MBA (DAY) PROGRAM

FACULTY OF MANAGEMENT
DEPARTMENT OF BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD -500007

University with potential for Excellence
(Accredited by NAAC A+ Grade)
Category Graded Autonomy by UGC

MBA (DAY) COURSE STRUCTURE AND SYLLABUS AS PER CBCS & AICTE GUIDELINES

REVISED RULES AND REGULATIONS OF M.B.A. PROGRAM - 2022-23

RULES AND REGULATIONS OF M.B.A. PROGRAM-2022

The Master of Business Administration (M.B.A.) is a Post-Graduate course offered as:

I. Two-year i.e., four semester Full Time Day program

1. **Eligibility Conditions**
M.B.A. (Day)

Candidate seeking admission into Full Time M.B.A. (Day) program must be:

1. Bachelor degree holder of Osmania University or a degree recognized by the university as equivalent thereto and /(or) as per the rules laid down by the University;

2. The candidate seeking admission must qualify in the Entrance Examination, conducted by the appropriate authority in the year of admission as per the norms prescribed by the University.

3. The admission of Non-resident Indians and candidates admitted in lieu of them will be as per the University Rules in force on the date of the admission.

4. Foreign candidates' admission is based on the Screening Process of the University currently in vogue.

2. **Instruction Schedule:**

Instruction will be provided as per the workload indicated in the structure, Rules and regulations of M.B.A. Program for all Theory, Practical and Project Work course requirements. The almanac will be as follows for all semesters.

Duration of Instruction : 14 Weeks
Preparation Holidays : 7-10 Days
Total No of Hours (Theory + Tutorial + Practicals)
Per Semester : **420 Hours**
Rules of Attendance

Students must attend 75% of the total classes conducted for all the courses put together in a semester. Relaxation of 10% of attendance might be given to a student on medical grounds on the basis of a valid medical certificate and payment of condonation fee prescribed by the university.

3. **Promotion Rules**

A student will be promoted subject to the following rules:

a. **I Semester to II Semester:**

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and should be registered for the University exam for the I semester.

b. **II Semester to III Semester**

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and should have passed at least 50% of Theory courses of I & II Semesters put together. (Viva Voce and Lab courses not considered for this purpose).

c. III Semester to IV Semester:

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and having registered for the University Examination.

4. Cancellation of Admission:

The admission of a candidate admitted to the MBA Course stands cancelled if:

He / She does not put in at least 40% of attendance in Semester-I.

<div align="center">Or</div>

He / She puts in at least 40% of attendance in Semester – I, but failed to register for 1st Semester Examinations

<div align="center">Or</div>

He /She fails to fulfill all the requirements for the award of the degree as specified, within 4 academic years from the time of admission in case of full time 2 year MBA program.

5. Project Work:

The students should undertake the Project internship during the summer vacation (For 6 weeks of duration) intervening between II & III Semesters of MBA Day Program. Project Report Work should be carried out in the Final Year of MBA Program i.e., III & IV Semesters for Day Program.

The students are required to do project work in any area of Management under the active guidance of Internal Faculty Member assigned to the student.

The Project work usually consists of selecting a Topic / Problem / Theme in any area of management, gather relevant data, analyze and interpret the same in a systematic and scientific manner.

The Project Work should be undertaken under the supervision of the Faculty Member assigned for the purpose. The Project Report should be submitted to the University 30 days (one month) before commencement of Final Semester Examinations.

6. Scheme of Evaluation:

Internal Assessment: 30 Internal Marks are divisible into 2 parts.

- ➢ 20 Marks that consist of 5 short questions each carrying 2 marks and 2 long questions each carrying 5 marks.

- ➢ 10 marks for Theory Assignments

Semester End Examination for 70 Marks divisible as Part 'A' and 'B'.
- ➢ Part A – 20 Marks (5 Questions each carrying 4 marks) without choice.
  - ➢ Part B – 50 Marks (5 Questions each carries 10 Marks) with internal choice.

7. Award of Grades For Seminars, Project Report and Viva Voce Examinations :

Seminars: Students are expected to give a presentation on a relevant topic of any subject of II semester. Seminars are evaluated by internal faculty of the college concerned. Seminars will be evaluated for 50 marks and the same will be converted into equivalent grades as per the University norms. The assessment will be done based on Content, Communication, Presentation, and Ability to answer related questions.

Project Assessment for 150 Marks

Marks distributed for Project Assessment shall be as follows:

Internal Assessment

Research Design Seminar (III Semester)	1 Credit	25 Marks
Progress Seminar (III Semester)	1 Credit	25 Marks

IV Semester end Assessment

Dissertation	1 Credit	25 Marks
Final Presentation	2 Credits	50 Marks
Viva Voce during Final Presentation	1 Credit	25 Marks

8. Instructional Work Load For Theory, Practical Courses and 'Mentoring & Project Work':

Each of the Theory Courses of the MBA Program shall have instructional workload of 4 periods of 60 Minutes duration per week in addition to mentoring and project work as specified in the course curriculum. The Instructional workload for each of the Practical and Lab Courses shall be 1 Period of 60 Minutes duration respectively per week. Tutorial for each subject shall be for one hour per week. All subjects must have one period of Tutorial each per week.

9. Tutorial: Individual and Group assignments, Case Studies, presentations, Quizzes, Book Reviews, Article Reviews, Management Games etc.

10. Evaluation System:

1. All courses of MBA Program will carry a Maximum of 100 Marks each.
2. Duration of the university examination for all the courses is three hours each.
3. All the courses will have 70% marks for university semester end examination and 30% marks for internal examination (CIE).
4. The Guidelines, Rules and Regulations framed by the University in this regard will be applicable to the MBA (Day) Program.

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11. Conduct of Examinations:

Examination will be conducted based on the existing rules of examination Branch that are applicable to other PG Courses

12. Award of Degree And Division:

Candidates will be awarded MBA Degree on successful completion of all Theory Courses, Practical Courses, Viva Voce and Project Report. The Division / Class will be awarded as per the University norms.

13. Readmission for Pursuing Additional Elective Courses:

A student can be given readmission for pursuing additional electives after completion of MBA program subject to payment of requisite fee prescribed by the college / Department. Such candidates have to satisfy all the rules including attendance rule in vogue on par with regular students.

a. The additional elective must be pursued in the same college in which the student studied and completed the MBA Program.
b. The admission must be done within four weeks of the commencement of the III Semester.

