

# MANDATORY DISCLOSURE (2022-23)

## **1. NAME OF THE INSTITUTION:**

\* Address including Telephone, Mobile, E-mail

**ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES**

Survey No.254/AA, H.NO:7-5-51/C, VENKATESHWARA COLONY,

MAHABUBNAGAR – 509 001, TELANGANA STATE.

College Phone No : 08542-271952

Mobile No : 9515765679, 7675968840

E-Mail Id : [principal.apgc@gmail.com](mailto:principal.apgc@gmail.com) & [principal@adarsh.edu.in](mailto:principal@adarsh.edu.in)

## **2. NAME & ADDRESS OF THE SOCIETY:**

\* Address including Telephone, Mobile, E-mail

**MAHABUBNAGAR EDUCATIONAL SOCIETY**

H.NO:7-5-51/C, VENKATESHWARA COLONY,

MAHABUBNAGAR 509 001, TELANGANA STATE.

College Phone No : 08542-272678

Mobile No : 9849102777, 9440788401.

E-Mail IdS : [cbrao1@gmail.com](mailto:cbrao1@gmail.com) & [gajjalaihah.nakka@gmail.com](mailto:gajjalaihah.nakka@gmail.com)

## **3. NAME & ADDRESS OF THE PRINCIPAL:**

\* Address including Telephone, Mobile, E-mail

**Dr.Paturi Mohan**

H.No:7-5-55, VENKATESHWARA COLONY,

MAHABUBNAGAR – 509 001, TELANGANA STATE

Mobile No : 9440136038 / 9298550660

E-Mail Id : [mohan\\_paturi@yahoo.co.in](mailto:mohan_paturi@yahoo.co.in)

## **4. NAME OF THE AFFILIATING UNIVERSITY:**

**PALAMURU UNIVERSITY**

MAHABUBNAGAR, TELANGANA STATE.

## 5. GOVERNANCE

\* Members of the Board & their brief background.

Sl.No.	NAME	DESIGNATION	ORGANIZATION	BACKGROUND
1	C.R.BHAGWANTH RAO	PRESIDENT	MAHABUBNAGAR EDUCATIONAL SOCIETY	SENIOR ADVOCATE
2	V.MANO HAR REDDY	VICE PRESIDENT	MAHABUBNAGAR EDUCATIONAL SOCIETY	SENIOR ADVOCATE
3	N. GAJJALAIAH	SECRETARY	MAHABUBNAGAR EDUCATIONAL SOCIETY	Retd. BANK MANAGER
4	DR.JAIPAL REDDY	ASSOCIATE PROFESSOR	PALAMURU UNIVERSITY	GOVERNING BODY MEMBER
5	PROF.GIRIJA MANGATAYARU	PROFESSOR	PALAMURU UNIVERSITY	SELECTION COMITTE MEMBER
6	D.MURALIKRISHNA REDDY	JOINT SECRETARY	MAHABUBNAGAR EDUCATIONAL SOCIETY	BUSINESS
7	N.SAHITYA REDDY	TREASURER	MAHABUBNAGAR EDUCATIONAL SOCIETY	BUSINESS
8	P. VIJAYA SAGAR	DIRECTOR	MAHABUBNAGAR EDUCATIONAL SOCIETY	SOFTWAREE. ENGG
9	V. NARSI REDDY	DIRECTOR	MAHABUBNAGAR EDUCATIONAL SOCIETY	Retd.LECTURER
11	B.RAMULU	DIRECTOR	MAHABUBNAGAR EDUCATIONAL SOCIETY	Retd.LECTURER
12	V. ARUN KUMAR REDDY	DIRECTOR	MAHABUBNAGAR EDUCATIONAL SOCIETY	BUSINESS

\* Members of Academic Advisory Body

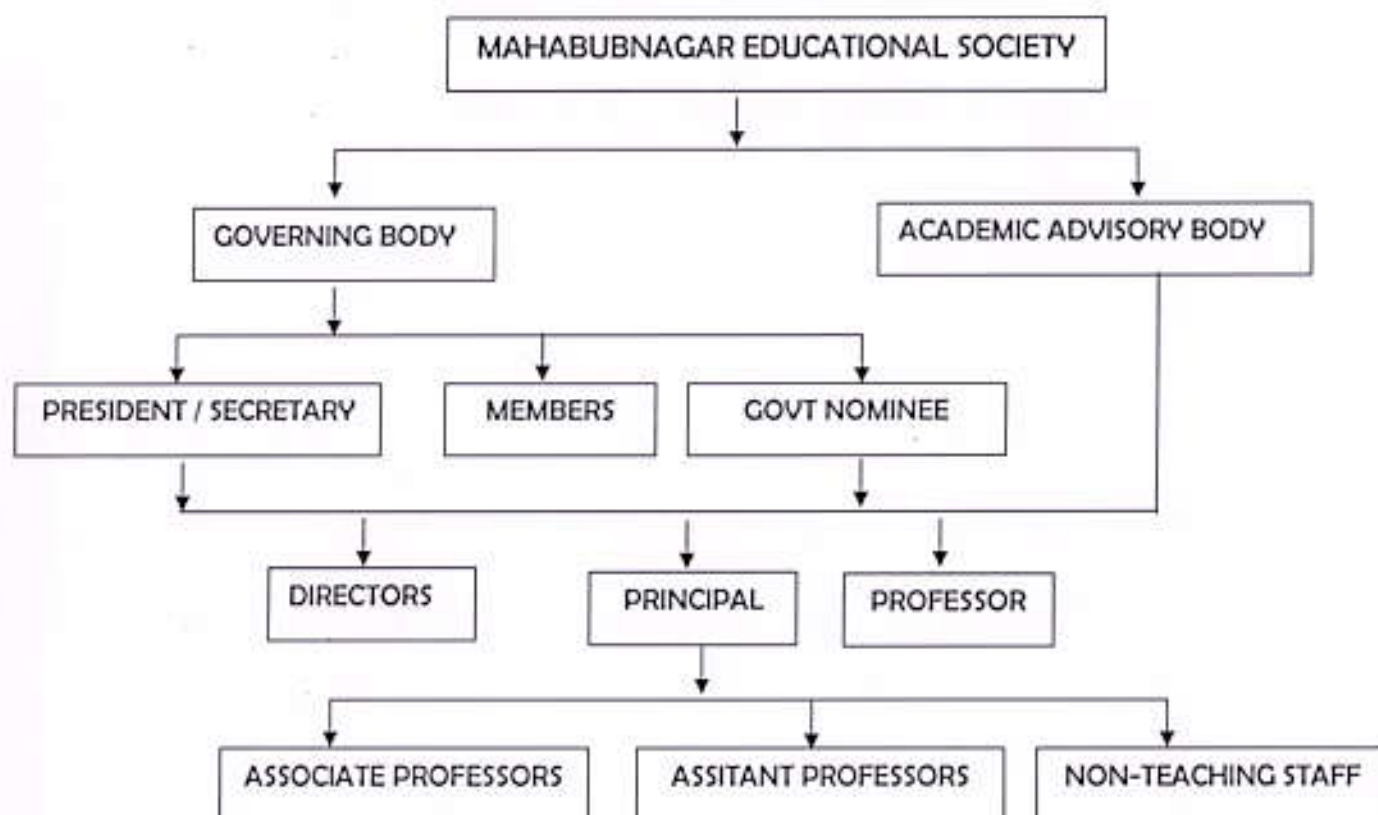
Sl.No.	NAME	DESIGNATION	ORGANIZATION	REMAKRS
1	C.R.BHAGWANTH RAO	PRESIDENT	MAHABUBNAGAR EDUCATIONAL SOCIETY	
2	PROF.NAGESHWAR RAO	PROFESSOR	Director, IQAC, PROFESSOR DEPARTMENT OF BUSINESS MANAGEMENT OSMANIA UNIVERSITY, HYDERABAD.	
3	PROF.SRIRAMULU	PROFESSOR	PRINCIPAL, DEPARTMENT OF BUSINESS MANAGEMENT OSMANIA UNIVERSITY, HYDERABAD.	
4	PROF.CHANDRAKIRAN	PROFESSOR	PALAMURU UNIVERSITY MAHABUBNAGAR	
5	P. SRINIVAS RAO	MEMBER	MAHABUBNAGAR EDUCATIONAL SOCIETY	
6	RAGHUVeer KASHYAP	TEAM LEADER	WIPRO TECHNOLOGY	



\* Frequency of the Board Meetings & Academic Advisory Body:

The Meetings of Board & Academic Advisory Body will be conducted 3 times in a year

\* Organizational Chart & Processes:



\* Nature & Extent of Involvement of faculty & Students in academic affairs/improvements.

Regular Interactions with the Students & Gathering suggestions for the academic improvement from students & Staff members.

\* Mechanism / Norms & Procedure for democratic / Good Governance

1. Conducting Seminars
2. Conducting Meetings

\* Students Feedback on Institutional Governance / Faculty performance

1. Through Complaint Box
2. Conducting Class Review Meetings.

- \* Establishment of Anti Ragging Committee

Copies Enclosed
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- \* Establishment of Online Grievance Redressal Mechanism

Copies Enclosed
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- \* Establishment of Grievance Redressal Committee in the Institution and Appointment of OMBUDSMAN by the University.

Copies Enclosed
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- \* Establishment of Internal Complaint Committee (ICC)

Copies Enclosed
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- \* Establishment of Committee for SC/ST

Copies Enclosed
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- \* Internal Quality Assurance Cell

Copies Enclosed
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## 6. PROGRAMMES

\* Name of the Programmes approved by the AICTE

MBA PROGRAMME

\* Name of the programmes accredited by the AICTE

WE ARE PLANNING TO APPLY FOR ACCREDITATION

\* Status of Accreditation of the Courses:

- Total No. of Courses : 01
- No. of Courses for which applied for Accreditation : Nil
- Status of Accreditation – Preliminary/Applied for SAR and results awaited/Applied for SAR & visits completed/Results of the visits awaited/Rejected/Approved for ..... Courses : Nil

\* For each programmes the following details are to be given:

- \* Name : MASTER OF BUSINESS ADMINISTRATION (MBA)
- \* Number of Seats : 60+ 5 EWS QUOTA
- \* Duration : 2 Years
- \* Cut off marks/rank of admission during the last three years

Year	Cut off Rank	Conducting Authority
2021-22	48249	TSICET-2021
2020-21	30607	TSICET-2020
2019-20	40783	TSICET-2019

\* Fee : Fee fixed by Telangana State Regularity Committee (TAFRC) & Govt. of Telangana

Rs. 40,000 + 5,500/- Ist Year } 2019-20 to 2021-22  
Rs. 40,000 + 2,500/- IInd Year }

\* Placement Facilities : A placement cell is established & working since last 20 years.

\* Campus placements in last three years with minimum salary, maximum salary and average salary

Year	Company/Industry	No. of Students Placed	Salary per Annum
2021	Conneqt Business Solution Ltd.	01	2.0 Lakhs
	Kudzu Infotech	01	2.20 Lakhs
	HDB Financial Services	01	2.10 Lakhs
	Asian Paints	01	1.80 Lakhs
	ICICI Ban k	01	4.80 Lakhs
2019	TATA STRIVE(Times Pro), Hyderabad	03	3. 5 Lakhs
	Dharani district coordinator, Nagarkurnool.	01	3.2 Lakhs
	Tele marketing executive, Neemsboro Farms Pvt Ltd.	01	3.5 Lakhs

  
**PRINCIPAL**  
 Adarsh P.G. College of Computer Science--  
 MAHABUBNAGAR



## **GOVERNANCE**

### **Members of the Board and Brief background**

Sl.No.	Name	Designation
1	Prof. S. KRISHNA MOHAN RAO	Chairman & Member Secretary
2	Sri. C R BHAGVANTHA RAO	President, Mahabubnagar Educational Society
3	Sri.N.GAJJALAIAH	Secretary Mahabubnagar Educational Society
4	Smt. N SAHITHYA REDDY	Treasurer Mahabubnagar Educational Society
5	Ex-Officio	AICTE Regional Officer, Ex-Officio
6	Dr PATURI MOHAN	Principal Adarsh Post Graduate College of Computer sciences
7	M. PRABHAKAR RAO	Industrialist
8	Prof. R. NAGESHWAR RAO	Head Dept. of Business Management, Osmania University, Hyderabad
9	Prof.GIRIJA MANGATAYARU	Head Dept. of Chemistry Palamuru University, Mahabubnagar
10	Prof. D. SREERAMULU	Dean, CDC Dept. of Business Management, Osmania University, Hyderabad
11	Dr R KONDAL REDDY	Professor Adarsh Post Graduate College of Computer sciences
12	Ex-Officio	Nominee of the State Government Director of Technical Education (Ex- Officio
13	Principal	Govt. Polytechnic, Mahabubnagar.
14	Dr. P. Rockeny Joyce	Associate Adarsh Post Graduate College of Computer sciences

  
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MAHABUBNAGAR

# ADIVSORY COMMITTEE

## Members of the Academic Advisory Body

Sl. No	Name	Designation
1	Sri. C R BHAGVANTHA RAO	President, Mahabubnagar Educational Society
2	Prof. R. NAGESHWAR RAO	Head Dept. of Business Management, Osmania University, Hyderabad
3	Sri.N.GAJJALAIAH	Secretary Mahabubnagar Educational Society
4	Prof. CHANDRA KIRAN	Joint Director for PG Department of Chemistry, Palamuru University, Mahabubnagar
5	Prof. JAIPAL REDDY	Governing Body Member Department of Physics, Palamuru University, Mahabubnagar
6	RAGHUVeer KASHYAP	WIPRO Technologies
7	Dr. M S R ANJANEYULU	SEBI, Certified Trainer Dept. of Business Management, Palamuru University, Mahabubnagar



- \* Name and duration of Programme(s) having Twinning and Collaboration with Foreign University(s) and being run in the same Campus along with status of their AIR approval. If there is Foreign Collaboration, give the following details.

Nil

- Name of the University
- Address
- Website
- Accreditation status of the University in its Home Country
- Ranking of the University in the Home Country
- Whether the degree offered is equivalent to an Indian Degree? If yes, the name of the agency which has approved equivalence. If no, implications for students in terms of pursuit of higher studies in India and abroad and job both within and outside the country.
- Nature of Collaboration
- Conditions of Collaboration
- Complete details of payment a student has to make to get the full benefit of Collaboration

- \* For each programme collaborated provide the following:

- Programme Focus
- Number of seats
- Admission Procedure
- Fee
- Placement Facility
- Placement Records for last three years with minimum salary, maximum salary and average salary.
- Whether the Collaboration Programme is approved by AICTE? If not whether the Domestic/Foreign University has applied to AICTE for approval

## 7. Faculty

- \* Branch wise faculty members: MBA Programme

Permanent Faculty	: 8
Adjunct Faculty	: -
Permanent Faculty: Student Ratio : 1:20	

Number of Faculty employed and left during the last three years

Total No.of Faculty Employed during the last 3 years	: 04
Total No.of Faculty left during the last 3 years	: 02

8. PROFILE OF VICE CHANCELLOR/DIRECTOR/PRINCIPAL/FACULTY  
FOR EACH FACULTY GIVE A PAGE COVERING WITH PASSPORT SIZE PHOTOGRAPH

Name : Dr. Paturi Mohan  
Date of Birth : 02:02.1967  
Unique Id : 1-7442434538  
Designation : PRINCIPAL  
Educational Qualification: MBA, Ph.D., LL.M



Work Experience:

\* Teaching : 24 Years  
\* Research : 13 Years  
\* Industry : 04 Years  
\* Others : -

Area of Specializations : Human Resource Management (HRM)

Course taught at Post Graduation : MBA

1. Human Resource Management
2. Marketing Management
3. International Business
4. Business Law
5. Principles of Business Management

Research Guidance:

No. of papers published National &  
International : 56  
Conferences /workshops : 121  
Master : 42  
Ph.D : 10

Patents :  
Technology Transfer :  
Research Publications : 60

No. of Books published with details : 08

(Renowned Publications)



PROFILE OF VICE CHANCELLOR/DIRECTOR/PRINCIPAL/FACULTY  
FOR EACH FACULTY GIVE A PAGE COVERING WITH PASSPORT SIZE PHOTOGRAPH

Name : Dr. R. Kondal Reddy

Date of Birth : 06:08.1949

Unique Id : 1-4564372400

Designation : PROFESSOR

Educational Qualification: MBA, Ph.D., LL.M

Work Experience:

\* Teaching : 13 Years

\* Research : 5 Years

\* Industry : 34 Years

\* Others : -

Area of Specializations : Finance

Course taught at Post Graduation : MBA

Research Guidance:

No. of papers published National &

International : 15

Conferences /workshops : 57

Master : 40

Ph.D : 03

Patents :

Technology Transfer :

Research Publications :

No. of Books published with details: 02



Business Laws and Environment,  
HRM, Business Environment,  
Managerial Communication,  
Global Business,  
Entrepreneurial Development,  
Labour Laws and Employee  
Relations.

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PROFILE OF VICE CHANCELLOR/DIRECTOR/PRINCIPAL/FACULTY  
FOR EACH FACULTY GIVE A PAGE COVERING WITH PASSPORT SIZE PHOTOGRAPH

Name : Dr.P.ROCKENY JOYCE  
Date of Birth : 23:02.1998  
Unique Id : 1- 7442434676  
Designation : ASSOCIATE PROFESSOR  
Educational Qualification: MBA, Ph.D



Work Experience:

\* Teaching : 7 Years  
\* Research :  
\* Industry : 03 Years  
\* Others : -

Area of Specializations : Human Resources & Marketing

Course taught at Post Graduation : MBA

Human Resource Management  
Compensation Management  
Organization Development  
Marketing Management  
Business Communication  
Supply Chain Management

Research Guidance:

No. of papers published National &  
International : 05  
Conferences /workshops : 34  
Master : 42  
Ph.D :

Patents :  
Technology Transfer :  
Research Publications : 05

No. of Books published with details:





PROFILE OF VICE CHANCELLOR/DIRECTOR/PRINCIPAL/FACULTY  
FOR EACH FACULTY GIVE A PAGE COVERING WITH PASSPORT SIZE PHOTOGRAPH

Name : C RAMU  
Date of Birth : 04-05-1989  
Unique Id :  
Designation : ASSISTANT PROFESSOR  
Educational Qualification: MBA,



Work Experience:

\* Teaching : 10 YEARS  
\* Research :  
\* Industry :  
\* Others :

Area of Specializations : MARKETING MAJOR , FINANCE MINOR

Course taught at Post Graduation : MBA

Marketing Management  
Promotion & Distribution  
Management  
Product & Brand Management  
Consumer Behavior

Research Guidance:

No. of papers published National &  
International : 2  
Conferences /workshops : 5  
Master : 120  
Ph.D : -  
  
Patents : -  
Technology Transfer : -  
Research Publications : 02  
No. of Books published with details:

**PROFILE OF VICE CHANCELLOR/DIRECTOR/PRINCIPAL/FACULTY  
FOR EACH FACULTY GIVE A PAGE COVERING WITH PASSPORT SIZE PHOTOGRAPH**

Name : MRS.SATTUR BHARGAVI

Date of Birth : 08.10.1989

Unique Id : 1-7442434737

Designation : ASSISTANT PROFESSOR

Educational Qualification: MBA, M.COM



**Work Experience:**

\* Teaching : 5 Years

\* Research : -

\* Industry : -

\* Others : -

Area of Specializations : Marketing (Major) & Finance (Minor)

Course taught at Post Graduation : MBA

Managerial Economics  
Economic Environment Policy  
Retail Management  
Services & Global Marketing

**Research Guidance:**

No. of papers published National &

International :

Conferences /workshops : 09

Master : 20

Ph.D :

Patents :

Technology Transfer :

Research Publications : 01

No. of Books published with details:

  
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PROFILE OF VICE CHANCELLOR/DIRECTOR/PRINCIPAL/FACULTY  
FOR EACH FACULTY GIVE A PAGE COVERING WITH PASSPORT SIZE PHOTOGRAPH

Name : MR.MOHD TAJUDDIN  
Date of Birth : 02:02.1989  
Unique Id : 1-7370005452  
Designation : ASSISTANT PROFESSOR  
Educational Qualification: MBA



Work Experience:

\* Teaching : 6 Years  
\* Research : -  
\* Industry : -  
\* Others : -

Area of Specializations : Finance

Course taught at Post Graduation : MBA

Financial Management  
Accounting for Management  
Strategic Management Accounting  
International Finance

Research Guidance:

No. of papers published National &  
International : 03  
Conferences /workshops : 06  
Master : 20  
Ph.D :  
  
Patents :  
Technology Transfer :  
Research Publications : 01  
No. of Books published with details:

  
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PROFILE OF VICE CHANCELLOR/DIRECTOR/PRINCIPAL/FACULTY  
FOR EACH FACULTY GIVE A PAGE COVERING WITH PASSPORT SIZE PHOTOGRAPH

Name : MRS.SAILAJAMMA.M  
Date of Birth : 01:08.1978  
Unique Id : 1-7370005438  
Designation : ASSISTANT PROFESSOR  
Educational Qualification: MBA, M.Com



Work Experience:

\* Teaching : 7 Years  
\* Research : -  
\* Industry : -  
\* Others : -

Area of Specializations : Finance (Major) & HR (Minor)

Course taught at Post Graduation : MBA

Financial Management  
Investment Management  
Strategic Management  
Total Quality Management

Research Guidance:

No. of papers published National &  
International :  
Conferences /workshops : 09  
Master : 19  
Ph.D :  
  
Patents :  
Technology Transfer :  
Research Publications :  
No. of Books published with details:

  
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Marsh P.G. College of Computer Science,  
MAHABUBNAGAR

PROFILE OF VICE CHANCELLOR/DIRECTOR/PRINCIPAL/FACULTY  
FOR EACH FACULTY GIVE A PAGE COVERING WITH PASSPORT SIZE PHOTOGRAPH

Name : MRS.KUMMARI RAJITHA

Date of Birth : 03:02.1992

Unique Id : 1-4563954475

Designation : ASSISTANT PROFESSOR

Educational Qualification: MBA

Work Experience:

\* Teaching : 4 Years

\* Research : -

\* Industry : -

\* Others : -



Area of Specializations : Finance (Major) & HR (Minor)

Course taught at Post Graduation : MBA

Banking & Insurance  
Operations Research  
Business Research Methods  
Managerial Economics

Research Guidance:

No. of papers published National &

International : 03

Conferences /workshops : 06

Master : 21

Ph.D :

Patents :

Technology Transfer :

Research Publications :

No. of Books published with details:

  
PRINCIPAL  
Adarsh P.G. College of Computer Science  
MAHABUBNAGAR



## 9. FEE

\*Details of Fee, as approved by State Fee Committee, for the Institution

Fee approved by TAFRC & Govt. of Telangana

Rs. 40,000 + 5,500/- Ist Year	}	For the academic years 2019-2020 to 2021-22
Rs. 40,000 + 2,500/- IInd Year		

Rs. 40,000 + 5,500/- Ist Year	}	For the academic years 2022-23 to 2024-25
Rs. 40,000 + 2,500/- IInd Year		

- Time schedule for payment of Fee for the entire Programme

For Counselling Students Fee Reimbursements is provided by Government of Telangana every year.

For Management students Fee will pay in 2 instalments for year.

- No. of Fee waivers granted with amount and name of students.

Full Fee Reimbursement to SC, ST & Minority Students from Govt. of TS

Rs.27,000/- Fee Reimbursement to BC & OC Category students  
from Govt. of TS

For the academic year 2021-22: SC=07, Minority=4, BC=31 & OC=09

- Number of scholarship offered by the Institution, duration & amount

Fee Reimbursement facility available to students  
Admitted through Convenor TSICET from Govt. of Telangana

- Criteria for Fee waivers/scholarships.

Student eligible for Fee Reimbursement:

- 1) Counselling students only (through Convenor, TSICET)
- 2) Parents Income below 2 Lakhs.
- 3) Parents Govt. Employees not eligible for Fee Reimbursement.

- Estimated cost of Boarding & Lodging in Hostels

Hostel facility not available

## 10. ADMISSIONS

- Number of seats sanctioned with the year of approval

Intake 60+5(EWS Seats) Seats MBA Programme -2021-22

- Number of Students admitted under various categories each year in the last three years

Course: MBA

Academic Year	Category	N o. of students admitted	Total
2021-22	Open	09	
	OBC	31	
	SC	07	
	ST	Nil	
	Muslim Minorities		
	Christian Minorities	Nil	
	Others	Nil	
2020-21	Open	04	
	OBC	17	
	SC	02	
	ST	Nil	
	Muslim Minorities	07	
	Christian Minorities	Nil	
	Others	Nil	
2019-20	Open	13	44
	OBC	19	
	SC	5	
	ST	1	
	Muslim Minorities	6	
	Christian Minorities	Nil	
	Others	Nil	



- Number of applications received during last two years for admissions under Management Quota and number admitted.

Year	Management Quota Intake (42 Counselling+ 18 Management=60)	Management Quota Applications Received	Management Quota Admitted Students
2021-22	18	14	11
2020-21	18	04	04
2019-20	18	10	09

## 11. ADMISSION PROCEDURE

- \* Mention the admission test being followed, name and address of the Test agency and its URL (website)

Telangana State Integrated Common Entrance Test (TSICET)  
Conducted by Telangana State Council of Higher Education (TSCHE),  
Masab Tank, Hyderabad.

Higher Education Website : <https://www.tsche.ac.in/>

TSICET Counselling website: <https://tsicet.nic.in/>

- \* Number of seats allotted to different Test Qualified candidate separately (AIEEE/CET) State conducted test/University tests/CMAT/GPAT/Association conducted test).

Through Convenor, TSICET-2021 counselling allotted:35  
But 35 Joined in MBA out of 40 for the year 2021-22

- Calendar for admission against Management/vacant seats: 2021-22 (Academic year 2022-23 admissions delay due to COVID-19 and Degree Final year students Results waiting and TSICET-2021 counseling not at started).

Last date of request for applications	16.08.2021
Last date of submission of applications	05.08.2021
Dates for announcing final results	17.08.2021
Release of admission list (main list & waiting list shall be announced on the same day)	24.11.2021
Date for acceptance by the candidate (time given shall in no case be less than 15 days)	
Last date for closing of admissions	22.12.2021
Starting of the academic session	27.12.2021
The waiting list shall be activated only on the expiry of date of main list	
The policy of refund of the Fee, in case of withdrawal, shall be clearly notified	



## 12 Criteria and Weightages for Admission

- \* Describe each criterion with its respective weightages i.e. Admission Test, marks in qualifying examination etc.,

### For Convenor Quota (Counselling students)

1. Must Qualify TSICET-2021
2. Must obtain 50% marks in Qualifying Examination (UG Level – 10+2+3)

### For Management Quota

1. May or may not qualify in TSICET-2021
2. Must obtain 50% marks in Qualifying Examination (UG Level – 10+2+3)

- \* Mention minimum level of acceptance, if any :
- \* Mention the cut-off levels of percentage and percentile score of the candidates in the admission test for the last three years.

45% in TSICET for all the last three years

- \* Display marks scored in Test etc and in aggregate for all candidates who were admitted.

Displayed in the website

## 13. List of Applicants

- \* List of candidate who applications have been received along with percentile/percentage score for each of the qualifying examination in separate categories for open seats. List of candidate who have applied along with percentage and percentile score for Management Quota seats.

List of candidates Applied and Admitted under Management Quota:  
(Note: Out of 60 seats 42 will be admitted through Convenor TSICET and only 18 seats will be filled by Management. In 18 seats only 09 students admitted for the year 2021-22)

Sl.No.	Name of the Candidate	UG Percentage	Remarks
1	Allampally Lavanya		Admitted
2	Sanda Mounika		Admitted
3	G. Venkatesh		Admitted
4	Kadavath Sandeep Kumar		Admitted
5	M. Pavan Kumar Goud	8.59 CGPA	Admitted
6	Shirisha	8.39 CGPA	Admitted
7	Mohd Khaliquddin	7.66 CGPA	Admitted
8	K. Anjaneyulu	7.00 CGPA	Admitted
9	K Shiva Kumar	52.85	Admitted



#### 14. RESULTS OF ADMISSION UNDER MANAGEMENT SEATS/VACANT SEATS

- \* Composition of selection team for admission under Management Quota with the brief profile of members (This information be made available in the public domain after the admission process is over).

Sl.No.	Name	Brief Profile
1	Sri. C.R. Bhagwanth Rao	President Mahabubnagar Educational Society
2	Dr. Paturi Mohan	Principal Adarsh P.G.College of Computer Sciences
3	Sri. N.Gajjalaiah	Secretary Mahabubnagar Educational Society
4	Sri. R. Kondal Reddy	Professor Adarsh P.G.College of Computer Sciences
5	Smt. N. Sahithya Reddy	Treasurer Mahabubnagar Educational Society

- \* Score of the individual candidates admitted arranged in order of merit

Admission Process of MBA not completed/delay due to COVID-19

- \* List of candidate who have been offered admission

Admission Process of MBA not completed/delay due to COVID-19

- \* Waiting list of the candidate in order of merit to be operative from the last date of joining of the first list candidate.

Admission Process of MBA not completed/delay due to COVID-19

- \* List of the candidates who joined within the date, vacancy position in each category before operation of waiting list.

Admission Process of MBA not completed/delay due to COVID-19

#### 15. INFORMATION OF INFRASTRUCTURE & OTHER RESOURCE AVAILABLE

- \* Number of Class Rooms and size of each
- \* Number of Tutorial rooms and size of each
- \* Number of Laboratories and size of each
- \* Number of Drawing Halls with capacity of each
- \* Number of Computer Centre with capacity of each
- \* Number of Examination Facility, Number of rooms & capacity of each
- \* Barrier Free Built Environment for disabled and elderly persons

List Enclosed

\* Occupancy Certificate

Copy of the Certificate Enclosed

\* Fire and Safety certificate

Copy of the Certificate Enclosed

\* Hostel Facilities

Hostel not available

• LIBRARY

• Number of Library Books/Titles/Journals available (Program-wise)

Course: MBA

No. of Library Books	No. of Titles	No. of Journals
6604	815	20

\* List of online National/International Journals subscribed: Yes

\* E-Library facilities : Available

• LABORATORY AND WORKSHOP

\* List of Major Equipment/Facilities in each Laboratory/Workshop

\* List of Experimental Setup in each Laboratory/Workshop

• COMPUTING FACILITIES:

Internet Bandwidth	100 Mbps (Jio Fiber)
Number & Configuration of System	30 Systems, Windows7 Ultimate Processor: Intel Pentium (R) CPU 3.30 GHZ, 4GB RAM 500 GB Hard Disk
Total number of Systems connected by LAN	30 Systems
Total number of systems connected by WAN	
Major software packages available	Windows-10, Office-2016, Tally Quick Heal Anti-Virus
Special purpose facilities available	

PRINCIPAL

Adarsh P.G. College of Computer Science  
MAHABUBNAGAR



- \* Innovation Cell : Available
- \* Social Medial Cell : Available
- \* Compliance of the National Academic Depository (NAD), application to PGCM/PGDM Institutions and University Departments.

