



JAWAHARLALNEHRUTECHNOLOGICALUNIVERSITYANANTAPUR
 (Established by Govt.ofA.P.,ACTNo.30of2008)
 ANANTHAPURAMU-515 002 (A.P)INDIA
MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY AND SYSTEMS MANAGEMENT)

SEMESTER-I

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

SEMESTER-II

S.No.	Course codes	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	21E00201	Financial Management	CC	4	0	0	4
2.	21E00202	Marketing Management	CC	4	0	0	4
3.	21E00203	Human Resource Management	CC	4	0	0	4
4.	21E00204	Business Research Methods	CC	4	0	0	4
5.	21E00206	Operations Management	CC	4	0	0	4
6.	24E09201	E-Business for Managers	CC	4	0	0	4
7.	21E00207a 24E09202 21E00207c	General Elective – I Advanced Communication Introduction to R-Programming Industry 4.0 & Innovation	GE	2	0	0	2
8.	21E00208	Data Analytics Lab	LC	0	1	2	2
		TOTAL		26	1	2	28



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Course Code	MANAGEMENT & ORGANIZATIONAL BEHAVIOUR	L	T	P	C
21E00101			4	0	0
Semester		I			
Course Objectives:					
<ul style="list-style-type: none"> • To impart basic conceptual knowledge on Management theories and Practices • To achieve higher productivity and accomplishing the goals of the organization. • To grasp the fundamentals of individual behavior motivational theories. • To explore leadership theories, traits, and the impact of leadership on organizational culture. • To learn about the organizing process, departmentation, and how to make organizing effective. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Understand concepts ,theories and practices • Apply theoretical knowledge in managing the organization and know the behavior of individual, group and organizational levels at workplace under different leadership styles. • Analyze individual behavior through perception, learning, and personality theories. • Compare leadership styles and their effects on organizational culture and performance. • Integrate knowledge of organizational culture, conflict management, and change management into practical organizational improvement plans. 					
UNIT-I					
Role of Management–Concept–Significance–Functions–Principles of Management–Patterns of Management: Scientific–Behavioural –Systems–Contingency.					
UNIT-II					
Decision Making & Controlling – Process – Techniques. Planning – Process – Problems — Making It Effective Controlling-System of Controlling–Controlling Techniques–Making Controlling Effective.					
UNIT-III					
Individual Behaviour & Motivation – Understanding Individual Behaviour – Perception – Learning – Personality Types – Johari window – Transactional Analysis- Motivation – Concept of Motivation- Motivational Theories of Maslow, Herzberg, David McClelland, and Porter and Lawler					
UNIT-IV					
Group Behavior & Leadership: Benefits of Groups – Types of Groups–Group Formation and Development. Leadership and Organizational Culture and Climate: Leadership – Traits Theory– Managerial Grid–Transactional Vs Transformational Leadership – Qualities of good leader-Women Leadership in India.					
UNIT-V					
Organizational Behaviour – Organizing Process – Departmentation Types –Making Organizing Effective – Organizational culture – Types of culture – Organizational Culture Vs Organizational climate-Conflict management – Change Management.					
Textbooks:					
<ol style="list-style-type: none"> 1. Principles of Management, Koontz, Weihrich, and Aryasri, 2015, Tata McGraw-Hill. 2. Organizational Behaviour: Design, Structure and Culture, Gupta, 2010, Wiley. 					
Reference Books:					
<ol style="list-style-type: none"> 1. Management and Organisational Behaviour, Subbarao P., Himalaya Publishing House, 2018. 2. Organisational Behaviour, Stephen P. Robbins, 17th Edition, Pearson Education, 2017. 3. Behaviour in Organizations, Hiriyappa B., New Age Publications, 2018 					
Online Learning Resources:					



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https://onlinecourses.nptel.ac.in/noc20_mg51/previewhttps://onlinecourses.swayam2.ac.in/cec20_mg03/preview
https://onlinecourses.nptel.ac.in/noc20_mg58/preview
https://onlinecourses.nptel.ac.in/noc21_mg30/preview



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**MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY
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Course Code	BUSINESS ENVIRONMENT & LAW	L	T	P	C
21E00102			4	0	0
Semester		I			
Course Objectives:					
<ul style="list-style-type: none"> • To Introduce business environment and various business environment factors and laws relating to business that have major repercussion on business enlighten. • To explain and update the changes that occur constantly in the sphere of business environment And laws. • To learn about different kinds of companies, their formulation, incorporation, and related company documents. • To comprehend the scope and application of the Information Technology Act, 2000, including digital signatures, e-governance, and cyber regulations. • To study the Right to Information Act, 2005, and the GST Act, 2017, and their implications for businesses. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Acquire the knowledge on business policies and environment factors to carry out a business. • Understand the various laws relating to business activities • Conduct and plan business effectively and efficiently in the light to fin formation on various business policies and laws. • Identify different types of companies and outline the process of their incorporation and documentation. • Explain the provisions and significance of the Right to Information Act, 2005, and the GST Act, 2017, in the business context. 					
UNIT-I					
Introduction to Business Environment: Meaning, Components of Business Environment. Industrial Policy of 1991, Liberalization, Privatization and Globalization.					
UNIT-II					
Monetary, Fiscal and Trade Policy: Monetary & Fiscal Policy – EXIM Policy, Role of EXIM Bank. Balance of Payments: WTO : Role and functions of WTO in promoting world trade –TRIPS, TRIMS and GATS, -Dumping and Anti-dumping measures.					
UNIT-III					
Law-Definition-Need, classification and sources of Business Law, Law of Contract -1872 (Part-I): Nature of Contract and essential elements of a valid Contract, Offer and Acceptance. Law of Contract –1872 (part-II): Consideration, Capacity to Contract and free consent, Legality of the object.					
UNIT-IV					
Companies Act, 1956 (Part-I): Kinds of Companies, Formulation of Companies, Incorporation, Company Documents. Company Act, 1956 (Part-II): Company Management, Directors, Company meetings, Resolutions, Auditors, Modes of Winding-up of a company.					
UNIT-V					
Information Technology Act, 2000: Scope and Application of IT Act, 2000 -Digital signature-governance, penalties and adjudication, cyber regulations appellate, tribunals, duties of subscribers-Right to Information Act, 2005– GST Act 2017.					
Textbooks:					
<ol style="list-style-type: none"> 1. Essentials of Business Environment, K. Aswathappa, Himalaya Publishing House, 2017. 2. Economic Environment of Business, 7th Edition, Ahuja H.L., S. Chand, 2017. 					
Reference Books:					

