

MARIS STELLA COLLEGE(AUTONOMOUS), VIJAYAWADA-8
(Affiliated to Krishna University)
II SEMESTER
MASTER OF BUSINESS ADMINISTRATION (MBA)
CHOICE BASED CREDIT SYSTEM
(CBCS) W.E.F 2022-23

22MBA 101: MANAGEMENT PROCESS AND ORGANISATION BEHAVIOR
(4L+0P + 0T)

Subject Code	22 MBA 101	IA Marks	30
No. of Lecture Hours/Week	04	End Exam Marks	70
Practical Hours/Week	00	Total Marks	100
Total Number of Hours per Semester (13 weeks/91 days)	52	Exam Hours	03

Course Objectives

- To familiarize the students with the fundamental concepts, functions, and principles of management.
- To improve their managerial skills and administrative abilities. It also gives students an understanding of the organization behaviour with a view to make the organizations functional and effective.
- To know the concept of personality, theories of personality, conflicts, causes and resolution methods. Further the course helps the students to understand the importance of change management in organizations.

Course Outcomes

By the end of the course, students will be able to

CO1: Define concepts functions and principles of management

CO2 :Apply decision-making process in business

CO3: Support the organization with different interpersonal skills

CO4: Design organizational structure of various firms

UNIT-I

Introduction to Management: Concept, Definition and Nature of Management – Evolution of Management thought – Purpose, Functions, Principles, and Levels of Management – Types and Roles of Managers (Mintzberg), and skills for Managers (Katz)– Management and Environment– Social and Ethical Responsibilities of Managers – Recent Trends in Management Practices in the wake of Globalization.

UNIT-II

Planning: Nature, Purpose, Process of Planning, Types of Plans – Premising & Forecasting, Decision Making: Concept, Process, Rationality in Decision; Decision Tree Analysis - Management By Objectives.
Organizing: Process - Formal and Informal Organizations –

Departmentation - Span of Control – Delegation Vs Decentralization – Staffing.

UNIT-III

Leading – concept, scope, significance - Motivation: Significance, Process - Theories of Maslow, Herzberg, McClelland, Porter and Lawler - Leadership: Trait Approach, Leadership Styles, Managerial Grid; Likert's Four Systems of Leadership – Communication. Controlling: Basis -Control Process, Pre-Requisites, and Requirements of adequate Control - Techniques of control.

UNIT-IV

Organizational Behavior – Importance - Historical Background - Fundamental concepts of OB -Different models of OB – Understanding Individual Behavior – Perception- Concept– Process-Learning-Concept – Theories of learning - Personality –Concept-Personality

Theories of Personality- Attitudes- Johari Window 2X2 matrix, Transactional Analysis.

UNIT-V

Group dynamics – Concept, importance, types of groups, group formation, group development, group composition, group performance factors; Organizational conflict, Resolution of conflicts; Culture and determinants of Organizational Culture; Organizational Change, Concept, Need for change, resistance to change; Theories of planned change; Organizational Development-Concept of OD, Organizational diagnosis, OD interventions.

Case Study (Not Exceeding 300 words)

REFERENCE BOOKS

1. Heinz Wehrich, Harold Kontz, Management: A Global Perspective, 10/e TMH
2. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi.
3. Clegg, S., Kornberger, M., and Pitsis, T., Managing and organisations: An introduction to Theory and practice, Sage, London, 2011.
4. Ricky Griffin, Gregory Moorhead, Organizational Behavior: Managing People and Organizations, Cengage Learning, 2009.
5. Graeme Martin, Managing People and Organizations in Changing Contexts, Routledge, 2006.
6. Knights, D. & Willmott, H. Introducing organizational behavior and management, Thompson, London, 2006.
7. Luthans. F. Organizational Behaviour, TMH.
8. Robbins, Management, 7/e, Pearson Education.
9. John F. Wilson, The Making of Modern Management, Oxford University Press.

MARIS STELLA COLLEGE(AUTONOMOUS), VIJAYAWADA
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I SEMESTER
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(CBCS) W.E.F 2020-21

22MBA 102: MANAGERIAL ECONOMICS (4L + 0P + 0T)

Subject Code	22 MBA 102	IA Marks	30
No. of Lecture Hours/Week	04	End Exam Marks	70
Practical Hours/Week	00	Total Marks	100
Total Number of Hours per Semester (13 weeks/91 days)	52	Exam Hours	03

Course Objectives

- To introduce the fundamentals, tools and theories of managerial economics; to orient on micro economic techniques as a decision making process; and to understand macro economic analysis essential for business managers.
- To make students understand the role of managerial economist in business decision making.
- To know the concepts of demand, supply, inflation, market structures, macroeconomic aggregates, trade cycles which are important in the process of decision making are studied.