#### LIST OF FACILITIES AVAILABLE:

- \* Games & Sports Facilities : Available  
(Cricket, Volleyball, Shuttle, Badminton, Caroms, Chess, Tennikoit, Kho-kho, Kabaddi & Athletics)
- \* Extra-Curricular activities: Student Mentoring,  
Coaching Games & Sports to students,  
Internships to students.
- \* Soft Skill Development Facilities: Personality Development classes

#### TEACHING LEARNING PROCESS

- \* Curricular and syllabus for each of the Programmes as approved by the University : Copy Enclosed
- \* Academic Calendar of the University : Copy Enclosed
- \* Academic Time table with the name of the faculty members handling the course : Copy Enclosed
- \* Teaching Load of each Faculty : Copy Enclosed
- \* Internal Continuous Evaluation System and Place

In every Semester two Internal Exams for theory subjects are conducted for 20 marks for duration of 1 hour.

In MBA-I Semester one Internal Exam for Practical Subject is conducted for 25 marks for duration of 2 hours.

Apart from these exams individual faculty conduct closed book class test and open book assignment and regular home work are assigned. Depending upon the status of syllabus completion question and answer sessions are conducted on week ends.

- \* Student's assessment of Faculty, system in place

The College Principal and the Management hold oral confidential interaction with the students collecting the feedback from the students.

\* FOR EACH POST GRADUATE COURSE GIVE THE FOLLOWING

- \* Title of the Course : Master of Business Administration
- \* Curricula and Syllabi : Enclosed
- \* Laboratory facilities exclusive to the Post Graduate Course

\* SPECIAL PURPOSE

- \* Software, all design tools in case :
- \* Academic Calendar and frame work : Enclosed

16. ENROLLMENT OF STUDENTS IN THE LAST 3 YEARS: Copies Enclosed

17. LIST OF RESEARCH PROJECT / CONSULTANCE WORKS

- \* Number of Projects carried out, funding agency, Grant received
- \* Publications (if any) out of research in last three years out of masters projects.
- \* Industry Linkage
- \* MoUs with Industries (minimum 3(10)) : Copies Enclosed

18. LoA and subsequent EoA till the current Academic Year : Copies Enclosed

19. Accounted Audited statement for the last three years : Copies Enclosed

20. Best Practices adopted, if any

Note: Suppression and/or misrepresentation of information shall invite appropriate penal action.

The Website shall be dynamically updated with regard to Mandatory Disclosures

  
PRINCIPAL  
Adarsh P.G. College of Computer Science,  
MAHABUBNAGAR






OFFICE OF THE MAHABUBNAGAR MUNICIPALITY


No. FI/ 1174/2010,


Date: 19-03-2010

CERTIFICATE

This is to certify that the land in Survey No.254/AA extent of 1.25 acres respectively situated at Venkateshwara Colony, Town: Mahabubnagar, Mandal: Mahabubnagar, Division: Mahabubnagar, Dist: Mahabubnagar is in the possession and utilization of Mahabubnagar Educational Society, Mahabubnagar comes under Municipal Jurisdiction and the said society is the absolute owners of the above said land vide registered document No.2289/99 registered with Sub-Registrar, Mahabubnagar, and the buildings constructed in the above said land are useful to run the Educational Institutions.

  
COMMISSIONER  
MAHABUBNAGAR MUNICIPALITY

  
19/3/2010

  
PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR






*This is to certify that the Sy.No.254/AA comes under the limits of Mahabubnagar Municipality vide G.O.No.959/MA & UD Dept., Dated 30-09-1979.*

*In this non-agricultural land after receiving betterment charges as per Government norms and permissions were granted for construction of building to Mahabubnagar Educational Society, Mahabubnagar.*

  
**COMMISSIONER**  
Mahabubnagar Municipality

  
**PRINCIPAL**  
Adarsh PG College of Computer Science  
MAHABUBNAGAR







OFFICE OF THE  
MAHABUBNAGAR MUNICIPALITY  
DATED: 18-06-2010



### CERTIFICATE

This is to certify that ADARSH P.G. COLLEGE OF COMPUTER SCIENCES situated at Venkateshwara Colony, Mahabubnagar has been fully equipped to meet the Calamities like fire and others. The institute is provided with safety provisions like extinguishers, sufficient number of buckets filled with sand, a 1000 liters water tank always made available and other necessary equipment. The staff members are also given sufficient knowledge and understanding to face the Calamities.

  
COMMISSIONER  
MAHABUBNAGAR MUNICIPALITY  
18/6

  
PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR







OFFICE OF THE  
MAHABUBNAGAR MUNICIPALITY  
DATED: 18-06-2010

### CERTIFICATE

This is to certify that ADARSH P.G. COLLEGE OF COMPUTER SCIENCES situated at Venkateshwara Colony, Mahabubnagar has been fully equipped to meet the Calamities like fire and others. The institute is provided with safety provisions like extinguishers, sufficient number of buckets filled with sand, a 1000 liters water tank always made available and other necessary equipment. The staff members are also given sufficient knowledge and understanding to face the Calamities.

  
COMMISSIONER  
MAHABUBNAGAR MUNICIPALITY  
18/6

  
PRINCIPAL  
Adarsh P.G. College of Computer Science  
MAHABUBNAGAR



**GOVERNMENT OF TELANGANA  
STATE DISASTER RESPONSE & FIRE SERVICES DEPARTMENT.**

SICR-35/11835/3317/1005001

From  
Sri V. Nagarjuna Reddy, M.Com.,  
Adv., Dipl in F.E., Nagpur,  
District Fire Officer, West Zone / Ranga Reddy District  
Holding (FAC) Regional Fire Officer, Central Region,  
Telangana, Hyderabad.

To  
M/s. Adarsh Degree and PG College,  
H.No. 7-5-51/c, Venkateshwara Colony,  
Mahabubnagar Town, Mahabubnagar District.

Re. No. 350/B1/2016, Dated: 01-02-2016.

Sir,

**Sub:-** TELANGANA STATE DISASTER RESPONSE & FIRE SERVICES DEPARTMENT - Central Region, Hyderabad - Issuance of No Objection Certificate for Occupancy to the Existing Non-Multi Storied Building of M/s. Adarsh Degree and PG College, H.No. 7-5-51/c, Venkateshwara Colony, Mahabubnagar Town, Mahabubnagar District - Regarding.

**Ref:-** 1 Chief Office Cir.Memo.Re.No.15009/MSB/CR/HYD/2012, Dt.13.04.2015.  
2. Application of authorized signatory M/s. Adarsh Degree and PG College, H.No. 7-5-51/c, Venkateshwara Colony, Mahabubnagar Town, Mahabubnagar District.  
3. Inspection Report Re.No.2051/A2/2015, dated 30-01-2016 of the Non-MSB of inspection Committee of Mahabubnagar.

\*\*\*\*\*

In the reference 2<sup>nd</sup> cited, the Management of M/s. Adarsh Degree and PG College, has requested for issue of No. Objection Certificate for Occupancy to the Non-Multistoreyed Educational Building building at H.No. 7-5-51/c, Venkateshwara Colony, Mahabubnagar Town, Mahabubnagar District with Ground Floor + 03 Upper Floors with a height of 13.82 meters for Educational Occupancy (B1).

2). Vide reference 3<sup>rd</sup> cited, the inspection committee, comprising of Assistant District Fire Officer, Mahabubnagar along with Station Fire Officer, Mahabubnagar have inspected the building on 29-01-2016 and Recommended for the issue of No Objection Certificate for Occupancy and submitted the following Inspection Report.

3). The builder has constructed the Non-Multistoreyed Building with Ground Floor + 03 Upper Floors with a height of 13.82 meters at H.No. 7-5-51/c, Venkateshwara Colony, Mahabubnagar Town, Mahabubnagar District for Educational Occupancy (B1).

**4) PARTICULARS OF THE BUILDING:**

a)	Address of the building	M/s. Adarsh Degree and PG College, H.No. 7-5-51/c, Venkateshwara Colony, Mahabubnagar Town, Mahabubnagar District
b)	Built-up Area	3730.58 Square Mtrs
c)	Height of the building	13.82 Meters
d)	No of blocks / floors	Ground Floor + 03 Upper Floors
e)	Type of occupancy	Educational Occupancy (B1).

**5) The builder has provided the following open places all around the building:**

Direction	Open space to be provided as per GO Ms. No. 168 MA &UD Department, Dated :07.04.2012	Open space Provided	Deficit
North	02.50 meters	06.00 meters	Nil
East (F)	03.00 meters	06.00 meters	Nil
West	02.50 meters	01.00 meters	01.50 meters
South	02.50 meters	03.00 meters	Nil

**6) STAIRCASES:** The details of staticases required as per National Building Code of India 2005 and provided is furnished as below:

Sl. No.	Detailing Staircases	Required as per NBC-2005		Provided	Location	Deficit
		Nos.	Width			
1	Internal Staircase	1 No.	01.50 Mtrs.	01 Nos. with 01.55 Mtrs	North	Nil
2	External Staircase	01 No.	01.25 Mtrs.	01 Nos. with 01.55 Mtrs	South	Nil
			Total	03.10 Mtrs		

Con. 2.p.

  
**PRINCIPAL**  
 Adarsh P.G. College of Computer Science,  
 MAHABUBNAGAR



- 7) The details of Occupant Load per Unit and Exit Width required and provided is furnished as below:

S. No	Floor	Built-up area in Sq. Mtrs	Type of Occupancy	No. of Occupant load as declared by the management	MOE Required	MOE Provided	Deficit
1	Ground	1056.80	Educational	150	02.00 Mtrs	02.00 Mtrs	Nil
2	1 <sup>st</sup> Floor	1056.80	Educational	150	03.00 Mtrs	03.00 Mtrs	Nil
3	2 <sup>nd</sup> Floor	1056.80	Educational	88	01.76 Mtrs	03.00 Mtrs	Nil
4	3 <sup>rd</sup> Floor	560.18	Educational	88	01.76 Mtrs	03.00 Mtrs	Nil
	Total	--	--	--	--	--	--

- 8) The builder has provided the following the fire fighting systems as per table 23, Part-4 NBC of India 2005.

Sl. No	Fire Fighting Installation	Required As per NBC 2005	Builder now Provided	Deficit
1	Fire Extinguishers as per IS:2190	16 Nos	16 Nos	Nil
2	Hose Reel	04 Nos	04 Nos	Nil
3	Two Way Fire brigade inlet	01 No	01 No	Nil
4	Terrace Tank	10,000 Ltrs	10,000 Ltrs	Nil
5	Pumps	01 No Booster Pump of 450 LPM	01 No Booster Pump of 450 LPM	Nil

- 9) The builder provided floor wise Fire Fighting systems as per the Table 23 of Part-4 of NBC of India 2005.

S.No	Floors	Extinguishers	Hose Reel(30 Meters)	2 way fire brigade	Terrace Tank	Terrace Pump
1	Ground	04	01	01	--	--
2	1 <sup>st</sup> Floor	04	01	--	--	--
3	2 <sup>nd</sup> Floor	04	01	--	--	--
4	3 <sup>rd</sup> Floor	04	01	--	--	--
5	Terrace	--	--	--	10,000 Ltrs	01
	Total	16	04	01	10,000 Ltrs	01

- 10) The management remitted Rs.42,146/- vide chalan No/34983, Dt. 08.12.2015, and Rs.5070/- vide chalan No.39463, Dt. 25.01.2016, at SBH, Mahabubnagar Branch, Mahabubnagar towards Fire precaution and Penal Interest.

- 11) Therefore, in accordance to the circular Memo of Chief Office vide reference 1<sup>st</sup> cited and as recommended recommended by the inspection committee vide 3<sup>rd</sup> cited, the No Objection Certificate for Occupancy to the existing building is issued to M/s. Adarsh Degree and PG College, H.No. 7-5-51/c, Venkateshwara Colony, Mahabubnagar Town, Mahabubnagar District with the following conditions:

1	All the fire protection arrangements shall be maintained in good repair as seen during inspection.
2	All the escape / exit routes shall not be kept locked / blocked or encroached.
3	All the occupants must know the correct method of operation of the fire fighting system installed.
4	Any loss of life or property due to non-functioning of fire safety measures and other installations shall be the responsibilities of the management.
5	All occupants / security personnel shall be trained to operate the fire safety equipments during emergency.
6	Addition / alteration, if any in the building may be verified by building authority.
7	Mock drills should be conducted once in 3 months for initial two years. Thereafter, once in every 6 months

- 12) This NOC for Occupancy is valid for a period of One year from the date of issue of this letter. It is the responsibility of the owner / occupier / builder to comply condition No.1 along with other conditions and apply for renewal of NOC, duly remitting the user charges as per G.O.Ms.No. 1 Home (Prison-A) Department, dated 01.04.2010 two months before expiry of the No Objection Certificate.

Yours faithfully,

43  
District Fire Officer,  
West Zone / Ranga Reddy District  
Holding (FAC) Regional Fire Officer,  
Central Region, Telangana, Hyderabad

Copy to Assistant District Fire Officer, Mahabubnagar.  
Copy to the Station Fire Officer, Mahabubnagar.

Adarsh Degree and PG College  
MAHABUBNAGAR



# Fire certificates for buildings and premises

On this page:

- [How do I know if I need a fire certificate?](#)
- [How to apply for a fire certificate](#)
- [Renewing a fire certificate](#)
- [Making changes or material alterations to certificated premises](#)
- [Change of owner or occupier of certificated premises](#)
- [Log books](#)

## How do I know if I need a fire certificate?

The following premises must have a fire certificate:

1. hospitals - regardless of how many people sleep there
2. care or nursing homes - regardless of how many people sleep there
3. ports / airport: any building which forms part of these, and includes an area used for passenger arrivals / departures from a ship or aircraft
4. hostels, tourist accommodation and lodging houses - certain rules apply (see below)
5. residential schools - certain rules apply (see below)
6. houses in multiple occupation (HMOs) - (see below)

### Hostels, lodging houses, residential schools and tourist accommodation

Hostels, lodging houses, residential schools and tourist accommodation need a fire certificate if they:

- provide sleeping accommodation for more than five people, some of which is above the first floor or below the ground floor, or
- provide sleeping accommodation for more than 40 people

### Houses in multiple occupation (HMOs)

From January 2013, houses in multiple occupation (HMOs) also require fire certificates.

[Fire certificates for houses in multiple occupation \(HMOs\)](#)

### The Fire Precautions Law

This legislation, which is enforced by the States of Jersey Fire and Rescue Service, sets out the type of premises which are required to obtain a fire certificate:

[Fire Precautions \(Jersey\) Law 1977 on Jersey Law website](#)



## How to apply for a fire certificate

You can apply for a fire certificate by using the application form (FPA1) below. Completed forms should be sent to the Fire Service.

[Download an FPA1 application form \(size 186kb\)](#)

[Download the scale of charges document that shows the fees applicable to this application \(size 199kb\)](#)

## Renewing a fire certificate

From January 2013 an amendment to the Fire Precautions (Jersey) Law 1977 means that all fire certificates must be renewed every 36 months from the date of issue.

### Why do I have to renew my fire certificate?

By renewing your fire certificate, the States of Jersey Fire and Rescue Service will know about any significant changes that have been made to your premises. This could include:

- change of ownership
- change of 'responsible person' in the premises
- change of use
- material or structural changes

### How much will it cost to renew my fire certificate?

The renewal cost is £80 (subject to a 2.5% yearly increase).

However, if you've made significant material or structural alterations, you may need to pay further charges.

### How and when do I renew my fire certificate?

We will write to you, giving you three months' notice that you need to renew your certificate. You should return the completed FPA1(A) form to us before the date stated in the letter. You will be invoiced separately for the renewal fee. If we don't receive your application form by the stated date, your fire certificate will be considered cancelled. This means you may have to reduce the number of people within your premises until you apply for a new fire certificate.

From January 2016, failing to return your completed application of renewal by the expiry date will incur a 50% submission penalty which will be added to the standard renewal fee.

  
**PRINCIPAL**  
 Adarsh P.G. College of Computer Science,  
 MAHABUBNAGAR

  
 Adarsh P.G. College of Computer Science,  
 MAHABUBNAGAR



# ADARSH

## POST GRADUATE COLLEGE OF COMPUTER SCIENCES

(Approved by UCTE & Affiliated to Palamuru University)

Venkateshwara Colony, MAHABUNAGAR - 509 002.

Ph: 08541 121912  
Fax: 08541 121912  
E-mail: principal@adarshpgcollege.com  
principal@adarshpgcollege.com

LR.No/591/1/Aphc/2021-22

Date 6.12.2021

It is to inform that the following members are formed as Anti-Ragging Committee. Please note the details and act accordingly.

### ANTI-RAGGING COMMITTEE 2021-2022

Sl.No	Name of the staff	Designation
1	Dr. Paturi Mohan	Chairman
2	Dr. P. Rockeny Joyce	Co- Chairman
3	Mrs. M. Sailajamma	Convener
4	Mr. Md. Tajuddin	Co- Convener
5	K. Raja Mallesh	Member
6	Md. Elliya	Student
7	Sowbagya	Student
8	Shanker	Student
9	Revathi Mani	Student
10	Navya	Student



*Principals*

PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUNAGAR

ESTD: 1998

Ph: 08542 221912  
Fax: 08542 221912  
Website: www.adarshpgc.ac.in  
E-mail: adarshpgc@rediffmail.com



# ADARSH

## POST GRADUATE COLLEGE OF COMPUTER SCIENCES

(Approved by AICTE & Affiliated to Palamuru University)  
Venkateshwara Colony, MAHABUNAGAR - 509 002

Ref

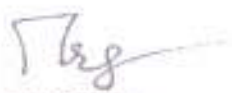
Date

It is to inform that the following members are formed as Anti-Ragging Squad. Please note the details and act accordingly.

### ANTI RAGGING SQUAD

Sl.No	Name of the staff	Department	Designation
1	Dr. Paturi Mohan	Principal	Chairman
2	Dr. P. Rockeny Joyce	Associate Prof.-MBA	Co-Chairman
3	Mrs. M Sailajamma	Asst. Prof. -MBA	Convener
4	Mr. Md Tajuddin	Asst. Prof. -MBA	Co-Convener



  
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Adarsh P.G. College of Computer Sciences  
MAHABUNAGAR





# ADARSH

## POST GRADUATE COLLEGE OF COMPUTER SCIENCES

(Approved by AICTE & Affiliated to Palamuru University)  
Venkateshwara Colony, MAHABUNAGAR - 509 002.

Ref:

Date:

### Functions of Anti Ragging committee:

According to the University directions Adarsh Post Graduate College of Computer Sciences constituted Anti Ragging Committee with MBA faculty. This committee will act according to the following.

1. No student should rag in the college premises or outside
2. Oral or physical ragging is strictly prohibited either directly or indirectly
3. No senior student should enter into MBA fresher's classrooms.
4. If seniors want to take an introduction, that should be with Head's permission.
5. The introduction activity should be in the presence of minimum two deputed faculty members.
6. If any student or students found ragging either in college premises or in the college road the following disciplinary action along with the penalty of Rs.5,000/- will be imposed.
  - (i) They may be suspend from the classes for minimum of one semester or may be removed from the college canceling, the admission with permission of University.
  - (ii) They may be handovered to the Police and case may be booked against such student.
  - (iii) Their names are going to be displayed on the Notice Board keeping in Blacklist.
  - (iv). The information about the candidate will be submitted to the University.
  - (iv) Such students parents may be intimated about their mischievous behavior through letters or phone calls.



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Adarsh P.G. College of Computer Sciences  
MAHABUNAGAR



# ADARSH

## POST GRADUATE COLLEGE OF COMPUTER SCIENCES

(Approved by AICTE & Affiliated to Palamuru University)  
Venkateshwara Colony, MAHABUNAGAR - 509 002.

LR.No. 591/2/APHC/2021-22

Date 6/12/2022

### GRIEVANCE REDRESSAL COMMITTEE 2021-22

**Chairman:-President/Secretary**

**Members:-**

- 1) Dr.Pathuri Mohan (Principal)
- 2) Dr.P.Rockeny Joyce (Associate Professor)
- 3) Sattur Bhargavi (Assistant Professor)
- 4) C. Ramu (Assistant Professor)
- 5) GV. Revathi Mani (Roll.No.3121-20-672-014)MBA-II Year
- 6) C. Umamaheshwari (Roll.No.3121-20-672-042) MBA-II Year
- 7) U Aravind (Roll.No.3121-20-672-010) MBA-II Year



  
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Adarsh P.G. College of Computer Sciences  
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# ADARSH

## POST GRADUATE COLLEGE OF COMPUTER SCIENCES

(Approved by AICTE & Affiliated to Palamuru University)  
Venkateshwara Colony, MAHABUNAGAR - 509 002.

Ref: LR.No. /591/3/Aphc/2021-22

Date: \_\_\_\_\_

### INSTITUTION INDUSTRY CELL

- 1) Dr. Pathuri Mohan (Principal)
- 2) Mr. Mohd. Tajuddin (Assistant Professor)  
Department of Business Management



  
PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUNAGAR



# ADARSH

## POST GRADUATE COLLEGE OF COMPUTER SCIENCES

(Approved by AICTE & Affiliated to Palamuru University)

Venkateshwara Colony, MAHABUNAGAR - 509 002.

LRNO/591/4/APAC/2021-22

Date 6/12/2021

### INTERNAL COMPLAINT COMMITTEE AGAINST SEXU HARASSMENT

The present members of the Complaints Committee to deal with the complaints of sexual harassment in accordance with the guidelines laid down by the AICTE relating to sexual harassment of women workers at work places and students are as follows.

- |                                                                                 |   |                                                           |
|---------------------------------------------------------------------------------|---|-----------------------------------------------------------|
| 1) Dr. Pathuri Mohan (Principal)                                                | - | Chairman                                                  |
| 2) Ms. P. Rockeny Joyce Assist. Professor<br>Department of Business Management  | - | President                                                 |
| 3) Mrs. Sattur Bhargavi, Assist. Professor<br>Department of Business Management | - | Vice- President                                           |
| 4) Mr. Mohd. Tajuddin Assist. Professor<br>Department of Business Management    | - | Convener                                                  |
| 5) Mrs. Sailajamma Assist. Professor<br>Department of Business Management       | - | Co-Convener                                               |
| 6) M. Srinath                                                                   | - | Member                                                    |
| 7) A. Praneeth                                                                  | - | Member                                                    |
| 8) Miss. Zeba Samreen                                                           | - | Student of MBA-<br>IInd Year<br>(Roll.No.3121-20-672-008) |
| 9) Miss. K. Sindhu                                                              | - | Student of MBA-<br>IInd Year<br>(Roll.No.3121-20-672-034) |
| 10) Mr. Syed Abrar Mohiuddin                                                    | - | Student of MBA-<br>IInd Year<br>(Roll.No.3121-20-672-029) |



*The*  
 PRINCIPAL  
 Adarsh P.G. College of Computer Sciences  
 MAHABUNAGAR





# ADARSH

## POST GRADUATE COLLEGE OF COMPUTER SCIENCES

(Approved by AICTE & Affiliated to Palamuru University)

Venkateshwara Colony, MAHABUNAGAR - 509 002.

Ref: ARNO/591/5/APAC/2021-22

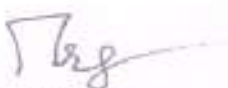
Date: 6.12.2021

### SC / ST Committee Cell

#### MEMBERS

- |                                                                  |   |             |
|------------------------------------------------------------------|---|-------------|
| 1) Dr.Pathuri Mohan (Principal)                                  | - | Chairman    |
| 2) Mrs. M. Sailajamma (Assistant Professor)                      | - | Convener    |
| 3) Mr. Mohd. Tajuddin (Assistant Professor)                      | - | Co Convener |
| 4) G. Raju , M.B.A II-Year Student<br>Roll.No 3121-20-672-005    | - | Member      |
| 5) K.Srinivasulu M.B.A I-Year Student<br>Roll.No 3121-21-672-026 | - | Member      |



  
PRINCIPAL  
Adarsh PG. College of Computer Sciences,  
MAHABUNAGAR



# ADARSH

## POST GRADUATE COLLEGE OF COMPUTER SCIENCES

(Approved by AICTE & Affiliated to Palamuru University)

Venkateshwara Colony, MAHABUNAGAR - 509 002.

LR.No/591/6/APAC/2021-22

Date: 6.12.2021

### STUDENT COUNSELLOR CELL

#### Members:-

- |    |                                  |                |
|----|----------------------------------|----------------|
| 1) | Dr. Pathuri Mohan (Principal)    | - Chairman     |
| 2) | R. Kondal Reddy                  | - Professor    |
| 3) | C Ramu (Assist. Professor)       | - Convener     |
| 4) | M Sailajamma (Assist. Professor) | - Co -Convener |



PRINCIPAL  
Adarsh P.G. College of Computer Sciences,  
MAHABUNAGAR





# ADARSH

## POST GRADUATE COLLEGE OF COMPUTER SCIENCES

(Approved by AICTE & Affiliated to Palamuru University)

Venkateshwara Colony, MAHABUNAGAR - 509 002.

Ref: LRNO/591/2021-22


Date: 6/12/2021

### WOMEN PROTECTION CELL

The present members of the Complaints Committee to deal with the complaints of Women in accordance with the guidelines laid down by the AICTE & Affiliated University relating to Women Protection at work places are as follows.

- |                                                                                 |                    |
|---------------------------------------------------------------------------------|--------------------|
| 1) Dr.P.Rockeny Joyce, Associate Professor<br>Department of Business Management | - Convenor         |
| 2) Mrs. M. Sailajamma                                                           | - Co-Convenor      |
| 3) Mrs.Sattur Bhargavi                                                          | - Committee Member |
| 4) Mrs.N Lalitha Madhuri                                                        | - Committee Member |
| 5) Mrs. K Rajitha.                                                              | - Committee Member |
| 6) Mrs.A Babitha,                                                               | - Committee Member |
| 7) B Ravali                                                                     | - Member           |
| 8)K Anusha                                                                      | - Member           |



  
PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUNAGAR



PALAMURU UNIVERSITY  
MAHABUBNAGAR-509001  
Academic Audit Cell

Lr.No. 25/Ac/PU/AAC/2021

Date: 18-06-2021

To

All The Principals of Campus, Constituent and Affiliated Colleges Offering  
MBA programme under Palamuru University.

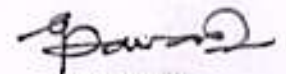
Sub: Almanac for I semester (I-YEAR) of MBA programme for the Academic year 2020-21 -  
Communication of Approval.

\*\*\*\*\*

Sir/Madam

With reference to the subject cited, I am desired to communicate the approval of the  
University for the following Almanac for I semester of MBA programme of Palamuru  
University for the academic year 2020-21.

I-SEMESTER		
S.No.	Particulars	Date
1	Commencement of Classes	13-02-2021
2	Summer Vacation	01-05-2021 to 31-05-2021
3	Reopen after summer vacation	01-06-2021
4	Internal assessment* (assignment mode)	15-07-2021 to 17-07-2021
5	Last date of instruction	17-07-2021
6	Preparation holidays	18-07-2021 to 25-07-2021
7	Commencement of theory examinations	26-07-2021**
*There will be only one internal assessment examination for this academic year		
** The commencement of theory examinations is subject to the decision of the Govt. of Telangana.		

  
REGISTRAR

Copy to:

1. The Dean Faculty of Business Management, PU.
2. The OSD to the Vice Chancellor, PU.
3. The Controller of Examination, PU.
4. The Joint Director (PG), Academic audit Cell, PU.
5. The Additional Controller of Examinations (PG), PU.





**PALAMURU UNIVERSITY**  
**MAHABUBNAGAR-509001**  
**Academic Audit Cell**

Lr.No. 24 /Ac/PU/AAC/2021

Date: 18-06-2021

To

All The Principals of Campus, Constituent and Affiliated Colleges Offering  
MBA programme under Palamuru University.

Sub: Almanac for IV semester (II-YEAR) of MBA programme for the Academic year 2020-21 -  
Communication of Approval.

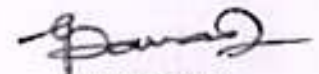
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Sir/Madam

With reference to the subject cited, I am desired to communicate the approval of the University for the following Almanac for IV semester of MBA programme of Palamuru University for the academic year 2020-21.

IV-SEMESTER		
S.No.	Particulars	Date
1	Commencement of Classes	26-03-2021
2	Summer Vacation	05-05-2021 to 31-05-2021
3	Reopen after summer vacation	01-06-2021
4	Internal assessment* (assignment mode)	07-07-2021 to 09-07-2021
5	Last date of instruction	09-07-2021
6	Preparation holidays	10-07-2021 to 16-07-2021
7	Commencement of theory examinations	17-07-2021**
*There will be only one internal assessment examination for this academic year		
** The commencement of theory examinations is subject to the decision of the Govt. of Telangana.		

Note: The almanac is prepared to protect the academic year of the students. All the principals/Heads are informed to complete the syllabi on time by taking the additional instructional hours including holidays.

  
REGISTRAR

Copy to:

1. The Dean Faculty of Business Management, PU.
2. The OSD to the Vice Chancellor, PU.
3. The Controller of Examination, PU.
4. The Joint Director (PG), Academic audit Cell, PU.
5. The Additional Controller of Examinations (PG), PU.



PALAMURU UNIVERSITY  
MAHABUBNAGAR-509001  
Academic Audit Cell

Lr.No. 38 Ac/PU/AAC/2021

Date: 25-08-2021

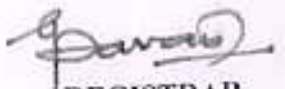
To  
All The Principals of Campus, Constituent and Affiliated Colleges Offering  
M.A./M.Sc./M.Com./M.S.W./M.B.A. Programmes under Palamuru University.

Sub: ALMANAC of II-SEMESTER of PG programmes for the Academic year 2020-21 - Communication of Approval.