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|---|
| <ol style="list-style-type: none">1. Indian Economy, Dutt and Sundaram, S. Chand, 2019.2. Legal Aspects of Business, Ravinder Kumar, Cengage Learning, 2018. |
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Online Learning Resources:

<p>https://onlinecourses.swayam2.ac.in/imb22_mg02/previewhttps://onlinecourses.nptel.ac.in/noc20_1w02/preview</p> <p>https://onlinecourses.swayam2.ac.in/cec21_mg02/preview</p>
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**MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY
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Course Code	MANAGERIAL ECONOMICS	L	T	P	C
21E00103			4	0	0
Semester		I			
Course Objectives:					
<ul style="list-style-type: none"> • To impart decision making skills at all levels of management • To infuse managerial theories, behavioural theories and optimization methods for effective and efficient functioning of firms. • To explain concept of demand, techniques to forecast demand and production analysis considering time factor. • To introduce market structures and price strategies applicable under different business scenarios for various products. • To understand the effects of inflation, along with anti-inflationary methods and impact of business cycles. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Understand the relationship of Managerial economics with other functional areas. • Learn the techniques and methods to predict the demand scientifically. • Ascertain production levels and analyse the relationship of Cost-Volume-Profit. • Take informed decisions on price fixation under different market structures of the economy under different scenarios. • Identify and explain different types and effects of inflation, and evaluate anti-inflationary methods. 					
UNIT-I					
Introduction to Managerial Economics: Definition, Nature and Scope, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research- The role of managerial economist. Objectives of the firm: Managerial theories of firm, Behavioural theories Of firm, optimization techniques, New management tools of optimization.					
UNIT-II					
Theory of Demand: Demand Analysis – Law of Demand – Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for Demand forecasting, forecasting techniques.					
UNIT-III					
Production Analysis: Production function, Isoquants and Isocosts, Production function with one /two variables, Cobb-Douglas Production Function, Returns to Scale and Returns to Factors, Economies of Scale – Cost concepts -cost-output relationship in the short run and long run, Average cost curves-Break Even Analysis.					
UNIT-IV					
Market Structure and Pricing practices: Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly. Pricing philosophy – Pricing methods in practice: Price discrimination, product line pricing. Pricing strategies: skimming pricing, penetration pricing, Loss Leader pricing. Pricing of multiple products.					
UNIT-V					
Inflation and Business Cycles - Definition and meaning - characteristics of Inflation- types of inflation –effects of inflation- Anti-Inflationary methods- Definition and characteristics of business cycles- phases of business cycle –steps to avoid business cycle					
Textbooks:					
<ol style="list-style-type: none"> 1. Managerial Economics, Dwivedi D.N., Vikas Publishers, 2018. 2. Managerial Economics, Gupta, Tata McGraw-Hill, 2017. 					
Reference Books:					

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1. Managerial Economics, Pearson Education, James L. Pappas and Eugene F. Brigham, 2018.
2. Managerial Economics, Dr. H.L. Ahuja, S. Chand, 2019.

Online Learning Resources:

https://onlinecourses.nptel.ac.in/noc21_mg90/previewhttps://onlinecourses.nptel.ac.in/noc20_mg67/preview



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**MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY
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Course Code	FINANCIAL ACCOUNTING FOR MANAGERS	L	T	P	C
21E00104			4	0	0
Semester		I			
Course Objectives:					
<ul style="list-style-type: none"> • To introduce accounting, accounting rules, accounting process and preparation of financial statements. • To explain methods of valuation of assets, • To explore the meaning and interpretation of financial statements through ratio analysis technique. • To introduce the concept of depreciation and explore various methods. • To analyze and compare cash flow and fund flow statements, focusing on their objectives and preparation processes. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Prepare the financial statements with accounting knowledge • Value the assets of the business organizations under different methods • Analyze the financial performance and position of the business organization and interpret the results from the point of company and investor. • Analyze financial statements using liquidity, leverage, solvency, and profitability ratios. • Compare and analyze cash flow and fund flow statements to assess financial health and decision-making. 					
UNIT-I					
Introduction to Accounting: Definition, Importance, Objectives and principles of accounting, uses of accounting and bookkeeping Vs Accounting, Single entry and Double entry systems, classification of Accounts –rules of debit & credit. (Only theory)					
UNIT-II					
The Accounting Process: Overview, Books of Original Record; Journal and Subsidiary books, ledger, Trial Balance, Final accounts: Trading accounts – Profit & loss accounts –Balance sheets with adjustments. (Problems on Only Final Accounts)					
UNIT-III					
Valuation of Assets: Introduction to Depreciation –Methods (Simple problems from Straight line method, Diminishing balance method and Annuity method). Inventory Valuation: Methods of Inventory valuation (Simple problems from LIFO, FIFO).					
UNIT-IV					
Financial Analysis-I Analysis and interpretation of financial statements from investor and company Point of view, Liquidity, leverage, solvency and profitability ratios – DuPont Chart (A case study on Ratio Analysis).					
UNIT-V					
Financial Analysis-II: Objectives of fund flow statement – Steps in preparation of fund flow statement, Objectives of Cash flow statement- Steps in Preparation of Cash flow statement – Analysis of Cash flow and Funds flow statements – Funds flow statement Vs Cash flow statement.(Only theory).					
Textbooks:					



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1. Financial Accounting, Dr. S.N. Maheshwari and Dr. S.K. Maheshwari, Vikas Publishing House Pvt. Ltd., 2019.
2. Accountancy, M.P. Gupta & Agarwal, S. Chand, 2017.

Reference Books:

1. Financial Accounting for Business Managers, Asish K. Bhattacharyya, PHI, 2017.
2. Accounting and Financial Management, Thukaram Rao, New Age International, 2018.