Course Outcomes

By the end of the course, students will be able to

CO1: Describe the fundamental tools and theories of managerial economics

CO2: Identify the demand elasticity for a product

CO3: Compare micro and macro-economic indicators

CO4: Analyze recent budget, fiscal discipline and disinvestment proposals of The Government of India.

UNIT-I

Managerial Economics: Definition, Nature, Scope – Functions and Responsibilities of a Managerial Economist – Law of Demand and its exceptions – Elasticity of Demand – Market Demand Equation – Types of Elasticity of Demand and their Managerial Uses – Demand Forecasting – Methods of Forecasting for Existing and New Product.

UNIT-II

Production Analysis & Firm Theory: Economic Theory of Firm – Theories of firm-Baumol's Model and Agency Theory – Production Function – Law of Variable Proportions & ISO- Quants & ISO Costs – Least Cost Factor Combination – Returns to Scale – Economies and Diseconomies of Scale

UNIT-III

Cost, Profit & Market Structures: Cost Concepts – Short-run and Long-run Cost Curves – Determinants of Short-Term & Long Term Profits, Measurement of Profit – Profit Maximization vs. Wealth Maximization – Demand and Supply: Market Equilibrium – Market Structures – Concept of Price – Pricing and Output Determination under Perfect Competition, Monopolistic Competition and Monopoly.

UNIT-IV

Indian Economic Environment: Overview of Indian Economy – Recent changes in Indian Economy – Macro Economic Aggregates and Concepts - National Income - GDP, GNP, NNP, WPI, CPI – Types of Inflation: Demand Pull and Cost Push Inflation, Philips curve, Stagflation – Measurement of Inflation – Economics of Risk & Finance – Monetary Policy & Fiscal Policy.

UNIT-V

Trade Cycles: Phases, Theories, and Corrective Measures – Behavioral and Technical Function: Aggregative Demand and Supply, Consumption Function, and Investment Function
– Keynesian Theory (overview).

Case Study (Not Exceeding 300 words) Or Problem from either Unit-2 or Unit-3

Practical Components:

- Study of demand elasticity for a product when there is a price increase or price decrease.
- Demand forecasting – Mini project may be given to students to assess the demand for a product or a service using any method.
- An in-depth study of economic indicators on the growth rate. □ □
- Analysis of recent budget, fiscal discipline and disinvestment proposals of the GOI.

REFERENCE BOOKS:

1. Joel Dean, *Managerial Economics*, Prentice Hall.
2. Mote & Paul, *Managerial Economics*, Tata McGraw Hill.
3. Gupta, *Managerial Economics*, Tata McGraw Hill.
4. Gupta, *Macro Economics, Theory & Applications*, Tata McGraw Hill.
5. Mehta P.L, *Managerial Economics – Text and Cases*, S. Chand & Co.
6. Peterson & Lewin, *Managerial Economics*, Prentice Hall of India.
7. Person H. Craig, Lewis W. Ch and Jain Sudhir K, *Managerial Economics*, Pearson Education.

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I SEMESTER
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22MBA103: BUSINESS ENVIRONMENT (4L + 0P + 0T)

Subject Code	22 MBA 103	IA Marks	30
No. of Lecture Hours/Week	04	End Exam Marks	70
Practical Hours/Week	00	Total Marks	100
Total Number of Hours per Semester (13 weeks/91 days)	52	Exam Hours	03

Course Objectives

- To know the various internal and external factors that influences business organizations.
- To familiarize students with the structural dimensions of Indian economy
- To instill the concept of FDI competitiveness and globalization of business.

Course Outcomes

By the end of the course, students will be able

CO1: Demonstrate the concepts and dynamic factors of business environment

CO2: Implement different government policies in the organization

CO3: Analyze the trends & Structure of Indian Economy

CO4: Integrate internal environment of business with external environment

UNIT-1 (12 Hours)

Understanding Business Environment: Meaning, Nature & Scope – Types of Business Environment- Internal & External Environment, Micro & Macro Environment – PESTEL & SWOT Analysis, Porter's 5 force model – Types of business, Environmental Analysis.

UNIT-II (10 Hours)

Economic Environment of Business: Indian Perspective, Nature & Structure of Indian Economy, Economic Policies & Conditions – Economic role of Government in India – Foreign Trade, Liberalization, Privatization, & Globalization – Financial Environment of Business: Monetary Policy, Fiscal Policy, Capital Market, Money Market, Stock Exchange – An overview, Modes of Money inflow in an economy.