14. Total number of credits to be completed to be eligible for the award of MBA degree:

Total number of credits at the end of fourth semester (MBA-Day) = 24 + 26+26+26 = 102

15. Awarding Cumulative Grade Point Average (CGPA) and Semester Grade Point Average (SGPA):

15.1 Subject-wise Grading

Grades shall be awarded to indicate the performance of students in each of subjects studied. Based on the percentage of marks obtained in both Continuous Internal Evaluation and End Semester Evaluation, a corresponding letter grade shall be given as shown in Table 1.

15. 2. Semester Grading

The Semester Grade Point Average (SGPA) is calculated by dividing the sum of credit points (ΣCP) secured from all subjects/courses registered in a Semester, by the total number of credits registered during that Semester. SGPA is rounded to two decimal places and is computed as

SGPA = For each Semester, ΣCP/Total no. of credits

As a measure of the performance of a student, a 10-point absolute grading system using the following letter grades (as per UGC/AICTE guidelines) and corresponding percentage of marks shall be followed.

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Table 1

S. No	% of Marks in a Subject	Grade	Letter Grade	Grade Points
1	85 to 100	Outstanding	O	8.5-10
2	70 to 84	Excellent	A	7-8.49
2	60 to 69	Very Good	B	6-6.99
3	55 to 59	Good	C	5.5-5.99
4	50 to 54	Above Average	D	5-5.49
5	40 to 49	Average	E	4-4.99
6	<40	Fail (Repappear)	F	
9	Absent	Absent	Ab	0

A student who has obtained an 'F' grade in any subject shall be deemed to have 'failed' and is required to reappear as a 'supplementary student' in the End Semester Evaluation, as and when offered. In such cases, internal marks in those subjects shall remain the same as those obtained earlier.

To a student who has not appeared for an examination in any subject, 'Ab' grade shall be allocated in that subject, and he/she is deemed to have 'failed'. A student shall be required to reappear as a 'supplementary student' in the End Semester Examination, as and when a student earns grade point (GP) in each subject/course, on the basis of the letter grade secured in that subject/course. The corresponding 'credit points' (CP) are computed by multiplying the grade point with credits for that particular subject/course as shown below.

Credit points (CP) = grade point (GP) x credits

For a subject/course a student passes the subject/course only when $GP \geq 4$ ('D' grade or above)

15. 3 Cumulative Grade Point Average (CGPA)

The Cumulative Grade Point Average (CGPA) is a measure of the overall cumulative performance of a student in all semesters considered for registration. The CGPA is the ratio of the total credit points secured by a student in all registered courses in all semesters, and the total number of credits registered in all the semesters. CGPA is rounded off to two decimal places. CGPA is thus computed from the I year II semester onwards at the end of each semester.

Computation of SGPA and CGPA are done using the procedure listed above. For Final % of Marks equivalent to the computed final CGPA, as :

% of Marks = (final CGPA – 0.5) x 10.

As a measure of the performance of a student, a 10-point absolute grading system using the following letter grades (as per UGC/AICTE guidelines) and corresponding percentage of marks shall be followed.

16. General Clause:

It may be noted that beside the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in Post-Graduate courses in Osmania University will be applicable as amended from time to time by the University. The students shall abide by all such Rules and Regulations.

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MBA Year-I Semester –I

Course Code	Course Title	Nature	Credits	HPW (Th+Tu+P)	Max Marks (CIE+SEE)
MB101	Management & Organizational Behaviour	Core	4	4Th + 1 Tu	30+70
MB102	Accounting for Management	Core	4	4Th + 1 Tu	30+70
MB103	Marketing Management	Core	4	4Th + 1 Tu	30+70
MB104	Statistics for Management	Core	4	4Th + 1 Tu	30+70
MB105	Economics for Managers	Core	4	4Th + 1 Tu	30+70
MB106	IT Applications for Management	Core	4	3Th+2P	30+50 +20P
Total credits at the end of I Semester			**24**	**24**	**600**

- **HPW – Hours Per Week**
- **CIE – Continuous Internal Exam**
- **SEE – Semester End Exam**
- **Th- Theory**
- **Tu – Tutorial**
- **P - Practical**

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MBA Year-I   Semester –II

Course Code	Course Title	Nature	Credits	HPW (Th+Tu+P)	Max Marks (CIE+SEE)
MB201	Human Resources Management	Core	4	4Th + 1 Tu	30+70
MB202	Financial Management	Core	4	4Th + 1 Tu	30+70
MB203	Operations Research	Core	4	4Th + 1 Tu	30+70
MB204	Entrepreneurship and Development	Core	4	4Th + 1 Tu	30+70
MB205	Business Research Methods	Core	4	4Th + 1 Tu	30+70
MB206	Business Law and Ethics	Core	4	4Th + 1 Tu	30+70
MB207	Seminar Presentation *	Core	2		Grade
Semester Credits			**26**	**24**	**600**
Total Credits at the end of II Semester			**50**	**50**	**1200**

- **HPW – Hours Per Week**
- **CIE – Continuous Internal Exam**
- **SEE – Semester End Exam**
- **Th- Theory**
- **Tu – Tutorial**
- **P - Practical**

*Seminar should be evaluated for 50 marks and then converted to Grade.
* Seminars will be done by students on Semester I and II subjects.

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I - SEMESTER

PAPER CODE – MB101

Course: MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

Course Objectives:
1. This course is designed to introduce the concepts and theories of management
2. To analyze human perceptions and behavior at work place.
3. The course aims at offering insights into contemporary situations in organizational settings.

Learning Outcomes:
1. By the end of the course, the students would have a comprehensive understanding of management principles
2. The student is exposed to the organizational functions in various organizational settings
3. The Learner may gain insights into individual, inter-personal and group actions in organizations.

Unit-I: Management Philosophy and Approaches:

Management Principles, Process, Functions and Typology, 3D Model of Managerial Approach, Management thought-Classical, Human Relations, Systems and Contingency Approaches, Hawthorne's Experiments, Contributions of Henry Fayol, F. W. Taylor and Peter Drucker.

Unit-II: Organizational Design, Structure and Decision Making:

Basic and advanced Models of Organizational Designs, Main Approaches to Organization Structure - Decision making under Bounded Rationality, Certainty, Uncertainty, Risk, Conflict. Open and Closed Decision making models, QWL. Quality Circle. Emerging Organizational Architectures.

Unit-III: Organizational Behavior:

Personality Traits, Big 5 personality traits, MBTI, the Process of Perception and Attribution, Kelly's personal construct Theory, Cognitive Dissonance, Classical, Operant and Reinforcement Conditioning, Transactional Analysis, Johari Window, Attitudinal Genesis in Mentoring, Motivation - Content and Process Theories.