Online Learning Resources:

https://onlinecourses.swyam2.ac.in/cec20_mg02/preview
https://onlinecourses.swyam2.ac.in/imb19_mg06/preview
https://onlinecourses.nptel.ac.in/noc19_mg37/preview
<http://www.coursera.org/learn/wharton-accounting>



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Course Code	STATISTICS FOR MANAGERS	L	T	P	C
21E00105			4	0	0
	Semester	I			
Course Objectives:					
<ul style="list-style-type: none"> • To explain descriptive statistics and inferential statistics • To introduce various measurements used to describe the data and inter the results of the data analysis. • To describe the concept of probability, theorems, and types of probability distributions of data. • To impart the computational, analytical and interpretation skills using the data. • To appreciate the importance of non-parametric methods and differentiate them from parametric methods. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Understand statistical techniques popularly used to describe the data in managerial decision making. • Know the procedure involved in inferential statistics and appropriate tests for given data. • Learn the computational skill, interpretation of results of the data analysis. • Analyse and differentiate various types of data distribution and its probability distribution. • Apply Chi-square tests for goodness of fit and independence of attributes, and conduct sign tests for one sample and paired data. 					
UNIT-I					
Introduction of statistics – Nature & Significance of Statistics to Business, Measures of Central Tendency: Mean–Median–Mode; Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation.					
UNIT-II					
Correlation & Regression: Introduction, Significance and types of correlation – Measures of correlation – Co- efficient of correlation. Regression analysis –Meaning and utility of regression Analysis – Comparison between correlation and regression–Properties of regression coefficients–Rank Correlation.					
UNIT-III					
Probability – Meaning and definition of probability –Significance of probability in business application –Theory of probability: Addition and multiplication – Binominal distribution–Poisson distribution – Normal distribution.					
UNIT-IV					
Testing of Hypothesis – Hypothesis testing :One sample and Two sample tests for means and Proportions of large samples (z-test),One sample and Two sample tests for means of small samples (t-test), ANOVA Test :One-way and two way ANOVA.					
UNIT-V					
Non-Parametric Methods: Importance of Non-Parametric method – difference between parametric and non-parametric methods; Chi-square test: Test of Goodness of fit –test for Independence of Attributes; Sign test: One sample and paired samples data.					
Textbooks:					
<ol style="list-style-type: none"> 1. Statistical Methods, Gupta S.P., S. Chand, 2017. 2. Business Statistics, J.K. Sharma, Vikas House, 2018. 					
Reference Books:					
<ol style="list-style-type: none"> 1. Statistics for Management, Richard I Levin, David S. Rubin, Pearson, 2018. 2. Complete Business Statistics, Amir D. Aezel, Jayavel, TMH, 2018. 					



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Online Learning Resources:

https://onlinecourses.swayam2.ac.in/cec20_mg13/preview
https://onlinecourses.nptel.ac.in/noc20_mg23/preview
<https://iimbx.iimb.ac.in/statistics-for-business-i/>



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Course Code	MANAGEMENT INFORMATION SYSTEMS	L	T	P	C
21E00106			4	0	0
Semester		I			
Course Objectives:					
<ul style="list-style-type: none"> • To provide the basic concepts of data and Management Information System and utility of the MIS for the managerial decisions. • To Explain Management of Information system, MIS design and implementation process in an organization. • To discuss security, ethical and social issues in management of Information system. • To comprehend project planning, the System Development Life Cycle (SDLC), and various system development models. • To understand information system security threats and the technologies used to protect information systems. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Know Management of Information system scope, application and challenges in managing MIS. • Understand traditional and modern approaches for data resource management and models. • Evaluate product based and process – based cost and benefit to implement and maintain MIS in an organization. • Analyze project management, system analysis, system design, and implementation processes in the context of MIS. • Identify information system security threats and the technologies used to mitigate them. 					
UNIT-I					
MIS An overview -Introduction, Need for MIS and IT nature and scope of MIS, MIS characteristics, Structure of MIS, role of MIS in global business. Challenges of Managing MIS.					
UNIT-II					
Data resource management – Data base concepts, The traditional approaches, the modern approaches (Data base management approaches) DBMS, Data models, Data ware housing and mining.					
UNIT-III					
Business application of IS- Enterprise systems, ERP, CRM, SCM, DSS, Types of decisions, Decision support techniques, Decision making and Role of MIS, Business intelligence and Knowledge management systems.					
UNIT-IV					
Management of IS – Project planning, SDLC, System development models, Project management, system analysis, system design, Implementation process, Product based MIS evaluation, Cost /Benefit based evaluation, Process based calculation, System maintenance					
UNIT-V					
Security, Ethical & Social Issues: Is security threats, Protecting IS,IS Security Technologies, The disaster recovery plan, IS Ethical Issues, social issues.					
Textbooks:					
<ol style="list-style-type: none"> 1. MIS – Managerial Perspective, D.P. Goyal, Vikas Publications, 2016. 2. Management Information Systems: Text & Cases, W.S. Jawadekar, Tata McGraw-Hill, 2016. 					
Reference Books:					
<ol style="list-style-type: none"> 1. Management Information Systems, C. Laudon and Jane P. Laudon, Pearson Education, 2018. 2. Management Information Systems, James A. O'Brien, Tata McGraw-Hill, 2017. 					
Online Learning Resources:					

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Course Code	SKILL ORIENTED COURSE BUSINESS COMMUNICATION PRACTICE	L	T	P	C
21E00107			0	1	2
Semester		I			
Course Objectives:					
<ul style="list-style-type: none"> • To explain communication concepts • To develop the students' competence in communication at an advanced level. • To demonstrate communication skills viz., listening, speaking, reading and writing with teaching aids. • To learn strategies for overcoming communication barriers and to explore different types of listening. • To develop skills in report writing, drafting formal reports, and writing effective business letters. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Understand the communication concepts and • Improve communication and competence skills • Obtain and apply proficiency in business communication at the workplace and professional contexts. • Identify and classify different communication barriers and propose strategies to overcome them. • Develop the ability to write formal reports and business letters effectively. 					
UNIT-I					
Concept of Communication – Significance, Scope – Communication Process–Essentials of good communication – Channels of Communication – Organization Structure - Formal, Informal Communication – Upward, Downward, Horizontal Communication.					
UNIT-II					
Types of communication: Verbal –Oral Communication: Advantages and Limitations of Oral Communication, Written Communication – Characteristics, Advantages & Limitations Non verbal Communication: Sign language –Body language – Kinesics – Proxemics – Haptics: Chronemics.					
UNIT-III					
Interpersonal Communication: Communication Styles, Managing Motivation to Influence Interpersonal Communication – Role of emotion in Interpersonal Communication – Leadership styles.					
UNIT-IV					
Barriers of Communication: Types of barriers – Technological – Socio – Psychological barriers – Overcoming barriers, Types of listening.					
UNIT-V					
Report writing – Formal reports –Writing effective letters – Different types of business letters-Interview techniques – Communication etiquettes.					
Textbooks:					
<ol style="list-style-type: none"> 1. Business Communication: A Practical Approach, Naik, Wiley, 2015. 2. Business Communication, Meenakshi Raman, Oxford University Press, 2018. 					
Reference Books:					
<ol style="list-style-type: none"> 1. Business Communication, Shalini Varma, Vikas, 2017. 2. Business Communication for Managers, Penrose, Raspberry, Myers, Cengage Learning, 2019. 					
Online Learning Resources:					
https://onlinecourses.swyam2.ac.in/imb19_mg14/preview https://online-degree.swyam.gov.in/dyp20_d02_s1_hs01/preview					



