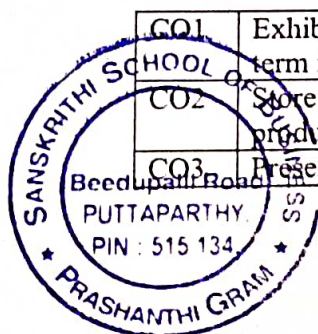
Unit – 4

Advanced Excel II: Lookup Functions (VLOOKUP, HLOOKUP, MATCH, INDEX). - Logical Functions (IF, AND, OR). -Data Analysis Functions (SUMIF, SUMIFS, COUNTIF, COUNTIFS).- Conditional Formatting, Filtering and Sorting. - Graphs, Charts and Pivot Tables remove duplicates

Unit – 5

Conducting Online surveys – usage of Google drive – micro soft online surveys – sharing with the help of social media/ internet- getting responses from online survey- sorting and filter online survey

CO1	Exhibit the calculation of cost of capital and discounting factor techniques in long term investment decision.
CO2	Store and retrieve the data relating to dealers, customers and consumers based on products, geographical criteria.
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CO4	Construct and present employee salary administration in an organization in an informative manner.
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References:

Ms Office Excel-Frye, PHI publications

Ms Office Access- Step by step, PHI publication

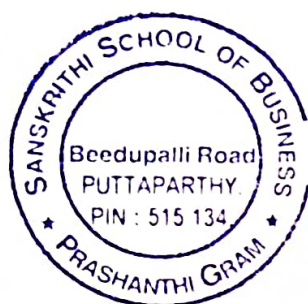
SPSS User manua

Online learning resources/Virtual labs:

<https://www.coursera.org/specializations/excel>

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

<https://www.coursera.org/learn/excel-basics-data-analysis-ibm>



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