Unit -IV: Group Dynamics and Leadership:

Group Dynamics & Team Building, Kurt Lewin contribution, Conflict Resolution models,. Worklife balance. Trait and Behavioral Approaches to Leadership, Managerial Grid, Path - Goal Theory, Vroom's Decision Tree Approach to Leadership, Hersey and Blanchard Model.

Unit-V: Emerging aspects of OB:

Organization culture and Organization climate. Stress Management and Counseling, Management of change and Organization development. Communication Process. Organizational Citizenship Behaviour. Organizational Behaviour Modification. Behavioural Entropy in Learning Organization, Behavioural Metrics in Effective Organization.

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Suggested Readings:

1. Harold Koontz and Heinz Weihrich, Essentials of Management, TMH.
2. Prasad LM, Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
3. Stephen P. Robbins, "Organizational Behaviour", Prentice Hall.
4. Fred Luthans, "Organizational Behaviour", McGraw Hill InternationalEdition.
5. Udai Pareek, Understanding Organisational Behaviour, Oxford University Press
6. P.C. Tripathi, P.N. Reddy, Principles of Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
7. Robbins & Judge, Organisational Behaviour, Prentice Hall of India.
8. Lauriel J Mullins, Management and Organisational Behaviour, Pearson
9. Ashwathappa, Organisational Behaviour, HPH, Hyderabad
10. L M Prasad, Management Principles and Practices, S. Chand Publications, NewDelhi.

SEMESTER-I
PAPER CODE – MB102
Course: ACCOUNTING FOR MANAGEMENT

Course Objectives:
To gain knowledge of the process, principles and conventions of accounting
1. To develop the skill of preparation of final accounts
2. To understand the methods of analysis of financial statements
3. To gain knowledge of breakeven analysis and its use to management

Learning Outcomes:
At the end of semester, the student will be able to understand and present the following:
1. Learner may gain knowledge about Journal, Ledger, Trial Balance and Final Accounts
2. Analyze performance of companies using Ratio Analysis
3. Analyze Cash Flow position of companies and can make CVP Analysis.

Unit - I: Introduction to Financial Accounting
Meaning, Definition and Scope of Financial Accounting; Accounting concepts and conventions, their implications on accounting system –Double Entry Accounting System – Accounting Process – Types of Accounts – Primary and Secondary Record – Preparation of Journal, Ledger Posting Balancing and Preparation of Trial Balance (Including Numerical Problems) - Accounting Equation – Static and Dynamic view - Accounting standards – their rationale and growing importance in global accounting environment, International Financial Reporting Standards (IFRS).

Unit – II: Preparation of Final Statements
Distinction between capital and revenue expenditure; Depreciation concept and methods.
Preparation and presentation of financial statements – Trading, Profit and loss account,
Balance Sheet with adjustments for closing stock, outstanding expenses, accrued income, prepaid expenses, advance income, depreciation, loss/profit on sale, bad debts and provision for bad debts (Including Numerical Problems); provisions of the Indian Companies Act regarding preparation and presentation of financial statements; external auditor's report, the report of the Board of Directors, and voluntary disclosures

Unit – III: Financial Statement Analysis
Financial Statement analysis – Ratio analysis – Rationale and utility of ratio analysis – classification of ratios -calculation and interpretation of ratios-liquidity ratios, activity/turn over ratios, Profitability ratios, leverage and structural ratios (Including Numerical Problems)- Advantages and disadvantages; common size statement analysis.

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Unit – IV: Cash Flow Statement

Cash Flow Statement – Advantages and Utility of Cash flow statement – Preparation of Cash flow statement (Including Numerical problems) - Tax planning – Tax Avoidance – Tax evasion; Cost concepts – Classification of Costs- – preparation of cost sheet (no numericals)

Unit – V: CVP Analysis

CVP analysis – Break-even Point, concept of contribution and P/V Ratio, Margin of Safety (Including Numerical problems) - Managerial uses of Break-even concept – product mix, make or buy decision, capacity utilization, plant shut down decision, Standard Costing – Variance Analysis – Material Variances – Labour Variances (Simple Problems Related to Material and Labour Variances Only)

Suggested Readings:

1. Shukla & Grewal, Advanced Accounts, Vikas Publishers
2. Shashi K. Gupta & R.K Sharma, Management Accounting Principals
3. Ramchandran, Ramkumar Kakani, Financial Accounting for Management, Tata Mc Graw Hill Publishing, Pvt,Ltd.
4. Shah Paresh, Basic Financial Accounting for Business Managers, OxfordUniversity, Press

5. Bhattacharyya Asish K, Financial Accounting for Business Managers, PHI
6. Ambarish Gupta, Financial Accounting for Management - An Analytical Perspective, Pearson education
7. Earl K. Stice and James .D. Stice, Financial Accounting – Reporting and Analysis, South Western, Cengage Learning.
8. Jawaharlal and Seema Srivastava, "Financial Accounting: Principles and Practice,", S.Chand
9. S.P. Jain and K. L. Narang, "Cost Accounting, Principles and Methods", Kalyani Publishers, Ludhiana
10. Maheshwari, Basic Accounting, S. Chand Publication, New Delhi.

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SEMESTER-I
PAPER CODE – MB103
Course: MARKETING MANAGEMENT

Course Objectives:

To impart the basic tools of marketing and selling
1. To analyze factors affecting business environment and Buyer buying behavior.
2. To analyze markets and competitive structures
3. To assess the value of culture in marketing decisions and make students be aware of global changes.

Learning Outcomes:
1. Students can be equipped with marketing and selling skills of modern environment.
2. Buyer behavior and perceptions are key for a business success that can be thoroughlylearnt.
3. Channel Dynamics involved in marketing can be assessed and better control techniques for optimum utilization of resources be learned.

Unit – I: Origin of Marketing:

Origin of Marketing, Barter systems, Markets, Marketing Management, Tasks, Company orientations towards market place, Marketing Mix – expanded, Marketing Mix, Marketing Program and Marketing Strategy, Managing marketing effort, Designing Global marketing, Marketing Environment – Company's Micro and Macro Environment – Interface with other functional areas.

Unit – II: Market Segmentation:

Segmentation process, Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, International Markets, Market Targeting – Evaluation of Market Segments, Selecting Market Segments, VALS Segmentation System – Differentiation Strategies, Product Positioning, Positioning Strategies, Building customer Value, Demand Measurement and Sales Forecasting Methods, Estimating Current and Future Demand, Competitive Strategies.

Unit – III: Designing Marketing Program:

Decisions involved in Product, Branding, Packaging, Product Line and Product Mix Decisions, New Product Development, Product Life Cycle, Pricing, Strategies, Distribution Channels, Channel Management Decisions, Network Marketing, Promotion Mix – Advertising, Social Media and Advertising, Sales Promotion, Public Relations, Personal Selling, Online Marketing.