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MASTER OF BUSINESS ADMINISTRATION (IT AND SYSTEMS)

Course Code	INFORMATION TECHNOLOGY LAB	L	T	P	C
21E00108		0	1	2	2
Semester		I			
Course Objectives:					
<ul style="list-style-type: none"> • To provide knowledge on applications of information technology and • To demonstrate the MS Office applications with hands-on experience in the lab. • To explain and exhibit statistical functions of association, testing hypothesis for the data and analyse and interpret the outcome of the data. • To learn advanced MS Word functionalities. • To develop professional presentations on business plans, institutions, and products, and to familiarize with PowerPoint shortcut keys. 					
Course Outcomes (CO):					
<ul style="list-style-type: none"> • Prepare and edit the documents with effective presentation to superiors. • Obtain hands-on experience in designing and editing the templates and data in the excel sheets with formulae and functions. • To test and interpret the business data outcome statistically in an effective and efficient manner. • Perform advanced MS Word operations such as mail merge, macros, and document design for business purposes. • Develop professional presentations and apply Power Point. 					
List of Experiments:					
Unit-1 Introduction to Hardware Component: (need to explain using images or videos) Various Input output devices and their usage in corporate world- Memories (RAM/ROM) and its types- Various types of processes-Storage devices Internal vs External Unit2 Instruction to Operating System (need to explain using videos)-overview of Windows 7/ 8.2/ 10/ server – Ubuntu – Linux – various versions of Android – iOS – Capturing GPS enabled pictures- tools for file sharing to Mobile to Mobile – System to Mobile Unit-3 MS WORD I- Over views of various Ribbons- paste special- formatting- usage of Font –Textbox- equations –line spacing – bullets - page layouts-styles- header and footers – watermark-margins-indent- print preview-split-views-keyboard shortcut keys Unit-4 MS WORD – II Mail Merge- Macros- Designing a company letter pad- Time table- letter writing- overview of power point –preparation of company presentation – Unit-5 MS Power Point -Creation of slides-Use of templates and slide designs for creating power point slides- use of drawings and graphics. Developing a Professional presentation on Business Plans, Institutions, Products. Power point shortcut keys					
References:					
<ol style="list-style-type: none"> 1. Microsoft Office System Step-by-Step, Cox et al., 2007, PHI. 2. Business Data Analysis Using Excel, David Whigam, Oxford University Press, 2018. 3. Enterprise Resource Planning, Alexis Leon, TMH, 2008. 					
Online learning resources/Virtual					
labs: https://www.coursera.org/specializations/excel https://www.coursera.org/specializations/everyday-excel https://www.coursera.org/learn/excel-basics-data-analysis-ibm					



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MASTER OF BUSINESS ADMINISTRATION (IT AND SYSTEMS)

Course Code	FINANCIAL MANAGEMENT	L	T	P	C
21E00201		4	0	0	4
Semester		II			
Course Objectives:					
<ul style="list-style-type: none"> • To explain the importance of finance function and goals of financial managers. • To impart the decision making skills in acquiring, allocating and utilizing the funds of a company. • To educate on corporate restructures and corporate governance. • To understand the working capital cycle and the management of current assets, including cash, receivables, and inventory. • To introduce corporate mergers, acquisitions, and takeovers, including types, motives, and the principles of corporate governance. 					
*Standard Discounting Table and Annuity tables shall be allowed in the examination					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Learn the roles and goals of finance manager in a corporate structure business. • Acquire decision making skills regarding financing, investing, and corporate restructuring in the present competitive business environment. • Analyze the impact of capital structure on wealth maximization of owners and value of the company. • Manage current assets and current liabilities of the company in an effective and efficient way. 					
UNIT-I					
The Finance function: Nature and Scope, Importance of Finance function – The role in the contemporary scenario – Goals of Finance function; Profit Vs Wealth maximization (Only theory).					
UNIT- II					
The Investment Decision: Investment decision process – Project generation, Project evaluation, Project selection and Project implementation. Capital Budgeting methods–Traditional and DCF methods. The NPV Vs IRR Debate. (Simple Problems)					
UNIT- III					
The Financing Decision: Sources of Finance – A brief survey of financial instruments. The Capital Structure Decision in practice: EBIT-EPS analysis. Cost of Capital: The concept, Measurement of cost of capital–Component Costs and Weighted Average Cost. The Dividend Decision: Major Forms of Dividends (simple problems on only weighted average cost of capital).					
UNIT- IV					
Introduction to Working Capital: Concepts and Characteristics of Working Capital, Factors determining the Working Capital, Working Capital Cycle-Management of Current Assets–Cash, Receivables and Inventory, Financing Current Assets (Only Theory).					
UNIT- V					
Corporate Restructures: Corporate Mergers and Acquisitions and Take-overs-Types of Mergers, Motives for mergers, Principles of Corporate Governance. (Only Theory).					
Textbooks:					
<ol style="list-style-type: none"> 1. Financial Management by V.K. Bhalla, S. Chand, 2011. 2. Financial Management by I.M. Pandey, Vikas Publishers, 11th Edition, 2015. 					
Reference Books:					



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MASTER OF BUSINESS ADMINISTRATION (IT AND SYSTEMS)

1. Principles of Corporate Finance by Richard A. Brealey et al., Tata McGraw Hill, 12th Edition, 2016.
2. Fundamentals of Financial Management by Chandra Bose D., PHI, 2013.
3. Financial Management by William R. Lasher, Cengage, 8th Edition, 2017.