II-SEMESTER		
S.No.	Particulars	Date
1	Commencement of Classes*	28-08-2021
2	Cut-off date for readmission into II- semester	27-09-2021
3	Short Vacation	11-10-2021 to 19-10-2021
4	Internal Assessment Test-I	20-10-2021 to 21-10-2021
5	Internal Assessment Test-II	26-11-2021 to 27-11-2021
6	Last Date of Instruction	27-11-2021
7	Preparation Holidays & Practical Examinations	28-11-2021 to 05-12-2021
8	Commencement of End Semester Examinations**	06-12-2021
* The mode of conduction of theory classes (online/offline) is subject to the decision of the Government of Telangana State		
** The commencement of Theory examinations is subject to the decision of the Government of Telangana State		

Note: The almanac is prepared to protect the academic year of the students

1. There will be 01-hour additional instruction per day for entire semester
2. Online classes shall be conducted on all Sundays and second Saturdays to cover 30% of syllabus through online mode as per UGC directions.
3. The Principals/heads of the Colleges/departments may review the syllabus covered on monthly basis and take remedial measures if required for completion of syllabus on time.
4. **ALL THE PRINCIPALS ARE INSTRUCTED TO TAKE NECESSARY PRECAUTIONS AND MEASURES AS DIRECTED BY UGC/Govt. of Telangana/TSCHE TO OVERCOME COVID-19 PANDEMIC.**

  
REGISTRAR

Copy to:

1. The Dean Faculty of Arts/Commerce/Science/Social Sciences, PU.
2. The Dean, Development and UGC affairs
3. The OSD to the Vice Chancellor, PU.
4. The Joint Director (PG), Academic audit Cell, PU.
5. The Controller of Examination, PU.
6. The Additional Controller of Examinations (PG), PU.
7. To The Finance Officer





**PALAMURU UNIVERSITY**  
**MAHABUBNAGAR-509001**  
**Academic Audit Cell**

Lr. No. 75/PU/AAC/2021

Date: 24-12-2021

To

All The Principals of Campus, Constituent and Affiliated Colleges Offering  
M.A./M.Sc./M.Com./M.S.W./M.B.A. Courses under Palamuru University.

Sub: Almanac of I- Semester of PG Courses for the Academic year 2021-22 - Communication  
of Approval- Reg.

\*\*\*\*\*

Sir/Madam,

With reference to the subject cited, I am desired to communicate the approval of the University for the following Almanac for PG courses viz. M.A./M.Sc./M.Com./M.S.W./ M.B.A. for I-Semester of Palamuru University for the academic year 2021-22.

I-SEMESTER		
S.No.	Particulars	Date
1	Commencement of Classes	27-12-2021
2	Cut-off date for readmission into I-Semester	27-01-2022
3	Short Vacation	13-01-2022 to 16-01-2022
4	Commencement of classes after short vacation	17-01-2022
5	Internal Assessment Test-I	25-02-2022 to 26-02-2022
6	Internal Assessment Test-II	22-04-2022 to 23-04-2022
7	Last Date of Instruction	02-05-2022
8	Preparation Holidays/Practical Examinations	03-05-2022 to 09-05-2022
9	Commencement of End Semester Exams	10-05-2022
10	Reopening of II-Semester	26-05-2022

**Note:** The heads of the Institutions/Departments may review the syllabus covered on monthly basis and take measures if required for completion of syllabus on time.

  
REGISTRAR

Copy to:

1. The Dean Faculty of Arts/Commerce/Science/Social Science, PU.
2. The OSD to the Vice Chancellor, PU.
3. The Controller of Examination, PU.
4. The Joint Director (PG), Academic audit Cell, PU.
5. The Additional Controller of Examinations (PG), PU.



**PALAMURU UNIVERSITY**  
**MAHABUBNAGAR-509001**  
**Academic Audit Cell**

Lr. 78/No. /PU/AAC/2021

Date: 30-12-2021

To

All The Principals of Campus, Constituent and Affiliated Colleges Offering  
M.A./M.Sc./M.Com./M.S.W./M.B.A. Courses under Palamuru University.

**Sub:** Almanac of III- Semester of All PG Courses & III, VI, VIII Semesters of 5 Years Intergraded Chemistry course for the Academic year 2021-22 - Communication of Approval- Reg.

\*\*\*\*\*

Sir/Madam,

With reference to the subject cited, I am desired to communicate the approval of the University for the following Almanac for All PG courses viz. M.A./M.Sc./M.Com./M.S.W./M.B.A. for III-Semester and III, VI, VIII Semesters of 5 Years Intergraded Chemistry course of Palamuru University for the academic year 2021-22.

III-SEMESTER		
S.No.	Particulars	Date
1	Commencement of Classes	30-12-2021
2	Cut-off date for readmission into I-Semester	29-01-2022
3	Short Vacation	13-01-2022 to 16-01-2022
4	Commencement of classes after short vacation	17-01-2022
5	Internal Assessment Test-I	25-02-2022 to 26-02-2022
6	Internal Assessment Test-II	22-04-2022 to 23-04-2022
7	Last Date of Instruction	02-05-2022
8	Preparation Holidays/Practical Examinations	03-05-2022 to 09-05-2022
9	Commencement of End Semester Exams	10-05-2022
10	Reopening of IV-Semester	26-05-2022

**Note:** The heads of the Institutions/Departments may review the syllabus covered on monthly basis and take measures if required for completion of syllabus on time.

Sd/-  
REGISTRAR

Copy to:

1. The Dean Faculty of Arts/Commerce/Science/Social Science, PU.
2. The OSD to the Vice Chancellor, PU.
3. The Controller of Examination, PU.
4. The Joint Director (PG), Academic audit Cell, PU.
5. The Additional Controller of Examinations (PG), PU.





# ADARSH P.G.COLLEGE OF COMPUTER SCIENCES

(Approved by AICTE & Affiliated to Padmaraja University)  
Veerabhadraswara Colony, Mahabubnagar.

## MBA- II - Semester Classes Time Table for the year 2020-21

Day	Sem	10.00 - 11.00	11.00 - 12.00	12.00 - 1.00	1.00 - 1.30	1.30 - 2.30	2.30 - 3.30	3.30 - 4.30
MONDAY	II SEM	HRM (R.J)	FM (M.S)	BRM (S.B)	LUNCH			
TUESDAY	II SEM	RM (C.R)	HRM (R.J)	FM (M.S)	LUNCH			
WEDNESDAY	II SEM	FM (M.S)	BRM (S.B)	HRM (R.J)	LUNCH			
THURSDAY	II SEM	IB (M.T)	HRM (R.J)	RM (C.R)	LUNCH			
FRIDAY	II SEM	BRM (S.B)	F.M (M.S)	SB (M.T)	LUNCH			
SATURDAY	II SEM	HRM (R.J)	IB (M.T)	RM (C.R)	LUNCH			

Faculty:

Dr. P. MOHAN  
Dr. R. KONDAL REDDY  
DR.C.JAYANTHI PRASAD  
Miss P. ROCKENY JOYCE  
Mrs.S. BHARGAVI  
Mr. MOHIDTAJUDDIN  
Mrs. M. SAILAJA/AMMA  
Mr. C. RAMU  
Mrs. K. RAJITHA

PRINCIPAL

Signature

Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR



Venkateshwarra Colony, Mahabubnagar.

## MBA-I &amp; III Semester Time Table for the Year 2021-22

Day	Class				
MONDAY	MBA-I Sem	AFM (M.S)	EFM (S.B)	MOB M(R.J)	LUNCH
	MBA-III Sem	OM (M.T)	EB (C.R)	OD (K.R)	
	MBA-I Sem	MM (C.R)	AFM (M.S)	EFM (S.B)	
TUESDAY	MBA-III Sem	O.R. (K.R.K)	OM (M.T)	POM / IF / OD (SR)	
	MBA-I Sem	MOB (R.T)	EFM (S.B)	MC (KRK)	
	MBA-III Sem	OR (KRK)	CM/PBM/ FRM (R.J) (C.R) (M.T)	OM (M.T)	
WEDNESDAY	MBA-I Sem	IT (K.R)	SFM (K.R)	EFM (S.B)	
	MBA-III Sem	CM/PBM/ FRM (R.J) (C.R) (M.T)	EB (C.R)	OR (KRK)	
	MBA-I Sem	MIB (R.T)	MM (C.R)	AFM (M.S)	
THURSDAY	MBA-III Sem	OR (KRK)	OM (M.T)	EB (C.R)	
	MBA-I Sem	MC (KRK)	MM (C.R)	SFM (K.R)	
	MBA-III Sem	POM / IF / OD (SR) (MS) (KR)	EB (C.R)		
FRIDAY	MBA-I Sem	IT (K.R)	AFM (M.S)		
	MBA-III Sem	CM/PBM/ FRM (R.J) (C.R) (M.T)	EB (C.R)		
	MBA-I Sem	MOB (R.J)	AFM (M.S)	EFM (S.B)	
SATURDAY	MBA-III Sem	LIBRARY			
	MBA-I Sem	LIBRARY			
	MBA-III Sem	LIBRARY			

**FACULTY:**

**Dr. P. MOHAN**

Dr. KONDAL REDDY

**Miss ROCKENY IOYCE**

**Mrs. S. BHARGHAVI**

MR. MOHD TAJUDDIN

Mrs. M. SAILAJAMMA

Mrs. K. RAJITHA

Mr. C. RAMU



## PRINCIPAL

Adarsh P G, College of Computer Science,

MAHADEVUNAGH

# ADARSH P.G.COLLEGE OF COMPUTER SCIENCES

(Approved by AICTE & Affiliated to Palamuru University)

Venkateshwara Colony, Mahabubnagar

## MBA- I & IV Semester Workload Statement for the year 2020-2021

Sl.No.	Name of the Faculty	MBA-I Sem	MBA-IV Sem	TOTAL
1	Dr. P. MOHAN	ACTIVITY (1)	PROJECT (2)	3
2	DR. R. KONDAL REDDY	BC (4)	ACTIVITY (2) + TKM (4)	10
3	Miss. P. ROCKENY JOYCE	MOB (5)	PM (4)	9
4	S. BHARGHAVI	MM (5)	CB (4) + BI (5)	14
5	MOHD TAJUDDIN	IT LAB (4)	SCM (5) + SGM(4)	13
6	Mrs. M.SAILAJAMMA	AFM (5)	IM (4) + SM(5)	14
7	Mrs. K. RAJITHA	M.E (5)	B.I (4)	9

  
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PRINCIPAL

Adarsh P.G. College of Computer Science -  
MAHABUBNAGAR



# ADARSH P.G.COLLEGE OF COMPUTER SCIENCES

(Approved by AICTE & Affiliated to Palamuru University)

Venkateshwara Colony, Mahabubnagar

## MBA- I Year- II Semester Workload Statement for the year 2020-2021

Sl.No.	Name of the Faculty	MBA-II Sem	TOTAL
1	Dr. P. MOHAN	SEMINAR (2)	2
2	Dr. R. KONDAL REDDY	P.D (3)	3
3	Miss P. ROCKENY JOYCE	HRM (5)	5
4	Mrs.S. BHARGAVI	BRM (4)	4
5	Mr. MOHD TAJUDDIN	IB (5)	5
6	Mrs. M. SAILAJAMMA	FM (5)	5
7	Mr. C. RAMU	RM (5)	5
8	Mrs. K. RAJITHA	ACTIVITY (4)	4

  
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Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

# ADARSH P.G.COLLEGE OF COMPUTER SCIENCES

(Approved by AICTE & Affiliated to Palamuru University)

Venkateshwara Colony, Mahabubnagar

MBA- I Year - I Sem & II Year I -Semester Workload Statement for the year 2021-

22

Sl.No.	Name of the Faculty	MBA-III Sem	MBA-I Sem	TOTAL
1	Dr. P. MOHAN	-	4	4
2	Dr. KONDAL REDDY	5	4	9
3	Miss ROCKENY JOYCE	5	4	9
4	Mrs. S. BHARGHAVI	4	5	9
5	Mr. MOHD TAJUDDIN	5	4+2	11
6	Mrs. M. SAILAJAMMA	4	5	9
7	Mrs.K. RAJITHA	4	5+5	14
8	Mr.C. RAMU	4	5+5	14

  
PRINCIPAL  
PRINCIPAL  
Adarsh P.G. College of Computer Science,  
MAHABUBNAGAR



## **DEPARTMENT OF BUSINESS MANAGEMENT**

### **OSMANIA UNIVERSITY**

#### **REVISED RULES AND REGULATIONS OF M.B.A. PROGRAMME – 2016**

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 programme

#### **1. ELIGIBILITY CONDITIONS**

##### **1.1 M.B.A. (Day)**

Candidate seeking admission into Full Time M.B.A. (Day) programme 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 – 16 Weeks / As per the University Norms

Preparation Holidays : 7-10 Days

#### **3. 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.

#### **4. Promotion Rules**

A student will be promoted subject to the following rules:

##### **4.1 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.

#### **4.2 Choice of Elective:**

Student has to opt for one elective - Finance / Marketing / Human Resource / Systems. There are four papers in each elective area two papers in III<sup>rd</sup> Semester and two paper in IV Semester.

**For Example:** A Student in Finance area should opt for two Finance papers only in III<sup>rd</sup> and two Elective papers in IV semester. Similarly for Marketing, HR and Systems Electives.

#### **4.3 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).

#### **4.4 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.

#### **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.

Or

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

Or

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.

#### **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 Programme. Project Report Work should be carried out in the Final Year of MBA Programme i.e., III & IV Semesters for Day Programme.

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.



## **5. 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 for 100 marks.

Seminars , Project Report and Viva Voce examination will be evaluated for 100 marks and the same will be converted into equivalent grades as per the University norms.

## **6. Instructional Work Load For Theory, Practical Courses and 'Mentoring & Project Work':**

Each of the Theory Courses of the MBA Programme shall have instructional workload of 5 (or) 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 2 Periods of 60 Minutes duration per week.

## **7. 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 80% marks for university semester end examination and 20% 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) Programme.

## **8. Conduct Of Examinations:**

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

## **9. 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.

## **10. Readmission For Pursuing Additional Elective Courses:**

A student can be given readmission for pursuing additional electives after completion of MBA programme 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 Second Elective must be pursued in the same college in which the student attended and completed M.B.A.
- b) The admission must be within four weeks of the commencement of the semester and admission to hostel is not a right.
- c) The student must not be employed during the timings in which the elective classes are conducted in the college normally.
- d) An amount equivalent 6/13 of the fee charged for the second year may be levied from

- the students who joined the programme for second set of electives.  
e) Any such admission and completion of the course must be within four academic year of the student first joining MBA course.

**11. 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) =  $24 + 24 + 24 + 25 = 97$

**12. Awarding Cumulative Grade Point Average (CGPA): as per University norms**

**13. Choice Based Credit System (CBCS):**

As per the University norms student needs to study one subject in the third semester outside the MBA department. This is applicable to only to the Department of Business Management, OU campus and not applicable to all the affiliated colleges including constituent colleges.

**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.



**MBA (Day) Course Structure and Syllabus As Per CBCS Guidelines with Effect  
From 2016 Year-I Semester –I**

Course Code	Course Title	Nature	Credits	HPW	Max Marks (CIE+SEE) 100
MB101	Management & Organizational Behaviour	Core	5	5	20+80
MB102	Accounting for Management	Core	5	5	20+80
MB103	Marketing Management	Core	5	5	20+80
MB104	<b>Open Elective-I (Choose One)</b> 1.Business Law & Ethics 2.Fundamentals of Technology Management 3.Managerial Economics	Open Elective - I	4	4	20+80
MB105	<b>Open Elective –II (Choose One)</b> 1. IT Applications for Management 2. Business Communication 3. Customer Relationship Management	Open Elective - II	4	4	20+80
MB106	Computer Practicals	Practical	1	2	25
<b>Total credits at the end of I<sup>st</sup> Semester</b>			<b>24</b>	<b>25</b>	<b>525</b>

**Year-I Semester –II**

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB201	Human Resources Management	Core	5	5	20+80
MB202	Financial Management	Core	5	5	20+80
MB203	Business Research Methods	Core	5	5	20+80
MB204	<b>Open Elective-III (Choose One)</b> 1.Economic Environment and Policy 2.Business Process Re-engineering 3.International Business 4.Financial Markets & Services	Open Elective - III	4	4	20+80
MB205	<b>Open Elective-IV (Choose One)</b> 1. Total Quality Management 2. Strategic Management Accounting 3. Start Up Management 4. Retail Management	Open Elective- IV	4	4	20+80
MB206	Seminar	-----	1	2	Grade
<b>Semester Credits</b>			<b>24</b>	<b>25</b>	<b>500</b>
<b>Total credits at the end of II<sup>nd</sup> Semester</b>			<b>48</b>	<b>50</b>	<b>1025</b>

- HPW – Hours Per Week
- CIE – Continuous Internal Exam
- SEE – Semester End Exam

**Revised MBA (Day) Course Structure and Syllabus As Per CBCS Guidelines with Effect From 2016  
Year-II – Semester-III**

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB301	Operations Management	Core	5	5	20+80
MB302	E- Business	Core	5	5	20+80
MB303	Operations Research	Core	5	5	20+80
MB304	<b>Discipline Specific Elective- I</b> 1. Financial Risk Management(Finance) 2.Product & Brand Management (Marketing) 3.Compensation Management (Human Resource) 4.Decision Support Systems (System)	DSE	4	4	20+80
MB305	<b>Discipline Specific Elective – II</b> 1.International Finance(Finance) 2.Promotion & Distribution Management(Marketing) 3.Organization Development (Human Resource) 4. Business Analytics (Systems)	DSE	4	4	20+80
MB306	<b>Interdisciplinary Courses</b> Management Theory and Practice	ID	4	4	20+80
	<b>OR</b> Innovation Management (for all affiliated colleges including constituent colleges in lieu of ID Paper)	Non-ID			
MB307 ★	<b>Tutorials</b> Project work Synopses		1	2	25
<b>Total credits at the end of III<sup>rd</sup> Semester</b>			<b>28</b>	<b>29</b>	<b>625</b>

**Year-II –Semester IV**

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB401	Strategic Management	Core	5	5	20+80
MB402	Business Intelligence	Core	5	5	20+80
MB403	Supply Chain Management	Core	5	5	20+80
MB404	<b>DS Elective- III</b> 1.Investment Management (Finance) 2.Consumer Behaviour (Marketing) 3.Performance Management (Human Resource) 4.Data Base Management Systems (System)	DSE	4	4	20+80
MB405	<b>DS Elective- IV</b> 1.Banking & Insurance (Finance) 2.Services & Global Marketing (Marketing) 3.Talent & Knowledge Mgt (Human Resource) 4.Software Project Management (System)	DSE	4	4	20+80
MB406	Project Work	-----	1	2	Grade *
MB407	Comprehensive Viva - Voce	-----	1	--	Grade *
<b>Semester Credits</b>			<b>25</b>	<b>25</b>	<b>500</b>
<b>Total credits at the end of IV<sup>th</sup> and final Semester</b>			<b>49</b>	<b>50</b>	<b>2150</b>

- ID – INTER DISCIPLINARY
  - DSE – Discipline Specific Elective
- \* Evaluation will be done for 100 marks, which will be converted to equivalent grades.

\* Project Work Synopsis:- Student must present briefly the research methodology of the project topic he intends to submit in IV semester as project report.



## Master of Business Administration (MBA) Syllabus

Paper Code – MB 301

### Course: OPERATIONS MANAGEMENT

**Course Objective:** The objective of this course is to provide the student with adequate knowledge regarding the basic manufacturing facilities & how service activities have attained significance and need managerial skills to address the problems. Further a thorough understanding of quality in materials management, manufacturing and services is emphasized.

#### Unit - I: Introduction

Similarities and Differences between Products & Services. Basic Manufacturing Process: Casting, Machining, Welding, shearing Extrusion, heat treatment and unconventional machining. The transformation Process: Manufacturing, Service & Hybrid Agile Manufacturing. Operations Strategy.

Process design – Project, Job, Batch, Assembly and Continuous. Factors effecting Process design. Functions of Production, Planning & Control. Interface of Product Life Cycle & Process Life Cycle.

#### Unit - II: Long – range capacity Planning:

Capacity Planning, Line Balancing, facility location and Facility layout. Service facility layout.

**Aggregate Planning:** Aggregate Demand, criteria for selecting Aggregate Plans, Aggregate Plans for Service & mathematical Models for Aggregate Planning.

**Master Production Scheduling:** Objective, Procedure and Time frame.

**Sequencing of Operations:** n-Jobs with one, two and three facilities.

**Maintenance Management:** Repair Programmes, Break down, Preventive and Corrective maintenance. Maintenance issues in service organizations.

#### Unit - III: Work Study & Service Management:

(a) Work study : Definition and its advantages and the various components. Techniques of methods analysis and work measurement

(b) Service Management: Nature of services. Types of Service operations- Quasi manufacturing, customer as participant and customer as product

Scheduling challenges in Various service Operations, Value creation through service.

Service quality, Culture and innovation

#### Unit - IV: Materials Management:

Need and importance of Materials management. Materials Requirement Planning, Manufacturing Resource Planning. Purchase Management: Sources of Supply of Materials, selection, evaluation and rating of Vendors. Methods of vendor rating. Value Analysis : the concept and its role in cost reduction.

#### Unit - V: Stores Management:

Inventory decision: Need, functions and Significance of Inventory, Safety Stock. Deterministic Models of Inventory: Purchase and Manufacturing Models without and with shortages. Probabilistic Models of Inventory : Fixed order quantity systems and fixed period quantity systems

Stores Management: Functions of Stores and Materials control. Classification, Codification, Simplification and Standardization of materials. Bin Card, Double-Bin and stores Ledger. Selective Inventory Control: ABC, XYZ, VED, FNS and SDE Analysis.

### Suggested Readings:

1. Norman Gaither & Greg Frazier, Operation Management 9<sup>th</sup> edition, Cengage Learning..
2. Stevenson J. William, "Operations Management", 2009, 9<sup>th</sup> Ed. Tata McGraw-Hill.
3. Amol Gore and Robert Panizzolo, Operation Management
4. R. Panneerselvam, Production and Operation Management 3<sup>rd</sup> edition, PHI
5. Danny Samson and Prakash J.Singh, "Operations Management-An integrated approach", 2009, 1<sup>st</sup> Ed. Cambridge press.
6. Ray Wild, "Operations Management, 2003, Thomson Learning.
7. Kanishka Bedi, "Production and Operations Management", 2007, 3<sup>rd</sup> Ed. Oxford University Press.
8. Everett. Adam, Jr. and Ronald J. Elbert, "Production and Operations Management Concepts, Models and Behaviour", 2003, Prentice Hall of India, 5th Ed.
9. S.N. Chary Production & Operation Management.
10. N.G. Nair, Production and Operation Management , 2<sup>nd</sup> edition, Tata-McGraw – Hill Publishing Company Ltd.



PRINCIPAL

Varsh P.G. College of Computer Science  
MAHABUBNAGAR



## **Master of Business Administration (MBA) Syllabus**

**Paper Code – MB 302**

**Course: E – BUSINESS**

**Course Objective:** To provide an understanding of e-business applications in today's organizations and evolutionary nature of business with the change of technology like mobile commerce and its relevance for business.

### **Unit I: Introduction**

E-Business and Global Economy, E-Business –Advantages & Disadvantages, E-Business Value Chains, E-Business Models- B2B, B2G, C2C, C2G.

E-Business Infrastructure-Internet, Intranet, Extranet and WWW- Online Payment Basics –E-Cash, E-Wallets, Stored Value Cards.

### **Unit II: E-Business Environment & e-Marketing**

Legal, Ethical & Taxation Issues – Legal Environment of E-Business, Use and Protection of Intellectual Property Rights in Online Business-Online Crime, Ethical issues, Taxation Issues.

e-Marketing- Web Marketing Strategies, Communicating with different Marketing Segments, Advertising on Web - E-Mail Marketing, Creating and Maintaining Brands, Search Engine Positioning and Domain Names.

### **Unit III: Mobile Commerce Basics**

Introduction to mobile commerce- Scope, Benefits, limitations of mobile commerce, M-Commerce frame work, M-Commerce Business Models, E-Commerce vs M-Commerce, Mobile commerce services – Types of M-Commerce Services, Mobile commerce applications.

### **Unit IV: Mobile Commerce Technology**

Wireless and Mobile Communication –Wireless Communication, Satellite Communication Mobile Communication Systems, Mobile Phone Cellular Network, Mobile Access Technology–Mobile Communication Standards, 1G, 2G, 3G, 4G and 5G systems.

Key Players- Mobile Devices, Mobile Service Providers – Mobile Commerce Service Providers,

### **Unit V: Mobile Commerce Applications**

Mobile Products- **Mobile Banking**- M-Banking Business Models, M-Banking Technologies, M-Banking Services, Advantages & Challenges. **Mobile Ticketing** -Process, Applications, Advantages, Apps, M-Ticket Providers. **Mobile Payment Systems** –Characteristics, Models, Privacy & Security Issues, M-Payment Service Providers. **Mobile Computing** –Nomadic or Ubiquitous, Business Applications of Mobile Computing, **Mobile Value Added Services, Privacy, Security & Legal Issues relating to M-Commerce.**

### Suggested Readings:

1. **Creating a Winning E-Business-** H. Albert Napier, Ollie Rivers, Stuart Wagner, JB Napier- Cengage Learning- Second Edition.
2. **E-Commerce, Strategy, Technology and Implementation-** Gary P. Schneider- Cengage Learning – Second Edition.
3. **Mobile Commerce-** Karabi Bandyopadhyay – PHI-EEE.
4. **Electronic Commerce from Vision to Fulfillment** – Elias M. Awad –Pearson Education- Low Price Edition – Third Edition.
5. **E-Marketing** – Judy Strauss, Adel El Ansary, Raymond Frost- Pearson Education- Low Price Edition.



## Master of Business Administration (MBA) Syllabus

Paper Code – MB 303

Course: OPERATIONS RESEARCH

**Course Objective:** The objective of the course is to give an overview of different Optimization Techniques useful for problem solving and 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  $(m \times 2)$  and  $(2 \times n)$  games.
- iii. Simulation- Process of simulation, Applications of simulation to different management Problems.

### **Suggested Readings:**

1. N.D. Vohra, "Quantitative Techniques in Management", 2010, 4<sup>th</sup> Ed. TMH.
2. J.K. Sharma, "Operations Research Theory and Applications 2009, 4<sup>th</sup> Ed. Macmillan.
3. Kasana, HS & Kumar, KD, "Introductory Operations Research theory and applications", 2008, Springer.
4. Chakravarty, P, "Quantitative Methods for Management and Economics", 2009, 1<sup>st</sup> Ed. HPH.
5. Barry Render, Ralph M. Stair, Jr. and Michael E. Hanna, "Quantitative analysis for Management", 2007, 9<sup>th</sup> Ed. Pearson.
6. Pannerselvam, R, "Operations Research", 2006, 3<sup>rd</sup> Ed. PHI.
7. Selvaraj, R, "Management Science Decision Modeling Approach", 2010, 1<sup>st</sup> Ed. Excel.
8. Ravindren, A, Don T. Phillips and James J. Solberg, 2000, "Operations Research Principles and Practice", 2<sup>nd</sup> Ed. John Wiley and Sons.
9. Hillier, Frederick S. & Lieberman, "Introduction to Operations Research Concepts and Cases", 2010, 8<sup>th</sup> Ed. TMH.
10. Prem Kumar Gupta & others, "Operations Research", 2010, S. Chand.



**Master of Business Administration (MBA) Syllabus**  
**Paper Code – MB 304 – 1 Discipline Specific Elective - I**

**1: FINANCIAL RISK MANAGEMENT (FINANCE)**

**Course Objective:** This course aims to equip the students with adequate knowledge and Skill to understand and manage the risk and uncertainties to which financial institutions are exposed to. A Clear understanding of the concerned risks and the tools and techniques to manage them is stressed.

**Unit – I: Introduction**

The concept of Risk, Nature, Need and scope of risk. Source, measurement, identification and evaluation of Risk. Types of risk-Product market risk and capital market risk. Possible Risk events, Risk Indicators, Risk Management Process-pre-requisites and fundamentals. Misconceptions of Risk. An integrated approach to Corporate Risk Management. Risk management approaches and methods. A comprehensive view of Risk in Financial Institutions. Risk reporting process-internal and external.

**Unit – II: Measurement and Management of Risk:**

Value at risk (VaR): The concept, computation, stresses testing, back testing.

Cash flow at risk (CaR): VaR and CaR to make investment decisions.

Managing risk when risk is measured by VaR or CaR

Non-Insurance methods of Risk Management-Risk Avoidance, Loss Control, Risk Retention and Risk Transfer.

Asset-Liability Management (ALM): evolution & concept, RBI guidelines.

Capital Adequacy. Management of interest rate risk, liquidity risk, credit risk and exchange rate risk.

**Unit – III: Techniques and Tools of Risk Management: Forward contracts and Futures contracts**

The concept of Derivatives and types of Derivatives. The role of Derivative securities to manage risk and to exploit opportunities to enhance returns. Individuals, speculators, hedgers, arbitrageurs and other participants in Derivatives Market.

Forward contracts: Definition, features and pay-off profile of Forward contract. Valuation of forward contracts. Forward Contracts to manage Commodity price risk, Interest rate risk and exchange rate risk. Limitations of Forward contract.

Futures contracts: Definition. Clearing house, margin requirements, marking to the market. Basis and convergence of future price to spot price. Valuation of Futures contract. Differences between forward contracts and futures contracts. Risk management with Futures contracts-the hedge ratio and the portfolio approach to a risk-minimizing hedge.

**Unit – IV: Techniques and Tools of Risk Management: SWAPS**

Definition, types of swaps. Interest rate swaps, Currency swaps.

Interest rate Swaps: Mechanics of Interest rate swaps .Using Interest rate Swaps to lower borrowing costs, hedge against risk of rising and falling interest rates. Valuation of interest rate Swaps. Pricing of Interest rate swaps at origination and valuing of Interest rate swaps after origination.

Currency Swaps: Types of Currency Swaps. Valuation of currency swaps. Using Currency Swaps to lower borrowing costs in foreign country, to hedge against risk of a decline in Revenue, to hedge against risk of an increase in Cost, to hedge against risk of a decline in the value of an asset, to hedge against risk of a rise in the value of a liability. Pricing of currency swap at origination and valuing of currency swap after origination.