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Unit – IV: Consumer &Industrial Markets:

Classification of Products, Consumer Behavior, Seven Os Structure, Factors affecting Consumer Behavior, Model of Buyer Behavior, Adoption Process, AIDA Model, Industrial Markets – Characteristics, Industrial Buyer Behavior, Services Markets – Characteristics and Strategies, Emergence of Online Services. Use of I C T in Service Marketing.

Unit – V: Marketing Control & Consumerism:

Types of Marketing Organization Structures and Factors affecting Global marketing Organization, Changing practices of Marketing, Digital Marketing, optimization of Digital channels, Marketing Control, Annual Plan Control, Efficiency Control, Profitability Control and Strategic, Marketing Audit, Consumerism, Consumer rights and Consumer forums.

Suggested Readings:

1. Philip Kotler, "Marketing Management", Pearson Education Prentice Hall of India.
2. Philip Kotler, Kevin Lane Keller, "Marketing Management" PearsonEducation.
3. William J. Stanton, "Fundamentals of Marketing", McGraw Hill Publications.
4. Tapan K Panda, "Marketing Management", Excel Books.
5. Ramaswamy V.S. Namakumari S, "Marketing Management", The Global perspectiveIndian Context Macmillan India Ltd.
6. Rajan Saxena, "Marketing Management", Tata McGraw Hill.
7. Ashwatappa , Principles of Marketing" Himalaya Publishing House, New Delhi
8. Paul Baines, Chris fill, Kelly Page, "Marketing Management", OxfordUniversity Press.
9. Roger J. best, "Market-Based Management", PHI Learning Pvt. Ltd.
10. Kurtz & Boone, "Principles of Marketing", Cengage Publications.

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SEMESTER-I
PAPER CODE – MB104
Subject: STATISTICS FOR MANAGEMENT

Course Objectives:
1. To introduce descriptive statistics to students for gaining knowledge of Business analysis.
2. Understanding sampling and sampling distributions and hypothesis testing framework with small samples and large samples.
3. Introduce concepts related to Correlation, Regression and their relationship, applications of time series data.

Learning Outcomes:
1. Basic Statistics helps the learners in building descriptive analytics.
2. Hypothesis testing is useful in estimation of future market changes and useful in decision making.
3. Correlation, regression techniques are an integral part of planning and controlling business..

Unit – I: Introduction to Statistics
i.) Introduction to Statistics – Overview, origin and development and Managerial Applications of statistics, Measures of Central Tendency, Dispersion, Skewness and Kurtosis.
ii.) Introduction to probability – Concepts and Definitions of Probability – Classical, Relative, frequency, subjective and axiomatic. Addition and Multiplication theorems, Statistical independence, Marginal, Conditional and Joint Probabilities.
iii.) Bayes' theorem and its applications.

Unit – II: Probability Distribution
i.) Probability Distribution-Random Variable (RV), Expectation and Variance of a RV. Probability distribution, function, properties, Continuous and Discrete Probability distribution functions.
ii.) Discrete Probability distributions: Binomial Distribution, Properties and applications; Poisson distribution, properties and applications.
iii.) Continuous Probability Distributions – Normal Distribution, Standard Normal Distribution properties, applications and importance of Normal Distribution.

Unit – III: Sampling
i.) Sampling Theory- The basics of sampling-Sampling procedures-Random and Non-Random methods- Sample size determination-Sampling distribution, Standard Error, Central Limit Theorem.
ii.) Hypothesis Testing-Statistical Estimation, Point and Interval Estimation, Properties of a Good Estimator, confidential interval.
iii.) Large Sample tests-Test for one and two proportions, Test for one and two means, Test for two S.D's.

Unit - IV: Tests of Hypothesis

i.) Small Sample Tests- t- Distribution –properties and applications, testing for one and two means, paired t-test.

ii.) Analysis of Variance-One Way and Two ANOVA (with and without Interaction).

iii.) Chi-aquare distribution: Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes.

Unit - V: Correlation and Regression

i.) Correlation Analysis-Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation, concept of multiple and partial Correlation.

ii.) Regression Analysis-Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients.

iii.) Time Series Analysis-Components, Models of Time Series-Additive, Multiplicative and Mixed models; Trend analysis-Free hand curve, Semi averages, moving averages, Least Square methods.

Suggested Books:

1. Levin R.I., Rubin S. David, "Statistics for Management", Pearson.
2. Gupta S.C, "Fundametals of Statistics", HPH.
3. Keller, G, "Statistics for Management",   Cengage Learning.
4. Amir D. Aczel and Jayavel Sounder pandian, "Complete Business Statistics", TMH,
5. John C Lee, "Business and Financial Statistics Using MS-Excel", Cambridge.
6. J.K Sharma, "Business Statistics", Pearson.
7. Arora PN & others, "Complete Statistical methods", S. Chand.
8. Beri, GC, "Business Statistics", TMH.
9. Black Ken, "Business Statistics for Contemporary Decision Making", Wiley.
10. Levine, David M and other, "Statistics for managers using MS. Excel", PHI.

SEMESTER-I
PAPER CODE – MB105
Course: ECONOMICS FOR MANAGERS

Course Objectives:
1. To make students familiarize with Economic behavior of a person for market analysis.
2. To understand the environment of Business firms.
3. To know the demand conditions and contemporary economic policies.

Learning Outcomes:
1. Students can learn micro factors of Economic behavior of a consumer..
2. Students can assess opportunities and threats of business.
3. Students can better understand nature of the products and demand conditions that can be used in decision making..

Unit – I:
Introduction to managerial functions, nature and scope of managerial economics, relation with other subjects, fundamentals concepts of Managerial Economics, Decision Making Process, Decision making under certainty, uncertainty and Risk, Role and Functions of Managerial Economist, Use of Econometric Models.

Unit – II:
Theory of Utility & Demand utility, Marginal Utility, Law of Marginal Utility, Demand concepts, determinants of demand, Law of Demand, Elasticity of demand, Types of Elasticity, Measurement of Elasticity (Numerics), Demand Estimation for Firm & Industry, Demand Forecasting Methods.

Unit – III:
Production & Cost structure, production function, Determinants of Production, Theories of Production, Benham Theory, Law of Two Variable proportions, Law of Returns to Scale – Cost Concepts, Types of Costs, Short-term and Long-term Cost Curves, Learning Curve, Iso-cost Curve – Equilibrium – BEP Analysis (Numeric).