UNIT-III (10 Hours)

Socio Culture and Technological Environment of Business: Business and Society, Social Objectives of Business, Corporate Social Responsibility, Consumer Rights & Corporate Governance - Technological Environment; Impact of Technology, Technology and Society; Trends in Technology Management, Issues & Challenges.

UNIT-IV (10 Hours)

Indian Contract Act, 1872: definition, concept of contract, valid contract and its essential elements, criteria for classification for contract, quasi contract, various forms of quasi contracts, discharge of contract: various; remedies for breach of contract – Law of agency-meaning, creation and termination of agency – Corporate Incorporation and Management.

UNIT-V (10 Hours)

Sale of Goods Act, 1930 – Negotiable Instruments Act, 1881 – Companies Act, 1956 and its amendments till date – Competition Act, 2002 – Consumer Protection Act, 1986 and its amendments till date.

Case Study (Not Exceeding 300 words)

Practical Components:

- Students are expected to give a report on how the economic environment has affected the performance of any five large Indian Business Houses.
- Students are expected to analyze the major economic and financial indicators such as GDP, Inflation, CPI, BSE, NSE, Currency, Gold rate, Oil barrel price etc., for a particular period of time and submit the report on the same.
- Students to collect analyze and discuss MOA, AOA & Prospectus of a company.
- Students to produce a report on the working of reputed agency including its formation, nature of relations with the outside world and such other issues of relevance.

Reference Books:

1. Ashwathappa (2006) Essentials of Business Environment. Bombay: Himalaya Publishing House
2. Francis Cherunilam (1993) Business Environment. Bombay: Himalaya Publishing House,
3. Agarwal, Raj (2002) Business Environment, New Delhi: Excel Books
4. Cherunilam, Francis (1997) Business Environment, Mumbai: Himalaya Publishing House
5. Mathew M.J. (2003), Business Environment: A study of socio cultural, economic and legal environment in business, Jaipur RBSA Publishers.
6. MC Kuchhal, Vivek Kuchhal, Business Legislation for Management, Vikas, Publishing House, 5e, 2018.
7. Ravinder Kumar, Legal Aspects of Business, Cengage Learning, 4e, 2016.
8. Akhileshwar Patha, Legal Aspects of Business, Tata Mc Graw Hill, 7e, 2019.
9. P.P.S. Gogna, Company Law, S.Chand, 2016.
10. Justin Paul, Business Environment Text and Cases, 3e, Mc Graw Hill Publication, 2010.

MARIS STELLA COLLEGE(AUTONOMOUS), VIJAYAWADA
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SEMESTER

MASTER OF BUSINESS ADMINISTRATION
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SYSTEM
(CBCS) W.E.F 2022-23

22MBA104: FINANCIAL REPORTING AND ANALYSIS
(4L + 1P + 0T)

Subject Code	MBA 105	IA Marks	30
No. of Lecture Hours/Week	04	End Exam Marks	70
Practical Hours/Week	01	Total Marks	100
Total Number of Hours per Semester (13 weeks/91 days)	65	Exam Hours	03

Course Objectives

The objectives of the course focus on

- To instill in students a strong sense of the legal and practical aspects of accounting of major components of financial statements.
- To know the rights of basic concepts and practices leading to preparation and presentation of financial statements.

Course Outcomes

By the end of the course, students will be able to

CO1: Define fundamental accounting concepts, the elements of financial statements, and basic Accounting vocabulary.

CO2: Analyze the financial, Funds flow and cash flow statements of companies

CO3: Identify the different cost concepts, cost management techniques and capital issues

CO4: Analyze the audit reports through different audit techniques

Course Content:

UNIT-I (12 Hours)

Basic Accounting Concepts – Trial Balance – Reconciliation – Income and Expenditure statements – Depreciation - Cash flow statement - Purpose - Uses - Structure - Format of cash flow statement - Preparing cash flow statement - reporting cash flows - Interpreting the cash flow statement

UNIT-II (12 Hours)

Objective and users of financial statements – The reporting entity – Elements of financial statements – Financial Analysis – Articulation of financial statements – Elements from which financial statements are constructed

UNIT-III (12 Hours)

Standards of comparison - Earnings quality - Techniques of Financial Statement Analysis - Using financial ratios - corporate disclosure policy - Efficient market hypothesis and Financial statement analysis - Earnings management interpreting financial reports - Scanning the annual report

UNIT-IV (12 Hours)

Effect of changes in accounting principles – Sustainable earnings – Recurring vs nonrecurring – operating vs non-operating – Continuing vs discontinued
Effect of discontinuing operations – comprehensive income – revenue recognition – Various forms of sales growth – internally- generated growth, growth from acquisitions - Ratio Analysis – Financial statements forecasting – accounting policies, changes in accounting estimates and errors – events after the balance sheet date.