#### **Unit – V: Techniques and Tools of Risk Management: Options**

Definition of an option. Types of options: call option, put option, American option and European option. Options in the money, at the money and out of the money. Option premium, intrinsic value and time value of options. Pricing of call and put options at expiration and before expiration. Options on stock indices and currencies. The Binominal option pricing model (BOPM): assumptions - single and two period models. The Black & Scholes option pricing model (BSOPM): assumptions.

#### **Suggested Readings:**

1. Dun and Bradstreet, "Financial Risk Management", 2007, TMH, Delhi.
2. Paul Hopkins, Kogan Page, "Fundamentals of Risk Management", 2010, Institute of Risk Management.
3. Ravi Kumar, "Asset Liability Management", Vision Books Pvt. Ltd.
4. David. A. Dubofsky & Thomas. W. Miller, Jr., "Derivatives Valuation and Risk Management", 2003, Oxford University Press.
5. Jean-Philippe Bouchaud and Mark Potters, "Theory of Financial Risk and Derivative Pricing", 2009, 2<sup>nd</sup> Ed. Cambridge press
6. John C. Hull & Sankarshan Basu, "Options, Futures and Other Derivatives", 7<sup>th</sup> Ed, Pearson Education.
7. "Theory and Practice of Treasury and Risk Management in Banks", Indian Institute of Banking and Finance, March 2006, Taxmann
8. Peter S. Rose & Sylvia C. Hudgins, "Bank Management & Financial Services", 7<sup>th</sup> Ed, Tata McGraw-Hill
9. Rene. M. Stulz, "Risk Management & Derivatives", 2003, Thomson Southwestern.
10. Jayanth Rama Varma, "Derivatives and Risk Management", TMH.
11. Don M.Chance & Robert Brooks, "Derivatives and Risk Management Basics", 2008, Indian Edition, Cengage Learning
12. M. A. H. Dempster, "Risk Management: Value at Risk and Beyond", 2002, Cambridge press.



## **Master of Business Administration (MBA) Syllabus**

### **Paper Code – MB 304 – 2 Discipline Specific Elective -I**

#### **2: PRODUCT AND BRAND MANAGEMENT (MARKETING)**

**Course Objective:** To provide an understanding of Different types of Product Decisions, Product Markets, and Product Development and testing.

##### **Unit - I: Product and Branding Decisions:**

Product, Policy, objectives, Product Mix, Product line, Packaging, Product Modification and Deletion.

Brand management: Branding, Brand positioning, repositioning strategies and Brand Loyalty, Brand Equity, Brand management practices.

##### **Unit - II: Product Market Evolution:**

Strategy and Planning. New Product Development: Innovation and New Product Development (NPD), Theories of NPD, Models of NPD, Generic Product Development Process.

New Product Introduction, Growth Strategies Intensive, Interactive, Diversification strategies. Product Portfolio analysis BCG, GE, Ad little. Shell International, Risk-return analysis.

##### **Unit - III: Product Modification and New Product Introduction:**

Idea generating device. Role of R & D. Product Maps, Market Maps and Joint Space Maps. Idea-Screening. Product Concept generation, concept selection, and Concept Testing, Product architecture, Design for manufacturing, Prototype Product.

##### **Unit - IV: Market Segmentation:**

Market Structure Analysis. Preference Segmentation. Perceptual mapping, Preference – choice models, Wind Robertson Market Model, BRANDAID model and Defender model, DESIGNR, and PREFMAPS-flow charts and concepts.

Business Analysis-Cost Behavior-learning curve analysis. Innovation diffusion and adoption process- Demand Analysis-First Purchase and repeat purchase, trial and repeat models.

##### **Unit - V: Product Development and Testing :**

Product Launching, Six guiding principles of product launching, Pre-testing, Test marketing, Marketing Mix allocations. Planning annual Budget and strategy. PLANOPT Model & MARMIX Model. Organization for product Management.

##### **Suggested Readings:**

1. Pessemier Edgar, "Product Management", 1982, John Wiley & Sons.
2. Japan K. Panda, Product and Brand Management. I edition Oxford.
3. Kirti Datta Brand Management Principles and Practices Oxford Publication
4. Sridhar J Murthy and Gary L Lilien, "Marketing Models", 2006, PHI.
5. U C Mathur, "Product and Brand management", 2009, Excel Books New Delhi.
6. Dr. Anandan, "Product Management", 2010, Tata McGraw Hill.
7. Kevin Keller, "Strategic Brand Management", 2008, Pearson Ed 3<sup>rd</sup> Edition.
8. Ulrich K T, Anitha Goyal, "Product Design and Development", 2010, McGraw Hill.
9. Bently, Davis & Ginsbury, "Trade Markets and Brands", 2008, Cambridge University Press
10. Chunnawala, "Compendium of Brand Management", 2008, HPH.
11. Richard Elliott, "Strategic Brand management", 2007, Oxford press.
12. Helen Edwards, "Creating Passion brands", 2009, Kogan Page Publishers.
13. Wind Yoram, "Product Policy", 1982, Addison and Wesley.



## **Master of Business Administration (MBA) Syllabus**

### **Paper Code – MB 304 – 3 Discipline Specific Elective -I**

#### **3: COMPENSATION MANAGEMENT (HUMAN RESOURCES)**

**Course Objective:** To impart techniques and methods for competing employer – employee negotiations for arriving at optimal compensation system.

##### **UNIT – I: Introduction to Strategic Compensation Management:**

Concept of compensation-Exploring and defining the compensation context-System of compensating-compensation dimensions-concept of reward-Role of compensation in Organization-Non-financial compensation system-Concept of total reward system-New trends in compensation management-The 3-P compensation concept.

##### **UNIT – II: Compensation and Employee Behaviour:**

Bases For Traditional Pay System and Modern Pay System-Establishing Pay Plans-Aligning Compensation Strategy with HR Strategy and Business Strategy-Seniority and Longevity pay-Linking Merit Pay with Competitive Strategy-Incentive Pay-Person focus to Pay-Team Based Pay.

##### **UNIT – III: Designing Compensation System:**

Building internally consistent Compensation System-Creating Internal Equity through Job Analysis and Job Valuation-Building Market Competitive Compensation System-Compensation Surveys-Integrating Internal Job Structure with External Market Pay Rates-Building Pay Structures that Recognize Individual Contributions-Constructing a Pay Structure-Designing Pay for Knowledge Program.

##### **UNIT – IV: Employee Benefits Management:**

Components-Legally required Benefits-Benefits Administration-Employee Benefits and Employee Services-Funding Benefits through VEBA-Costing the Benefits-Components of Discretionary Core Fringe Compensation-Designing and Planning Benefit Program-Totally Integrated Employee Benefit Program.

##### **UNIT – V: Contemporary Strategic Compensation Challenges:**

International Compensation and Competitive Strategies-Executive Compensation Packages-Compensating Executives-Compensating the Flexible Workforce-Contingent Employees and Flexible Work Schedules-Compensation for Expatriates and Repatriates-Strategic Issues and Choices in Using Contingent and Flexible Workers.

##### **Suggested Readings:**

1. Handerson, "Compensation Management in a Knowledge Based World", 2007, Pearson Ed. 9<sup>th</sup> Ed.
2. Joseph J. Martocchio, "Strategic Compensation", 2006, Pearson Ed Richard I 3<sup>rd</sup> Ed.
3. Milkovich & Newman, "Compensation", 2005, Tata McGraw -Hill, New Delhi.
4. Dr. Kanchan Bhatia, "Compensation Management", 2009, Himalaya Publishing House.
5. Tapomoy Deb, "Compensation Management", 2009, Excel Books, New Delhi.
6. Dipak Kumar Bhattacharyya, "Compensation Management", 2009, Oxford University Press.



## **Master of Business Administration (MBA) Syllabus**

### **Paper Code – MB 304 – 4 Discipline Specific Elective -I**

#### **4: DECISION SUPPORT SYSTEMS (SYSTEMS)**

**Course Objective:** To Provide an understanding about computerized Information Support System for Decision Making in Organization.

##### **Unit I: Introduction**

Evolution of DSS- Definition of DSS – Need and benefits of DSS. Decision Making Process-Types of Decisions, A framework For DSS Support- DSS as Information System- Types of DSS – Individual, Group.

##### **Unit II: Development and Implementation of DSS and Models in DSS:**

DSS Architecture- Hardware, Software Tools for DSS- Approaches to Development – Implementation, Models in DSS – Types of Models.

##### **Unit III: Group DSS and Groupware:**

Group Decision Making - problems with groups- MDM Support Technologies-Distributed Group DSS- Distributed DSS Technologies- Executive Information Systems-definition-EIS Components – Making the EIS work – The Future of Executive Decision Making and The EIS.

##### **Unit IV: Artificial Intelligence (AI) and Expert System (ES):**

Definition of Artificial Intelligence – Artificial Intelligence vs. Natural Intelligence- The Intelligence of AI- Expert Systems- Definition, Structure of ES- Designing and Building ES- Benefits of ES – Examples of ES- Intelligent Software Agents.

##### **Unit V: Data Ware Housing and Data Mining:**

Data Ware house – Definition- Data Marts, Data Stores, Meta Data – Characteristics of Data Ware House – Data Warehouse Architecture- Implementing Data Warehouse. Data Mining- Definition- Online Transaction Processing Techniques use to Mine Data, Data Mining Techniques-Limitations of Data Mining- Data Visualization.

##### **Suggested Readings:**

1. Efreem G. Mallach, "Decision Support and Data Warehouse Systems", Tata McGraw Hill Edition.
2. George M. Marakas, "Decision Support Systems" In the 21<sup>st</sup> Century, PHI, EEE, Second Edition.
3. Simon French, John Maule and Nadia Papamichail, "Decision Behaviour, Analysis and Support", 1<sup>st</sup> edition, 2009, Cambridge press.
4. Efraim Turban, Jay E. Aronson, Teng-Peng Liang, Ramesh Sharda, "Decision Support and Business Intelligence", Eighth Edition, Pearson LPE.
5. Efraim Turban, "Decision Support and Expert System", MSS, PHI.



**Master of Business Administration (MBA) Syllabus**  
**Paper Code – MB 305 – 1 Discipline Specific Elective -II**

**1: International Finance (FINANCE)**

**Course Objective:** To Provide a detailed analysis of International Financial System and International taxation.

**Unit - I: International Financial System:** Evolution of international financial system-gold standard, Breton woods standard, floating exchange rate, EMS, currency board, sterilized and unsterilized intervention; international financial markets, Global financial institutions-IMF, Bank for International Settlements; international banking-euro bank, types of banking offices-correspondent bank, representative office, foreign branch, subsidiary bank, offshore bank; international financial instruments-euro CP, Eurobonds, foreign bonds, global bonds, euro equity, ADR, GDRs

**Unit - II: Foreign Exchange Market :** Distinctive Features and Types, Major participants, Participants in foreign exchange market, structure of foreign exchange market in India, Exchange Rate mechanism - quotes in spot market and forward market, triangular arbitrage; nominal effective exchange rate (NEER), real effective exchange rate (REER); currency derivatives-forwards, futures, forward rate agreement, options, swaps; Foreign Exchange Management Act; BOP, BOP trends in India; current account convertibility, capital account convertibility, Tarapore Committee Report

**Unit - III: Exchange Rate Determination & Risk Management:** Theories of exchange rate behaviour, Parity Conditions- Purchasing Power Parity, Interest Rate Parity, International Fisher Effect, Unbiased Forward Rate Theory. International debt crises and currency crises-Asian currency crisis, Greek debt crisis; Risk Management in Multinational Corporations - Types of risk-currency risk, transaction exposure, translation exposure, economic exposure and assessment; interest rate risk, country risk assessment-political risk, financial risk; risk management through hedging-natural hedges, hedges with currency derivatives-forward market hedge, options market hedge, money market hedge, hedging exposure through swaps, other financial and non financial methods of hedging.

**Unit-III: Multinational Corporate Decisions in Global Markets:** Nature of International Finance Functions and the Scope of International Financial Management, IFM and Domestic FM, Foreign investment decision-Foreign direct investment (FDI)-motives, FDI theories-theory of comparative advantage, OLI paradigm of FDI in India, modes of foreign investment, evaluation of overseas investment proposal using NPV and APV; international cash management, multinational capital structure decision, cost of capital, international portfolio diversification- rationale, barriers, home country bias

**Unit - V: International Tax Environment:** Types of taxation-income tax, withholding tax, value added tax, Tobin tax; tax environment- worldwide approach, territorial approach, Foreign tax Credits; tax havens, Organisation Structure for reducing tax liabilities- Branch and subsidiary income, Payments to and from foreign affiliates, Controlled foreign corporation; netting, offshore financial centres, reinvoicing centre, Tax Havens; Objectives of Taxation - tax neutrality tax equity; Double taxation Avoidance, Tax implications of foreign enterprises in India; Taxation of foreign source income in India; Transfer pricing (TP) and tax planning - TP methods, TP rules in India

**Suggested Readings:**

1. Eun C.S., Resnick B.G., "International Financial Management", 2010, Tata McGraw Hill Education Pvt. Ltd., 4th Ed. Special Indian Edition.
2. Levi M., "International Finance", 2009, 5th Ed. Routledge, Taylor & Francis Group.
3. Shailaja G, "International Finance", 2011, 2nd Ed. Orient Blackswan.
4. Hendrik Van den Berg, "International Finance and Open Economy Macro Economics", 2009, 1st Ed. Cambridge.
5. Sharan V., "International Financial Management", 2009, 5th Ed. PHI, EEE.
6. Madura J., "International Financial Management", 2010, 4th Ed. Cengage Learning.
7. Apte P.G., "International Finance", 2008, 2nd Ed. McGraw Hill.
8. "Risk Management, 2006 Indian Institute of Banking & Finance, Macmillan.
9. Madhu Vij, "International Financial Management", 2010, 3rd Ed. Excel Books.
10. Jain, Peyrard and Yadav" International Financial Management," Trinity Press, 2010.



## **Master of Business Administration (MBA) Syllabus**

### **Paper Code – MB 305 – 2 Discipline Specific Elective -II**

#### **2: PROMOTION AND DISTRIBUTION MANAGEMENT (MARKETING)**

**Course Objective:** To provide an understanding about the relevance of marketing communication, promotion activities and management of distribution networks.

##### **Unit-I: Marketing Communications:**

The nature of marketing communications. The integration of marketing communication. Integrated marketing communication planning process. Model of marketing communications decision process. Establishing objectives and budgeting for the promotional programme.

##### **Unit – II: Developing Integrated Marketing Communications:**

Creative strategy development. Process of execution of creative strategy: Appeals, execution styles and creative tactics. Media planning & Strategy: Developing Media Plans & Strategies and Implementation with IMC perspective.

##### **Unit – III: Personal Selling:**

Role of personal selling in IMC programme. Integration of personal selling with other promotional tools. Personal selling process and approaches. Evaluating, motivating and controlling sales force effort.

##### **Unit – IV: Sales Promotion and Support media:**

Sales Promotion - objectives, consumer and trade oriented sales promotion. Developing and operating sales promotion for consumers & trade: Sales promotion tools: off - shelf offers, price promotions, premium promotions, prize promotions. Coordinating Sales promotions and advertisement.

Support media – Elements of Support media and their role.

Direct marketing, the internet & Interactive Marketing, publicity and public relations. Monitoring, evaluating & controlling promotion programme.

##### **Unit – V: Distribution Management:**

Role and functions of channels of distribution. Distribution Systems. Distribution cost, control and customer service. Channel design, and selection of channels, selecting suitable channel partners. Motivation and control of channel members. Distribution of Services, market logistics & supply chain management.

##### **Suggested Readings:**

1. Shimp "Advertising and Promotion", 2007, Cengage Learning.
2. George E Belch, Micheal A Belch & Keyoor Purani "Advertising and Promotion", 2010, Tata McGraw Hills, 7<sup>th</sup> Ed.
3. Shah & D'souza "Advertising & Promotion", 2010, Tata McGraw Hills.
4. Iane, King & Russel "Advertising Procedure" 6/c Pearson Publishers.
5. S.A. Chunawalla, K.C.Sethia "Advertising", 2010, HPH.
6. SHH Kazmi & Satish Batra "Advertising & Sales Promotion", 2009, Excel Publishers.
7. Dr. S. Gupta "Sales & Distribution Management", 2010, Excel Books, 2<sup>nd</sup> Ed.
8. Krishna K. Havaladar and Vasant M. Cavale "Sales & Distribution Management", 2009, Tata McGraw Hills.
9. Roddy Mullion "Sales Promotion", 2010, Kogan Page Publishers.
10. Panda & Sahadev "Sales & Distribution Management", 2008, Oxford University Press, U.P.
11. Ogvin, Allen & Semenik "Advertising Management", 2010, Cengage Learning.
12. David Aker Advertisement Management
13. Tony Carter "Sales Force Management", 2008, Jaico Publishers.
14. Rositer & Percy, "Ad-Management & Integrated Marketing Communication", 2006, Tata McGraw Hills.



## **Master of Business Administration (MBA) Syllabus**

### **Paper Code – MB 305 – 3 Discipline Specific Elective -II**

#### **3: ORGANIZATION DEVELOPMENT (HUMAN RESOURCES)**

**Course Objective :** To Create a mind set of planned changed, Techno -structural and strategic interventions for Development of Organization through organizational Transformation.

##### **Unit – I: General Introduction to OD:**

Overview of the field of OD-Definitions of OD-A short history of OD and its evolution- Growth and relevance of OD-Characteristics of OD-Values, assumptions, and beliefs in OD.

##### **Unit - II: Foundations of OD:**

Models and Theories of Planned Change-(a) Lewin's Change Model (b) Burke-Litwin Model (c) General Model of Planned Change-Systems theory-Participation and Empowerment-Teams and Team work-Parallel learning structures-A 'normative-reductive' strategy of changing-Applied behavioral Science-Action Research as a process and as an approach.

##### **Unit—III: Managing the OD Process:**

Diagnosis - The six-box Model-The action component-OD interventions and their nature-An overview of classification of OD interventions-Planning choosing, and implementing of an intervention strategy-Evaluating and institutionalizing OD interventions-The program management component-Conditions for optimal success of OD-Issues in Consultant-Client Relationship.

##### **Unit—IV: Human Process Interventions:**

Human Process approaches: T-Groups-Process-consultation-Third party intervention-Team interventions-Techniques and exercises used in Team interventions: Role Analysis Technique-Role Negotiation Technique-Responsibility Charting-Force Field Analysis-Broad Team Building interventions.

Organizational process approaches: Organization Confrontation-Inter-group Relations interventions-Grid OD.

##### **Unit—V: Techno-Structural and Strategic Interventions:**

Techno-structural interventions: Structural Design-(i) Restructuring organization-Downsizing-Reengineering (ii) Employee involvement: Quality Circles-Total Quality Management (iii) Work Design: Engineering approach-System Approach.

Strategic Interventions: Organizational Transformation and its Characteristics-Culture Change - Self - designing organizations-Organizational Learning.

##### **Suggested Readings:**

1. Thomas G. Cummings, Christopher G Worley, "Organization Development and Change", 2007, Thomson, 8<sup>th</sup> Ed.
2. Wendell French, Cecil, H. Bell, Jr, Veena Vohra, "Organization Development", 2006, Pearson Education.
3. Wendell French, Cecil, H. Bell, Jr. (6e) "Organization Development", Prentice Hall of India.
4. Reider Dale, "Organization & Development — Strategies, Structures, and Process", 2006, Sage Publications, New Delhi.
5. Kavitha Singh, "Organization Change & Development", 2005, Excel Books.
6. R. Sullivan, Gary Mclean, Jossey Bass. Brown, "Practicing Organization Development", 2006, Pearson Education.
7. S. Ramanarayan, T.V. Rao, Kuldeep Singh, "Organization Development-Intervention and Strategies", 2006, Response Books.



**Master of Business Administration (MBA) Syllabus**  
**Paper Code – MB 305 – 4 Discipline Specific Elective -II**  
**4: BUSINESS ANALYTICS (SYSTEMS)**

**Course Objective:** The objective of the course is to provide an understanding of Basic concepts of Business Analytics like Descriptive, Predictive and Prescriptive Analytics and an overview of Programming using R.

**Unit I: Introduction to Business Analytics**

Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data, Types of Data.

**Unit II: Descriptive Analytics**

Over view of Description Statistics (Central Tendency, Variability), Data Visualization-Definition, Visualization Techniques – Tables, Cross Tabulations, charts, Data Dashboards using Ms-Excel or SPSS.

**Unit III: Predictive Analytics**

Trend Lines, Regression Analysis –Linear & Multiple, Forecasting Techniques, Data Mining - Definition, Approaches in Data Mining- Data Exploration & Reduction, Classification, Association, Cause Effect Modelling.

**Unit IV: Prescriptive Analytics**

Overview of Linear Optimization, Non Linear Programming Integer Optimization, Cutting Plane algorithm and other methods, Decision Analysis – Risk and uncertainty methods.

**Unit V: Programming Using R.**

R Environment, R packages, Reading and Writing data in R, R functions, Control Statements, Frames and Subsets, Managing and Manipulating data in R.

**Suggested Readings:**

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- **Essentials of Business Analytics**, Cengage Learning.
2. James Evans, **Business Analytics**, Pearson, Second Edition, 2017.
3. Albright Winston, **Business Analytics- Data Analysis-Data Analysis and Decision Making**, Cengage Learning, Reprint 2016.
4. Sahil Raj, **Business Analytics**, Cengage Learning.

**Master of Business Administration (MBA) Syllabus**  
**Paper Code – MB 306 – Interdisciplinary Courses**  
**MANAGEMENT THEORY AND PRACTICE**

**Course Objective:** The objective of this course is to provide an understanding of Basic Concepts of Management.

**Unit – I: Origin of management:**

Definition, Functions and Levels of Management. Evolution of Management Theory – Scientific Management – F. W. Taylor, Principles approaches: Behavioral approach, Contingency approach and Contemporary approach.

**Unit – II: Nature of Management:**

Management Process – Planning, Organizing, Staffing, Directing, Coordinating and Controlling. Decision Making: Decision making process, Different types of decisions and Barriers to effective Decision making.

**Unit – III: Organizational process and Concepts:**

Organizational structures: Types of Organizational structures, Concepts of Authority, Responsibility, and Accountability. Delegation and Centralization: Decentralization and Recentralization. Concepts of Line and Staff management Span of Management.

**Unit – IV: Organizational Behavior:**

Foundations of Organizational Behavior. Motivation: Basic motivational Theories, Maslow's Hierarchy of Needs, Herzberg's Two – Factor theory and theory of ERG Needs. Leadership: Meaning, definition and theories of Leadership. Traits Theory, managerial Grid, and Transformational Leadership.

**Unit – V: Communication process and Methods:**

Definition of Communication. Forms of Communication, Methods of Communication, Barriers to Effective Communication and Interpersonal Communication. Group Dynamics: The nature of groups, Kinds of Groups, Functional Groups, Task Force, Group Cohesiveness. Role of Groups in Organizations.

**Suggested Books:**

1. Herald Koontz and Heinz Weihrich, "Essentials of Management", 2007, Tata McGraw Hill.
2. Fred Luthans, "Organization Behaviour", 2006, Tata McGraw Hill.
3. L.M. Prasad, "Principles of Management and Practices", 2006, S Chand Publishing House, New Delhi.
4. Curtice W. Cook and Philip, "Management and Organization Behaviour", 2006, Tata McGraw Hill.
5. K. Aswathappa, G. Sudarshan Reddy, "Management and Organization Behaviour", 2008, Himalaya Publishing House.



## **Master of Business Administration (MBA) Syllabus**

**Paper Code – MB 306**

**Course: INNOVATION MANAGEMENT**

**Course Objective:** The objective of the course is to provide an overview of basic concepts related to R&D, Innovation and Innovation Management in an Organization.

### **Unit I: Introduction to Management of Research and Development**

Introduction about R&D, Traditional view of R&D, R&D Management and the industrial context, R&D investment and company success, Classifying R&D, Operations that make up R&D, Integration of R&D, Strategic pressures on R&D, Technology Leverage and R&D strategies,

### **Unit II: Managing R & D Projects**

Allocation of Funds to R&D projects, Setting R & D budgets, levels of Expenditure. Changing nature of R&D management, organizing Industrial R &D, Acquisition of external technology, Forms of External R&D.

### **Unit III: Effective Research & Development Management**

Managing scientific freedom, Link with product innovation process, effect of R&D investment on products, Evaluating R&D progress, evaluation criteria.

### **Unit IV: Innovation Management**

Importance of Innovation, Innovation & Invention, Successful & Un-Successful innovations, Types of innovations, Innovation a Management process.

### **Unit V: Managing Innovation within Organizations**

Organizations and Innovation, Organizational Characteristics that Facilitate Innovation, Organizational Structures and innovation, Role of Individual in Innovation, IT Systems and their Impact on Innovation.

### **Suggested Books**

1. Paul Trott, Innovation Management and New Product Development, Pearson, 4<sup>th</sup> Edition.
2. Shlome Mittal, D.V.R. Seshadri, Innovation Management: Strategies, Concepts and tools for growth and profit, Sage Publications.
3. V.K. Narayanan, Managing Technology and Innovation for Competitive Advantage, Pearson Education, Paper Back.
4. William L. Miller & Langdon Morris, Fourth Generation R&D, Managing Knowledge, Technology and Innovation, Wiley India Edition.
5. V.K Narayana, Gina Colarelli, Encyclopedia of Technology and innovation Management, John Wiley & Sons Publication.





**Master of Business Administration (MBA) Syllabus**  
**Paper Code – MB 401**

**Course: STRATEGIC MANAGEMENT**

**Course Objective:** The purpose of the course is to make the students learn about strategic environment and decision making to impart case based for make students know the real-time decision making

**Unit: I Introduction to Strategic Management**

Strategic Management, Definition, process, Tasks of Strategic Management, Factors shaping strategy, Developing strategic Vision. Mission, Objectives, Crafting and Executing strategy. Concept of Strategic Intent, A model of strategy and Elements, Developing Strategic Model, Strategy Positioning, Choices- Strategy in action.

**Unit: II Environmental Analysis for Strategy**

Strategic Position; Evaluating a company's External and Internal Environmental analysis for creating strategy, Macro Environmental factors; Demographic elements, Political forces, Economic elements, Socio-cultural factors, Technological Issues. Industry analysis; BCG, GE and Add Little models for understanding Industry, Key Drivers for a Change ; SWOT analysis, Porter's Diamond Model, Value chain analysis, Core competencies- Cost Efficiency, , Capability building and Management

**Unit: III Strategy Formulation and Sustenance**

Strategy Formulation; Business-Level strategy- Creating and Sustaining Competitive advantages; Generic strategies, Choice based strategies, Industry Life Cycle, Stages, Emerging Industry, Maturing Industry, Stagnant Industry, Fragmented Industry, Competitive analysis; Tailoring Strategy to fit specific industry, Strategy for Leaders, Runner-Up firms, weak and crisis Business

**Unit: IV Alternative Strategy Development**

Strategy Alternatives; Corporate Level International Strategy; Creating Value through Intensive growth strategies, Integration Strategies, Diversification Strategies, Unbundling, Using Offensive and defensive strategies. Outsourcing Strategies, Activities, Benefits, growth and Drivers of outsourcing. Market diversification, merger, acquisition strategies, Strategic Alliances.

**Unit: V Strategy Implementation and Corporate Ethics**

Strategy Implementation: Strategies Evaluation and Control, Corporate Governance, Good corporate Citizenship, Environmental Change- Attaining Behavioural Control, Instilling Corporate Culture and Promoting S M A R T governance. Re-Designing Organizational Structure and Controls, Strategic Leadership, Strategic Entrepreneurship, Crafting Social Responsibility, Social and Ethical responsibilities of Corporate Organizations.

**Suggested Books:**

1. Arthur A Thompson Jr, Strickland "Strategic Management- Concepts and Cases" TATA McGraw Hill Company Ltd, Second Reprint 2010, New Delhi.
2. Gerry Johnson, Kevan Scholes, Richard Whittington, "Exploring corporate Strategy" 2009, Pearson Ed Ltd, United Kingdom, 2<sup>nd</sup> Edition.
3. Michael Hitt, Ireland, Hoskinson, "Strategic Management" 2010, Cengage Learning, New Delhi
4. Fred R. David, "Strategic Management" 2008, 12<sup>th</sup> Edition, PHI Learning Limited, New Delhi.
5. Garth Saloner, Andrea Shepard, Joel Podolny, "Strategic Management" 2001, International Edition John Willy Publication, New York.
6. Michael Porter, "Competitive Strategy" 2005 Reprint, Free Press, London.
7. UpendrraKachru, "Strategic Management- Concepts and cases" 2005, EXCEL BOOKS, New Delhi.
8. R.M.Srivastava, "Management Policy and Strategic Management- Concepts, Skills and Practices" 2014 Revised edition, H P H , Hyderabad.



## **Master of Business Administration (MBA) Syllabus**

**Paper Code – MB 402**

**Course: Business Intelligence**

### **Unit I Introduction to Business Intelligence (BI)**

Definition, History and Evolution, Styles of Business Intelligence, Benefits of Business Intelligence, Real-time Business Intelligence, Business Intelligence Value Chain, Architecture Business Intelligence.

### **Unit II Data Warehousing and Data Mining**

- a) Data Warehousing (DWH): - Definition, Characteristics, types, Data warehousing framework, DWH 3 tier architecture, Alternative Architectures, Data warehousing Integration, Data warehousing- Development Approaches, Real time Data warehousing.
- b) Data Mining :- Definition, Characteristics, Benefits, Data Mining Functions, Data Mining Applications, Data Mining techniques and tools. Text Mining, Web Mining.

### **Unit III Business Performance Measurement (BPM)**

Definition, BPM vs BI, Summary of BPM Process, Performance Measurement, BPM Methodologies, BPM Architecture and Applications, Performance Dash boards.

### **Unit IV Business Analytics and Data Visualization**

- a) Business Analytics - Definitions, Tools and techniques of BA, Advanced Business Analytics Business Analytics and Web, Usage, Benefits and Success of Business Analytics.
- b) Data Visualization: Definition, New Direction in Data Visualization, GIS, GIS vs GPS

### **Unit V Business Intelligence Implementation**

- a) Implementing Business Intelligence – Implemental Factors, Critical Success factors of Business Implemental, Managerial Issues related to BI Implementation. Business Intelligence and Integration Implementation – Types, Need, Level of Business Intelligence Integration.
- b) Emerging trends in Business Intelligence Implementation- Social Networks and Business Intelligence, Collaborative Decision Making, RFID and Business Intelligence, Reality Mining.