Unit – IV:
Markets & Market Behavior, Classification of Markets, Virtual Markets, Perfect Competition Market, Imperfect Competition Markets, Monopolistic Competition Market, Monopoly, Oligopoly, Strategies of Oligopolists, Agriculture Markets & Overview of Market Laws, Overview of Agriculture Market Committees (AMCs), Price Determination under different market structures.

Unit – V:

Macro Economics: National Income concepts and Measurement Income, Employment and Investment, Keynesian Theory & Employment and Investment, Inflation: Types of Inflation, Control Technique of Inflation. Fiscal policies – Budget – Current Budget.

Suggested Books:

1. Dominik Salvatore, "Managerial Economics", Oxford University Press.
2. H. Craig Petersen, W. Cris Lewis, Sudhir K. Jain, "Managerial Economics", Pearson Publication.
3. D.M. Mithani, "Managerial Economics", Himalayan Publishing House.
4. Joel Dean, "Managerial Economics", Tata Mcgraw Hill.
5. R.L. Varshney, K.L. Maheshwari, "Managerial Economics", Sultan Chand Publications.
6. P L Mehatha, "Managerial Economics", S. Chand Publishing.

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SEMESTER-I
PAPER CODE – MB106
Course: I.T APPLICATIONS FOR MANAGEMENT

Course Objectives:
1. To provide real-time insights into the fundamentals of computers as business tools
2. To study the role and Value addition of Information Technology in business
3. To enable students to develop proficiency in using certain components of the package includes MS Excel, MS Access

Learning Outcomes:
1. Students can work in IT field to make positive contribution to the organization.
2. Students can take professional responsibilities and make informed judgments in the organizations.
3. Students can get streamline work processes and improve business process in the organization.

Unit – I: Information Systems and Management:
Computers – Definition, Characteristics, Components of Computers, Hardware, Software; Application and System Software, Programming Languages and their Classification, Role of IT in Business, Opportunities and Challenges in IT, Importance of IT in Business

Unit – II: Emerging Trends in IT:
Categories of IS, Management Information System (MIS), Decision Support System (DSS) - Types and architecture of DSS, Data Warehouse and Data Mining, Artificial Intelligence, Intelligent Systems, Cloud Computing, Mobile Apps and Computing, Big Data, Robotics, Virtual Reality, Internet of Things (IoT), 5G,

Unit – III: Communications and Networks:
Definition, Introduction to Networks, Overview of Networks, Types of Networks, Network Topologies, Components of Networks, Computer Network Models, Applications of Communications**:** Definition, Internet - Overview of Internet, Architecture and Functioning of Internet, WWW, FTP, Telnet, Gopher, Browsers and Search Engines, Teleconference, Web Conferencing platforms.

Unit – IV: Functional Areas of Information Systems:
Management Levels and Functional Systems, Manufacturing, Production, Sales and Marketing Systems, Accounting, Finance and HR Systems, **Enterprise Systems and Applications:** Concepts of ERP, SCM, CRM, CPFR, Knowledge Management Systems, System Development Life Cycle (SDLC), Electronic Fund Transfer (EFT).

Unit – V: Security and Ethical challenges in IT:

Need for Security - Security Threats and Attacks, Malicious Software, Hacking, Security Services - Security Mechanisms - Cryptography, Digital signature, Firewall - Types of Firewalls - Identification & Authentication - Biometric Techniques - Security policies - Need for legislation, cyber laws, cyber security issues, salient features of IT Act.

Suggested Books:

1. Lucas, Henry C. Jr. ".Information Technology for Management", McGraw Hill Education.
2. Efraim Turban, Linda Volonino, Gregory R. Wood, "Information Technology for Management - Advancing Sustainable, Profitable Business Growth", Wiley
3. Anita Goel, "Computer Fundamentals", Pearson Publishing
4. B. Muthukumaran, "Information Technology for Management", Oxford
5. Westerman, George, et al.," Leading Digital: Turning Technology into Business Transformation", Harvard Business Publishing.
6. Williams, B. K., & Sawyer, S. C., "Using information technology: A practical Introduction to Computers & Communications", McGraw Hill Education.

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SEMESTER-I
PAPER CODE – MB 106
Course: COMPUTER PRATICAL

MICROSOFT EXCEL:

Unit – I: Microsoft Excel: Introduction to Excel, Introduction to data, Cell address, Cell reference; Excel Data Types; Introduction to formatting, number, text and date formatting; Concept of worksheet and workbook; Understanding formulas, Operators in Excel; Understanding Common Excel Functions such as sum, average, min, max, date, transpose, In, And, Or, Square Root, Power, Upper, Lower; Introduction to charts and different types of charts; Concept of print area, margins, header, footer and other page setup options.

Unit – II: Advance Excel: Creating Pivot tables, Macros - Relative & Absolute Macros.

MICROSOFT ACCESS:

Unit – I: Creating a database and tables by different methods - Data types - Inserting and Modification of Data - Sorting, Filtering and Displaying data; Creating and querying forms; Creating & Printing Reports and labels.

Unit – II: Macros – Functions of a DBMS, Transfer of data between Excel & Access; SQL Queries in Access.

Suggested Books
1. David Whigham,"Business Data Analysis Using Excel", Oxford University Press, Indian Edition.
2. Paul Cornell, "Accessing & Analyzing DATA with MS-EXCEL".
3. R & D,"IT Tools and Applications", Macmillan India Ltd.
4. Sanjay Saxena,"A First Course in Computers - Based on Windows Office XP", Second Edition - Vikas Publshing House.
5. P.Sudharsan & J.Jeyaalan, "Computers Systems & Applications", Jaico Student Edition - Jaico Publshing House.
6. D.P.Apte, "Statistical Tools for Managers- Using MS Excel", Excel Books

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II - SEMESTER

SEMESTER - II
PAPER CODE: MB201

Course: HUMAN RESOURCE MANAGEMENT

Course Objectives
1. The Objective of the course is to develop an understanding Human Resources
2. To learn various approaches andpractices of Human Resource Management.

3. To provide Skills and abilities to identify potential employees and evaluate competences.

Learning Outcomes:
1. Transform Human beings into Human Resources
2. Build Global Level HR Managers
3. Create Agile Workforce for attaining Innovation in business organizations.

Unit - I: HRM Evolution.
Functions of HRM. Typology, system & matrix of HR. HRM models. Aligning HR strategy with Corporate strategy, HRIS, e-HRM, HRMS, Strategic HR metrics & Interactive HR Dashboards.. Humane Values & Competency Framework for innovative HR. Measure of Human Assets Potential. Human Capability Management. Survival Capacity Building for Pandemics & Disruptive Technologies.