Online Learning Resources:

https://onlinecourses.swayam2.ac.in/cec20_mg05/previewhttps://onlinecourses.swayam2.ac.in/cec20_mg10/preview

https://onlinecourses.nptel.ac.in/noc20_mg31/preview

https://online-degree.swayam.gov.in/dyp20_d01_s2_mg11/preview



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Course Code	MARKETING MANAGEMENT	L	T	P	C
21E00202		4	0	0	4
Semester		II			
Course Objectives:					
<ul style="list-style-type: none"> • To explain basic concepts of Marketing. • To describe consumer markets, segments and brand equity to survive in the competitive market. • To impart knowledge on creating and communicating values in the present digital marketing environment. • To design and manage integrated marketing channels to ensure value delivery. • To understand the nature and importance of sales management and the skills required for effective sales management. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Understand the concepts of marketing and marketing strategies suitable for different products under different market environments. • Analyze consumer markets so as to tap global markets for the products. • Learn the designing managing, creating & communicating value to the business in digitalized market environment. • Manage and designee the logistics for retailing and wholesaling as well as integrating marketing channels for business organizations. • Understand the nature and importance of sales management and the skills needed for a sales manager. 					
UNIT-I					
Understanding Marketing Management: Concepts of Marketing, Marketing Strategies & Plans, Creating long term loyalty relationships, Marketing mix, PLC, Analyzing Competitors, Conducting Marketing research.					
UNIT- II					
Connecting with Customers & Building Strong Brands: Analyzing Consumer Markets, Analyzing Business Markets, Tapping in to global markets, Identifying market segments and targets, Crafting Brand Positioning, Creating Brand Equity-Addressing Competition and driving growth.					
UNIT- III					
Creating & Communicating Value: Setting product strategy, Designing & managing services, Introducing new market offerings. Developing pricing strategies & programmes. Designing & Managing Integrated Marketing Communications, Advertising & Sales Promotions, Events and experiences, Managing digital communication-online, social media & mobile, Personal selling.					
UNIT- IV					
Delivering Value: Managing retailing, wholesaling and logistics. Designing and Managing Integrated Marketing Channels.					
UNIT- V					
Sales Management: Nature & Importance of Sales Management, Skills of sales manager, Sales objectives, Concepts of sales organization, Types of sales organization.					
Textbooks:					
<ol style="list-style-type: none"> 1. Marketing Management by Philip Kotler, Kevin Lane Keller, 15th Edition, Pearson, 2016. 2. Marketing Management by Pillai R.S.N. & Bagavathi, S. Chand, 2011. 					
Reference Books:					
<ol style="list-style-type: none"> 1. Marketing: A South Asian Perspective by Lamb, Hair, Sharma, McDaniel, Cengage, 7th Edition, 2015. 2. Marketing in India: Text and Cases by S. Neelamegham, Vikas, 4th Edition, 2012. 					



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3. Case Studies in Marketing: The Indian Context by Srinivasan, PHI, 2014.

Online Learning Resources:

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

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

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



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MASTER OF BUSINESS ADMINISTRATION (IT AND SYSTEMS)

Course Code	HUMAN RESOURCE MANAGEMENT	L	T	P	C
21E00203		4	0	0	4
	Semester	II			
Course Objectives:					
<ul style="list-style-type: none"> • To Provide knowledge on the functions, roles, and objectives of HR managers, including the policies and strategies they implement. • To Explain the concepts of HR planning, as well as methods for selection, placement, promotion, and transfer of employees. • To Impart understanding of wage and salary administration objectives and the factors influencing employee compensation. • To Introduce recent trends in HR management and methods for balancing personal and work life in complex, uncertain work environments. • To explore emerging trends in HRM. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Understand the nature, scope, functions, roles, goals, strategies, and policies of HR management. • Design and develop HR planning and related aspects. • Administer monetary and non-monetary benefits for employees. • Learn recent trends in HR management and effectively balance work-life dynamics in a dynamic work environment. • Identify and assess the impact of recent trends and Use tools like the Fish Bone Diagram to address HR issues. 					
UNIT-I					
Introduction: Meaning of HR and HRM, Nature & Scope of HRM, Functions of HRM, Role and Objectives of HRM, Personnel Management, Policies and Strategies of HRM.					
UNIT- II					
Designing and Developing HR systems: Human Resource Planning, Job Design, Job Analysis, Job Evaluation, Job Enlargement, Job Enrichment, Job Rotation, Recruitment & Selection, Placement, Promotion & Transfer.					
UNIT- III					
Compensation Management: Introduction, objectives of wages and salaries administration, influencing Factors for determining compensation-Monetary and nonmonetary benefits.					
UNIT- IV					
Human Resource Development: Concepts, Development Function, Training and Development, Performance Appraisal & Career Planning and Development.					
UNIT- V					
Recent Trends in HRM: Outsourcing, Work Life Balance, Quality Circles and Total Quality Management, Fish Bone Diagram.					
Textbooks:					
<ol style="list-style-type: none"> 1. Personnel and Human Resource Management – Text and Cases by P. Subbarao, Himalaya, 2013. 2. Human Resource Management by Noe A. Raymond, John Hollenbeck, Barry Gerhart, Patrick Wright, Tata McGraw Hill, 8th Edition, 2017. 					
Reference Books:					
<ol style="list-style-type: none"> 1. Human Resource Management by Aswathappa, 4th Edition, TMH, 2006. 2. Human Resource Management by Ian Beardwell & Len Holden, Macmillan India Ltd., 2001. 3. Human Resource Management by Khanka S.S., S. Chand, 2013. 					
Online Learning Resources:					

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https://onlinecourses.swyam2.ac.in/nou21_hs19/preview

https://onlinecourses.nptel.ac.in/noc20_mg15/preview



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MASTER OF BUSINESS ADMINISTRATION (IT AND SYSTEMS)