UNIT-V (12 Hours)

Responsibility Accounting & Reporting Introduction, Meaning and significance of Responsibility Accounting - Prerequisites for Responsibility Accounting - Meaning of Responsibility Centers - Types of Responsibility Center - Relevance of Responsibility - Reporting, Limitations of Responsibility Accounting - Divisional Performance Measurement: Periodic Evaluation of Performance – Overall and Divisional Profit as a Yardstick for Periodic Performance Evaluation.

Case Study (Not Exceeding 300 words)

Practical Components:

- Students are asked to identify and summarise the components of given financial statements (Course instructor to collect reports from company websites and distribute to the students for exercise purpose).
- Students are asked to prepare trial balance, and trading and Profit & loss account and balance sheets to the company reports (Course instructor to collect reports from company websites and distribute to the students for exercise purpose).
- Students are to form groups (group consists of 4-6 students) to submit a brief report on modern financial reporting practices followed in Indian and Multinational companies.

REFERENCES BOOKS:

1. Jain & Narang: Advanced Accountancy, Kalyani Publications, Ludhiana. Latest Edition
2. Pandey I.M: Financial Management, Vikas Publishing, New Delhi, Latest Edition.
3. Khan M. Y. & Jain P K: Management Accounting, Tata McGraw-Hill, New Delhi, Latest Edition.
4. Sharma & Gupta: Management Accounting, Kalyani Publishers, Ludhiana.
5. Singvi, N.M. & Ruzbeh J. Bodhanwala: Management Accounting Text and Cases.

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22MBA 105: BUSINESS ANALYTICS FOR MANAGERIAL DECISION MAKING
(4L + 1P +0T)

Subject Code	22 MBA 105	IA Marks	30
No. of Lecture Hours/Week	04	End Exam Marks	70
Practical Hours/Week	01	Total Marks	100
Total Number of Hours per Semester (13 weeks/91 days)	65	Exam Hours	03

Course Objectives

- To familiarize students with problem(s) in business for better decisions.
- To improve policy making and develop strategies.
- To predict the relationship between different variables (Predictive Analytics and Predictive Modeling)

Course Outcomes

By the end of the course, students will be able to

CO1: Identify the Business problems for managerial decision-making

CO2: Develop strategies to improve day to day performance of organizations

CO3: Compare micro and macro-economic indicator

CO4: Analyze recent budget, fiscal discipline and disinvestment proposals of the government of India.

UNIT -I

Introduction: Meaning, Definition and Importance of Business Analytics – Analytics v/s Analysis – Business Analytics v/s Business Intelligence and Data Mining – Applications of Analytics – Different Kinds of Analytics – Types of Analytical Tools – Identifying Problems & Opportunities through Data Analytics – Framing a Business Problem as an Analytical Problem – Analytical Approaches for Decision Making – Business Analytics as a Competitive Strategy – Effective Communication of Analytics.

UNIT -II

Mathematics and Statistics for Business Analytics: Concept and Definition of Data Science – Data Sources, Types of Data and Data Representations – Mathematics for Business Analytics: Application of Differentiation, Maxima and Minima, Matrices and Matrix Operations using Cramer's Rule and Inverse Method (Problems) – Probability and Counting Techniques: Bayes' Theorem, Binomial, Poisson and Normal Distributions (**Theory and Problems**) – Statistics for Business Analytics: Descriptive Statistics-Measures of Central Tendency, Variability and Shape (**Theory and Problems**).

UNIT-III

Predictive Analytics Tools & Techniques: Concept of Predictive Analytics – Linear Regression and Logistic Regression (**Theory and Problems**) – Factor Analysis – Cluster Analysis (**Theory**) – Econometrics and Time Series Forecasting (**Theory and Problems**).

UNIT-IV

Contemporary Analytics: Financial and Risk Analytics, HR Analytics, Customer Analytics for New Product Development, Retail Analytics, Sales force Analytics, Web and Social Media Analytics, and Supply Chain and Logistics Analytics (**Theory**).

UNIT-V

Business Research & Analytics for Decision Making: Introduction to Research and Problem Formulation – Types of Research – Research Process and Research Design – Sampling Theory – Scaling, Measurement Data Collection Techniques (Overview) – Hypothesis Formulation and Testing Techniques – **Non-Parametric Tests** (Mann-Whitney U, Chi-square test, and Spearman R) – *Parametric Tests*: Correlation, t-test and ANOVA – Data Interpretation, Report Writing and Presentation (**Theory and Problems**).

