



ST.ANN'S COLLEGE FOR WOMEN

(Affiliated to Acharya Nagarjuna University,
Recognised under 2(f) UGC Act 1956, New Delhi)
GORANTLA, GUNTUR – 522034, A. P

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Criteria: I

Metric: 1.1.1



Criterion –I

1.1.1 Curriculum Planning and Implementation

CURRICULAR PLANS

2018-19 TO 2022-2023

ST. ANN'S COLLEGE FOR WOMEN

GORANTLA – GUNTUR – 522 035

Department of MBA

CURRICULAR PLAN


Name of the Faculty : Dr.P.L.Narasimha Rao		Academic Year : 2022-23
Department : MBA	Programme : MBA	Year / Semester : I Year / II Sem
Course : PG Subject : BUSINESS LAW	Course Code : BUS 2.1 (R22)	Hours Allotted : 33

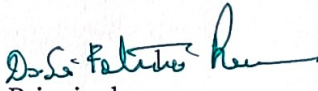
COURSE OUTCOMES:

On successful completion of the course the learner will be able to:

- Describe the basic concepts in India's Legal Systems
- Explain in detail, all the theoretical Basics of modern judicial system
- It helps the students to understand the risks present in judicial lawmaking
- It enables them to analyze and understand the the basics of company law & Banking Law

Unit	Hours Allotted	Month & Week	Topics to be Covered	Methodology Adopted	CIA Assessment	Remarks
UNIT I	07	March III week	The Critical Stages in the Evolution of India's Legal System	Lecturer Method	Slip test	
UNIT II	07	March IV week	Basics of modern judicial system, the development of constitutional law, criminal Law, and civil law,	Lecturer Method	Assignment	
UNIT III	07	April I&II week	The risks present in judicial lawmaking and highlights factors to limit judicial Discretion.	Lecturer Method	PPT	
UNIT IV	06	April III & IV week	The basics of company law, such as the formation and financing of business	Lecturer Method	Slip test	
UNIT V	06	May I & II	Basics of Indian Banking Law and Practice	Lecturer Method	About recent trends	


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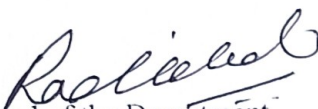
Department of MBA

CURRICULAR PLAN

Name of the Faculty : Dr. P.L.Narasimha Rao		Academic Year : 2022-23
Department : MBA	Programme : MBA	Year / Semester : I Year / II Sem
Course : PG Subject : FINANCIAL MANAGEMENT	Course Code : BUS 2.2 (R22)	Hours Allotted : 28
COURSE OUTCOMES: On successful completion of the course the learner will be able to: <ul style="list-style-type: none"> ➤ To provide basic knowledge of Organization of finance function ➤ To highlight the benefits as well as the limits of Capital budgeting techniques. ➤ Apply the concepts of Concept of leverage, Cost of Capital & capital structure theories ➤ Analyse the concept of Dividend Theories and Liquidity decisions. 		

Unit	Hours Allotted	Month & Week	Topics to be Covered	Methodology Adopted	CIA Assessment	Remarks
UNIT I	6	March III week	FINANCIAL MANAGEMENT: - Financial Management and the goals of the firm – Organization of finance function – Time Value of Money-Agency conflict	Lecturer Method	Slip test	
UNIT II	06	March IV week	INVESTMENT DECISIONS: Capital budgeting – Types of Capital budgeting process – Cash flows estimation and measurement – Investment criterion – Methods of appraisal: Traditional Techniques and Discounted Cash Flow Methods – NPV vs IRR - Capital rationing – Risk analysis in capital budgeting.	Lecturer Method	Assignment	
UNIT III	06	April I&II week	FINANCE DECISIONS: Leverage – Concept of leverage – Operating Leverage – Break-even analysis – Financial leverage – EBIT – EPS analysis – Combined leverage. CAPITAL STRUCTURE: Capital Structure Theories – Net Income approach – Net operating income approach – Traditional view – MM Hypothesis. COST OF CAPITAL: Cost of debt – cost of preference capital – Cost of equity capital – cost of external equity – Cost of retained earnings - Weighted average cost of capital. 2	Lecturer Method	PPT	
UNIT IV	5	April III & IV week	DIVIDEND DECISIONS: – Dividend Theories – Traditional position – Walter's Model – Gordon's Model – M-M Hypothesis.	Lecturer Method	Slip test	