Unit - II: HR Planning & Design.
Traditional, Functional & Strategic Job analysis, Position analysis questionnaire, Work Connectivity Index, Threshold traits analysis. Job Design & Redesign. Job evaluation: Competency Modelling, Cognitive task analysis. Performance Appraisal, HR Planning: Strategic Designing of Hybrid, Blended, Virtual & Gig workforces. Recruitment: Virtual Vs Real. Selection Process: Psychometrics in Aptitude & Psychological testing.

Unit - III: HR Training & Development
Training needs analysis. Off-the-job training: Vestibule, Simulation, Case study, Design thinking, Behaviour Modelling, Business Games, Adventure and Action Learning. On-the-job training: Job instruction, Job rotation, Apprenticeship, Demonstration, Psychodrama & Role Play. HRD. HR Accounting: Lev and Schwartz, Flamholtz and Hermanson's Models. HR Audit: Philips RoI model. Career planning model. Employee Development & Transition. MDP.

Unit - IV: Effective HR Systems.

Code of Conduct, Discipline & Ethics, Group dynamics, Learning Organization, QWL, Standing Orders, Strategic Rewards & Compensation Management, Employer Branding, Employee Value Proposition. Grievance redressal, Stress Management, Psychological Contract: Employee Engagement, Involvement & Loyalty. Peak Performance modelling for Human Capability, Human Copability & Human Competency.

Unit - V: Emerging HR Trends.

Workforce Diversity, Inclusivity & Equity. HR analytics, Empowering skills by Emotional Intelligence, Work life conflicts & integration. International HRM, Global HRM, Sustainable HRM, Strategic HRM & Agile HRM. HR Score card. Intelligent tutoring systems. Organizational Change, Design, Effectiveness & Development. Professional & Psychological Counseling for Pandemics, Jobloss, Mergers & Acquisitions.

Suggested Books:

1. David Lepak, Mary Gower, Human Resource Management, Pearson.
2. Paul Banfield, Rebecca Kay, Human Resource Management, Oxford.
3. Decenzo, Human Resource Management, Wiley.
4. Wayne &Caseia, Ranjeet Nambudri, "Managing Human Resource, TMH.
5. Gomez Mejia et.al, Managing Human Resource, PHI.

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SEMESTER-II
PAPER CODE – MB 202
Course: FINANCIAL MANAGEMENT

Course Objectives:
1. To learn about the scope and goal of financial management.
2. To familiarize the student with the concepts of long term and short term investment decisions.
3. To understand the dividend decisions of firms.

Learning Outcomes:
1. To understand project appraisal methods to build healthy cash flows.
2. To understand the corporate practices inventory and dividend policies.
3. To learn about corporate events like mergers, acquisitions and alliances.

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

Unit – II: The Investment Decision:
Investment decision process- Project generation, project evaluation, project selection and project implementation. Developing Cash Flow; Data for New Projects; Using Evaluation Techniques –Traditional and DCF methods. The NPV vs. IRR Debate; Approaches for reconciliation. Capital budgeting decision under conditions of risk and uncertainty; Measurement of Risk – Risk adjusted Discount Rate, Certainty Equivalents and Beta Coefficient, Probability tree approach, Sensitivity analysis.

Unit – III: The Financing Decision:
Sources of finance – a brief survey of financial instruments; Capital Structure Theories, Concept and financial effects of leverage; The capital structure decision in practice: EBIT – EPS analysis. Cost of Capital: The concept – Average vs. Marginal Cost of Capital; Measurement of Cost of Capital – Component Costs and Weighted Average Cost of Capital

Unit – IV: Current Assets Management and Dividend Decision:
Concept of current assets, characteristics of working capital. Factors determining working capital. Estimating working capital requirements. Working capital policy. Management of current assets: Cash Management, Receivables Management and Inventory Management. Bank norms for working capital financing. The Dividend Decision: Major forms of dividends – Cash and Bonus shares. The theoretical backdrop – Dividends and valuation; Major theories centered on the works of Gordon, Walter, and Lintner. A brief discussion on dividend policies of Indian companies.

Unit – V: Corporate Restructuring and Corporate Governance:

Corporate Mergers, acquisitions and takeovers: Types of mergers, Economic rationale of Mergers, motives for mergers; financial evaluation of mergers; Approaches for valuation: DCF approach and Comparable Company approach (No practical exercises). Corporate Value based management systems. Approaches: Marakon approach and McKinsey approach; Principles of good corporate Governance.

Suggested Books:

1. Jonathan Berk, Peter DeMarzo, Ashok Thampy, "Financial Management", Pearson.
2. Brigham, E. F. and Ehrhardt. M. C., "Financial Management Theory and Practice", Thomson South-Western.
3. Ross Westerfield Jaffe, "Corporate Finance", TMH Publishers
4. Vishwanath S. R., "Corporate Finance: Theory and Practice", Sage Publications.
5. PrasannaChandra,"Financial Management Theory and Practice", Tata McGraw Hill,
6. I. M. Pandey, "Financial Management", Vikas Publishing House.
7. Sudershana Reddy, "Financial Management", HPH.
8. Rajiv Srivastava and Anil Misra, "Financial Management", Oxford Higher Education.

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SEMESTER-II
PAPER CODE – MB 203
Course: OPERATIONS RESEARCH

Course Objectives: The objective of the course is to give an overview of different Optimization Techniques useful for problem solving and decision making.

1. To introduce OR techniques like LPP for business planning.
2. To Study network Concepts and techniques like PERT and CPM.
3. To study quantitative competitive strategy models such as game theory, simulation and queuing theory for understanding markets.

Learning Outcomes:

1. Helps in formulating real life situations in organizations in Quantitative form.
2. Helps in formulating strategies for optimal use of various resources within the organizations..
3. Application of optimization tools for decision-making.

Unit – I: Introduction

i. Introduction to OR- Origin, Nature, definitions, Managerial applications and limitations of OR.
ii. Linear and Non- Linear, Integer, Goal [Multi-Objective] and Dynamic Programming Problems (Emphasis is on Conceptual frame work-no numerical problems.
iii. Linear Programming: Mathematical model, Formulation of LPP, assumptions underlying LPP, Solution by the Graph, Exceptional cases.

Unit – II: Allocation Model - I

i. LPP - Simplex Method- Solution to LPP problems Maximisation and Minimisation cases Optimality conditions. Degeneracy.
ii. Dual - Formulation, Relationship between Primal - Dual, Solution of dual, Economic interpretation of dual.
iii. Sensitivity analysis and its implications.