Case Study (Not Exceeding 300 words)

Practical Components

- Students should identify any three companies using data analytics, and analyze how companies are using analytics to prosper.
- Should form groups (A group consists of 4-6 students) and download 'R' the most popular software (free and open source) for data management and statistical analysis of data.
- Teachers shall teach students how to use the R Software to work with data using a case study related to unit-4.
- Students should conduct a team based project, which is a unified and practical case on a topic of their choice, with approximately 4-6 students per group.
- Students are required to develop practical experience in using several different types of online analytical tools (e.g. Google Analytics, Bing Webmaster Tools and AWstats).
- Students should apply analytics tools to real-world business contexts (local areas) for improved decision-making.
- Assess the strengths and limitations of analytics and predictive modeling techniques for different business applications and varying data conditions using free and open source softwares like 'R' and 'Orange'.
- Students are expected to write the research design on Exploratory and Descriptive Research.
- Students are asked to prepare the questionnaire on brand awareness, effectiveness of training in public sector organization, Investors attitude towards Mutual funds in any financial institutions.
- Students are asked to conduct Market survey to know the consumer perception towards any FMCG.

Reference Books:

1. Shmueli, Patel and Bruce, Data Mining for Business Intelligence, Concepts, Techniques and Applications, Wiley.
2. Powell and Baker, Management Science: The Art of Modeling with Spreadsheets, Wiley.
3. Ledolter, Data Mining and Business Analytics with R, Wiley.
4. Danielle Stein Fairhurst, Using Excel for Business Analysis: A Guide to Financial Modeling Fundamentals + website, Wiley, 2013.
5. Winston Wayne L., Microsoft Excel 2013: Data Analysis and Business Modeling,
6. Microsoft Press, USA.
7. C R Kothari, Research Methodology, VishwaPrakashan, 2002.
8. Donald R. Cooper & Pamela S. Schindler, Business Research Methods, 9/e, TMH /2007

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22MBA106: MANAGERIAL COMMUNICATION (3L + 1P + 0T)

Subject Code	22 MB A 106	IA Marks	30
No. of Lecture Hours/Week	03	End Exam Marks	70
Practical Hours/Week	01	Total Marks	100
Total Number of Hours per Semester (13 weeks/91 days)	52	Exam Hours	03

Course Objectives

- To enhance communication skills and sensitize students to know their potential.
- To know how to write CVs, and resumes, to understand listening skills and interview skills.

Course Outcomes

By the end of the course, students will be able to

CO1: Explain the differences in communication methods and the suitability according to different businesses.

CO2: Prepare and deliver effective presentations and pitches to suit various business scenarios

CO3: Identify common social media platforms used by businesses.

CO4: Write different types of reports with the appropriate format, organization and language

UNIT-I

Introduction: Definition, Role, Purpose & Classification of Communication – Communication Process – Characteristics of Successful Communication – Importance of Communication in Business Organizations – Communication barriers – Communication Structure in Organization – Communication in Conflict Resolution – Communication in Crisis – Communication in a Cross cultural and Multicultural Setting.

UNIT- II

Inter & Intrapersonal and Oral & Nonverbal Communication – Interpersonal Communication Models – Intrapersonal Communication Models – Principles of Successful Oral communication – Barriers to Oral Communication – Types of Managerial Speeches– Principles of Nonverbal Communication – Group Communication: Meetings and Group Discussions.

UNIT- III

Managerial Writing & Business Correspondence – Purpose of Writing – Clarity in Writing – Principles of Effective Writing – The Seven Cs of Effective Written Communication – Applying the Three Step Writing Process – Planning and Writing Business Reports and

Proposals – The Process of Preparing Effective Business Correspondence – The Organization and Composition of Business Messages – Principles of Effective Presentations.

UNIT- IV

Media Management & Meeting Documentation: Press Release, Press Conference & Media Interviews – Notice, Agenda, and Resolution & Minutes – Designing & Delivering Business Presentations – Advanced Visual Support for Managers – Communication and Negotiation – Negotiation Process – Negotiation Strategies.

UNIT-V

Communication Networks & Employment Communication: Technology-enabled Communication – Communication Networks: Intranet, Internet, e-mails, SMS, Teleconferencing, Videoconferencing, Blogs and Social Media – Composing Application Messages: Writing CVs & Resumes – Interview skills – Listening Skills.