Course Code	BUSINESS RESEARCH METHODS	L	T	P	C
21E00204		4	0	0	4
Semester		II			
Course Objectives:					
<ul style="list-style-type: none"> • To Introduce business research, its types, and the technologies used in research. • To Explain the research process in detail. • To Discuss sources of data and instruments for data collection. • To Provide knowledge on data analysis and interpretation using scientific methods. • TO Explain descriptive and inferential statistical analysis. <p>*Standard Statistical tables shall be allowed in the examination</p>					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Understand various types of business research and the technology used in the modern era. • Identify research problems, design appropriate research frameworks, and formulate hypotheses. • Understand data sources, data collection instruments, and methods of analysis and interpretation. • Prepare and present research reports effectively and efficiently. • Develop competency to undertake and present business research scientifically. 					
UNIT-I					
Introduction to Business Research: Definition - Types of Business Research. Scientific Investigation, Technology and Business Research: Information needs of Business – Technologies used in Business Research: The Internet, E-mail, Browsers and Websites. Role of Business Research in Managerial Decisions.					
UNIT- II					
The Research Process: Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey – Hypothesis Development – Statement of Hypothesis - Procedure for Testing of Hypothesis. The Research Design: Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study – Measurement of Variables - Operational Definition sand Scales-Nominal and Ordinal Scales - Rating Scales - Ranking Scales - Reliability and Validity - Sampling and Methods of sampling					
UNIT- III					
Collection and Analysis of Data Sources of Data - Primary and Secondary Sources of Data – Data Collection Methods - Interviews: Structured Interviews and Unstructured Interviews- Observational Surveys: Questionnaire Construction: Organizing Questions- Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires.					
UNIT- IV					
Data Preparation and Analysis: Data preparation process, problems in preparation process – An Overview of Descriptive, Associational and Inferential-Statistical Measures.					
UNIT- V					
The Research Report: Research Reports - Components-The Title Page - Table of Contents - The Executive Summary - The Introductory Section - The Body of the Report - The Final Part of the Report - Acknowledgements – References-Appendix – Guidelines for Preparing a Good Research report- Oral Presentation.					
Text books:					
<ol style="list-style-type: none"> 1. Research Methodology – Methods & Techniques by C.R. Kothari, Vishwaprakashan, 3rd Edition, 2014. 2. Research Methods for Business – A Skill-Building Approach by Uma Sekaran, John Wiley & Sons (Asia) Pvt. Ltd., 7th Edition, 2016. 					



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Reference Books:

1. Business Research Methods by Donald R. Cooper and Pamela S. Schindler, 9th Edition, Tata McGraw Hill, 2007.
2. Methodology and Techniques of Social Science Research by Wilkinson & Bhandarkar, Himalaya Publishing House, 2013.
3. Business Research Methods by Zikmund et al., Cengage Learning, 8th Edition, 2010.

Online Learning Resources:

https://onlinecourses.swayam2.ac.in/cec20_mg14/preview
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MASTER OF BUSINESS ADMINISTRATION (IT AND SYSTEMS)

Course Code	OPERATIONS MANAGEMENT	L	T	P	C
21E00206		4	0	0	4
Semester		II			
Course Objectives:					
<ul style="list-style-type: none"> • To explain various concepts of Production and Operations Management. • To explore and impart knowledge on the elements of good control system, the role of control charts and statistical process control methods in helping managers to control variation. • To develop the strong knowledge about quality control systems • To facilitate the knowledge over real-time inventory control techniques • To offer learners an introduction to industry 4.0, its applications in the business world. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Understand the concept of Production and Operations Management. • Construct and interpret simple control charts for both continuous and discrete data. • Gain knowledge on the quality philosophies and principles of deming, Juran, six sigma and to become acquainted with the International Organization for Standardization's ISO 9000:2000 requirements. • Learn different types of inventory that firm's use and their role in value analysis • Familiarize with inventory concepts to support the development of useful quantitative models for inventory management. 					
UNIT-I					
Introduction and Over view of Operations Management: Definition of Operations Management – Nature and Scope of OM– Role & Decision areas of Operations Manager - interface of OM with other Functions – Operations Management's future challenges.					
UNIT-II					
Operations Control: Managing of Work Environment – Automation - Technology Management – Waste Management – Quality Assurance and Quality Circles – Statistical Quality Control –Control Charts for Variables – Average – Range and Control charts for Attributes. Acceptance Sampling Plans. Purchase functions and Procedure					
UNIT-III					
Managing for Quality: Basic concepts of quality, dimensions of quality, Juran's quality trilogy, Deming's 14 principles, Quality improvement and cost reduction, ISO9000-2000 clauses & coverage. Six Sigma, Productivity – factors affecting productivity - measurement & improvements in productivity - new product development and design-stages.					
UNIT-IV					
Inventory and Inventory Models: Inventory Control - Different Systems of Inventory Control, Costs & Types of Inventory – ABC, VED. Value Analysis – importance in cost reduction – concepts and procedures. Inventory control – Types of Inventory – Safety stock – Inventory Control Systems – JIT, VMI.					
UNIT-V					
Introduction to Industry4.0 – The Various Industrial Revolutions –Digitalization and the					



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Networked Economy -Drivers, Enablers ,Compelling Forces and Challenges for Industry4.0 –
Benefits of adopting an Industrial4.0 model

Text books:

1. Principles of Operations Management by Heizer, Render, 8th Edition, Prentice Hall, 2011.
2. Operations Management – Theory and Practice by B. Mahadevan, Pearson, New Delhi, 2013.
3. Operations Management and Control by Banerjee Biswajit, S. Chand, 2012.

Reference Books:

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

Online Learning Resources:

https://onlinecourses.swayam2.ac.in/imb21_mg47/preview
https://onlinecourses.nptel.ac.in/noc21_me18/preview



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MASTER OF BUSINESS ADMINISTRATION (IT AND SYSTEMS)