UNIT V	5	May I & II	WORKING CAPITAL MANAGEMENT: Concepts of working capital – Determinants of working capital – Optimum level of current assets – Liquidity Vs. Profitability – Risk – Return tangle – Estimating working capital needs – Financing and control of working capital – Inventory Management – Cash Management.	Lecturer Method	About recent trends	
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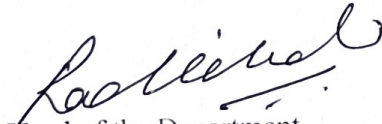
Name of the Faculty : Dr.G.Radhika		Academic Year : 2022-23
Department : MBA	Programme : MBA	Year / Semester : I Year / II Sem
Course : PG	Course Code : BUS 2.3 (R22)	Hours Allotted : 32
Subject : MARKETING MANAGEMENT		

Course Outcomes:

On successful completion of the course the learner will be able to:

- To understand Approaches to the Study of Marketing – Marketing Environment.
- To study the Marketing Information System and Research.
- To study the Integrated Marketing Communications

Unit	Hours Allotted	Month & Week	Topics to be Covered	Methodology Adopted	CIA Assessment	Remarks
UNIT I	6	Feb III & IV week	Importance of Marketing–Concepts– Approaches to the Study of Marketing – Marketing Environment.	Lecturer Method	Slip test	
UNIT II	07	March I & II week	Consumer Behaviour – Market Segmentation – Market Targeting and Positioning – Marketing Information System and Research.	Lecturer Method	Assignm ent	
UNIT III	07	March III & IV week	Marketing Mix: Product Planning – New Product Development – Product Life Cycle – Branding Packaging – Product Mix Management.	Lecturer Method	PPT	
UNIT IV	6	April I & II week	Pricing: Objectives – Methods and Strategies – Distribution – Channel Selection and Management Retail Management.	Lecturer Method	Slip test	
UNIT V	6	April III & IV week	Promotion: Integrated Marketing Communications: Personal Selling – Advertising – Sales Promotion, Publicity and Public Relations – Direct Marketing: Evaluation of Communication Effort.	Lecturer Method	About recent trends	


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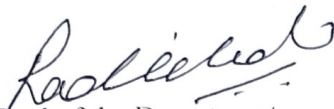
Department of MBA

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Name of the Faculty : Dr.G.Radhika		Academic Year : 2022-23
Department : MBA	Programme : MBA	Year / Semester : I Year / II Sem
Course : PG Subject : : PRODUCTION & OPERATIONS MANAGEMENT	Course Code : BUS 2.4 (R22)	Hours Allotted : 42
Course Outcomes: On successful completion of the course the learner will be able to: <ul style="list-style-type: none"> ➤ To understand Approaches to the Study of Marketing – Marketing Environment. ➤ To study the Marketing Information System and Research. ➤ To study the Integrated Marketing Communications 		

Unit	Hours Allotted	Month & Week	Topics to be Covered	Methodology Adopted	CIA Assessment	Remarks
UNIT I	08	Feb III & IV week	Production and Operations Management -An Overview : Operations as a Function - Production Systems - Facilities location - Layout Design - Product and Process Design - Materials Handling - Value Analysis - Operations Strategy – World Class Manufacturing.	Lecturer Method	Slip test	
UNIT II	09	March I & II week	Operations Planning and Control: Mass and Batch Production Planning - Projects Planning and Control - Capacity Planning – Optimal Production Strategies: Scheduling – Assignment and Sequencing of Operations - Work Design: Method Study and Work Measurement - Work Sampling.	Lecturer Method	Assignment	
UNIT III	09	March III & IV week	Maintenance Management: Need for Maintenance Management – Maintenance Alternatives - Equipment life cycle – Managing of Work Environment – Waste Management - Automation — Technology Management.	Lecturer Method	PPT	
UNIT IV	08	April I & II week	Materials Management: An Overview of Materials Management - Material Requirements Planning & Purchase Management - Stores Management - Inventory Planning and Control Systems - Just-in-Time Systems – Perpetual Inventory Control System.	Lecturer Method	Slip test	