Case Study (Not Exceeding 300 words)

Practical Components:

- Demonstrate the effect of noise as a barrier to communication.
- Make students enact and analyze the non-verbal cues.
- Give exercises for clarity and conciseness in written communication.
- A suitable case is to be selected and administered in the class sticking
- Demonstrate the effect of noise as a barrier to communication.
- Make students enact and analyze the non-verbal cues.
- Give exercises for clarity and conciseness in written communication.
- A suitable case is to be selected and administered in the class sticking to all the guide lines of case administering and analysis.
- Demonstrating Video conferencing & teleconferencing in the class.
- Conduct a mock meeting of students in the class identifying an issue of their concern.
- The students should prepare notice, agenda and minutes of the meeting.
- Each student to give presentation of 5 minutes (this can be spread throughout the semester) and to be evaluated by the faculty.

REFERENCE BOOKS:

1. *Bovee and Thill: Business Communication Today, McGraw-Hill, Second Edition*
2. *Guffey M. E.: Business Communication Process & Product, Thompson, South-Western*
3. *Level D.A: Managerial Communications, Business Publications, Plano, Texas*
4. *Pradhan and Pradhan: Business Communication, Himalayan Publishing House*
5. *Seely J, Oxford Writing and Speaking, Oxford*
6. *Raman and Singh: Business Communication, Oxford University Press, New Delhi*
7. *Courtland L Bovee, John V. Thill, & Mukesh Chaturvedi, Business Communication Today. Ninth Edition. New Delhi: Pearson.*
8. *Jerry C. Wofford, Edwin A. Gerloff and Robert C. Cummins, Organizational Communication – The Keystone to Managerial Effectiveness, New York: McGraw-Hill.*
9. *Lesikar & Flatley., Basic Business Communication – Skills for Empowering the Internet Generation. 9th Edition, McGraw-Hill.*
10. *Monippally, M M., Business Communication Strategies, Mc Graw-Hill.*
11. *K.K. Ramachandran Lakshmi, Kartik, M. Krishna Kumar, Business Communication, MacMillan India Ltd., 2007.*
12. *Shirley Taylor, Communication for Business, Pearson Education.*
13. *Courtland L Bovee, John V. Thill, & Mukesh Chaturvedi, Business Communication Today. Ninth Edition. New Delhi: Pearson.*

14. *Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, Effective Business Communication, The McGraw-Hill Company, New Delhi.*

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22MBA107: PERSONALITY DEVELOPMENT THROUGH LIFE ENLIGHTENMENT SKILLS (3L + 1P + 0T)

Subject Code	22 MB A 107	IA Marks	30
No. of Lecture Hours/Week	03	End Exam Marks	70
Practical Hours/Week	01	Total Marks	100
Total Number of Hours per Semester (13 weeks/91 days)	52	Exam Hours	03

Course Objectives

- To enhance positive attitude, self-motivation, enhancing self-esteem and emotional intelligence students to know their potential.
- To know how to develop coping mechanism to manage stress through Yoga and meditation techniques

By the end of the course, students will be able to

CO1: Identify their personality and achieve their highest goals of life

CO2: Prepare Practice emotional self regulation

CO3: Identify positive approach to work and duties

CO4: Lead with versatile personality

Course Content:

UNIT I (12 Hours)

Introduction to Personality Development

The concept of personality - Dimensions of Personality – Theories of Personality development (Freud & Erickson) – The concept of Success and Failure – Factors responsible for Success – Hurdles in achieving Success and Overcoming Hurdles — Causes of failure – Conducting SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis.

UNIT II (10 Hours)

Attitude, Motivation and Self-esteem

Conceptual overview of Attitude – Types of Attitudes – Attitude Formation
 Advantages/Disadvantages of Positive/Negative Attitude - Ways to Develop Positive Attitude
 Concept of motivation: Definition and Nature of Motivation/Motive – Internal and external motives – Theories of Motivation – Importance of self-motivation- Factors leading to de-motivation.

Self-esteem - Definition and Nature of self-esteem – Do's and Don'ts to develop positive self-esteem – Low self esteem - Personality having low self esteem - Positive and negative self esteem.

UNIT III (10 Hours)

Other Aspects of Personality Development

Body language - Problem-solving - Conflict Management and Negotiation skills - Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics – Good manners and etiquette – Emotional Ability/Intelligence – Dimensions of Emotional Intelligence – Building Emotional Intelligence.