### **References:-**

1. Business Intelligence – A Managerial Approach – by Turban, Sharada, Delen, King - Pearson - Second Edition - 2014
2. Decision Support and Business Intelligence Systems – Turban, Aaronson, Liang, Sharada - Pearson, latest Edition
3. Successful Business Intelligence, Cindi Howson, McGraw Hill Education – Indian Edition.



**Master of Business Administration (MBA) Syllabus**  
**Paper Code – MB 403**

**Course: Supply Chain Management**

**Course Objective:** The Course is aimed at understanding the role of supply chain in enhancing organizational efficiency and delivering customer value. The various drivers of a successful supply chain strategy and structure are also addressed in the programme.

**Unit - I: Introduction to supply chain Management**

Introduction to Supply Chain Management-Concept, Objectives and function of SCM, conceptual framework of SCM, supply chain strategy- Global Supply Chain Management, Value chain and value delivery systems for SCM, Bull-whip effect.

**Unit - II: Supply Chain Structure and Inventory in SC**

Logistics Management, Integrated logistics Management, Inbound and Outbound Logistics, Logistics Planning and strategy, Reverse Logistics. Inventory management and its role in customer service.

**Unit - III: Role of Transportation in Supply Chain**

Transportation in Supply Chain, Transportation formats, and factors influencing their choice, Multi Modal transport, Warehousing – Types of warehouses, Warehousing operations, Warehouse Management Systems. Third Party warehousing, Role and Importance of handling systems.

**Unit - IV: Information Technology in SCM**

Information and Communication Technology in SCM, Role of IT in SCM. Current IT trends in SCM, RFID, Bar coding . Retail SCM – problems and prospects, Role of Packaging

**Unit - V: Key Operation Aspects in Supply Chain**

Supply chain Network Design, Distribution network in Supply Chains, Channel design, Factors influence design, role and importance of Distributors in SCM, Role of Human Resources in SCM. Issues in Workforce Management and Relationship Management with suppliers, Customers and employees, linkage between HRM and SCM.

**Suggested Books:**

1. Shah, J, "Supply Chain Management", 2009, 1st Ed. Pearson.
2. Crandall, Richard E & others, "Principles of Supply Chain Management", 2010, CRC Press.
3. Mohanty, R.P and Deshmukh, S.G, "Essentials of Supply Chain Management", 2009, 1<sup>st</sup> Ed. Jalco,
4. Chandrasekaran. N, "Supply Chain Management process, system and practice", 2010, Oxford, 1<sup>st</sup> Ed.
5. Altekarr, V. Rahul, "Supply Chain Management", 2005, PHI.
6. Leenders, Michiel R and others, "Purchasing and Supply Chain Management", 2010, TMH.
7. Coyle, J.J., Bardi E.J. Etc., "A Logistics Approach to Supply Chain Management", 2009 Cengage, 1<sup>st</sup> Ed.
8. Stapenhrust, T, "The Benchmarking Book: A how-to-guide to best practice for Managers and Practitioners", 2009, Elsevier.
9. Ling Li, "Supply Chain Management: Concepts, Techniques and Practices", 1<sup>st</sup> ed, 2009, Cambridge.
10. Power Mark J & others, "The Outsourcing Hand book How to implement a successful outsourcing process", 2007, Kogan page, 1<sup>st</sup> Ed.
11. Gustafsson K & others, "Retailing Logistics & Fresh food Packaging Managing change in the supply chain", 2008, Kogan page, 1<sup>st</sup> Ed.
12. Kachru Upendra, "Exploring the Supply Chain Theory and Practice", 2009, Excel books.

13. Stadler, H. & Kilger, C, "Supply Chain Management and Advanced Planning concepts, Models, Software and Case Studies", 2002, Springer, 2<sup>nd</sup> Ed.
14. Mentzer, John, T, "Supply Chain Management", 2005 Response.
15. Gattorna, J.L & Walters, D.W, "Managing the Supply Chain", 2004, Palgrave.



**Master of Business Administration (MBA) Syllabus**  
**Paper Code – MB 404 – 1 Discipline Specific Elective -III**

**1: INVESTMENT MANAGEMENT (FINANCE)**

**Course Objectives:**

- 1) To explain the basic concepts of risk and return
- 2) To explain the various methods of analysis
- 3) To understand the features and valuation of debt and equity instruments
- 4) To explain the concept of portfolio and the various portfolio theories
- 5) To describe portfolio evaluation methods

**Unit – I: Investments:**

Concept; Real vs. Financial assets; Investment decision process; Sources of investment-information; Investment vs. Speculation; Factors to be considered in investment decision-Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation. The concept and measurement of return-realized and expected return. Ex-ante and ex-post returns. The concept of risk. Sources and types of risk. Measurement of risk-Range, Standard Deviation and Co-Efficient of Variation. Risk-return trade-off. Risk premium and risk aversion. Approaches to investment analysis-Fundamental Analysis; Technical Analysis; Efficient Market Hypothesis, Behavioural Finance and heuristic driven biases.

**Unit – II: Fixed Income Securities - Analysis, Valuation and Management:**

Features and types of debt instruments, Bond indenture, factors affecting bond yield. Bond yield measurement-Current yield, holding period return, YTM, AYT and YTC. Bond valuation: Capitalization of income method, Bond-price theorems, Valuation of compulsorily / optionally convertible bonds, Valuation of deep discount bonds. Bond duration, Macaulay's duration and modified Macaulay's duration, bond convexity, Considerations in managing a bond portfolio, term structure of interest rates, risk structure of interest rates. Managing Bond Portfolio: Bond immunization, active and passive bond portfolio management strategies.

**Unit – III: Common Stocks - Analysis and Valuation:**

Basic Features of Common Stock, Approaches to valuation-Balance sheet model, dividend capitalization models; earnings capitalization models; Price-Earnings multiplier approach and capital asset pricing model, Free Cash flow model, relative valuation using comparables-P/E, P/BV, P/S; Security Market Indexes, their uses; computational procedure of Sensex and Nifty.

**Unit – IV: Portfolio Theory:**

Concept of portfolio. Portfolio return and risk. Harry Markowitz's Portfolio theory, construction of minimum risk portfolio, the single-index model. Capital market theory: Introduction of risk-free asset, Capital Market Line, Separation theorem. Capital asset pricing model (CAPM): Security Market Line. Identifying over-priced and under-priced securities. Arbitrage pricing theory (APT): The Law of one price, two factor arbitrage pricing, Equilibrium risk-return relations. A synthesis of CAPM and APT.

**Unit – V: Portfolio Evaluation:**

Performance measures-Sharpe's reward to variability index, Treynor's reward to volatility index, Jensen's differential index, Fama's decomposition of returns. Mutual funds: genesis, features, types and schemes. NAVs, costs, loads and return of mutual funds, Problems and prospects in India, Regulation of mutual funds and investor's protection in India.

### Suggested Books:

1. Alexander. G.J, Sharpe. W.F and Bailey. J.V, "Fundamentals of Investments", PHI, 3<sup>rd</sup> Ed.
2. Zvi Bodie, Alex Kane, Marcus.A.J, Pitabas Mohanty, "Investments", TMH, 8<sup>th</sup> Ed.
3. Prasanna Chandra, "Investment Analysis and Portfolio Management", TMH, 3<sup>rd</sup> Ed.
4. Charles.P.Jones, "Investments: Analysis and Management", John Wiley & Sons, Inc. 9<sup>th</sup> Ed.
5. Francis. J.C. & Taylor, R.W., "Theory and Problems of Investments". Schaum's Outline Series, McGraw Hill
6. Herbert. B. Mayo, "Investments: an Introduction", Thomson – South Western. 9<sup>th</sup> Ed.
7. Peter L. Bernstein and Aswath Damodaran, "Investment Management", Wiley Frontiers in Finance.
8. Dhanesh Khatri, "Security Analysis and Portfolio Management", 2010, Macmillan Publishers.
9. Sudhindra Bhat, "Security Analysis and Portfolio Management", 2009, Excel Books.
10. Preeti Singh, Investment Management, 2010, HPH, 17<sup>th</sup> Revised Edition.
11. Stephen A. Ross, Randolph Westerfield, and Jeffrey Jaffe, "Corporate Finance", TMH.
12. S. Chand "Investment Management: Security Analysis & Portfolio Management".
13. S. Kevin, "Analysis and Portfolio Management", PHI.
14. Punithavathy Pandian, "Security Analysis and Portfolio Management", Vikas Publishing House
15. Donald E. Fisher and Ronald J. Jordan: "Securities Analysis and Portfolio Management", Prentice Hall.
16. Graham & Dodd, "Security Analysis and Portfolio Management", McGraw Hill.
17. Jack Clark Francis, "Investment", TMH, New Delhi.



**Master of Business Administration (MBA) Syllabus  
Paper Code – MB 404 – 2 Discipline Specific Elective -III**

**2 : CONSUMER BEHAVIOUR (MARKETING)**

**Course Objective:**

To understand the depth concept & theories of Consumer buying Behaviour  
To Focus on Learning theories  
To Know the impact of culture on Consumer Behaviour  
To Highlights models of Consumer Behaviour

**Unit – I: Introduction to Consumer Behaviour**

Contemporary Dimensions of Consumer Behaviour, CB research process. Concepts and theories of motivation and personality and their Marketing Implications. The concept of perception and its impact on Marketing Strategies.

**Unit – II: Theories of Consumer Behaviour**

Learning principles and their marketing implications: Concepts of conditioning, important aspects of information processing theory; encoding and information Retention, Retrieval of information, Split-brain Theory.

**Unit – III: Impact of Culture on Consumer Behaviour**

Social and cultural settings: Culture, Sub-culture and Cross culture and Cross cultural marketing practices. Family Life Cycle-1, 2, 3 and reference groups – Life Style Influences.

**Unit – IV: Consumer Behaviour Decision**

Consumer decision making: Information Search, evaluation of alternatives. Steps between evaluation of alternatives and purchase decision. Post-purchase behaviour, Customer action and disposal of products.

**Unit – V: Models of Consumer Behaviour**

Models of Consumer Behaviour: Modeling Behavior Traditional Models, Contemporary Models. Generic Model of Consumer Behavior, Howard Sheth Model, Engel, Blackwell and Rao –Lilien model, Consumerism

**Suggested Books:**

1. Schiffman and Kannik, "Consumer Behavior", 2004, Pearson Education / PHI.
2. Black-well, R. Miniard PW and Engel, "Consumer Behavior", 2005, Thomson Learning.
3. Loudon and Della Bitta, "Consumer Behavior", 2004, TMH.
4. Dinesh Kumar Consumer Behavior Consumer Behaviour, 2014, oxford University Press
5. Gary Lilien, "Marketing Models", 2000, PHI.
6. Suja R. Nair, "Consumer Behaviour in Indian perspective", 2010, HPH.
7. Sheth and Mittal, "Consumer Behavior", 2004, Thomson Learning.
8. Stish Batra, "Consumer Behavior", 2009, Excel Books New Delhi.

**Master of Business Administration (MBA) Syllabus**  
**Paper Code – MB 404 – 3 Discipline Specific Elective -III**

**3 : PERFORMANCE MANAGEMENT (HUMAN RESOURCE)**

**Course Objective:** The Main objective of the course is to offer an understanding of Various approaches to measure performance and facilitates studying different methods of performance appraisal. The course also provide knowledge of the processes performance bench – making and frameworks of Competencies and gives understanding of various performance metrics and models.

**Unit – I: Introduction:**

Definition, concerns and scope of PM. Performance Appraisals. Determinants of job performance. Mapping, process, sequence and cycle of PM. Performance planning and Role clarity. KPAs- Performance Targets. Trait, Behavior and Results approaches to measuring performance. The impact of HRM practices on performance.

**Unit – II: Performance Appraisal:**

Assessment center-psychometric tests. Role Play-Self-appraisal-360 Degree appraisals-Rating-less appraisals for the future of PMS. Critical incidents worksheet, Combining behavior and outcomes, Attribution theory-Causal matrix. Diagnosis and Performance improvement. Performance review, Performance analysis.

**Unit – III: Performance Bench marking:**

Human information processing and performance loop, performance shaping factors-Yerkes-Dodson's Law-Corporate performance management-EFQM Excellence model-Diagnostic and Process bench marking. PM Audit, PM pathway analysis. The impact of Performance Management on Line managers and Employees.

**Unit – IV: Competency mapping and Pay Plans:**

Competency Mapping-Mercer's Human Capital Wheel-Human Asset worth estimator and Accession rate-CIPD Human Capital framework, Performance, Competence and Contribution related pay models. Cafeteria benefits plan, call back pay. The McBer Generic managerial competency model-Competency causal flow model-Competency gap-Competency Assessment-Balanced Score Card framework.

**Unit – V: Performance Metrics and Models:**

Performance measures pyramid. Steps for designing metrics, Wang Lab, Smart pyramid, Conceptual, DHL, RCN Models of PM, Gilbert's performance matrix and Behavior Engineering model. Direction of trouble shooting with Behavior model-Mager and Pipes trouble shooting model - ATI performance improvement model, Spangenberg's Integrated model of PM, Sears model for organizational performance.

**Suggested Books:**

1. Michael Armstrong, "Performance Management", 2010, Kogan Page.
2. Robert L Cardy, "Performance Management", 2008, PHI.
3. A.S. Kohli & T. Deb, "Performance Management", 2009, Oxford.
4. H. Aguinis, "Performance Management", 2009, Pearson.
5. T.V. Rao, "Performance Management & Appraisal System", 2008, Sage.
6. A.M. Sarma, "Performance Management systems", 2010, HPH.
7. B.D. Singh, "Performance Management systems", 2010, Excel books.
8. S. N. Bagchi, "Performance Management", 2010, Cengage.
9. M Armstrong, "Performance Management & Development", 2010, Jaico.
10. Prem Chadha, "Performance Management", 2009, Macmillan.
11. Joe Willmore, "Performance Basics", 2004, ASTD Press.



**Master of Business Administration (MBA) Syllabus**  
**Paper Code – MB 404 – 4 Discipline Specific Elective -III**

**4 : Database Management Systems (SYSTEM)**

**Course Objective:** The objective of this course is to provide an overview of Database Concepts, different type of databases and use of oracle to implement Database Concepts.

**Unit – I: Database Concepts and Modeling:**

Introduction - data, database, DBMS, Database users and administrators, history of database systems, Overview of Client/Server Technology: 3 Tier architecture, data modeling, hierarchical, network, object oriented, Introduction to distributed databases. Relational Data structure: tuple, attributes, set; relational algebra operators, entity relationship diagrams, design of E-R Schema, E-R Schema to tables.

**Unit – II: Relational Languages and Relational Database:**

Functional dependence: normal forms, integrity constraints, domain, referential integrity, Codd's rules. Elementary operations, set operations, aggregate functions, null values, nested sub queries, derived relations, views, joined relations, DDL, embedded SQL, QBE, QUEL, Advantages and limitations of RDBMS

**Unit – III: Transaction Processing:**

Transaction concepts, states, atomicity, durability, Serializability, isolation, transaction definition in SQL, concurrency control, locking, deadlock, handling, recovery systems, log based shadow paging.

**Unit – IV: Distributed and Special Database:**

Distributed data storage, network transparency, distributed query processing, commit protocols, concurrency controls, deadlock handling. Data analysis, data mining, data warehousing, spatial and geographical, multimedia database, mobility and personal database, distributed information system. World Wide Web, OLAP

**Unit – V: ORACLE:**

Introduction: SQL-SQL commands for data definition & data manipulation, views-procedures indexing, PL/SQL, forms design process, triggers, SQL report writer, SQL menus, Approach and Advantages -Exception Handling – Procedures - Functions- Packages - Triggers.

**Suggested Books:**

1. Lee Chao, "Database Development and Management", 2016, Special Indian Ed. Auerbach Publications.
2. Abraham Shivershatz, Henry F. Korth & S Sudershan- "Data Base System Concepts", McGraw Hill, 2015
3. Rob & Coronel, "Database Systems", Thomson. 2015
4. Page, Jr. Special edition Using Oracle 8/8i, Prentice Hall- 2015
5. Narayan S. Umanath & Richard W. Scamwell, "Data Modeling and Data Base Design", Thomson – India Edition. 2014
6. Lemme & Colby, "Implementing and Managing Oracle Databases", Prentice Hall. 2014
7. Hansen & Hansen, "Database Management & Design", Prentice Hall. 2014

### **RDBMS – LAB Oracle – Practical Syllabus**

1. Creating Tables & Applying All Constraints
2. Inserting Data into Tables
3. Updating Tables
4. Alias Table
5. Deleting Data From Table
6. Drop Table
7. Working with All SQL Queries using functions  
(Number, string functions etc.)
8. Working with sub queries
9. Working with Joins
10. Creating Views
11. Creating Objects  
(i.e. Cluster, Synonyms, Indexes etc.)
12. Writing PL/SQL programs
13. Creation of Cursors
14. Creation of Functions.
15. Creation of Procedures.
16. Creation of Triggers
17. Generation of SQL report
18. Creating forms and working with different objects.
19. Graphics
20. Reports.



- Edition 2003, 9th Edition
7. Indian Insurance – A Profile, H. Narayanan, Jaico Publishing House, 2008
  8. Risk Management & Insurance, S. Arunajatesan, T.R. Viswanathan, MacMillan 2009
  9. Introduction to Risk Management & Insurance, Mark. S.Dorfman, Prentice-Hall of India Private Limited-2007, 8th Edition.
  10. Insurance – Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand, 16<sup>th</sup> Edition

**2 : Services and Global Marketing (MKT)**

**Course Objective:**

To Study the concepts of Services Marketing  
To know the Services Marketing Mix  
To Learn Strategies for Marketing  
To focus on Global Marketing

**Unit – I: Service:**

Concepts, Scope of Services. Goods-Services continuum. 4Is of Services Goods and Services. Categorization. Industrial Services. Segmentation target Marketing and positioning. Customer expectations and perceptions of services.

**Unit – II: Service marketing Mix:**

Product, Pricing, Place, Promotion, People, Physical evidence and process. Service Quality- Dimensions of quality. Understanding Quality Management. Measuring service Quality.

**Unit – III: Strategies for Marketing:**

Overview, strategies for dealing with intangibility, inventory, inconsistency and inseparability. Building customer Relationship through Segmentation and retention strategies. Service Marketing Triangle- External Marketing, Internal Marketing, Relationship Marketing and Interactive Marketing.

**Unit – IV: Introduction to Global Marketing**

Importance of Global Markets–Consumer Markets–The Environment of Global Marketing–Cultural Environment–Economic Environment–Demographic Environment–Political and Government Environment–Technological Environment.

**Unit – V: International Brands and International Products**

Identifying Global customer needs–Satisfying Global Customers–Coordinating Marketing Activities–Global Product Planning–Product Objectives–New Products in Global Marketing–Distinction between Global Marketing and Indian Marketing .

**Suggested Books:**

1. Govind APTC Services MKT., Oxford Lee & Carter, Global Marketing, Oxford
2. Lovelock, Chatterjee, "Services Marketing People, Technology Strategy", 2006, 5<sup>th</sup> Ed, Pearson Ed.
3. Rampal M. K and Gupta S. L, "Services Marketing Concepts, Applications and Cases, 2000, Galgotia Publishing Company – New Delhi.
4. Francis Cherunilam, "International Marketing", 2008, HPH, Mumbai, 11<sup>th</sup> Ed.
5. Sreeramulu & Neelakantam, International Marketing, Paramount Publications, 2013
6. Dr. Gajendra Sharma, "International Marketing, Test and Cases", Excel Books, New Delhi.
7. Kate, Jean Pierre, H. David, "International Marketing, 2008, Cengage Learning, India Pvt. Ltd. New Delhi.
8. Svend Hollensen & Madhumita Banerjee, "Global Marketing", 2010, 4<sup>th</sup> Ed. Pearson Publications.
9. Onkavisi, "International Marketing", 2008, 5<sup>th</sup> Ed. Routledge Publications.
10. C. Bhattacharjee, "Services Marketing, Concepts and Planning", 2010, Excel Books, New Delhi.
11. Philip R Careora, John L Graham, Prashant Salwan, "International Marketing", Tata McGraw Hill Pvt. Ltd. New Delhi.
12. S.M.JHA, "Services Marketing", 2009, HPH, Mumbai.
13. P. K. Vasudeva "International Marketing", 4<sup>th</sup> Ed Excel Books, New Delhi.
14. Vinnie Jauhari, Kirti Dutta, "Services", Oxford University Press, New Delhi.



**Master of Business Administration (MBA) Syllabus**  
**Paper Code – MB 405 – 3 Discipline Specific Elective -IV**

**3: Talent and Knowledge Management (HR)**

**Course Objective:** The main objective of the course is to offer knowledge on various approaches to talent and knowledge management in business organizations. The course also facilitate discussion on a variety of institutional strategies and models for dealing with talent and knowledge management.

**Unit – I:**

Meaning and importance of talent management. Designing and building a talent reservoir–Segmenting the Talent Reservoir. Talent Management Grid. Creating a talent management system. Institutional strategies for dealing with talent management.

**Unit – II:**

Competency–meaning, characteristics, types–Steps in developing a valid competency model. Talent management information systems. Developing a talent management information strategy. Role of leaders in talent management.

**Unit – III:**

The nature of knowledge management–Alternative views of knowledge. Types of knowledge. Location of knowledge. Rise of the knowledge worker. Features of knowledge intensive firm. Key processes in knowledge intensive firms.

**Unit – IV:**

Knowledge management framework of Hansen–Earl’s seven schools of knowledge management–Alvesson and Kärreman’s knowledge management approaches. Knowledge management solutions, mechanisms and systems. Knowledge management infrastructure.

**Unit – V:**

Organizational impacts of knowledge management–on people, processes, products and organizational performance. Factors influencing knowledge management. Knowledge management assessment of an organization–importance, types and timing. Knowledge discovery systems.

**Suggested Books:**

1. Ed by Lance A. Berger and Dorothy R Berger. "The Talent Management Handbook", 2004, Tata McGraw Hill edition.
2. Ed by Larry Israelite, "Talent Management", ASTD Press.
3. Sajjad M Jasmuddin, "Knowledge Management", 1<sup>st</sup> ed, 2009, Cambridge.
4. Stuart Barnes, "Knowledge Management Systems", Ed, Cengage Learning
5. Irma Becerra-Fernandez, Avelino Gonzalez and Rajiv Sabherwal "Knowledge Management", 2009, Pearson Education Inc.
6. Donald Hislop, "Knowledge management in Organizations", 2009, Oxford University Press, Second edition.
7. Sudhir Warier, "Knowledge Management", Vikas Publishing House Pvt. Ltd.
8. Thorne & Pellant, "The Essential Guide to Managing", Viva Books.
9. Stuart Barnes(Ed) "Knowledge Management Systems". Cengage Learning.

**Master of Business Administration (MBA) Syllabus**  
**Paper Code – MB 405 – 4 Discipline Specific Elective –IV**

**4. Software Project Management (SYS)**

**Course Objective:** To Provide an overview & importance of application of project management tools and techniques to software projects.

**Unit I: Introduction to Software Project Management**

Project definition, Importance of software project management, software project versus other types, activities covered by software project management, categorizing software products, overview of project planning, step wise project planning

**Unit II: Project Evaluation and cost estimation**

Strategic Assessment – Technical Assessment – Cost Benefit Analysis – Cash Flow Forecasting – Cost Benefit Evaluation Techniques – Risk Evaluation – Basics of Software estimation – Effort and Cost estimation techniques – COSMIC Full function points – COCOMO II-a Parametric Productivity Model – Staffing Pattern.

**Unit III: Activity Planning**

Objectives of Activity planning – Project schedules – Activities – Sequencing and scheduling – Network Planning models – Forward Pass & Backward Pass techniques – Critical path (CRM) method– Risk identification – Assessment – Monitoring – PERT technique – Monte Carlo simulation, Resource Allocation – Creation of critical patterns – Cost schedules.

**Unit IV: Project Management and Control**

Framework for Management and control – Collection of data, Project termination – Visualizing progress – Cost monitoring – Earned Value Analysis- Project tracking – Change control- Software - Configuration Management – Managing contracts – Contract Management.

**Unit V: Staffing In Software Projects**

Managing people – Organizational behavior – Best methods of staff selection – Motivation – The Oldham-Hackman job characteristic model – Ethical and Programmed concerns – Working in teams – Decision making – Team structures – Virtual teams – Communications genres – Communication plans.

**Suggested Books:**

1. Bob Hughes, Mike Cotterell and Rajib Mall: Software Project Management – Fifth Edition, Tata McGraw Hill, New Delhi, 2012
2. Robert K. Wysocki "Effective Software Project Management" – Wiley Publication, 2011.
3. Walker Royce: "Software Project Management"- Addison-Wesley, 1998.
4. Gopalaswamy Ramesh, "Managing Global Software Projects" – McGraw Hill Education (India), Fourteenth Reprint 2013.
5. Jalote, "Software Project Management in Practice", Pearson Education, 2002.



**MBA (DAY) CBCS  
SYLLABUS**

**FACULTY OF MANAGEMENT  
DEPARTMENT OF BUSINESS MANAGEMENT  
PALAMURU UNIVERSITY  
MAHABUBNAGAR - 509001**



(Accredited by NAAC with 'B' Grade)

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

**REVISED RULES AND REGULATIONS OF  
M.B.A. PROGRAMME - 2021-22**

**CHAIRMAN  
BOS IN BUSINESS MANAGEMENT  
PALAMURU UNIVERSITY  
MAHABUBNAGAR-509001 T.S.**

## **RULES AND REGULATIONS OF M.B.A. PROGRAMME-2021**

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 programme

### **1. Eligibility Conditions**

#### **M.B.A. (Day)**

Candidate seeking admission into Full Time M.B.A. (Day) programme 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 – 16 Weeks / as per the University Norms

Preparation Holidays : 7-10 Days

### **3. 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.

### **4. 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).



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**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.

**5. 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.

Or

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

Or

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.

**6. 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 Programme. Project Report Work should be carried out in the Final Year of MBA Programme i.e., III & IV Semesters for Day Programme.

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.

**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 for 100 marks.

Seminars, Project Report and Viva Voce examination will be evaluated for 100 marks and the same will be converted into equivalent grades as per the University norms.



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

Each of the Theory Courses of the MBA Programme shall have instructional workload of 5 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 2 Periods of 60 Minutes duration per week.

**9. 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 80% marks for university semester end examination and 20% 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) Programme.

**10. Conduct of Examinations:**

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

**11. 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.

**12. Readmission for Pursuing Additional Elective Courses:**

A student can be given readmission for pursuing additional electives after completion of MBA programme 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 Programme.
- b. The admission must be done within four weeks of the commencement of the III Semester.

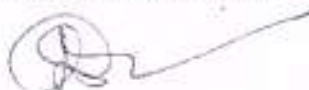
**13. Total number of credits to be completed to be eligible for the award of MBA degree:**

Total number of credits at the end of fourth semester (MBA-Day) =  $37 + 37 + 32 + 29 = 135$

**14. Awarding Cumulative Grade Point Average (CGPA): as per University norms**

**15. 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 (Day) Course Structure and Syllabus as Per CBCS Guidelines with  
Effect from the academic year 2021-22**

**MBA Year-I Semester -I**

Course Code	Course Title	Nature	Credits	HPW (Theory+Tutorials) (4+1)	Max Marks (CIE+SEE) (20+80=100)
MB101	Management & Organizational Behaviour	Core	5	5	20+80
MB102	Accounting for Management	Core	5	5	20+80
MB103	Marketing Management	Core	5	5	20+80
MB104	Statistics for Management	Core	5	5	20+80
MB105	Economics for Managers	Core	5	5	20+80
MB106	IT Applications for Management	Core	5	5	20+80
MB107	<b><u>Open Elective-I</u></b> a. Financial Markets and Services b. Managerial Communication	Open Elective - I	5	5	20+80
MB108 *	Computer Practical's	Practical	2	2	25
<b>Total credits at the end of I<sup>st</sup> Semester</b>			<b>37</b>	<b>37</b>	<b>725</b>

- HPW – Hours Per Week
- CIE – Continuous Internal Exam
- SEE – Semester End Exam

\* Seminar should be evaluated for 100marks and it will be converted to Grade



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### MBA Year-I Semester –II

Course Code	Course Title	Nature	Credits	HPW (Theory+Tutorials) (4+1)	Max Marks (CIE+SEE) (20+80=100)
MB201	Human Resources Management	Core	5	5	20+80
MB202	Financial Management	Core	5	5	20+80
MB203	Operations Research	Core	5	5	20+80
MB204	Entrepreneurship and Development	Core	5	5	20+80
MB205	Business Research Methods	Core	5	5	20+80
MB206	Business Law and Ethics	Core	5	5	20+80
MB207	<u>Open Elective-II</u> a. Innovation Management b. Customer Relationship Management	Open Elective- II	5	5	20+80
MB208	Seminar Presentation *	-----	2	2	Grade
Semester Credits			37	37	700
Total credits at the end of II <sup>nd</sup> Semester			74	74	1425

- HPW – Hours Per Week
- CIE – Continuous Internal Exam
- SEE – Semester End Exam

\* Seminar should be evaluated for 100marks and it will be converted to Grade



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### MBA Year-II – Semester-III

Course Code	Course Title	Nature	Credits	HPW (Theory+Tutorials) (4+1)	Max Marks (CIE+SEE) (20+80=100)
MB301	Operations Management	Core	5	5	20+80
MB302	E- Business	Core	5	5	20+80
MB303	Total Quality Management	Core	5	5	20+80
MB304	Global Business Strategies	Core	5	5	20+80
MB305	<b><u>Discipline Specific Elective:</u></b>	DSE	10	10	
	<b><u>Finance:</u></b>				
MB 305-F-I	Investment Management		(5)	(5)	20+80
MB 305-F-II	International Finance		(5)	(5)	20+80
	<b><u>Marketing:</u></b>				
MB 305-M-I	Marketing Engineering		(5)	(5)	20+80
MB 305-M-II	Advertisement and Retail Management		(5)	(5)	20+80
	<b><u>Human Resources:</u></b>				
MB 305-HR-I	Industrial Relations and Labour Laws		(5)	(5)	20+80
MB 305-HR-II	Organizational Development		(5)	(5)	20+80
	<b><u>Systems:</u></b>				
MB 305-S-I	Data Base Management Systems		(5)	(5)	20+20+60 (SEE=60) (CIE=20) (CLE=20)
MB 305-S-II	Business Analytics		(5)	(5)	20+80
MB306 *	<b><u>Tutorials</u></b> Project work Synopsis		2	2	Grade
<b>Semester Credits</b>			<b>32</b>	<b>32</b>	<b>600</b>
<b>Total credits at the end of III<sup>rd</sup> Semester</b>			<b>106</b>	<b>106</b>	<b>2025</b>

- CIE – Continuous Internal Exam
- SEE – Semester End Exam
- CLE – Computer Lab Exam

\* Seminar should be evaluated for 100marks and it will be converted to Grade



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### MBA Year-II – Semester-IV

Course Code	Course Title	Nature	Credits	HPW (Theory+Tutorials) (4+1)	Max Marks (CIE+SEE) (20+80=100)
MB401	Business Policy & Strategy	Core	5	5	20+80
MB402	Business Intelligence	Core	5	5	20+80
MB403	Supply Chain Management	Core	5	5	20+80
MB404	<b><u>Discipline Specific Elective:</u></b>	DSE	10	10	
	<b><u>Finance:</u></b>				
MB 404-F-I	Financial Risk Management		(5)	(5)	20+80
MB 404-F-II	Banking and Insurance		(5)	(5)	20+80
	<b><u>Marketing</u></b>				
MB 404-M-I	Buyer Behaviour		(5)	(5)	20+80
MB 404-M-II	Services and Digital Marketing		(5)	(5)	20+80
	<b><u>Human Resources</u></b>				
MB 404-HR-I	Leadership and Change Management		(5)	(5)	20+80
MB 404-HR-II	Performance Management		(5)	(5)	20+80
	<b><u>SYSTEMS</u></b>				
MB 404-S-I	Data Visualization		(5)	(5)	20+20+60 (SEE=60) (CIE =20) (CLE=20)
MB 404-S-II	Data Mining For Business		(5)	(5)	20+80
MB405*	Project Work	-----	2	2	Grade
MB406*	Comprehensive Viva - Voce	-----	2	---	Grade
<b>Semester Credits</b>			<b>29</b>	<b>27</b>	<b>500</b>
<b>Total credits at the end of IV<sup>th</sup> Semester</b>			<b>135</b>	<b>133</b>	<b>2525</b>

- Evaluation will be done for 100 marks
- CIE – Continuous Internal Exam
- SEE – Semester End Exam
- CLE - Computer Lab Exam
- \* Seminar should be evaluated for 100marks and it will be converted to Grade



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-I  
PAPER CODE – MB101**

**Course: MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR**

**Course Objective:**

This course is designed to introduce the concepts and theories of management and organizational behavior. The course aims at offering insights into human behavior at contemporary situations in organizational settings.