Course Code	E-BUSINESS FOR MANAGERS	L	T	P	C
24E09201		4	0	0	4
Semester		II			
Course Objectives:					
<ul style="list-style-type: none"> • To Impart knowledge on the concepts and application issues of e-business. • To Explain various electronic payment systems and their mechanisms. • To Discuss strategies for e-business in the current technological landscape. • To develop strategies for conducting business over the web using internet-based business models. • To define e-marketing, planning, and tactics used in e-marketing strategies. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Understand the detailed concepts of e-business and its applications. • Identify security threats in e-business and methods to address them. • Gain knowledge of various electronic payment systems and business models. • Understand the infrastructure requirements for e-business. • Analyze internet-based business models and revenue models. 					
UNIT-I					
Overview of e-business and e-commerce- Key differences between e-business and e-commerce - Electronic commerce models and their classifications -Types of e-commerce: B2B, B2C, C2C. - Value chains in e-commerce- E-commerce landscape in India - Internet and web-based tools for online business - Electronic Data Interchange (EDI) Components, processes, and applications.					
UNIT- II					
Security risks and challenges in electronic commerce - Cyber threats: Phishing, hacking, identity theft, and malware - Encryption & Cryptography: Public-key and private-key encryption methods - Digital Signatures & Certificates: Role in online security - Security protocols over public networks (HTTP, SSL, TLS) -Firewalls and their role in securing e-business platforms -Public Key Infrastructure (PKI): Applications in digital security					
UNIT- III					
The evolution of money and digital transactions - Introduction to electronic payment systems (EPS) - Types of electronic payments: Credit/debit cards, e-wallets, UPI, and crypto currencies -Smart cards and digital wallets: Features and usage -Electronic Fund Transfer (EFT): Role in business transactions - Infrastructure requirements and regulatory aspects of e-payments					
UNIT- IV					
Business models and revenue models in e-business - Emerging trends in e-governance, digital commerce, and mobile commerce - Strategies for online businesses: Customer engagement, SEO, and digital branding -Internet-based business models: Subscription-based, freemium, and marketplace models					
UNIT- V					
Overview of hardware and software requirements for e-business - Role of Internet Service Providers (ISPs) and cloud computing in e-business - Managing e-business applications and digital platforms - Introduction to e-marketing and its role in digital business - E-marketing planning: Online branding, social media marketing, and email marketing - E-business strategies: Digital advertising, content marketing, and analytic					
Textbooks:					
<ol style="list-style-type: none"> 1. Dave chaffey :e-business& e-commerce management-Pearson. 2. E-commerce-e-business: Dr .C .S .Rayudu, Himalaya. 					

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Reference Books:

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

Online Learning Resources:

https://onlinecourses.nptel.ac.in/noc19_mg54/preview
<https://www.classcentral.com/course/swayam-e-business-14018>



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Course Code	General Elective – I ADVANCED COMMUNICATION	L	T	P	C
21E00207a		2	0	0	2
Semester		II			
Course Objectives:					
<ul style="list-style-type: none"> • To Explain the fundamental concepts of communication. • To Develop students' competence in communication at an advanced level. • To Demonstrate communication skills—listening, speaking, reading, and writing—using effective teaching aids. • To study managerial negotiations. • To compare conventional modes of communication with computer-based technologies. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • To Understand advanced communication concepts. • To Improve communication and competence skills. • To Gain and apply proficiency in business communication in workplace and professional contexts. • Develop skills in managerial negotiations. • Develop data collection, organization, analysis, and presentation skills using technology. 					
UNIT-I					
Concept of Managerial Communication – Effective Listening – Barriers, Steps for Active Listening – Effective Speaking–Body Language & Modulation, Informative, Persuasion Communications– Effective Reading–Obstacles, Effective Reading, Reading Comprehension–Effective Writing– Condensation, Note Making Methods, Executive Summary.					
UNIT- II					
Business Letters & Reports: Types of Business Letters – Elements; Types of Reports – Informal – Formal Reports – Elements; Annual Reports - Technical Proposals – Structure –Circulars - Notices– Memos.					
UNIT- III					
Meetings & Reports: Meeting Invitation - Notice – Agenda – Meeting Participants – Roles; Meeting conduction & Etiquette- Minutes of the Meeting – Documentation – Filing;					
UNIT- IV					
Communication Strategies: Conflict Resolution–Win-Win strategy; Managerial Negotiations– Bargaining, Distributive, Integrative Strategies; Interviews – Types – purpose – process;					
UNIT- V					
Technology for Communication: Conventional Modes Vs Computer based Technologies – Email, Social Media, Micro Soft & Google Tools – Data – Collection – Organizing – Analyzing - Presentations using Technology.					
Textbooks:					
<ol style="list-style-type: none"> 1. Managerial Communication – Strategies and Applications by Geraldine E. Hynes, McGraw Hill, 6th Edition, 2015. 2. Business Communication by Meenakshi Raman, Oxford University Press, 2nd Edition, 2012. 					
Reference Books:					
<ol style="list-style-type: none"> 1. Business Communication by C.S. Rayudu, Himalaya Publishing House, 2006. 2. Business Communication by Raymond V. Lesikar, Neeraja Pandit et al., TMH, 11th Edition, 2009. 3. Effective Communication by Harvard Business School, Harvard Business Review No. 1214, 2014. 					

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

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MASTER OF BUSINESS ADMINISTRATION (IT AND SYSTEMS)

Course Code	INTRODUCTION TO R-PROGRAMMING	L	T	P	C
24E09202		2	0	0	2
Semester		II			
Course Objectives:					
<ul style="list-style-type: none"> • To Provide foundational knowledge in R-Programming. • To Explain methods to explore, import, export, and manipulate data and data frames. • To Impart knowledge on hypothesis testing and statistical methods for estimation and prediction. • To provide hands-on experience in importing, exporting, and manipulating data within R. • To demonstrate how to generate basic graphics and reports for statistical analyses using R. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Understand the basics of R-Programming and its environment. • Learn how to write programs in R for data analysis. • Understand key concepts and terminology used in R-Programming. • Demonstrate the ability to explore, import, export, and manipulate data effectively. • Formulate and test hypotheses and build predictive models using regression and other statistical tools. 					
UNIT-I					
Overview and History of R, Installation and Setup of R and R-Studio, Getting Help in R: Documentation, Forums, and Built-in Functions ,Introduction to R Packages, Installing, Loading, and Managing Packages					
UNIT- II					
Data Definition & Control Structures, Data definition types: Numeric, Character, Logical, Factor, and List, vectors, Matrices, Data Frames, and Lists - constants, variables, R data types and objects, Reading and writing data.					
UNIT- III					
Expressions: Arithmetic, Logical, Precedence rules Control Structures: Sequencing, Input and output statements, Assignment statement, Control Structures: Selection, Repetition, Combination, Functions, scoping rules and loop functions: apply, lapply, sapply, tapply					
UNIT- IV					
Exploring Data with R, Import, export and manipulate data and data frames, Statistical summaries of continuous and categorical data.					
UNIT- V					
Hypothesis tests, and simple regression models, Linear models like ANOVA, linear regression and Mixed models, generalized linear models, Creating Basic Statistical Reports in R -Generating Visualizations using ggplot2					
Textbooks:					
<ol style="list-style-type: none"> 1. Beginning R: The Statistical Programming Language by Mark Gardener, John Wiley & Sons, 2012. 2. Practical Data Science with R by Nina Zumel, John Mount, and Jim Porzak, Manning, 2014. 					
Reference Books:					
<ol style="list-style-type: none"> 1. Wickham, Hadley, and Garrett Grolemond. "R for Data Science": Import, Tidy, Transform, Visualize, and Model Data. " O'Reilly Media, Inc.", 2016. 2. Matloff, Norman. The heart of R programming: A tour of statistical software design .No Starch Press, 2011. 					
Online Learning Resources:					
https://www.youtube.com/watch?v=3iSKFCKLUsl https://onlinecourses.nptel.ac.in/noc19_ma33/preview					