UNIT IV (10 Hours)

Neetisatakam-Holistic Development of Personality

Verses- 19,20,21,22 (wisdom) – Verses- 29,31,32 (pride and heroism) – Verses- 26,28,63,65 (virtue)

Personality of Role Model – Shrimad Bhagwadgeeta

Chapter2-Verses 17 – Chapter 3-Verses 36,37,42 – Chapter 4-Verses 18, 38,39 – Chapter18 – Verses 37,38,63

UNIT V (10 Hours)

Yoga & Stress Management

Meaning and definition of Yoga - Historical Perspective of Yoga - Principles of Astanga Yoga by Patanjali – Meaning and Definition of Stress - Types of Stress - Eustress and Distress –Stress Management – Pranayama- Pranayama: Anulom and Vilom Pranayama - Nadishudhi Pranayama

Kapalabhati-Pranayama - Bhramari Pranayama - Nadanusandhana Pranayama – Meditation techniques: Om Meditation - Cyclic meditation : Instant Relaxation technique (QRT), Quick Relaxation Technique (QRT), Deep Relaxation Technique (DRT) (Theory & Practical).

Practical Components:

- Students should identify different types of personality to know their own personality. Students are to describe the characteristics of their personalities and submit the same for assessment.
- Students are to form in groups (a group consists of 4-6 students) to identify and write a brief note on famous personalities of India and World.
- Students are required to identify different types of attitudes and give any five examples of each.
- Students are expected to check their attitudes and develop ways to improve their attitudes at work place and home.
- Students are required to identify keys to self-motivation to achieve their goals.
- Students are expected to identify at least seven types of body language and conduct activities with the following:

S. No.	Pose	Possible Interpretations
1	Standing with your hands on your hips	Aggressive, disgusted
2	Standing upright	Confidence
3	Arms crossed on your chest	Defensive
4	Resting your hand on your cheek	Thinking
5	Touching or rubbing your nose	Doubt, lying
6	Resting your head in your hands	Boredom, tired
7	Tapping your fingers	Impatience
8	Biting your nails	Nervous, insecure
9	Playing with your hair	Insecure
10	Rubbing your eyes	Disbelief, doubt

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1. Bovee and Thill: *Business Communication Today*, McGraw-Hill, Second Edition
2. Guffey M. E.: *Business Communication Process & Product*, Thompson, South-Western
3. Level D.A: *Managerial Communications*, Business Publications, Plano, Texas
4. Pradhan and Pradhan: *Business Communication*, Himalayan Publishing House
5. Seely J, *Oxford Writing and Speaking*, Oxford
6. Raman and Singh: *Business Communication*, Oxford University Press, New Delhi
7. Courtland L Bovee, John V. Thill, & Mukesh Chaturvedi, *Business Communication Today. Ninth Edition*. New Delhi: Pearson.
8. Jerry C. Wofford, Edwin A. Gerloff and Robert C. Cummins, *Organizational Communication – The Keystone to Managerial Effectiveness*, New York: McGraw-Hill.
9. Lesikar & Flatley., *Basic Business Communication – Skills for Empowering the Internet Generation. 9th Edition*, McGraw-Hill.
10. Monippally, M M., *Business Communication Strategies*, Mc Graw-Hill.
11. K.K. Ramachandran Lakshmi, Kartik, M. Krishna Kumar, *Business Communication*, MacMillan India Ltd., 2007.
12. Shirley Taylor, *Communication for Business*, Pearson Education.
13. Courtland L Bovee, John V. Thill, & Mukesh Chaturvedi, *Business Communication Today. Ninth Edition*. New Delhi: Pearson.
14. Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, *Effective Business Communication*, The McGraw-Hill Company, New Delhi.

MARIS STELLA COLLEGE(AUTONOMOUS), VIJAYAWADA
(Affiliated to Krishna University)
I SEMESTER

MASTER OF BUSINESS ADMINISTRATION (MBA)
CHOICE BASED CREDIT SYSTEM
(CBCS) W.E.F 2022-23

22MBA 108: MS EXCEL & ACCOUNTING TALLY
(0L + 4P +0T)

Subject Code	22 MBA 105	IA Marks	30
No. of Lecture Hours/Week	00	End Exam Marks	70
Practical Hours/Week	04	Total Marks	100
Total Number of Hours per Semester (13 weeks/91 days)	52	Exam Hours	03

Course Objectives

- To familiarize students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications,
- To improve students hands on experience on MS Excel in different versions of Microsoft OS.
- To predict the relationship between different variables (Predictive Analytics and Predictive Modeling)

Course Outcomes

By the end of the course, students will be able to

CO1: Identify to use different versions of MS Excel, the advanced data options available

CO2: Develop to enter financial data in Tally, and how to interpret the financial results obtained from Tally

UNIT-I

Introduction: Understanding Excel's Files, Ribbon and Shortcut – Create a workbook – Enter data in a Worksheet – Format a Worksheet, Format Numbers in a Worksheet – Create an Excel Table – Filter Data by Using an AutoFilter, Sort Data by using an AutoFilter – Essential Worksheet Operations: Using Help (F1), Key Board Shortcuts – Working with Cells and Ranges: Formatting Cells, Name Manager – Visualizing Data Using Conditional Formatting: Apply Conditional Formatting – Printing Your Work: Print a Worksheet , Using Print Preview & Other Utilities.