**Learning Outcomes:**

By the end of the course, the students would have a comprehensive understanding of managing the organizational functions in various organizational settings through gaining insights into individual, inter-personal and group situations.

**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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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
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

**Course Outcomes:**

At the end of semester, the student will be able to understand and present the following:

1. Journal, Ledger, Trial Balance and Final Accounts
2. Analyze performance of companies using Ratio Analysis
3. Analyze Cash Flow position of companies
4. Make calculation relating to Cost Volume Profit Analysis

**Unit - I:**

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:**

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 – 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 – 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 – 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 (19<sup>th</sup> edition), Advanced Accounts, Vikas Publishers
2. Shashi K. Gupta & R.K Sharma, Management Accounting Principals
3. Ramchandran, Ramkumar Kakani, Financial Accounting for Management, 2009, 2<sup>nd</sup> ed, Tata Mc Graw Hill Publishing, Pvt.Ltd.
4. Shah Paresh, Basic Financial Accounting for Business Managers, 5<sup>th</sup> Oxford University, Press
5. Bhattacharyya Asish K, Financial Accounting for Business Managers, 2<sup>nd</sup> edition, PHI
6. Ambarish Gupta, Financial Accounting for Management, 2009 An Analytical Perspective, 3<sup>rd</sup> Ed. Pearson education
7. Earl K. Stice and James .D. Stice, Financial Accounting – Reporting and Analysis, 2009, 7<sup>th</sup> Ed. South Western, Cengage Learning.



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# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

## 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
2. To assess buyer perceptions
3. To analyze market and competition structure
4. To know value of culture in marketing of goods and services
5. To make the students imbibe the global changes in the area of marketing

#### Course Outcomes:

1. Students can equip with marketing and selling tools.
2. Students can learn about the competition levels in the market.
3. Buyer behavior and perceptions are key of any business; that can be thoroughly learnt.
4. Various market position skills can be obtained for competitive advantage.
5. Group Dynamics and Channel Dynamics involved in marketing can be assessed.
6. Better control of key resources and optimum utilization of resources can be attained.

#### 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 Programme:

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, 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", 2020, Pearson Education Prentice Hall of India.
2. Philip Kotler, Kevin Lane Keller, "Marketing Management" 6<sup>th</sup> Edition, Pearson Education.
3. William J. Stanton, "Fundamentals of Marketing" 6<sup>th</sup> Edition, McGraw Hill Publications.
4. Tapan K Panda, "Marketing Management", 2010, 1<sup>st</sup> Ed. Excel Books.

#### **Suggested Books:**

1. Ramaswamy V.S. Namakumari S, "Marketing Management", The Global perspective Indian Context Macmillan India Ltd.
2. Rajan Saxena, "Marketing Management", Tata McGraw Hill.
3. Ashwatappa , "Principles of Marketing" Himalaya Publishing House, New Delhi
4. Paul Baines, Chris fill, Kelly Page, "Marketing Management", 2009, 1<sup>st</sup> Ed. Oxford University Press.
5. Roger J. best, "Market-Based Management", 2009, 1<sup>st</sup> Ed, PHI Learning Pvt. Ltd.
6. Kurtz & Boone, "Principles of Marketing", 2010, 12<sup>th</sup> Ed, Cengage Publications.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-I**

**PAPER CODE – MB104**

**Subject: STATISTICS FOR MANAGEMENT**

**Course Objectives:**

1. To introduce basic statistics to management students like measures of central-tendency, measures of dispersion, skewness and kurtosis and concepts of probability.
2. To provide an understanding of probability distributions.
3. Understanding sampling and sampling distributions and hypothesis testing framework with small samples and large samples.
4. Introduce concepts related to Correlation, Regression and their relationship, applications of time series data.

**Course Outcomes:**

1. Basic Statistics helps in descriptive analytics.
2. Knowledge of Probability and distributions are play an important role across the various areas of management like finance, Marketing, HRM, supply chains etc.
3. Hypothesis testing is useful in estimation for analysis and decision making.
4. Correlation, regression techniques are an integral part of planning and controlling.

**Unit – I:**

- 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:**

- 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:**

- 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.



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#### **Unit - IV:**

- 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-square distribution: Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes.

#### **Unit - V:**

- 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" 2000, 7<sup>th</sup> Ed. Pearson.
2. Gupta S.C., "Fundamentals of Statistics", 2010, 6<sup>th</sup> Ed. HPH.
3. Keller, G., "Statistics for Management", 2009, 1st Ed, Cengage Learning.
4. Amir D. Aczel and Jayavel Sounderpandian, "Complete Business Statistics", TMH.
5. John C Lee, "Business and Financial Statistics Using MS-Excel", First edition, 2009, Cambridge.
6. J.K Sharma, "Business Statistics", 2010, 2<sup>nd</sup> Ed. Pearson.
7. Arora PN & others, "Complete Statistical methods", 2010, 3<sup>rd</sup> Ed. S. Chand.
8. Beri, GC, "Business Statistics", 2010 3<sup>rd</sup> Ed. TMH.
9. Black Ken, "Business Statistics for Contemporary Decision Making", 2006, 4<sup>th</sup> Ed. Wiley.
10. Levine, David M and other, "Statistics for managers using MS. Excel", 2009, 5<sup>th</sup> Ed. PHI.
11. Davis, G & Pecar, B, "Business Statistics using Excel", 2010, Oxford.
12. Kanji K. Gopal, 2006, "100 Statistical Tests", Sage Publications.
13. Haoda, R.P., Statistics for Business & Economics", 2010, 4<sup>th</sup> Ed. Macmillan.
14. Apte. D.P. "Statistical Tools for Managers- Using MS Excel", 2009, 1<sup>st</sup> Excel Books.



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# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

## SEMESTER-I

PAPER CODE – MB105

Course: ECONOMICS FOR MANAGERS

### Course Objectives:

1. To make students familiarize with Economic behavior of a person
2. To let managers know the market behavior
3. To understand the environment of Business firms.
4. To know the demand conditions of various products
5. To know the contemporary economic policies

### Course Outcomes:

1. Students can learn micro factors of Economic behavior of a consumer.
2. Would be Managers needs market dynamics and the same is imparted.
3. Students can assess opportunities and threats of business.
4. Students can better understand nature of the products and demand conditions.
5. It is also provided through this paper the decision making tools and investment avenues.

### 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.



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**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", 2016, 8th Ed, Oxford University Press.
2. H. Craig Petersen, W. Cris Lewis, Sudhir K. Jain, "Managerial Economics", 4th Edition, Pearson Publication.
3. D.M. Mithani, "Managerial Economics" 2008, 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", 8th Ed S. Chand Publishing.



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# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

## SEMESTER-I

### PAPER CODE – MB106

#### Course: I.T APPLICATIONS FOR MANAGEMENT

##### Course Objectives:

1. To acquaint the students' with the micro-level competency with regard to contemporary Information Technology Tools in organizations.
2. To provide real-time insights into the fundamentals of computers as business tools
3. To Create Awareness in upcoming managers, of different types of Information Technology, Management Systems so as to enable the use of IT resources efficiently
4. To study the role and Value addition of IT in business
5. To enable students to develop proficiency in using certain components of the package includes MS Excel, MS Access

##### Course 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 communication within 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).



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### **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. (2017), “.Information Technology for Management”, 7th Ed, McGraw Hill Education.
2. Efraim Turban, Linda Volonino, Gregory R. Wood, “Information Technology for Management - Advancing Sustainable, Profitable Business Growth”, 9<sup>th</sup> ed., Wiley
3. Anita Goel, “Computer Fundamentals”, Pearson Publishing
4. B. Muthukumaran, “Information Technology for Management”, 2010, Oxford
5. Westerman, George, et al. (2014),” Leading Digital: Turning Technology into Business Transformation”, Harvard Business Publishing.
6. Williams, B. K., & Sawyer, S. C. (2014), “Using information technology: A practical Introduction to Computers & Communications”, 11<sup>th</sup> ed., McGraw Hill Education.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-I**

**PAPER CODE – MB 107- OPEN ELECTIVE –I  
Course: FINANCIAL MARKETS AND SERVICES**

**Course Objectives:**

1. To learn about the financial markets.
2. To understand the various fund based services like leasing and hire purchase.
3. To learn about fee based services like Merchant Banking, Factoring etc.

**Course Outcomes:**

1. To learn about the participants, products, players in primary and secondary markets
2. Identify the new financial innovations taking place in India.
3. To identify Merchant Bankers in India and know about their activities
4. To learn about the players in the leasing and hire purchase business in India.
5. To learn about the insurance companies and the products offered by them.
6. To trace the regulation in financial markets.

**Unit – I: Financial Markets:**

Indian Securities Market – An Overview , Introduction, Market segments, Primary market, Secondary market, products and participants, Derivatives market, reforms, research, corporate and government securities market; , Money Market, Debt Market , Derivative Market, Government Securities Market

**Financial Services:**

Concept and meaning. Classification – Traditional and Modern activities; Fund-based and non-fund based activities. Financial Engineering – Need for financial innovation; Model for new product development; new financial products and services. Current scenario and challenges to the financial services sector in India.

**Unit – II: Merchant Banking:**

Concept and evolution of merchant banking (MB) in India. SEBI (MB) Regulations, 1992. Functions of MBs – underwriter, banker, broker, registrar, debenture trustee and portfolio manager. MBs' activities and SEBI guidelines related to issue management.

**Unit – III: Leasing and Hire-Purchasing:**

(a) Leasing concept and classification. Financial rationale. Evolution of leasing industry in India. Product profile. Legal, tax and accounting aspects of leasing in India. Funding and regulatory aspects of leasing in India. Financial evaluation of leasing – break-even lease rental. Gross yield based pricing. IRR based pricing. Negotiating lease rental. Assessment of lease related risks. Lease vs. buy decisions.

(b) Hire-purchase concept and characteristics. Legal and tax framework. Mathematics of hire purchase. Financial evaluation of hire-purchase deals.



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#### **Unit – IV: Insurance:**

Definition and basic characteristics of insurance. Requirements of an insurable risk. Types of insurance. Benefits and Costs of insurance to society. Fundamental legal principles of insurance. Functions of insurer. IRDA and recent trends in insurance sector in India.

#### **UNIT – V: Other Financial Services:**

- a) Factoring and bill discounting concept, process and forms. Functions of a factor. Legal aspects of factoring and bill discounting. Financial evaluation of factorial services – cost of factoring – decision analysis for factor services. Factoring scenario in India.
- b) Credit rating concept and utility. Credit rating agencies in India and their performance. Financial dimensions of crediting rating methodology. Types of ratings and symbols.

#### **Suggested Books:**

- 1. Meir Kohn, 2015, Financial Institutes and Markets, 2<sup>nd</sup> edition, Oxford University Press, South Asia Edition.
- 2. Khan.M.Y., 2006, Financial Services, 3rd edition, TMH, New Delhi-8.
- 3. Rejda.G.e., 2002, Principles of Risk Management and Insurance, 7th edition, Pearson Education.
- 4. Mishkin.F.S., and Eakins.S.G., 2006, Financial Markets and Institutions, 5th edition, Pearson Education.
- 5. Choudhry, Moorad, (2002), Capital Market Instruments, Prentice Hall.
- 6. ED Madhusoodanan, (2008), Indian Capital Markets, Quest Publications.
- 7. Gurusamy, (2009), Capital Markets, 2nd edition, Tata McGraw Hill.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-I**

**Paper Code – MB 107- Open Elective –I  
Course: MANAGERIAL COMMUNICATION**

**Course Objectives:**

Upon the successful completion of this course the student will be able to

1. Learn the fundamentals of communication.
2. Apply business communication theory to solve workplace communication issues.
3. Demonstrate the communication skills required in the workplace
4. Understand complex ideas in written and spoken formats.
5. Express complex ideas accurately in written and spoken formats.

**Course Outcomes:**

At the end of this course students will be able

1. To acquire the requisite knowledge about the fundamentals of communication skills.
2. To study how to write business letters, reports and other business correspondence.
3. To learn various aspects of oral communications viz presentation skills, group discussions and negotiation.
4. To acquire knowledge about various types of interviews.
5. To learn media management and social etiquette in order to handle day to day managerial responsibilities.

**Unit – I:**

Fundamentals of Communication – Importance – Phases – Forms – Types - Barriers – Overcoming Barriers – Role of Language – Verbal and Non- Verbal Communication. Receptive Communication Skills – Listening – Importance – Types – Barriers – Improving Listening – Importance of feedback-Principles of feedback.

**Unit – II:**

Expressive Communication - Written Communication – Business Letters – E-mail – Memo – Reports and Proposals – Objectives of Reports- Types of Reports-Structure of Reports- Individual and Committee Reports- Report Writing- Logical Sequencing- Executive Summary- Effective Business Correspondence.

**Unit – III:**

Oral Communication – Presentation Skills – Principles Of Effective Presentations- Principles Governing Use Of Audio-Visual Media -Meetings – Group Discussions – Managerial Speeches –Non- Verbal Communication – Negotiation Skills-Approaches To Negotiations- Preparing For and Conducting Negotiations -Kinesics – Proxemics – Voice – Motivation – Leadership – Culture – Language Dynamics



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**Unit – IV:**

Employment Communication- Interviews –Selection or Placement Interviews –Appraisal Interview- Exit Interview- Discipline Interviews- Writing CV/Resume – Teleconferencing- Videoconferencing- Social Media Communication - Dos & Don'ts of Social Media Communication.

**Unit – V:**

Business and social etiquette- Media Management-Media Relations-Press Release – Press Conference- Media Interviews-Investor Relations-Framework for managing Investor Relations-Managing Government Relations- Cross Cultural Communication

**Suggested Readings:**

1. Penrose, Rasberry and Myers, "Business Communication for Managers", Cengage Learning.
2. Kathleen Fearn-Banks, "Crisis Communications, A Casebook Approach", Routledge.

**Suggested Books:**

1. Mary Munter, "Guide to Managerial Communication" 6th Ed Pearson Education.
2. Bovee and Thill: Business Communication Today, Mac Graw-Hill, Second Edition
3. Guffey M. E.: Business Communication Process & Product, Thompson, South -Western.
4. Level D. A.: Managerial Communications, Business Publications, Plano, Texas
5. Pradhan and Pradhan: Business Communication, Himalayan Publishing House
6. Seely J, Oxford Writing and Speaking, Oxford.
7. Lesikar, R.V. and M.E. Flatley, "Basic Business Communication", 2008 11th Ed. New York, McGraw-Hill.
8. Disanza, "Business and Professional communication", Pearson Education.
9. CSG Krishnamacharyalu and L.Ramakrishnan, "Business Communications", 2009, Himalaya Publishing House.
10. Kelly Quintanilla and Shawn T Wahl, "Business and Professional communication", Sage Publications.



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# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

## SEMESTER-I

PAPER CODE – MB 108

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 Publishing House.
5. P.Sudharsan & J.Jeyalan, "Computers Systems & Applications", Jaico Student Edition - Jaico Publishing House.
6. D.P.Apte, "Statistical Tools for Managers- Using MS Excel", 2009, Excel Books



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-II**

**PAPER CODE: MB201**

**Course: HUMAN RESOURCE MANAGEMENT**

**Course Objectives**

The Objective of the course is to develop an understanding on various issues, approaches and practices of Human Resource Management and ability to identify potential employees, evaluate competences, design workforces & build HR driven corporate strategies.

**Course Outcomes:**

1. Transform Human beings into Human Resources
2. Build Global Level HR Managers
3. Create Agile Workforce
4. Innovate Winning 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 Rol 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.



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### **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, 2018, Pearson.
2. Paul Banfield, Rebecca Kay, Human Resource Management, 2019 Oxford.
3. Decenzo, Human Resource Management, 2018, Wiley.
4. Wayne & Caseia, Ranjeet Nambudri, "Managing Human Resource, 2019, TMH.
5. Gomez Mejia et.al, Managing Human Resource, 2017, PHI.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
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.

**Course Outcomes:**

1. Apply project appraisal methods to cash flows.
2. To understand the corporate practices of dividend payment.
3. To learn about corporate events like mergers
4. To learn about inventory management of manufacturing companies

**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.



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### **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", 2010, Pearson.
2. Brigham, E. F. and Ehrhardt, M. C., "Financial Management Theory and Practice", 2006, 10th Ed. Thomson South-Western.
3. Ross Westerfield Jaffe, "Corporate Finance", 7th Ed, TMH Publishers
4. Vishwanath S. R., "Corporate Finance: Theory and Practice", 2007, 2nd Ed. Response books, Sage Publications.
5. Prasanna Chandra, "Financial Management Theory and Practice", 7th Ed. Tata McGraw Hill,
6. I. M. Pandey, "Financial Management", 2010, 10th Ed. Vikas Publishing House.
7. Sudershana Reddy, "Financial Management", 2010, HPH.
8. Rajiv Srivastava and Anil Misra, "Financial Management", 2009, 4th Ed. Oxford Higher Education.



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# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS 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 such as Linear Programming Problem.
2. To analyse special cases of LPP such as Transportation Problem, Assignment Problem.
3. To Study network Concepts and techniques like PERT and CPM.
4. To study quantitative competitive strategy models such as game theory, simulation and queuing theory.

**Course 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

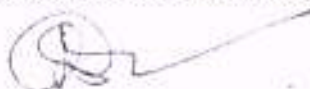
- i. LPP - Simplex Method- Solution to LPP problems Maximisation and Minimisation cases Optimality conditions, Degeneracy.
- ii. Dual - Formulation, Relationship between Primal - Dual, Solution of dual, Economic interpretation of dual.
- iii. Sensitivity analysis and its implications.

## 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.



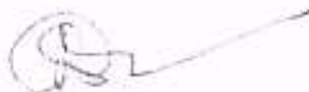
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### Unit – V: Waiting Line / Competitive Strategy Models

- 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  $(m \times 2)$  and  $(2 \times n)$  games.
- iii. Simulation- Process of simulation, Applications of simulation to different management Problems.

### Suggested Books:

1. N.D. Vohra, "Quantitative Techniques in Management", 2010, 4<sup>th</sup> Ed. TMH.
2. J.K. Sharma, "Operations Research Theory and Applications 2009, 4<sup>th</sup> Ed. Macmillan.
3. Kasana, HS & Kumar, KD, "Introductory Operations Research theory and applications", 2008, Springer.
4. Chakravarty, P, "Quantitative Methods for Management and Economics", 2009, 1<sup>st</sup> Ed. HPH.
5. Barry Render, Ralph M. Stair, Jr. and Michael E. Hanna, "Quantitative analysis for Management", 2007, 9<sup>th</sup> Ed. Pearson.
6. Pannerselvam, R, "Operations Research", 2006, 3<sup>rd</sup> Ed. PHI.
7. Selvaraj, R, "Management Science Decision Modeling Approach", 2010, 1<sup>st</sup> Ed. Excel.
8. Ravindren, A, Don T. Phillips and James J. Solberg, 2000, "Operations Research Principles and Practice", 2<sup>nd</sup> Ed. John Wiley and Sons.
9. Hillier, Frederick S. & Lieberman, "Introduction to Operations Research Concepts and Cases", 2010, 8<sup>th</sup> Ed. TMH.
10. Prem Kumar Gupta & others, "Operations Research", 2010, S. Chand.
11. K.K Chawla, Vijaygupta, Bhushan K. Sharma, Operations Research, Quantitative Analysis for Management, Kalyani Publications, 2020.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-II**

**PAPER CODE – MB 204**

**Course: ENTREPRENEURSHIP AND 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 provide information about financial resources
5. To impart training to raise and establish enterprises

**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
5. It is also possible to students understand and comprehend on venture capital funds

**Unit – I: Entrepreneur and Entrepreneurship:**

Understanding Concept of Entrepreneurship – Evolution of Entrepreneurship – Characteristics of Entrepreneur – Types of Entrepreneurs – Growth of Entrepreneurship in India – Role of Government in promotion of Entrepreneurship – 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 – Entrepreneurial Motivation – Entrepreneurial Competencies – Role of Higher learning Institutes in Entrepreneurial capacity building – Importance of workshops – Entrepreneurship Development Programmes( EDP's) – Need, Objectives, course content and instruction – Evaluation of EDPs – Phase wise development of EDP Curriculum.

**Unit – III: Small, Micro, Medium Scale Enterprises:**

Definition of Small Industry – Characteristics of Small Scale Industry – Latest amendments in Small scale Industry Act – Objectives – Scope of Small & Micro Industries – Opportunities for entrepreneurial growth in MSMEs – Role of MSMEs in Economic development – MSMEs problems – Opportunities – Future growth – Project Identification – Project Formulation – Project Appraisal – Financing and Ownership Structures.

**Unit – IV: Institutional Finance for Entrepreneurs:**

Commercial Banks – Role of Commercial Banks in Building Entrepreneurship – Other Financial Institutions Such As IFCI, ICICI, IDBI, SFCs, SIDBI and EXIM bank – Non Banking Financial Institutions – LIC- Role of Training Institutions in Entrepreneurship growth - NSIC, SIDC, SIBC, SFC, SISI, DICs and TCOs. Government Schemes to Develop and encourage entrepreneurship



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### **Unit – V: Venture Capital Financing:**

Concept of Venture Capital Financing – Features, Need and Relevance of Venture Capital – Establishment of Venture Capital Funds – Structure and Regulatory framework for Venture Capital Funds – Growth of Venture Capital in India – Evaluation of Venture Capital Financing – Conventional Valuation – First Chicago Method – Revenue Multiplier Method – Venture Capital Firms in India – Structure & Methodology of Venture Capital Fund – Performance measurement – Role of TDICI in Building Venture Capital Fund – Exit Strategies of Venture Capitalists – Imperative of VCF development in India.

### **Suggested Books**

1. Dr. Vasanth Desai, 2012, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Hyd.
2. S. S Khanka, Entrepreneurial Development, S. Chand Publishing House, New Delhi.
3. Dr. Vasanth Desai, 2010, Small Scale Industry and Entrepreneurship, Himalaya Publishing House, Hyd.
4. A. Sahay and A. Nirjar 2010, Entrepreneurship, Excel Books .
5. Poornima M Charinthmath, 2010, Entrepreneurial Development and Small Business Enterprises, Pearson Education Publisher.
6. David H Hott, 2008, Entrepreneurship and New Venture Creation, PHI New Delhi.

### **Suggested Readings**

1. S. R Bowmick & M. Bhowmik, 2010, Entrepreneurship, New Age International Books.
2. Morse E.A Mitchel, 2006, Cases in Entrepreneurship, Sage Publishers.
3. Raj Aggarwal, 2008, Business Environment, Excel Books New Delhi.
4. Donald G Kurato and Richard M Hodgetts, 2008, Entrepreneurship, Thompson Publications.



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# **MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**

## **Semester-II**

**Paper Code – MB 205**

**Course: BUSINESS RESEARCH METHODS**

### **Course Objectives:**

1. Enable students to learn the importance of Research
2. To involve students in activities related to Research
3. To train them on Data collection and data processing methods
4. To impart Report writing skills to Management graduates
5. To help learners gain overall insights into the finer aspects of research Methodology

### **Course Outcomes:**

1. To gain understanding of various kinds of research design
2. To enable learners to be able to formulate the research problem
3. To acquire basic knowledge on qualitative and quantitative research
4. To have knowledge on descriptive and inferential data tools
5. To be able to write and develop independent and critical analysis for report writing

### **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.

##### **Suggested Books:**

1. Bordens, K. S. and Abbott, B. B. (2011). Research Design and Methods - A Process Approach, New York, McGraw-Hill.
2. Creswell, J. W. (2007). Qualitative Inquiry & Research Design: Choosing Among Five Approaches, California, Sage Publications, Inc.
3. Creswell, J. W. (2003). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (2nd Ed.). London: SAGE Publications Limited.
4. Charmaz, K. (2006). Constructing Grounded Theory: A Practical Guide through Qualitative Analysis, London, SAGE Publications Ltd.
5. Curwin, J. and Slater, R. (1991). Quantitative Methods for Business Decisions, Tokyo, Japan, Chapman & Hall.
6. Denzin & Lincoln (2011). The SAGE Handbook of Qualitative Research. Thousand Oaks: SAGE Publications Ltd.
7. Dey, I. (2005). Qualitative Data Analysis: A user-friendly guide for social scientists, New York, Routledge.
8. Goulding, C. (2002). Grounded Theory: A Practical Guide for Management, Business, and Market Researchers, California, SAGE Publications Ltd.
9. Gray, D. E. (2009). Doing Research in the Real World, London, SAGE Publication Ltd.
10. Kumar, R. (2011). Research Methodology - A Step-by-Step for beginners, California, SAGE Publications Ltd. 4th Edition.



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# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

## 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. The course also intends to offer insights into the ethical considerations in Business entities and their responsibility towards society.

#### Course Outcomes:

By the end of the course, the students would have a comprehensive understanding of the legal and ethical considerations in business organizations through gaining knowledge of provincial and international outlook.

#### 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.

#### **Essential Books:**

1. M.C. Kuchchal, Vivek Kuchchal, "Mercantile Law", 2013, 8<sup>th</sup> Ed, Vikas Publishing House Pvt. Ltd.
2. AkhileshwarPathak, "Legal Aspects of Business", 2007, 3rd Ed. Tata McGraw Hill.
3. K.R. Bulchandani, "Business Law for Management", 2009, HPH.
4. C. Rama Gopal, "Export Import Procedures – Documentation and Logistics", 2006, New Age International (P) Limited.
5. Sony Pellissery, Benjamin Davy, Harvey M. Jacobs, "Land Policies in India: Promises, Practices and Challenges", 2017, Springer Nature.
6. S.R. Myneni, "International Trade Law: International Business Law", 2014, Allahabad Law Agency
7. Margaret L. Moses, "The Principles and Practice of International Commercial Arbitration", 2008, Cambridge University Press.

#### **Suggested Books:**

1. N.D. Kapoor, "Elements of Mercantile Law", 2007, Sultan Chand & Co.
2. PPS Gogna, "A Text Book of Company Law", 2006, S. Chand
3. Marianne moody Jennings, "The Legal, Ethical and Global Environment of Business", 2009, South western Cengage learning, New Delhi.
4. S.S Gulshan, Business laws, 2010, Excel Books.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-II**

**Paper Code – MB 207 - Open Elective –II  
Course: INNOVATION MANAGEMENT**

**Course Objectives:**

1. Provides an overview of concepts relating to R & D and Innovation Management.
2. Provides an understanding of concepts like R & D Investment, Evaluation of R & D.
3. Brings out the differences between innovation and Invention.
4. Provides an understanding of Innovation management in an organization.

**Course Outcomes:**

1. Helps in formulating R&D policy and strategy for an organization.
2. Helps in making budget allocations for R & D projects in organization.
3. Helps in managing Innovation in Organization.

**Unit - I: Introduction to Management of Research and Development**

Introduction about R&D, Traditional view of R&D, R&D Management and the industrial context, R&D investment and company success, Classifying R&D, Operations that make up R&D, Integration of R&D, Strategic pressures on R&D, Technology Leverage and R&D strategies

**Unit - II: Managing R & D Projects**

Allocation of Funds to R&D projects, Setting R & D budgets, levels of Expenditure, Changing nature of R&D management, organizing industrial R &D, Acquisition of external technology, Forms of External R&D.

**Unit - III: Effective Research & Development Management**

Managing scientific freedom, Link with product innovation process, effect of R&D investment on products, Evaluating R&D progress, evaluation criteria.

**Unit - IV: Innovation Management**

Importance of Innovation, Innovation & Invention, Successful & Un-Successful innovations, Types of innovations, Innovation a Management process.

**Unit - V: Managing Innovation within Organizations**

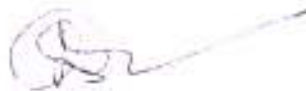
Organizations and Innovation, Organizational Characteristics that Facilitate Innovation, Organizational Structures and innovation, Role of Individual in Innovation, IT Systems and their Impact on Innovation.