Unit – III: Allocation Model - II

i. Transportation Problem (TP) - Mathematical model, IBFS using northwest corner rule, Row and Column Minimum methods, Matrix minimum method(LCM) and Vogel's approximation method, Unbalanced TP, Degeneracy, Optimality Test and Managerial applications.
ii. Assignment Problem (AP): Mathematical model, Unbalanced AP, Restricted AP, method of obtaining solution- Hungarian method.
iii. Travelling salesman problem, Managerial applications of AP and TSP.

Unit – IV: Network Models

i. Network fundamentals- scheduling the activities -Fulkerson's Rule –CPM- earliest and latest times -determination of ES and EF in the Forward Pass - LS and LF in backward pass determination of Critical Path, Crashing, time cost trade off.
ii. PERT-Beta Distribution, probabilistic models, Calculation of CP, resource analysis and allocation.

Unit – V: Waiting Line / Competitive Strategy Models

i. Queuing Theory - Concepts of Queue/Waiting Line - General structure of a Queuing system- Operating characteristics of Queues, deterministic Queuing models - Probabilistic Queuing Model –Cost Analysis - Single Channel Queuing model - Poisson arrival and exponential service times with infinite population.

ii. Game Theory- concepts, saddle point, Dominance, Zero-sum game, two, three and more Persons games, analytical method of solving two person zero sum games, graphical solutions for (m x 2) and (2 x n) games.

iii. Simulation- Process of simulation, Applications of simulation to different management Problems.

Suggested Books:

1. N.D. Vohra, "Quantitative Techniques in Management",TMH.
2. J.K. Sharma, "Operations Research Theory and Applications,Macmillan.
3. Kasana, HS & Kumar, KD, "Introductory Operations Research theory and applications", Springer.
4. Chakravarty, P, "Quantitative Methods for Management and Economics", HPH.
5. Barry Render, Ralph M. Stair, Jr. and Michael E. Hanna, "Quantitative analysis for Management",Pearson.
6. Pannerselvam, R, "Operations Research", PHI.
7. Selvaraj, R, "Management Science Decision Modeling Approach", Excel.
8. Ravindren, A, Don T. Phillips and James J. Solberg, "Operations ResearchPrinciples and Practice", John Wiley and Sons.
9. Hillier, Frederick S. & Lieberman, "Introduction to Operations Research Concepts and Cases", TMH.
10. Prem Kumar Gupta & others, "Operations Research", S. Chand.

SEMESTER-II
PAPER CODE – MB 204
Course: ENTREPRENUERSHIP DEVELOPMENT

Course Objectives:
1. To make the students learn the importance of Entrepreneurship
2. To motivate the students towards Entrepreneurship
3. To make them learn about entrepreneurial environment
4. To impart training to write a business plan

Course Outcomes:
1. A student learns the cues and motives of Entrepreneurship
2. Students can learn more about types of Enterprises and growth
3. Knowledge of entrepreneurship prepares the entrepreneurial bent of mind
4. Problems and perspectives of the entrepreneurship can be understood

UNIT – I: ENTREPRENEUR AND ENTREPRENEURSHIP:

Understanding Concept of Entrepreneurship, Evolution of Entrepreneurship, Characteristics of Entrepreneur, Types of Entrepreneurs, Recent Trends in Entrepreneurship Development, Role of Entrepreneurship in Economic development in India; Rural Entrepreneurship, Need and Importance of Rural Entrepreneurship – Problems and Perspectives of Rural Entrepreneurship.

UNIT – II: FACTORS AFFECTING ENTREPRENEURIAL GROWTH:

Economic Environment – Economic, Non- Economic and Psychological factors – Growth of Entrepreneurship in India – Role of Government in promotion of Entrepreneurship; Entrepreneurial Motivation, Role of Higher learning Institutes in Entrepreneurial capacity building – Importance of workshops; Entrepreneurship Development Programs (EDPs) – Need, Objectives, course content and instruction – Evaluation of EDPs – Phase wise development of EDP Curriculum.

UNIT – III: IDEA GENERATION AND EVALUATION:

Idea Generation strategies, Entrepreneurial Opportunity Recognition and Evaluation; Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial Outlook, value proposition design, customer insight, ideas development. Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial feasibility analysis.

UNIT – IV: SOCIAL ENTREPRENEURSHIP:

Meaning, definition; Characteristics of Social Entrepreneurship - Differences between Business and Social entrepreneur, Entrepreneurship and Social Entrepreneurship, Mindset and motivations of Entrepreneur, Qualities and Skills of Social Entrepreneur, The Timmons Model of the Entrepreneurship Process, The PCDO (The People, Context, Deal, and opportunity) frame work, The Social Entrepreneurship Frame work; Sources of Social Entrepreneurship -Public Sector, Private Sector, Voluntary Sector.

UNIT – V: WRITING A BUSINESS PLAN:

Meaning and significance of a business plan, components of a business plan, Iterating the MVP, Digital Presence for Ventures, Guidelines for writing BP, pre- requisites from the perspective of investor. Business Models, Business Model Canvas.

Suggested Readings

1. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Hyd.
2. S. S Khanka, Entrepreneurial Development, S. Chand Publishing House, New Delhi.
3. Vasnth Desai, Small Scale Industry and Entrepreneurship, HimalayaPublishing House, Hyd.
4. A. Sahay and A. Nirjar, Entrepreneurship, Excel Books .
5. Poornima M Charinthmath, Entrepreneurial Development and Small Business Enterprises, Pearson Education Publisher.
6. David H Hott, Entrepreneurship and New Venture Creation, PHI New Delhi.
7. S. R Bowmick & M. Bhowmik, Entrepreneurship, New Age InternationalBooks.
8. Morse E.A Mitchel, Cases in Entrepreneurship, Sage Publishers.
9. Raj Aggarwal, Business Environment, Excel Books New Delhi.
10. Donald G Kurato and Richard M Hodgetts, Entrepreneurship, Thompson Publications.
11. Ramachandran , Entrepreneurship Development, Mc Graw Hill
12. Katz , Entrepreneurship Small Business, Mc Graw Hill
13. Byrd Megginson, Small Business Management An Entrepreneur's Guidebook 7th ed, McGrawHill
14. Fayolle A, Entrepreneurship and new value creation, Cambridge, Cambridge University Press
15. Hougaard S., The business idea. Berlin, Springer
16. Lowe R & S Mariott, Enterprise: Entrepreneurship & Innovation. Burlington, Butterworth Heinemann
17. Léo-Paul Dana ,World Encyclopedia of Entrepreneurship, , Edward Elgar

V. Sudha
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SEMESTER -II
Paper Code – MB 205
Course: BUSINESS RESEARCH METHODS

Course Objectives:
1. To involve students in activities related to Research
2. To train them on Data collection and data processing methods
3. To impart Report writing skills to build better business models.