UNIT V	08	April III & IV week	Quality Management :Acceptance Sampling - Statistical Quality Control - ISO-9000 Standards -- Economics of Quality Assurance -- Improvement of Operations: Quality Circles - Six Sigma and Kanban System - Total Quality Management.	Lecturer Method	About recent trends	
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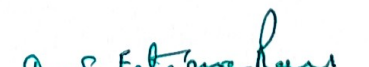
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Name of the Faculty : Dr.V.Vani		Academic Year : 2022-23
Department : MBA	Programme : MBA	Year / Semester : I Year / II Sem
Course : PG	Course Code : BUS 2.5 (R22)	Hours Allotted : 36
Subject : Human Resource Management Course Outcomes: On successful completion of the course the learner will be able to: <ul style="list-style-type: none"> i. To provide an overview of Requisites for successful HR Planning ii. To provide an outline to effective Management Development Programmes,. iii. To underline the Disciplinary procedure and Grievance procedure. iv. To know about Quality of Work Life 		

Unit	Hours Allotted	Month & Week	Topics to be Covered	Methodology Adopted	CIA Assessment	Remarks
UNIT I	6	Feb III & IV week	Human Resource Management: Nature and significance, functions of HRM, Qualities and Role of HR Manager, HRM Model, HRM in a changing Environment. Job Analysis – Objectives and methods of job analysis.	Lecturer Method	Slip test	
UNIT II	07	March I & II week	Human Resource Planning: Objectives, process, factors affecting HR Planning, Requisites for successful HR Planning. Recruitment – purpose, factors influencing, sources of recruitment. Selection – significance, process, placement, induction and socialization.	Lecturer Method	Assignment	
UNIT III	08	March III & IV week	Employee Training: Significance, Methods: Management Development Programmes, Performance appraisal – Objectives, methods, developing and administering an Appraisal programme, limitations to its effectiveness.	Lecturer Method	PPT	
UNIT IV	07	April I & II week	Job Evaluation – Significance, Methods and Problems: Career Planning and Development: Concept, need, process. Counseling – Significance and key elements- Disciplinary procedure and Grievance procedure.	Lecturer Method	Slip test	
UNIT V	06	April III & IV week	Quality of Work Life (QWL): Meaning, conditions, specific issues in QWL, strategies for improvement of QWL.	Lecturer Method	About recent trends	


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Name of the Faculty : Mrs. Vijaya Lakshmi		Academic Year : 2022-23
Department : MBA	Programme : MBA	Year / Semester : I Year / II Sem
Course : PG Subject: RESEARCH METHODOLOGY	Course Code : BUS 2.6 (R22)	Hours Allotted : 41

Course Outcomes:
On successful completion of the course the learner will be able to:

- To provide an understanding of Research Design & Questionnaire Design
- To provide the basics of the Sample Design and Sampling Techniques.
- To provide a critical understanding on SPSS Applications
- To provide a strong foundation on Advanced Techniques for Data Analysis

Unit	Hours Allotted	Month & Week	Topics to be Covered	Methodology Adopted	CIA Assessment	Remarks
UNIT I	08	Feb III & IV week	MEANING OF RESEARCH- Nature and Scope of Research Methodology – Problem Formulation, Research Objectives – Hypotheses, Characteristics of good hypotheses, Research Design – Types of Research Design	Lecturer Method	Slip test	
UNIT II	08	March I & II week	SOURCES AND COLLECTON OF DATA- Primary and Secondary Sources – Methods of Data Collection – Questionnaire Design	Lecturer Method	Assignment	
UNIT III	08	March III & IV week	ATTITUDE MEASUREMENT TECHNIQUES – Motivation Research Techniques – Administration of Surveys – Sample Design and Sampling Techniques.	Lecturer Method	PPT	
UNIT IV	08	April I & II week	AUTOMATED DATA ANALYSIS- SPSS Applications – Tabulation and Cross Tabulation of Data: Univariate, Bivariate Data Analysis and Tests of Hypothesis.	Lecturer Method	Slip test	
UNIT V	09	April III & IV week	MULTIVARIATE ANALYSIS- Advanced Techniques for Data Analysis: ANOVA, Discriminate Analysis, Factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering Techniques, Report Writing.	Lecturer Method	About recent trends	