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### Suggested Books

1. Paul Trott, Innovation Management and New Product Development, Pearson, 4<sup>th</sup> Edition.
2. Shlome Mittal, D.V.R. Seshadri, Innovation Management: Strategies, Concepts and tools for growth and profit, Sage Publications.
3. V.K. Narayanan, Managing Technology and Innovation for Competitive Advantage, Pearson Education, Paper Back.
4. William L. Miller & Langdon Morris, Fourth Generation R&D, Managing Knowledge, Technology and Innovation, Wiley India Edition.
5. V.K. Narayana, Gina Colarelli, Encyclopedia of Technology and innovation Management, John Wiley & Sons Publication.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-II**

**Paper Code – MB 207 - Open Elective –II**

**Course: CUSTOMER RELATIONSHIP MANAGEMENT**

**Course Objectives:**

1. This course is focused on the holistic understanding of customer relationship management. It is important that such a course gives students a real world understanding of CRM.
2. To acquaint the students' understand and describe a customer relationship management application.
3. To provide real-time insights into the successfully implemented CRM in various organizations and it also helps to ensure a successful implementation
4. To Create Awareness in implementation of CRM by understanding the end users and importance of implementing such a system in an organization to retain their customers for long run success.
5. To study how CRM allowed for decision making, evolved relationships to a higher level of understanding and more meaningful interactions with their target market users.

**Course Outcomes:**

1. Students can work in CRM tools to make positive contribution to the organization.
2. Students can take professional responsibilities and make informed judgments in the organizations towards their target market.
3. Students can get streamline work processes and improve CRM within the organization.

**Unit-I: Introduction to CRM and Building Healthy Customer Relationships:**

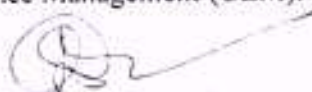
CRM, Evolution of CRM, Relationship Marketing, Relationship Process, Customer Defections, Impact of Customer Defections, Types of Defectors, CRM Framework- Satisfaction, Trust, Switching, Commitment and Loyalty, Types of CRM, Benefits of CRM, Emerging trends in CRM: Mobile CRM, Social CRM

**Unit-II: Economics of CRM:**

Evolution of Marketing Practices- Product Centric, Segment Centric, Customer Centricity, Customer Profitability, Customer Equity, Introduction to Customer Lifetime Value (CLV), CLV in services, Activity based costing for customer profitability analysis, Loyalty Strategy, Customer satisfaction tools. Customer Value Management.

**Unit-III: CRM Applications:**

Applications of CRM in different industries, Characteristics of Services, Service Quality Dimensions, Cost of losing a customer, Service Recovery, Service Guarantee, CRM practices in Financial Markets, Hospitality, Healthcare, and Airlines, CRM Strategies in Retailing and FMCG industries, Customer Experience Management (CEM).



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#### **Unit-IV: CRM in Business Markets:**

Market Structure and Demand, Nature of Buying Unit, Types of Decision and Decision Process, Participants in the Buying Process, Campaign Management, Functionalities of a Campaign Management Solution, Sales Force Automation, Customer Service and Support (CSS), Capabilities of a CSS Solution,

#### **Unit-V: CRM implementation:**

CRM implementation process, issues and challenges in CRM implementation, precautions related to CRM implementation. CRM Implementation Roadmap, Performance Measurement, Customer Centric Organizational Structure, Role of IT and automation in effective implantation of CRM practices.

#### **Suggested Books:**

1. Githa Heggde and G., Shainesh (Eds.) (2018), 'Social Media Marketing: Emerging Concepts and Applications', Palgrave Macmillan.
2. G. Shainesh and Jagdish N. Sheth (2006), Customer Relationship Management - A Strategic Perspective, (Trinity Press, Laxmi Publications).
3. Jagdish N. Sheth, Atul Parvatiyar and G. Shainesh (Eds.), Customer Relationship Management - Emerging Concepts, Tools and Applications, (21st Reprint 2017), McGraw Hill Education.
4. Francis Buttle, "CRM: Concepts and Technologies", Elsevier, 2015, a diviosn of Redd ElsevierIndia Pvt Ltd.
5. Alok Kumar Rai, 2008, "Customer Relationship Management: Concepts and Cases, PHI
6. Mukesh Chaturvedi, Abhinav Chaturvedi, 2008, , 2<sup>nd</sup> Ed "-Customer Relationship Management: An Indian Perspective", Excel Books.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-II**

**Paper Code: MB 208**

**Course: Seminar Presentation**

**Course Objectives:**

1. To develop student skills of interaction in exploring the facts
2. To develop skills integrative skills of Discussion in arriving at a conclusion
3. To develop skills of critical evaluation of given topic/situation
4. To develop skills of exploring knowledge base and frame the text

**Course Outcomes:**

(A student can be assessed based on the following outcomes)

1. **Presentation skills** : Student is expected to present with clear aims and out comes
2. **Argumentative and critical thinking Critical thinking**: It is closely related to how student is able to relate critical thinking, thought process and reasoning.
3. **Inter Disciplinary Approach** : Relating knowledge more than one branch
4. **Presentation of the text**: The sequence of text presentation in order to provide logical clarity.

**Methodology of Seminar presentation:**

11. This is an individual presentation using PPT
12. Student is expected to take a "Contemporary topic"
13. Methodology includes : (a) Introduction (b) Scope (c) objective of the presentation  
(d) analytical presentation of the topic (e) Limitations.

Note: (1) Number PPT slides generally around 20

(2) These presentations should be given by the students before commencement of the II- semester examinations.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-III**

**Paper Code – MB 301**

**Course: OPERATIONS MANAGEMENT**

**Course Objectives:**

The objective of this course is to provide the student with adequate knowledge regarding the basic manufacturing facilities & how service activities have attained significance and need managerial skills to address the problems. Further a thorough understanding of quality in materials management, manufacturing and services is emphasized.

**Course Outcomes:**

1. Understand Importance /Planning organizing and controlling aspects of Operations Management.
2. Re-enforce the concepts of production Management
3. Help students understand different operational issues under manufacture and services.

**Unit - I: Introduction**

Similarities and Differences between Products & Services. Basic Manufacturing Process: Casting, Machining, Welding, shearing Extrusion, heat treatment and unconventional machining. The transformation Process: Manufacturing, Service & Hybrid Agile Manufacturing. Operations Strategy.

Process design – Project, Job, Batch, Assembly and Continuous. Factors effecting Process design. Functions of Production, Planning & Control. Interface of Product Life Cycle & Process Life Cycle.

**Unit – II: Long – range capacity Planning:**

Capacity Planning, Line Balancing, facility location and Facility layout. Service facility layout.

**Aggregate Planning:** Aggregate Demand, criteria for selecting Aggregate Plans, Aggregate Plans for Service & mathematical Models for Aggregate Planning.

**Master Production Scheduling:** Objective, Procedure and Time frame.

**Sequencing of Operations:** n-Jobs with one, two and three facilities.

**Maintenance Management:** Repair Programmes, Break down, Preventive and Corrective maintenance. Maintenance issues in service organizations.

**Unit - III: Work Study & Service Management:**

(a) Work study: Definition and its advantages and the various components. Techniques of methods analysis and work measurement

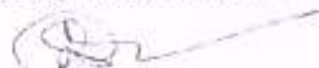
(b) Service Management: Nature of services. Types of Service operations- Quasi manufacturing, customer as participant and customer as product

Scheduling challenges in various service Operations, Value creation through service.

Service quality, Culture and innovation

**Unit - IV: Materials Management:**

Need and importance of Materials management. Materials Requirement Planning, Manufacturing Resource Planning. Purchase Management: Sources of Supply of Materials, selection, evaluation and rating of Vendors. Methods of vendor rating. Value Analysis : the concept and its role in cost reduction.



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### Unit - V: Stores Management:

Inventory decision: Need, functions and Significance of Inventory, Safety Stock, Deterministic Models of Inventory: Purchase and Manufacturing Models without and with shortages. Probabilistic Models of Inventory: Fixed order quantity systems and fixed period quantity systems.

Stores Management: Functions of Stores and Materials control, Classification, Codification, Simplification and Standardization of materials . Bin Card, Double-Bin and stores Ledger.

Selective Inventory Control: ABC, XYZ, VED, FNS and SDE Analysis.

### Suggested Books:

1. Norman Gaither & Greg Frazier, Operation Management 9th edition, Cengage Learning.
2. Stevenson J. William, "Operations Management", 2009, 9th Ed. Tata McGraw-Hill.
3. Amol Gore and Robert Panizzolo, Operation Management
4. R. Panneerselvam, Production and Operation Management 3rd edition, PHI
5. Danny Samson and Prakash J. Singh, "Operations Management-An integrated approach", 2009, 1st Ed. Cambridge press.
6. Ray Wild, "Operations Management, 2003, Thomson Learning.
7. Kanishka Bedi, "Production and Operations Management", 2007, 3rd Ed. Oxford University Press.
8. Everett. Adam, Jr. and Ronald J. Elbert, "Production and Operations Management Concepts, Models and Behaviour", 2003, Prentice Hall of India, 5th Ed.
9. S.N. Chary Production & Operation Management.
10. N.G. Nair, Production and Operation Management, 2nd edition, Tata-McGraw – Hill Publishing Company Ltd.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-III**

**Paper Code – MB 302**

**Course: E-BUSINESS**

**Course Objectives:**

1. To acquaint the students with the micro-level competency with regard to contemporary E Business Tools in organizations.
2. To provide real-time insights into the fundamentals of online mode business as business tools
3. To Create Awareness in upcoming managers, of different types of online business Technology, Management Systems so as to enable the use of IT resources efficiently
4. To study the role and Value addition of IT in E Business
5. To enable students to develop proficiency in using certain business applications in the era of E Business

**Course Outcomes:**

1. Students can work in latest trends in business field to make positive contribution to the organization.
2. Students can take professional responsibilities and make informed judgments in the organizations for E Business.
3. Students can get streamline work processes and improve communication within the organization to meet their objectives by involving with E Business Models.

**Unit – I: Introduction to e-business:**

Concept of e-business, Nature, scope, and impact of e-business; Difference between e-business and ecommerce, History and development of e-business, Advantages of e-business, Business models for e-products and e-services, Contribution of e-business to economic growth, market, competitiveness, and productivity.

**Unit – II: Technologies in e-business**

Introduction to e-business technologies - hardware, e-business software applications, internet and World Wide Web, Database management system, e-business security, Online payment technology, IT/IS evaluation and e-business, Social consequences of e-business technologies.

**Unit – III: Digital Marketing Concept:**

Effects of e-business technologies on marketing strategy, customer retention and e-CRM, Measuring the extent of digital marketing activity, Market analysis, Digital marketing tools, Viral marketing.

**Unit – IV: E-Business and Operations management:**

Difference between purchase and procurement, Market solutions - sell-side, buy-side, and Marketplace, Integration of product catalogue, Procurement service providing, E-Contracting Concept of generic services - information, negotiation, archiving, enforcement, reconciliation, Structure of a contract, Digital signature, Legal affairs.



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### **Unit – V: Online Distribution:**

Components of a distribution system, characterization of online distribution, hybrid distribution networks, Model for electronic software distribution, E-Payment System Characteristics of payment system, Classification of payment systems - E-cash, E-check, overview of smart card; Applications of IPsec.

### **Suggested Books:**

1. e- Business & e – Commerce Management: Strategy, Implementation, Practice – Dave Chaffey, Pearson Education
2. e – Business: Organisational Technical Foundations – Michael Papazoglou, Pieter M. A. Ribberes, Wiley India (P) Ltd.
3. Introduction to E- Business: Management and Strategy – Colin Combe, Elsevier Ltd.
4. E- Business and E- Commerce: Managing the Digital Value Chain, Andreas Meier, Henrik Stormer, Springer.
5. Digital Business and E-Commerce Management: Strategy, Implementation and Practice – Dave Chaffey, Pearson Education.
6. Electronic Commerce: From Vision to Fulfillment – Elias M. Awad, Prentice Hall Inc.
7. Frontiers of Electronic Commerce – Ravi Kalakota, Andrew B. Whinston, Pearson Education.
8. e – Commerce: Strategy, Technologies & Applications – David Whiteley, McGraw Hill Education (India) Pvt. Ltd.
9. E- Commerce: An Indian Perspective, P. T. Joseph, PHI Learning Pvt. Ltd., Delhi.



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# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

Semester-III

Paper Code – MB 303

Course: TOTAL QUALITY MANAGEMENT

## Course objectives:

This course is aimed at:

1. This course is aimed at orienting the students towards the importance of quality as a management tool
2. Towards understanding the principles and practices of total quality management
3. Introducing the various tools and techniques used in the measurement of quality
4. Understanding the importance of six sigma as a quality tool
5. Sensitizing the participants to the importance of quality in services sector

## Course outcomes:

After going through this course one should be able to;

1. Understand the basic terminologies and metrics that are used to govern quality management
2. Get a better perspective on quality standards like ISO
3. Be able to identify the various metrics that govern quality
4. Elucidate the role and importance of six sigma as a quality measurement tool
5. Identify the various means and techniques for establishing quality in services sector

## Unit-I: TQM- History and Evolution:

Connotations of Quality, Quality Dimensions – Product and Service. The concept of TQM, Evolution of TQM – Inspection, SQC, QA and TQM. Conventional quality management versus TQM. Customer supplier focus in TQM. Benefits and Costs of TQM. Historical perspectives of TQM. Quality System Awards and Guidelines – ISO, Malcolm Baldrige National Quality Award (MBNQA), European Foundation for Quality Management (EFQM).

## Unit – II: Tools of TQM:

Measurement Tools: Check Sheets, Histograms, Run Charts, Scatter Diagrams, Cause and Effect Diagrams, Pareto's Chart, Process Capability Measurement. Analytical Tools: Process Mapping, Regression Analysis, Resource Utilization and Customer Service Analysis, The Five Why's, Overall Equipment Effectiveness. Improvement Tools and techniques: Kaizen, JIT, Quality Circles, Forced field Analysis, Five S's. Control Tools: Gantt chart, Network Diagram, Radar Chart, The PDCA cycle, Milestone Tracker Diagram and Earned Value Management.

## Unit – III: Techniques of TQM:

Quantitative techniques: Failure Mode Effect Analysis (FMEA), Statistical Process Control (SPC), Quality Function Deployment (QFD), Design of Experiments (DOE), Quality by Design and Monte Carlo Technique (MCT). Qualitative techniques: Benchmarking, The Balanced Scorecard, Sales and Operations Planning, Kanban and Activity Based Costing (ABC). Taguchi methods: Quality loss function, Orthogonal arrays, Signal-to-Noise ratio: Nominal- the- best, Target-the-best, Smaller the-best, Larger-the-best. Parameter design, Tolerance design.



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#### **Unit – IV: Six Sigma:**

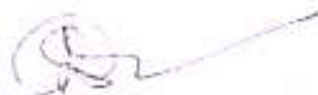
The concept of Six Sigma, Objectives of Six Sigma, The frame-work of Six Sigma programme, Six Sigma Organization: roles and responsibilities, Six Sigma problem solving approach; The DMAIC model, Six Sigma Metrics: Cost of poor quality, Defects per million opportunities and First pass yield. Benefits and costs of Six Sigma.

#### **Unit –V: TQM in the Service Sectors:**

Implementation of TQM in service organization: Framework for improving service quality, Model to measure service quality programs. TQM in Health-care services, Hotels and financial services - Banks, Investment Company and Mutual Funds.

#### **Suggested Books:**

1. John L. W. Beckford, "Quality: A Critical Introduction", 3rd Ed. Routledge – Taylor and Frances Group, NewYork and London.
2. Dale H. Besterfield, Carol Besterfield - Michna, Glen H Besterfield and Mary Besterfield-seare, "TotalQuality Management", 2006, 3rd Ed. PHI.
3. Ron Basu, "Implementing Quality: A Practical Guide to Tools and Techniques", 2016, THOMPSON.
4. R. P. Mohanty& R. R. Lakhe, "TQM in the Service Sector", Jaico Books.2016
5. KanishkaBedi, "Quality Management", Oxford University Press.
6. "The Six Sigma Instructor Guide", Green belt Training made easy, 2008, 2nd Ed. Macmillan
7. Kanji K. Gopal& Asher Mike, "100 methods for TQM", Response.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-III**

**PAPER CODE – MB 304**

**Course: GLOBAL BUSINESS STRATEGIES**

**Course Objectives:**

1. To impart global marketing skills to the learners
2. To make the student learn about global business environment
3. To expose the student towards various practical approaches of global business
4. To provide international market analysis to the learners

**Course Outcomes:**

1. The student develops higher level skills in global business
2. The student outlook changes towards global business environment
3. They are exposed to practical problems of global marketing
4. The student attains the knowledge about international industry and Markets

**Unit – I: Introduction to Global Business:**

Evolution of International business- Globalization of business, Internationalization process, International Business Approaches, International Trade Theories- Adam Smith theory, David Ricardo, International Product Life Cycle theory, Rostov's growth theory- Regional Business and Global Business, Electronic Global Business.

**Unit – II: Business & Regulation:**

Rationale for Government Intervention- Forms of Trade regulations at National Level- Tariff and Non- Tariff Barriers- Regional Economic Integrations- Levels of Economic Integration- Benefits and Costs of Integrations- Multinational Companies- Entry methods – Cost benefit Analysis- Impact on National Economies.

**Unit – III: Global Business and Multilateral Agreements:**

Basic Principles of Multi-lateral Trade Negotiations- GATT and Its Evolution- Dunkel's Draft-WTO Structure- Functions- Success Stories- TRIPS, TRIMS, - Other Regional Trade Blocks – NAFTA, EU, ASEAN, SAFTA and UNCTAD.

**Unit – IV: Global Business Entry Strategies**

Global Market Entry Strategies – Exporting, Licensing, Franchising, Contract Manufacturing, Turnkey Projects, Joint Ventures, Mergers, Acquisitions- Strategic alliances, Types of Alliances, Corporate Analysis, Intelligent Alliances – Electronic global business approaches – E- Business models- Risks and Rewards – Cost Benefit analysis of Entry Strategies.



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### **Unit – V: Managing Global Business:**

Strategy and Global Business- Global Business Planning and Implementing Strategies- Designing Effective International Organizations- Cross Cultural Management- Culture and International Business- Intercultural Communications- Human Resource Management in global context- Human Resource Planning . Training and Development- Managing Expatriates- International Labour Relations.

### **Suggested Books:**

1. Richard M Hodgets & Fred Luthans 2008, "International Management" T M H, New Delhi.
2. John D Daniel & Lee H. Radebaugh 2008, "International Business" Pearson Education.
3. Alan M. Rugman, Richard M. Hodgetts, 2008 "International Business" Prentice Hall
4. P. Subbarao , 2016 "International Business" Himalaya Publishing House, Revised Edition 2017.
5. Chary S N, 2008, "Elements of International Business" John Wiley Publications.
6. Larraian Seigal, 1996, "International Business" Times Business random House, NewYork.
7. Manab Thakur, Gene E. Burton & B N Srivastava, 1997, "International Management" Concepts and Cases, T M H.
8. John B. Cullen 2008, "Multinational Management" A Strategic Approach" Thomson Publication.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-III - Discipline Specific Elective**  
**Paper Code – MB 305-F-1**  
**Course: INVESTMENT MANAGEMENT**

**Course Objectives:**

To explain the basic concepts of risk and return

- 1) To explain the various methods of investment analysis
- 2) To understand the features and valuation of debt and equity instruments
- 3) To explain the concept of portfolio and the various portfolio theories
- 4) To describe portfolio evaluation methods

**Course Outcomes:**

After studying this course the student will be able to

- 1) Differentiate various avenues of investment on the basis of risk and return
- 2) Gain basic knowledge of analyzing stocks
- 3) Make valuation of equity, debt and portfolio instruments
- 4) Gain an understanding of mutual funds, their performance evaluation and regulation.

**Unit – I: Investments:**

Concept; Real vs. Financial assets; Investment decision process; Sources of investment information; Investment vs. Speculation; Factors to be considered in investment decision- Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation. The concept and measurement of return-realized and expected return. Ex-ante and ex-post returns. The concept of risk. Sources and types of risk. Measurement of risk-Range, Standard Deviation and Co-Efficient of Variation. Risk-return trade-off. Risk premium and risk aversion. Approaches to investment analysis-Fundamental Analysis; Technical Analysis; Efficient Market Hypothesis, Behavioral Finance and heuristic driven biases.

**Unit – II: Fixed Income Securities - Analysis, Valuation and Management:**

Features and types of debt instruments, Bond indenture, factors affecting bond yield. Bond yield measurement-Current yield, holding period return, YTM, AYTM and YTC. Bond valuation: Capitalization of income method, Bond-price theorems, Valuation of compulsorily / optionally convertible bonds, Valuation of deep discount bonds. Bond duration, Macaulay's duration and modified Macaulay's duration, bond convexity, Considerations in managing a bond portfolio, term structure of interest rates, risk structure of interest rates. Managing Bond Portfolio: Bond immunization, active and passive bond portfolio management strategies.

**Unit – III: Common Stocks - Analysis and Valuation:**

Basic Features of Common Stock, Approaches to valuation-Balance sheet model, dividend capitalization models; earnings capitalization models; Price-Earnings multiplier approach and capital asset pricing model, Free Cash flow model, relative valuation using comparable- P/E, P/BV, P/S; Security Market Indexes, their uses; computational procedure of Sensex and Nifty.



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#### **Unit – IV: Portfolio Theory:**

Concept of portfolio, Portfolio return and risk Harry Markowitz's Portfolio theory, construction of minimum risk portfolio, the single-index model. Capital market theory: Introduction of risk-free asset, Capital Market Line, Separation theorem. Capital asset pricing model (CAPM): Security Market Line. Identifying over-priced and under-priced securities. Arbitrage pricing theory (APT): The Law of one price, two factor arbitrage pricing. Equilibrium risk-return relations. A synthesis of CAPM and APT.

#### **Unit – V: Portfolio Evaluation:**

Performance measures-Sharpe's reward to variability index, Treynor's reward to volatility index, Jensen's differential index, Fama's decomposition of returns. Mutual funds: genesis, features, types and schemes. NAVs, costs, loads and return of mutual funds, Problems and prospects in India, Regulation of mutual funds and investor protection in India.

#### **Suggested Books:**

1. Alexander. G.J, Sharpe. W.F and Bailey. J.V, "Fundamentals of Investments", PHI, 3<sup>rd</sup> Ed.
2. Zvi Bodie, Alex Kane, Marcus.A.J, Pitabas Mohanty, "Investments", TMH, 8<sup>th</sup> Ed.
3. Prasanna Chandra, "Investment Analysis and Portfolio Management", TMH, 3<sup>rd</sup> Ed.
4. Charles.P.Jones, "Investments: Analysis and Management", John Wiley & Sons, Inc. 9<sup>th</sup> Ed.
5. Francis. J.C. & Taylor, R.W., "Theory and Problems of Investments". Schaum's Outline Series, McGraw Hill
6. Herbert. B. Mayo, "Investments: an Introduction", Thomson – South Western. 9<sup>th</sup> Ed.
7. Peter L. Bernstein and Aswath Damodaran, "Investment Management", Wiley Frontiers in Finance.
8. Stephen A. Ross, Randolph Westerfield, and Jeffrey Jaffe, "Corporate Finance", TMH.
9. S. Chand "Investment Management: Security Analysis & Portfolio Management".
10. S. Kevin, "Security Analysis and Portfolio Management", PHI.
11. Punithavathy Pandian, "Security Analysis and Portfolio Management", Vikas Publishing House
12. Donald E. Fisher and Ronald J. Jordan: "Securities Analysis and Portfolio Management", Prentice Hall.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-III - Discipline Specific Elective**  
**Paper Code – MB 305-F-II**  
**Course: INTERNATIONAL FINANCE**

**Course Objectives:**

1. To provide an analysis of the evolution of International Financial System
2. To learn about international banking
3. To study about the foreign exchange markets
4. To learn the financial management of MNCs
5. To understand the international tax environment.

**Course Outcomes:**

After studying this course, the student will be able to

1. Differentiate between fixed and floating rates
2. Make calculations relating to foreign exchange rates based on parity theories
3. Understand the financial instruments in international markets
4. Make decisions relating to capital budgeting decisions in an international environment

**Unit - I: International Financial System**

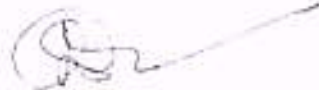
Evolution of international financial system- gold standard, Breton woods standard, floating exchange rate, EMS, currency board, sterilized and unsterilized intervention; international financial markets; Global financial institutions IMF, Bank for International Settlements; international banking-euro bank, types of banking offices-correspondent bank, representative office, foreign branch, subsidiary bank, offshore bank; international financial instruments- euro CP, Eurobonds, foreign bonds, global bonds, euro equity, ADR, GDRs.

**Unit - II: Foreign Exchange Market:**

Distinctive Features and Types, Major participants, Participants in foreign exchange market, structure of foreign exchange market in India, Exchange Rate mechanism - quotes in spot market and forward market, triangular arbitrage; nominal effective exchange rate (NER); real effective exchange rate (RER); currency derivatives - forwards, futures, forward rate agreement, options, swaps; Foreign Exchange Management Act; BOP, BOP trends in India; current account convertibility, capital account convertibility, Tarapore Committee Report.

**Unit - III: Exchange Rate Determination & Risk Management:**

Theories of exchange rate behaviour, Parity Conditions- Purchasing Power Parity, Interest Rate Parity, International Fisher Effect, Unbiased Forward Rate Theory, International debt crises and currency crises-Asian currency crisis, Greek debt crisis; Risk Management in Multinational Corporations - Types of risk-currency risk, transaction exposure, translation exposure, economic exposure and assessment; interest rate risk, country risk assessment political risk, financial risk; risk management through hedging natural hedges, hedges with currency derivatives forward market hedge, options market hedge, money market hedge, hedging exposure through swaps, other financial and non-financial methods of hedging.



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#### **Unit-IV: Multinational Corporate Decisions in Global Markets:**

Nature of International Finance Functions and the Scope of International Financial Management, IFM and Domestic FM, Foreign investment decision-Foreign direct investment (FDI)-motives, FDI theories-theory of comparative advantage, OLI paradigm of FDI in India, modes of foreign investment, evaluation of overseas investment proposal using NPV and APV; international cash management, multinational capital structure decision, cost of capital, international portfolio diversification- rationale, barriers, home country bias

#### **Unit - V: International Tax Environment:**

Types of taxation-income tax, withholding tax, value added tax, Tobin tax; tax environment-worldwide approach, territorial approach, Foreign tax Credits; tax havens, Organization Structure for reducing tax liabilities- Branch and subsidiary income, Payments to and from foreign affiliates, Controlled foreign corporation; netting, offshore financial centers, reinvoicing center, Tax Havens; Objectives of Taxation - tax neutrality tax equity; Double taxation Avoidance, Tax implications of foreign enterprises in India; Taxation of foreign source income in India; Transfer pricing (TP) and tax planning - TP methods, TP rules in India

#### **Suggested Books:**

1. Eun C.S., Resnick B.G., "International Financial Management", 2010, Tata McGraw Hill Education Pvt. Ltd., 4th Ed. Special Indian Edition.
2. Levi M., "International Finance", 2009, 5th Ed. Routledge, Taylor & Francis Group.
3. Shailaja G., "International Finance", 2011, 2nd Ed. Orient Blackswan.
4. Hendrik Van den Berg, "International Finance and Open Economy Macro Economics" 2009, 1st Ed. Cambridge.
5. Sharan V., "International Financial Management", 2009, 6th Ed. PHI, EEE.
6. Madura J., "International Financial Management", 2010, 4th Ed. Cengage Learning.
7. Apte P.G., "International Finance", 2008, 2nd Ed. McGraw Hill.
8. "Risk Management, 2006 Indian Institute of Banking & Finance, Macmillan.
9. Madhu Vij, "International Financial Management", 2010, 3rd Ed. Excel Books. Jain, Peyrard and Yadav "International Financial Management," Trinity Press.
10. Kevin.S., Fundamentals of International Financial Management, Second edition, PHI



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-III - Discipline Specific Elective**  
**PAPER CODE – MB 305-M-I**  
**Course: MARKETING ENGINEERING**

**Course objectives:**

The objectives of this course are:

1. Acquainting the readers with modeling of market variables using a wide variety of models
2. Use of market segmentation and perceptual maps to provide an insight into marketing strategy analysis
3. Use of forecasting models to measure demand and market response modeling
4. To gain an insight into quantitative and qualitative response models and their role in strategic analysis
5. To help understand how modeling can be used in advertising decision making and pricing analysis

**Course Outcomes:**

After reading this course one should be able to;

1. Understand the relevance of modeling in marketing for logical judgment
2. Appreciate the business and economic lifetime value of marketing engineering
3. Be well versed with the various models, both qualitative and quantitative in marketing engineering
4. Understand the relevance of using modeling in marketing as a decision making tool
5. Learn the importance of marketing engineering as a strategic marketing analysis tool

**Unit – I:**

Marketing Engineering Approach, Key Concepts of Marketing Engineering (ME) Model, Verbal, Model, Box and Arrow Model, Response Model, Mathematical Model, Models Vs Judgements, Trial / Repeat Model, Marketing Decision Environment, Tools for Marketing Engineering , Business Value of Marketing Engineering, Customer Value, Value in Use Assessment, Economic Life Time Value, Approaches to Measure Customer Value.

**Unit – II:**

Segmentation, Targeting, Positioning-Traditional Segmentation, Targeting, Positioning through Brand Linkages, Perceptual Maps, Preference Maps, Limitations of Perceptual and Preference Map Forecasting Methods – Judgemental Method, Market and Product Analysis Method, Time Series Methods, Causal Methods, Product Life Cycle, New Product Forecasting Models – The Bass Model Bases Model, Selection of Forecasting Methods.

**Unit – III:**

Market Response Models: Concept of a Response Model, Response Models – Aggregate Response Model, Individual Response Models, Shared Expenditure Models, Qualitative Response Models.



#### **Unit – IV:**

Strategic Market Analysis, Strategic Marketing, Decision Making, Advertising Budget Model, Rao & Miller Model, Ad budg model, the Full Model, Advisor Model, Media Decisions, Steps in Ad design Adcad systems, Syntex Approach.

#### **Unit –V:**

Geo-demographic analysis, Gravity Model, Pricing Models, Differential Pricing, Competitive Bidding Bases for Differential Pricing, Revenue Management Process, Promotional analysis. Promotional Effects, Promotional types and targets, Promotional Effects Model.