UNIT-II

Lab based Evaluation-1: Working with Dates and Times & Text: Working with Dates & Time, Creating Formulas that Manipulate Text – Upper, Proper, Lower, Concatenate, Text to Column– Creating Formulas That Look Up Values: VLookup, HLookup, Match & Index

UNIT-III

Lab based Evaluation-2: Creating Formulas for Financial Applications: Introduction to Formulas

e.g. PV, PMT, NPER, RATE, Creating Balance Sheet, Investment Calculations, Depreciation Calculations – Creating Charts and Graphics: Chart Your Data, Creating

Sparkline Graphics, Using Insert Tab Utilities – Using Custom Number Formats: Right Click, Format Cells Window– Using Data Tab and Data Validation: Getting external Data, Remove Duplicates, Apply Data Validation & using Utilities from Data Tab – Analyzing Data with the Analysis Tool Pak: ANOVA, Correlation, Covariance, Descriptive Statistics, Histogram, Random Number Generation, Rank and Percentile, Regression, t-Test, Z Test.

UNIT-IV

Computers and Accounting: Fundamentals of Computerized Accounting – Computerized Accounting Vs Manual Accounting – Features of Tally – Procedure for Creating a New Company – Directory Name / Mailing Name / Address / Groups Creation – Editing and Deleting Groups – Display of Predefined Vouchers – Voucher Creations and Alteration of Vouchers while or after Entering Transaction – Types of Vouchers – Payment Voucher – Receipt Voucher –Sales Voucher– Purchase Vouchers.

UNIT-V

Accounting Tally: Ledger – Groups in Tally – Primary Groups, Sub-groups, Creation of Ledger - process of Creation of Ledger – Balance Sheet at the Gateway of Tally – Method of Showing Trading, Profit and Loss account and Balance Sheet Creation of Inventory Reports – Creation of Stock Categories – Stock Items – Stock Groups

REFERENCE TEXT BOOKS:

1. Tally – Accounting software S. Palanivel – Marghan Publications
2. Computer Applications in Business – Dr. Rajkumar

Learning Resources:

- Text Books Excel 2010 Bible [With CDROM]by John Walkenbach, John Wiley & Sons, 2010 Edition
- Reference Books Excel 2007 for Dummies by Greg HarveyNew Perspectives on Microsoft Office Excel 2007
- Supplementary Reading Material www.hr diap.gov.in/Downloads/04.MS%20Excel.pdf
www.stern.nyu.edu/~jsimonof/classes/1305/pdf/excelreg.pdf
www.goodwin.edu/computer_resources/pdfs/excel_2010_tutorial.pdf
www.microagecs.com/apps/training/courseware/excel.pdf
www.lfpl.org/jobshop/docs/Intermediate-Excel.pdf
- Websites <http://office.microsoft.com/en-us/>
<http://office.microsoft.com/en-us/excel-help/excel-help-and-how-to-FX102693827.aspx>
<http://office.microsoft.com/en-us/excel/>
<http://office.microsoft.com/en-us/excel-help/excel-functions-by-category-HP005204211.aspx>
<http://www.baycongroup.com/el0.html>
http://spreadsheets.about.com/od/tipsandfaqs/f/excel_use.html
<http://www.computerhope.com/shortcut/excel.html>

Reference Books:

1. Shmueli, Patel and Bruce, Data Mining for Business Intelligence, Concepts, Techniques and Applications, Wiley.
2. Powell and Baker, Management Science: The Art of Modeling with Spreadsheets, Wiley.
3. Ledolter, Data Mining and Business Analytics with R, Wiley.
4. Danielle Stein Fairhurst, Using Excel for Business Analysis: A Guide to Financial Modeling Fundamentals + website, Wiley, 2013.
5. Winston Wayne L., Microsoft Excel 2013: Data Analysis and Business Modeling,
6. Microsoft Press, USA.
7. C R Kothari, Research Methodology, VishwaPrakashan, 2002.
8. Donald R. Cooper & Pamela S Schindler, Business Research Methods, 9/e, TMH /2007