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Course Code	General Elective – I INDUSTRY4.0 & INNOVATION	L	T	P	C
21E00207c			2	0	0
		Semester		II	
Course Objectives:					
<ul style="list-style-type: none"> To Provide an overview of Industry 4.0 and technology-driven innovations. To Align theoretical concepts with industrial applications of modern technologies. To Introduce the basic concepts of Industry 4.0, Artificial Intelligence (AI), Big Data, and the Internet of Things (IoT). To Demonstrate the applications and tools of Industry 4.0. To Impart knowledge on innovation types, stages of the innovation process, and competitive advantage. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> Understand the core concepts of Industry 4.0 and emerging technologies for decision-making. Outline the features and application domains of Artificial Intelligence. Summarize the Big Data domain stack and IoT architecture. Identify tools and applications of Industry 4.0. Think innovatively and apply knowledge of technology to develop competitive advantages in various industries. 					
UNIT-I					
Industry 4.0: Need – Reason for Adopting Industry 4.0 – Definition – Goals and Design Principles-Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI)–Industrial Internet of Things –Cyber Security–Cloud–Augmented Reality –Mixed Reality.					
UNIT- II					
Artificial Intelligence: Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI-The AI - Environment –Societal Influences of AI – Application Domains And Tools-Associated Technologies of AI-Future Prospects of AI – Challenges of AI.					
UNIT- III					
Big Data and IOT: Data : Terminologies – Big Data Definitions – Essential of Big Data in Industry 4.0 – Big Data Merits and Advantages – Big Data Components: Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Roles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT- Architecture of IoT- Technologies for IoT -Security in IoT.					
UNIT- IV					
Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defence – Agriculture –Transportation and Logistics– Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics.					
UNIT- V					
Innovation: Meaning- Stages of Innovation Life cycle–Types of Innovations-Innovation as a knowledge-based process–Innovation and competitive advantage.					
Textbooks:					
<ol style="list-style-type: none"> 1. Managerial Communication – Strategies and Applications by Geraldine E. Hynes, McGraw Hill, 6th Edition, 2015. 2. Business Communication by Meenakshi Raman, Oxford University Press, 2nd Edition, 2012. 					



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MASTER OF BUSINESS ADMINISTRATION (IT AND SYSTEMS)

Reference Books:

1. Business Communication by C.S. Rayudu, Himalaya Publishing House, 2006.
2. Business Communication by Raymond V. Lesikar, Neeraja Pandit et al., TMH, 11th Edition, 2009.
3. Effective Communication by Harvard Business School, Harvard Business Review No. 1214, 2014.

Online Learning Resources:

<http://assets.press.princeton.edu/chapters/s9221.pdf>
https://www.researchgate.net/profile/Joe-Tidd/publication/285052130_Managing_Innovation/links/5662e4a508ae418a786b8dd8/Managing-Innovation.pdf



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Course Code	Skill Oriented Course	L	T	P	C
21E00208	DATA ANALYTICS LAB	0	1	2	2
Semester		II			
Course Objectives:					
<ul style="list-style-type: none"> • To explain the procedure in creation of company, ledger account and to explore, present financial statements of an business organization • To give knowledge on using of various financial tools to take long term investment decision • To demonstrate the process of storing, retrieving the data relating to employees, dealers, customers and consumers in an effective and efficient way • To impart the knowledge on Systems and MIS and process of designing the MIS in an organization. • Understand information system in the organization, design of MIS and also internet and the tools used in Internet. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Demonstrate the creation of company, ledger accounts, explore and export financial statements • Exhibit the calculation of cost of capital and discounting factor techniques in longterm investment decision. • Store and retrieve the data relating to dealers, customers and consumers based on products, geographical criteria. • Present the data in the form of pivot tables, graphs and charts in effective and efficient way • Construct and present employee salary administration in an organization in an informative manner. 					
List of Experiments:					
Unit-1					
Introduction to Excel- Cells – name range – references – Creating and editing worksheets-Cell formatting-Creating and using formulas and functions-Use of Macros –Sorting and querying data-Working with graphs and charts – usage of Paste special.					
Unit-2					
Basis of Excel: Managing Worksheets and Workbooks. - Worksheet Vs. Workbook - Creating new worksheets and workbooks - Deleting worksheets and workbooks -Naming and renaming a worksheet - Toggling between worksheets and workbooks - Copy and Move Worksheets - Hide, Unhide, Group and Ungroup Cells -Hide and Unhide Worksheets -Save and Save As.					
Unit-3					
Advanced Excel: Cell Referencing - Data Validation-Naming a Cell or Range of Cells (Name Manager). Basic formulas (SUM, COUNTA, AVERAGE,MAX,MIN).Text Functions(RIGHT, LEFT,MID, SUBSTITUTE, FIND, LEN).Date Functions (TODAY, NOW, DAY, MONTH, YEAR, EDATE, EOMONTH, TEXT).					
Unit-4					
Advanced Excel II: Lookup Functions (VLOOKUP, HLOOKUP, MATCH, INDEX).- Logical Functions (IF,AND,OR).-Data Analysis Functions(SUMIF,SUMIFS,COUNTIF,COUNTIFS).- Conditional Formatting, Filtering and Sorting. -Graphs, Charts and Pivot Tables remove duplicates.					
Unit – 5					
Conducting Online surveys – usage of Google drive– micro soft online surveys– sharing with the help of social media/internet- getting responses from online survey-sorting and filter online survey.					
References:					
<ol style="list-style-type: none"> 1. Ms Office Excel-Frye, PHI publications,2015 2. Ms Office Access-Step by step, PHI publication, 2017 					



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3. SPSS User manual

Online learning resources/Virtual labs:

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

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