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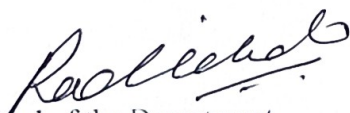
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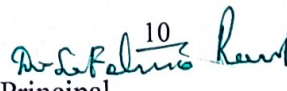
Department of MBA CURRICULAR PLAN

Name of the Faculty : Ms.P. Anitha		Academic Year : 2022-23
Department : MBA	Programme : MBA	Year / Semester : I Year / II Sem
Course : PG	Course Code : 2.7.3(R22)	Hours Allotted : 33
Subject: CYBER SECURITY Course Outcomes: On successful completion of the course the learner will be able to: <ul style="list-style-type: none"> i. To understand the basic terminologies related to cyber security and current cyber security threat landscape. ii. To develop understanding about the type and nature of cyber crimes iii. To understand the legal framework that exist in India for cyber crimes and penalties and punishments for such crimes, iv. To understand the aspects related to personal data privacy and security. v. To get insights into riskbased assessment, requirement of security controls and need for cyber security audit and compliance. 		

Unit	Hours Allotted	Month & Week	Topics to be Covered	Methodology Adopted	CIA Assessment	Remarks
UNIT I	07	Feb III & IV week	Overview of Cyber security Cyber security increasing threat landscape, Cyber security terminologies- Cyberspace, attack, attack vector, attack surface, threat, risk, vulnerability, exploit, exploitation, hacker., Non-state actors, Cyber terrorism, Protection of end user machine, Critical IT and National Critical Infrastructure, Cyberwarfare, Case Studies.	Lecturer Method	Slip test	
UNIT II	07	March I & II week	Cyber crimes Cyber crimes targeting Computer systems and Mobiles- data diddling attacks, spyware, logic bombs, DoS, DDoS, APTs, virus, Trojans, ransom ware, data breach., Online scams and frauds- email scams, Phishing, Vishing, Smishing, Online job fraud, Online extortion, Debit/ credit card fraud, Online payment fraud, Cyber bullying, website defacement, Cyber squatting, Pharming, Cyber espionage, Crypto jacking, Darknet- illegal trades, drug trafficking, human trafficking., Social Media Scams & Frauds- impersonation, identity theft, job scams, misinformation, fake news cyber crime against persons - cyber grooming, child pornography, cyber stalking., Social	Lecturer Method	Assignment	

			Engineering attacks, Cyber Police stations, Crime reporting procedure, Case studies.			
UNIT III	07	March III & IV week	Cyber Law Cyber crime and legal landscape around the world, IT Act, 2000 and its amendments. Limitations of IT Act, 2000. Cyber crime and punishments, Cyber Laws and Legal and ethical aspects related to new technologies- AI/ML, IoT, Blockchain, Darknet and Social media, Cyber Laws of other countries, Case Studies.	Lecturer Method	PPT	
UNIT IV	6	April I & II week	Data Privacy and Data Security Defining data, meta-data, big data, nonpersonal data. Data protection, Data privacy and data security, Personal Data Protection Bill and its compliance, Data protection principles, Big data security issues and challenges, Data protection regulations of other countries- General Data Protection Regulations (GDPR), 2016 Personal Information Protection and Electronic Documents Act (PIPEDA), Social media-data privacy and security issues.	Lecturer Method	Slip test	
UNIT V	6	April III & IV week	Cyber security Management - Compliance and Governance Cyber security Plan- cyber security policy, cyber crises management plan., Business continuity, Risk assessment, Types of security controls and their goals, Cyber security audit and compliance, National cyber security policy and strategy.	Lecturer Method	About recent trends	
Practical			Practical 1. Setting privacy settings on social media platforms. 2. Do's and Don'ts for posting content on Social media platforms. 3. Registering complaints on a Social media platform. Practical 2. Prepare password policy for computer and mobile device. 2. List out security controls for computer and implement technical security controls in the personal computer. 3. List out security controls for mobile phone and implement technical security controls in the personal mobile phone. 4. Log into computer system as an administrator and check the security policies in the system. Practical 3. Platforms for reporting cyber crimes. 2. Checklist for reporting cyber crimes online.	Lab		


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