Learning Outcomes:
1. To gain understanding of various kinds of research designs and methods.
2. To enable learners to be able to formulate the research problem and analytical approaches.
3. To acquire knowledge on qualitative and quantitative research for understanding changing market behavior.

Unit – I: INTRODUCTION TO RESEARCH

Business Research: Definition, Significance, Nature & Importance – Criteria of Business Research – Marketing Information System, paradigm shift in Research – Research Design Types of Research Designs – Descriptive, Exploratory, Diagnostic, and Causal Research – Types of research, Theoretical and Empirical Research – Cross-sectional and Time-series Research –– Research Objectives – Research Hypotheses – Characteristics - Research from an Evolutionary Perspective – the Role of Literature Review in Research

Unit – II: RESEARCH PROCESS & DATA COLLECTION

Research Process – Data Sources- Primary Data – Secondary Data - Data Collection Methods – Types of Data Collection - Questionnaire Design – Questionnaire Layout – Question Content - Wording – Target Population Identification – Sampling Process – Sampling Design – Sampling techniques – Sampling Procedure – Sampling Types – Pilot Study – Pre-Test.

Unit – III: SCALING AND MEASUREMENT

Measurement and Scaling Techniques – Different types of Scales – Nominal, Ordinal, Interval and Ratio Scales – Purpose and Benefits of Scaling – Construction of Instrument Attitudinal Scales – Number of Dimensions in Scaling - Construction and Application - Data Analysis - Editing – Tabulation – Cross Tabulation – Data Content Validity, Construct Validity and Reliability

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Unit – IV: DATA ANALYSIS AND STATISTICAL TECHNIQUES

Test of Hypothesis – Type-I, Type - II Errors - Small Samples and Large Samples – Parametric and Non-Parametric Tests – Chi Square Test – Mc Nemar Test – ANOVA – One Way and Two Way Analysis - Bivariate and Multivariate Statistical Techniques – Factor Analysis – Discriminant Analysis – Cluster Analysis – Correlation and Multiple Regression Analysis – Multidimensional Scaling.

Unit – V: REPORT DESIGN, WRITING, AND ETHICS IN BUSINESS RESEARCH

Report Preparation - Different Types of Reports – Contents of Report – Need for Executive Summary – Chapterization – Contents of Chapter – Report Writing – The Role of Audience – Readability – Comprehension – Tone – Final Proof – Report Format – Title of the Report – Ethics in Research – Ethical Behavior of Research – Plagiarism – Essentials of Referencing - Subjectivity and Objectivity in Research.

Suggested Books:

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research Methods, Tata Mc Graw Hill, New Delhi.
2. Alan Bryman and Emma Bell, Business Research Methods, Oxford University Press, New Delhi.
3. Uma Sekaran and Roger Bougie, Research Methods for Business, Wiley India, New Delhi.
4. William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari ,Mitch Griffin, Business Research methods, A South Asian Perspective, Cengage Learning, New Delhi.
5. Bordens, K. S. and Abbott, B. B., Research Design and Methods - A Process Approach, New York, McGraw-Hill.
6. Green & Tull, Research for Marketing Decisions, Tata Mc Graw Hill, New Delhi.
7. Creswell, J. W., Qualitative Inquiry & Research Design: Choosing Among Five Approaches, California, Sage Publications, Inc.
8. Charmaz, K., Constructing Grounded Theory: A Practical Guide through Qualitative Analysis, London, SAGE Publications Ltd.
9. G. C. Beri, Marketing Research, Pearson Education, New Delhi.
10. Kothari, Research Methodology, S. Chand Publication, New Delhi.

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SEMESTER-II
Paper Code – MB 206
Course: BUSINESS LAW AND ETHICS

Course Objectives:
1. This course is designed to introduce the legal aspects of business from the national and transnational perspective.
2. This Course also provides knowledge of trade agreements and trade partnerships.
3. The course also intends to offer insights into the ethical considerations in Business entities and their responsibility towards society.

Learning Outcomes:
1. The students would have a comprehensive understanding of business law.
2. The legal and ethical considerations in business organizations are imparted for business integrity.
3. The learners may gain knowledge of provincial and international business law in changing scenario.

Unit - I: Law of Contracts:
Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid Contract – Offer - Acceptance - Consideration - Capacity to Contract - Free consent- Legality of Object - Performance of Contract – Remedies for breach of Contract.

Unit - II: Law relating to Special Contracts:
Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act – Distinction between Sale and agreement to sell - Conditions and Warranties. Negotiable Instruments Act - Definitions, Essential elements and distinctions between Promissory Note, Bill of Exchange, and Cheques - Types of crossing.

Unit - III: Companies Act, 2013:
Definition of company – Characteristics - Classification of Companies- Formation of Company -Memorandum and Articles of Association – Prospectus - Share holders and their meetings - Board meetings -Law relating to meetings and proceedings- Management of a Company - Qualifications, Appointment, Powers and legal position of Directors - Board - M.D and Chairman - Their powers.

Unit - IV: Consumer Protection and other Essential Laws:
Introduction to consumer protection law in India - Consumer councils - Redressal machinery -Rights of consumers - Consumer awareness. Law of Industrial and Intellectual Property; Cyber Law; Competition Law; Land and Real Estate laws; Law of Insurance.

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Unit - V: International Business Law and Business Ethics:

Law of Export - Import Regulation; International and Comparative Commercial Arbitration. Ethical and Value based Considerations in Business, Need and justification of ethics,efficiency and integrity in business operations –Corporate Social Responsibility.

Suggested Readings:

1. M.C. Kuchchal, Vivek Kuchchal, "Mercantile Law", Vikas Publishing House Pvt. Ltd.
2. AkhileshwarPathak, "Legal Aspects of Business", TataMcGraw Hill.
3. K.R. Bulchandani, "Business Law for Management", HPH.
4. C. Rama Gopal, "Export Import Procedures – Documentation and Logistics", New Age International (P) Limited.
5. Sony Pellissery, Benjamin Davy, Harvey M. Jacobs, "Land Policies in India: Promises, Practices and Challenges", Springer Nature.
6. S.R. Myneni, "International Trade Law: International Business Law", Allahabad Law Agency
7. Margaret L. Moses, "The Principles and Practice of International Commercial Arbitration", Cambridge University Press.
8. N.D. Kapoor, "Elements of Mercantile Law", Sultan Chand & Co.
9. PPS Gogna, "A Text Book of Company Law", S. Chand
10. Marianne Moody Jennings, "The Legal, Ethical and Global Environment of Business", South western Cengage learning, New Delhi.

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