#### **Suggested Books:**

1. Gary L. Lilien, Arvind Rangaswamy, Arnaud De Bruyn, " Principles of Marketing Engineering " 2005, P H I.
2. Gary L. Lilien, Philip Kotler, Sridhara Moorthy, "Marketing Models " ,2005, P H I
3. Gary L. Lilien, Arvind Rangaswamy "Marketing Engineering " , 2006 Trafford Publishing.
4. Paul W Farris, Neil T Bendle, Phillip E. Pfeifer, David J. Reibstein, " Marketing Metrics", 2010 Wharton School Publishing.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-III - Discipline Specific Elective**  
**PAPER CODE – MB 305-M-II**

**Course: ADVERTISING AND RETAIL MANAGEMENT**

**Course Objectives:**

The objectives of this course are;

1. To sensitize students on various dimensions of the promotion mix
2. To help gain an understanding of the role of advertising in marketing
3. To explore the various elements relating to an effective advertising strategy
4. To introduce the concept of organized retailing
5. To help understand the various functions & roles of retailing in India

**Course Outcomes:**

After reading this course you should be able to;

1. Understand the importance of advertising in the marketing mix
2. Establish the importance of creativity in an ad campaign
3. Determine the comparative importance of organized retailing sector vis-a- vis unorganized sector
4. Compare the functions and performance of organized retail sector to others
5. Determine the role of other functional areas of marketing as key drivers to the retail sector

**Unit-I:**

Advertising – Role in promotion mix, Objectives of advertising, Creativity in advertising, Ad-copy, Creative strategy & process – Implementation & evaluation, DAGMAR, Types of ad appeals, Ad budget – Establishment & allocation, Budgeting approaches

**Unit- II:**

Media planning, Deciding media objectives – Media strategy, Media mix, Ad reach Vs. Frequency, Evaluation of media, Internet and interactive media, Role of technology in media, Media planning, Role of Technology in media planning, Measuring ad effectiveness, Copy testing

**Unit – III:**

Introduction to organized retailing, Trends in retail, Types of retail format, Behaviour of organized retail markets, Objectives and function of retailing, retailing in India

**Unit- IV:**

Retailing in rural India, Geographic spread of Indian retail sector, Organized & unorganized, Types of retail formats, Retailing in services sector, International retailing, Cultural challenges in International retail, Role of MNC's

**Unit – V**

CRM in retail, Retail pricing strategies – Key drivers, Merchandising management, Store management, visual merchandising – Logistics management, Developing retail CRM programmes, Legal & ethical concerns in organized retail



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### Suggested Readings:

1. Aaker, David A, Advertising Management 4<sup>th</sup> edition, PHI
2. Bajaj Tuli Srinivatsava , Retail Management, 3<sup>rd</sup> Edition, Oxford Publication

### Suggested Books

1. Belch, George E and Blech, Michael A, Advertising and promotion, Tata McGraw Hill,
2. Ogilvy David, Ogilvy on Advertising , Longeman, London
3. Chunawalla, S.A., Advertising , Sales and Promotion Management Himalaya Publishing House.
4. Mohan, Mahendra, Advertising Management, Tata McGraw Hill
5. Levy & Weitz, Retailing Management, Tata McGraw Hill
6. Bary Berman & Evans, Retail Management- A Strategic Approach, Pearson education
7. Akileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill
8. Nicholas Alexander, International Retailing, Blackwell Basin Publishers Ltd



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-III - Discipline Specific Elective**  
**PAPER CODE -305-IIR-I**  
**Course: INDUSTRIAL RELATIONS AND LABOUR LAWS**

**Course Objective:**

To create awareness among Management students.

1. To impact industrial relations
2. To know ILO standards
3. To know managerial perspectives

**Course Outcomes:**

1. Comprehensive understanding of industrial relations problems, labour laws.
2. Framework for analysis of Problems.
3. To generate alternate decision making of such problems and would be able.

**Unit – I: Industrial Relations:**

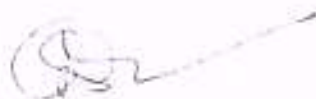
**Industrial relations**- Meaning, Concept and objectives; Changing roles of actors - Workers, Management & Government in industrial relations; Approaches to Industrial Relations - System approach (Dunlop's), Social Action Approach, Input – output Approach; Conditions for good Industrial Relations, Economic Reforms and status of IR in India, Industrial Relations code 2020.

**Unit – II: Industrial Disputes and Resolution:**

**Management of Discipline** - The Industrial Employment (*Standing Orders*) Act, 1946;  
**Industrial Disputes** - Meaning, nature, causes, extent and methods of settling industrial disputes; Industrial Disputes Act, 1947; **Alternate Dispute Resolution Strategies** - Collective Bargaining, Negotiation, Conciliation/Mediation, Adjudication and Voluntary Arbitration; **Management of Industrial Cooperation** - Labour Management co-operation, worker's Participation in Management and Industrial Democracy.

**Unit-III: Trade Unionism: Historical & Legal Framework**

**Trade Unionism** - Objectives and Functions of Trade Unions; Trade Union Movement in India - History and growth of Trade Union in India – Trade Unions in Pre and Post - independence Period; Trade Unions Act, 1926; Challenges of Trade Unions in India, Changing industrial environment and Role Trade Union in Globalized economy



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#### **Unit – IV: Labour Legislation in India:**

**Labour Legislation** History and growth of labour legislation in India; International Labour Organization (I.L.O) – Activities of I.L.O. Impact of I.L.O. on Indian Labour standards; **Labour Welfare and Social Security** Meaning, Concept and Principles of Labour Welfare, Approaches to Labour Welfare, Indian Constitution & Labour Welfare and National Commission on Labour recommendations on Labour Welfare; Meaning, Evolution, institutional growth and need of social security and concept of employer's Liability; Salient features of Welfare and security legislations for organized and unorganized workers in India, Code on Social Security, 2020; **Protective Labour Legislation in India** – Inter State Migrant Workmen (Regulation of Employment & conditions of Service) Act, 1979; Salient features of Occupational safety, Health and Working Conditions code, 2020; Contract Labour (Regulation & Abolition) Act, 1970, **Women and Labour law** - The Sexual Harassment of Women at Workplace (Prevention, Prohibition And Redressal) Act, 2013, Supreme Court verdict in Vishaka Versus State of Rajasthan case; **Labour Law reforms initiative in India** – The Code on Wages, 2019; The Occupational Safety, Health and Working Conditions Code, The Code on Social Security, The Industrial Relations Code.

#### **Unit – V: Wage Legislations:**

**Wage Theories** - Subsistence theory, Marginal Productivity theory, Modern Theory of Wages, Collective bargaining theory, Exploitation theory - Their assumption & limitations; Wage, wage policy and wage regulation in India, Salient features of Minimum wages Act 1948, Payment of Wages act 1936, Equal Remuneration act 1976 and The payment of Bonus Act 1965.

#### **Essential Readings**

1. New Labour and Industrial Laws, 2020, Taxmann Publications, New, Delhi.
2. Mishra, SN, Labour and Industrial Laws, 2018, Central Law Publications.
3. Ghosh, P and Nandan, S, 2015, Industrial relations and Labour Laws, Mc Graw Hill Publishers.
4. Goswami, V.G., 2015, Labour and Industrial Laws, Allahabad, Central Law Agency
5. Srivastava, SC, 2012, Industrial Relations and Labour Laws, Vikas Publications, New Delhi.
6. C.S Venkata Ratnam, "Industrial Relations", 2009, Oxford University Press, New Delhi.

#### **Suggested Books**

1. Sukomal Sen, 1997, "Working Class in India, History of Emergence and Movement (1830-1990)", National Book Agency, Kolkata.
2. Srivastava, S.C, "Industrial Relations and Labour Laws", 5th Rev., Vikas Publication House, New Delhi, 2006
3. Singh B.D, 2008, "Industrial relations and labor laws", Excel books.
4. P.K.Padhi, 2009, "Labour and Industrial Laws", PHI Learning Pvt. Ltd.

  
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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-III - Discipline Specific Elective**  
**PAPER CODE – MB 305-HR-II**  
**Course: ORGANIZATIONAL DEVELOPMENT**

**Course Objectives:**

1. To lay Conceptual foundation in students to lead and manage planned change in organization
2. To help Organization Development process and Programmes.
3. To familiarize with various interventions and techniques of Organization Development

**Course Outcomes:**

1. The students would gain the conceptual clarity of OD and its process.
2. The students would be familiarized with the major OD interventions.

**Unit – I: General Introduction to OD:**

Overview of the field of OD-Definitions of OD-A short history of OD and its evolution-Growth and relevance of OD-Characteristics of OD-Values, assumptions, and beliefs in OD.

**Unit - II: Foundations of OD:**

Models and Theories of Planned Change-(a) Lewin's Change Model (b) Burke-Litwin Model (c) General Model of Planned Change-Systems theory-Participation and Empowerment-Teams and Team work-Parallel learning structures-A 'normative-reductive' strategy of changing-Applied behavioral Science-Action Research as a process and as an approach.

**Unit—III: Managing the OD Process:**

Diagnosis - The six-box Model-The action component-OD interventions and their nature-An overview of classification of OD interventions-Planning choosing, and implementing of an intervention strategy-Evaluating and institutionalizing OD interventions-The program management component-Conditions for optimal success of OD-Issues in Consultant-Client Relationship.

**Unit—IV: Human Process Interventions:**

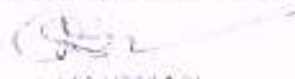
Human Process approaches: T-Groups-Process-consultation-Third party intervention-Team interventions-Techniques and exercises used in Team interventions: Role Analysis Technique-Role Negotiation Technique-Responsibility Charting-Force Field Analysis-Broad Team Building interventions.

Organizational process approaches: Organization Confrontation-Inter-group Relations interventions-Grid OD

**Unit—V: Techno-Structural and Strategic Interventions:**

Techno-structural interventions: Structural Design-(i) Restructuring organization-Downsizing-Reengineering (ii) Employee involvement: Quality Circles-Total Quality Management (iii) Work Design: Engineering approach-System Approach.

Strategic Interventions: Organizational Transformation and its Characteristics-Culture Change - Self - designing organizations-Organizational Learning.





### Suggested Books:

1. Thomas G. Cummings, Christopher G. Worley, "Organization Development and Change", 2007, Thomson, 8<sup>th</sup> Ed.
2. Wendell French, Cecil, H. Bell, Jr, Veena Vohra, "Organization Development", 2006, Pearson Education.
3. Wendell French, Cecil, H. Bell, Jr. (6e) "Organization Development", Prentice Hall of India.
4. Reider Dale, "Organization & Development — Strategies, Structures, and Process", 2006, Sage Publications, New Delhi.
5. Kavitha Singh, "Organization Change & Development", 2005, Excel Books.
6. R. Sullivan, Gary Mclean, Jossey Bass. Brown, "Practicing Organization Development", 2006, Pearson Education.
7. S. Ramanarayan, T.V. Rao, Kuldeep Singh, "Organization Development-Intervention and Strategies", 2006, Response Books.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-III - Discipline Specific Elective**  
**PAPER CODE – MB 305-S-I**  
**Course: DATA BASE MANAGEMENT SYSTEMS**

**Course Objectives:**

1. The objective of the course is to present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve - efficiently, and effectively - information from a DBMS.
2. To explain basic database concepts, applications, data models, schemas and instances.
3. Describe the basics of SQL and construct queries using SQL.
4. Use the basics of SQL and construct queries using SQL in database creation and interaction.
5. Analyze and Select storage and recovery techniques of database system.

**Course Outcomes:**

1. Students can apply the basic concepts of Database Systems and Applications
2. Design a commercial relational database system (Oracle, MySQL) by writing SQL using the system.
3. Students can get to facilitate students in Database design and also to familiarize issues of concurrency control and transaction management in DBMS

**Unit-1: Database System Architecture and Data Models:**

Data Abstraction, Data Independence, Data Definition Language (DDL), Data Manipulation Language (DML), Entity-relationship model, network model, relational and object oriented data models, integrity constraints, data manipulation operations.

**Unit-2: Relational Query Languages and Relational Database Design:**

Relational algebra, Tuple and domain relational calculus, SQL3, DDL and DML constructs, Open source and Commercial DBMS - MYSQL, ORACLE, DB2, SQL server.

**Unit-3: Query Processing and Optimization and Storage Strategies:**

Evaluation of relational algebra expressions, Query equivalence, Join strategies, Query optimization algorithms, Indices, B-trees, hashing.

**Unit-4: Transaction Processing and Database Security:**

Concurrency control, ACID property, Serializability of scheduling, Locking and timestamp based schedulers, Multi-version and optimistic Concurrency Control schemes, Database recovery Authentication, Authorization and access control.

**Unit-5: SQL and PL/SQL Concepts:**

Basics of SQL, DDL, DML, DCL, structure - creation, alteration, defining constraints - Primary key, foreign key, unique, not null, check, IN operator, aggregate functions, Built-in functions - numeric, date, string functions, set operations, sub-queries, correlated sub-queries, join, Exist, Any, All, view and its types, transaction control commands



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1. "Database System Concepts", 6th Edition by Abraham Silberschatz, Henry F. Korth, S. Sudarshan, McGraw-Hill.
2. "Fundamentals of Database Systems", 7th Edition by R. Elmasri and S. Navathe, Pearson
3. "An introduction to Database Systems", C J Date, Pearson.
4. "Modern Database Management", Hoffer, Ramesh, Topi, Pearson.
5. "Principles of Database and Knowledge – Base Systems", Vol 1 by J. D. Ullman, Computer Science Press.

Dr

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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-III - Discipline Specific Elective**  
**PAPER CODE – MB 305-S-II**  
**Course: BUSINESS ANALYTICS**

**Course Objectives:**

1. The objective is to provide knowledge of data science
2. To provide basic statistical tools
3. State the importance of data in current business scenario
4. To develop contingent business models for better analysis

**Course Outcomes:**

1. Students can use data as tool for business analysis
2. The basic statistics provides a road map to learners
3. Micro metrics makes the students to identify data gaps
4. The business models may help in better decision making

**Unit – I: Introduction to Business Analytics:**

Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data, Types of Data- Business decision modeling.

**Unit – II: Descriptive Analytics:**

Overview of Description Statistics (Central Tendency, Variability), Data Visualization - Definition, Visualization Techniques – Tables, Cross Tabulations, charts, Data Dashboards using Advanced Ms-Excel or SPSS.

**Unit – III: Predictive Analytics:**

Trend Lines, Regression Analysis – Linear & Multiple, Predictive modeling, forecasting Techniques, Data Mining - Definition, Approaches in Data Mining- Data Exploration & Reduction, Data mining and business intelligence, Data mining for business Classification, Association, Cause Effect Modeling.

**Unit – IV: Prescriptive Analytics:**

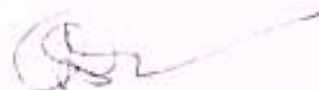
Overview of Linear Optimization, Non Linear Programming Integer Optimization, Cutting Plane algorithm and other methods, Decision Analysis – Risk and uncertainty methods - Text analytics Web analytics.

**Unit – V: Programming Using R:**

R Environment, R packages, Reading and Writing data in R, R functions, Control Statements, Frames and Subsets, Managing and Manipulating data in R.

**Suggested Books:**

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams - **Essentials of Business Analytics**, Cengage Learning.
2. James Evans, **Business Analytics**, Pearson, Second Edition, 2017.
3. Albright Winston, **Business Analytics - Data Analysis - Data Analysis and Decision Making**, Cengage Learning, Reprint 2016.
4. Sahil Raj, **Business Analytics**, Cengage Learning.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-III - Discipline Specific Elective**  
**PAPER CODE – MB 305-S-I**

**Course: Data Base Management Systems - Practical Syllabus**

Note: Student is required to submit a document showing the database as per their questions

Experiment 1: Student should decide on a case study and formulate the problem statement.

Experiment 2: Conceptual Designing using ER Diagrams (Identifying entities, attributes, keys and relationships between entities, cardinalities, generalization, specialization etc.)

Experiment 3: Converting ER Model to Relational Model (Represent entities and relationships in Tabular form, Represent attributes as columns, identifying keys) tables created from ER Model.

Experiment 4: Normalization -To remove the redundancies and anomalies in the above relational tables, Normalize up to Third Normal Form

Experiment 5: Creation of Tables using SQL:- Overview of using SQL tool, Data types in SQL, Creating Tables (along with Primary and Foreign keys), Altering Tables and Dropping Tables

Experiment 6: Practicing DML commands- Insert, Select, Update, Delete

Experiment 7: Practicing Queries using ANY, ALL, IN, EXISTS, NOT EXISTS, UNION, INTERSECT, CONSTRAINTS

Experiment 8: Practicing Sub queries (Nested, Correlated) and Joins (Inner, Outer and Equip).

Experiment 9: Practice Queries using COUNT, SUM, AVG, MAX, MIN, GROUP BY, HAVING, VIEWS Creation and Dropping.

Experiment 10: Practicing on Triggers - creation of trigger, Insertion using trigger, Deletion using trigger, Updating using trigger

Experiment 11: Procedures- Creation of Stored Procedures, Execution of Procedure, and Modification of Procedure.

Experiment 12: Cursors- Declaring Cursor, Opening Cursor, Fetching the data, closing the cursor

Experiment 13: Creating forms and working with different objects, Graphics and reports.

Experiment 14: To create a table, alter and drop table.

Experiment 15: To perform select, update, insert and delete operation in a table.

Experiment 16: To make use of different clauses viz where, group by, having, order by, union, intersection, set difference.

Experiment 17: To study different constraints. [SQL FUNCTION]

Experiment 18: To use oracle function viz aggregate, numeric, conversion, string function.

Experiment 19: To understand use and working with joins.

Experiment 20: To understand use and working of sub-queries.



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MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

SEMESTER-III

PAPER CODE – MB 306

**PROJECT WORK SYNOPSIS**

**Course Objectives:** The objective of this course is a pre-preparation for the main project.

Student is expected to write 3-4 pages of the project synopsis and take approval of the supervisor allotted before proceeding to work on main project.

**Course Outcomes:** Student synopsis can be assessed in terms of his originality in thinking, pedagogical aspects, clarity in their proposal, sequence and so on.

Each student to prepare project synopsis as per given outline by supervisor assigned and proceed to work on next stages of main project report preparation.

**Contents of a synopsis:**

1. Title of the synopsis.
2. Statement of the problem
3. Introduction
4. Aims and objectives
5. Hypothesis (if any)
6. Research Methodology
  - a. Nature of the study
  - b. Scope of the study
  - c. Data Collection methods
  - d. Tools for analysis
  - e. Chapterisation (Name of the chapters)



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-IV**  
**PAPER CODE – MB 401**  
**Course: BUSINESS POLICY AND STRATEGY**

**Course Objectives:**

1. To impart key strategic business skills to the learners
2. To make the student learns about business environment
3. To expose the student towards various practical approaches of strategy formulation
4. To provide Industry analysis to the learners

**Course Outcomes:**

1. The students develops higher level skills in strategic business areas
2. The student outlook changes towards business environment
3. They are exposed to practical problems of strategy formulation
4. The students attains the knowledge about Industry and Market

**Unit – I: Introduction to Strategic Management**

Business Definitions: Business Objectives, Types of Businesses, Strategic planning, Planning process, decision making, Strategy definition, Establishing Corporate direction, Vision, Mission and Objectives- Strategic Intent- Strategic Management & Process, A Model of Strategy and Elements used in strategic positioning- Strategic choice and Strategic action.

**Unit – II: Environmental Appraisal**

Environmental scanning, Introduction, Demographic, Social and Cultural environment, technological environment, Economic Environment, Political Environment, Natural environment and Industry analysis, Portfolio Analysis, BCG, GE and Add Little Models for understanding Competitive position, S W O T Analysis, Porter's Competitive Advantage, Value chain Analysis- Core Competencies and Capability building Strategies.

**Unit – III: Strategy Formulation:**

Business Strategies: Business Level Strategy, Strategy formulation, Situation Analysis, Growth Strategies, Offensive strategies, Defensive strategies, Generic Strategies , Industry life Cycle Analysis, Emerging Industries, Maturing Industry, Fragmented Industry, Strategy for Leaders, Challengers, Followers and Niches- Managing Business Crisis.

**Unit – IV: Alternative Strategies:**

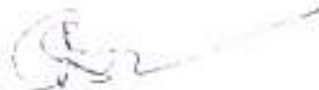
Strategy analysis and Choices, Strategy Alternatives, Corporate level international strategy, Creating Value through Intensive Growth strategies, Integration Strategies, Diversification Strategies, Mergers & Acquisitions- Strategic Alliances - Outsourcing Strategies, Types of Outsourcing, Benefits, Growth and Drivers of Outsourcing, Managing Strategic Change, Approaches to Organizational Structure, Matching Structure and Strategy with the Use of 7s Structure.

### **Unit – V: Strategy Implementation and Control:**

Strategy Implementation, Strategies Evaluation and Control, Social responsibilities of Business, Business Ethics, Corporate Governance, Good Corporate Citizenship, Understanding Environmental Change and Instilling Corporate Culture for Promoting S M A R T approach, Re-Designing Organizational Structures and Controls - Corporate Failures, Mechanism for Strategy control and Evaluation, Types of Strategic Controls- Social and Ethical responsibilities of Corporate Organizations.

### **Suggested Books:**

1. Arthur A Thomson Jr, Strickland "Strategic Management concepts and cases" TATA Mc Graw Hill Company Ltd, Second reprint 2010, New Delhi.
2. Gerry Johnson, Kevan Scholes, Richard Whittington. " Exploring Corporate Strategy" Pearson Education Ltd. United Kingdom Second Edition .2009
3. P. Subbarao "Business Policy and Strategic Management" Himalaya Publishing House, Revised Edition 2017.
4. Upendra Kachru "Strategic Management" 2008 Concepts and Cases" 2005, EXCEL BOOKS New Delhi.
5. R.M Srivastava "Management policy and Strategic Management- Concepts , Skills and Practices" 2014 revised edition ,H P H , Hyderabad



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS  
SEMESTER-IV**

**PAPER CODE – MB 402**

**Course: BUSINESS INTELLIGENCE**

**Course Objectives:**

To provide an understanding of concepts of Business Intelligence and relate topics such as Data Warehousing, Data Mining, Business Performance Management, Business Analytics and Data Visualization.

**Course Outcomes:**

1. Emphasizes the Practical need for good decision support system as Bi in an Organization.
2. Helps in connecting statics for implementing Data ware houses, Business performance Measurements tools and helps in realizing the potential of Business Analysis in decision support.

**Unit – I: Introduction to Business Intelligence (BI):**

Definition, History and Evolution, Styles of Business Intelligence, Benefits of Business Intelligence, Real-time Business Intelligence, Business Intelligence Value Chain, Architecture Business Intelligence.

**Unit – II: Data Warehousing and Data Mining:**

- a) Data Ware housing(DWH): - Definition, Characteristic, types, Data ware housing frame work, Data Warehousing architecture, Alternative Architectures, Data ware housing Integration, Data ware housing- Development Approaches, Real time Data ware housing.
- b) Data Mining: - Definition, Characteristic, Benefits, Data Mining Functions, Data Mining Applications, Data Mining techniques and tools. Text Mining, Web Mining.

**Unit – III: Business Performance Measurement (BPM):**

Definition, BPM v/s BI, Summary of BPM Process, Performance Measurement, BPM Methodologies, BPM Architecture and Applications, Performance Dash boards.

**Unit – IV: Business Analytics and Data Visualization:**

- a) Business Analytics - Definitions, Tools and techniques of BA, Advanced Business Analytics Business Analytics and Web, Usage, Benefits and Success of Business Analytics.
- b) Data Visualization: Definition, New Direction in Data Visualization, GIS, GIS v/s GPS

**Unit – V: Business Intelligence Implementation and Emerging Trends:**

- a) Implementing Business Intelligence – Implemental Factors, Critical Success factors of Business Implemental, Managerial Issues related to BI Implementation. Business Intelligence and Integration Implementation – Types, Need, Level of Business Intelligence Integration.
- b) Emerging trends in Business Intelligence Implementation- Social Networks and Business Intelligence, Collaborative Decision Making, RFID and Business Intelligence, Reality Mining.




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### Suggested Books:

1. Business Intelligence – A Managerial Approach – by Turban, Sharada, Delen, King - Pearson – Second Edition – 2014.
2. Decision Support and Business Intelligence Systems – Turban, Aaronson, Liang, Sharada- Pearson, latest Edition.
3. Successful Business Intelligence, Cindi Howson, McGraw Hill Education – Indian Edition.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-IV**  
**PAPER CODE – MB 403**  
**Course: SUPPLY CHAIN MANAGEMENT**

**Course objectives:**

The objectives of this course are:

1. To understand the fundamental operations of supply chain and logistics management
2. To apply the knowledge and principles of management of cross functional areas for effective supply chain management
3. To use modeling to predict and analyze various supply chain parameters
4. Optimization of supply chain and network design issues
5. Understand the strategic issues and multi-level linkages in logistics management

**Course Outcomes:**

After reading this course one should be able to:

1. Gain a holistic understanding of supply chain management and the role of logistics management in it
2. Understand the basic drivers that lead to the performance of SCM in effective manner
3. Identify the role of value chain and its integration in the supply chain
4. Sensitize themselves to the role of global sourcing in making supply chain cost effective
5. Gain an insight into the role of Information Technology in making supply chain agile

**Unit - I: Introduction to supply chain Management:**

Introduction to Supply Chain Management-Concept, Objectives and function of SCM, conceptual framework of SCM, supply chain strategy- Global Supply Chain Management, Value chain and value delivery systems for SCM, Bull-whip effect.

**Unit - II: Supply Chain Structure and Inventory in SC:**

Logistics Management, Integrated logistics Management, Inbound and Outbound Logistics, Logistics Planning and strategy, Reverse Logistics. Inventory management and its role in customer service.

**Unit - III: Role of Transportation in Supply Chain:**

Transportation in Supply Chain, Transportation formats, and factors influencing their choice, Multi Modal transport, Warehousing – Types of warehouses, Warehousing operations, Warehouse Management Systems. Third Party warehousing, Role and Importance of handling systems.



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#### **Unit - IV: Information Technology in SCM:**

Information and Communication Technology in SCM, Role of IT in SCM, Current IT trends in SCM, RFID, Bar coding. Retail SCM – problems and prospects, Role of Packaging

#### **Unit - V: Key Operation Aspects in Supply Chain:**

Supply chain Network Design, Distribution network in Supply Chains, Channel design, Factors influence design, role and importance of Distributors in SCM, Role of Human Resources in SCM, Issues in Workforce Management and Relationship Management with suppliers, Customers and employees, linkage between HRM and SCM.

#### **Suggested Books:**

1. Shah, J, "Supply Chain Management", 2009, 1st Ed. Pearson.
2. Crandall, Richard E & others, "Principles of Supply Chain Management", 2010, CRC Press.
3. Mohanty, R.P and Deshmukh, S.G, "Essentials of Supply Chain Management", 2009, 1<sup>st</sup> Ed. Jaico.
4. Chandrasekaran. N, "Supply Chain Management process, system and practice", 2010, Oxford, 1<sup>st</sup> Ed.
5. Altekar, V. Rahul, "Supply Chain Management", 2005, PHI.
6. Leenders, Michiel R and others, "Purchasing and Supply Chain Management", 2010, TMH.
7. Coyle, J.J., Bardi E.J. Etc., "A Logistics Approach to Supply Chain Management", 2009 Cengage, 1<sup>st</sup> Ed.
8. Stapenhrust, T, "The Benchmarking Book: A how-to-guide to best practice for Managers and Practitioners", 2009, Elsevier.
9. Ling Li, "Supply Chain Management: Concepts, Techniques and Practices", 1<sup>st</sup>ed, 2009, Cambridge.
10. Power Mark J & others, "The Outsourcing Hand book How to implement a successful outsourcing process", 2007, Kogan page, 1<sup>st</sup> Ed.
11. Gustafsson K & others, "Retailing Logistics & Fresh food Packaging Managing change in the supply chain", 2008, Kogan page, 1<sup>st</sup> Ed.
12. KachruUpendra, "Exploring the Supply Chain Theory and Practice", 2009, Excel books.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-IV - Discipline Specific Elective**  
**PAPER CODE – MB 404-F-1**  
**COURSE: FINANCIAL RISK MANAGEMENT**

**Course Objectives:**

- 1) To understand the concept and types of risk that financial institutions are exposed to.
- 2) To learn about the measurement and management of risk.
- 3) To learn about the techniques of risk management – financial and non-financial
- 4) To develop knowledge about the various instruments of hedging.

**Course Outcomes:**

After studying this course, the student will be able to

- 1) Make calculation to find out CaR and VaR
- 2) Differentiate between forwards and futures
- 3) Understand the valuation of swaps and hedging mechanism
- 4) Find the intrinsic value of Options using BOPM and BSOPM

**Unit – I: Introduction:**

The concept of Risk, Nature, Need and scope of risk, Source, measurement, identification and evaluation of Risk, Types of risk- Product market risk and capital market risk, Possible Risk events, Risk Indicators, Risk Management Process–pre-requisites and fundamentals, Misconceptions of Risk, An integrated approach to Corporate Risk Management, Risk management approaches and methods, A comprehensive view of Risk in Financial Institutions, Risk reporting process, internal and external.

**Unit – II: Measurement and Management of Risk:**

Value at risk (VaR): The concept, computation, stresses testing, back testing, Cash flow at risk (CaR): VaR and CaR to make investment decisions, Managing risk when risk is measured by VaR or CaR, Non-insurance methods of Risk Management-Risk Avoidance, Loss Control, Risk Retention and Risk Transfer, Asset-Liability Management (ALM): evolution & concept, RBI guidelines, Capital Adequacy, Management of interest rate risk, liquidity risk, credit risk and exchange rate risk.

**Unit – III: Techniques and Tools of Risk Management: Forward contracts and Futures contracts:**

The concept of Derivatives and types of Derivatives, The role of Derivative securities to manage risk and to exploit opportunities to enhance returns, Individuals, speculators, hedgers, arbitrageurs and other participants in Derivatives Market.

Forward contracts: Definition, features and pay-off profile of Forward contract, Valuation of forward contracts: Forward Contracts to manage Commodity price risk, Interest rate risk and exchange rate risk, Limitations of Forward contract.

Futures contracts: Definition, Clearing house, margin requirements, marking to the market, Basis and convergence of future price to spot price, Valuation of Futures contract, Differences between forward contracts and futures contracts, Risk management with Futures contracts- the hedge ratio and the portfolio approach to a risk minimizing hedge.



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## **Unit – IV: Techniques and Tools of Risk Management: SWAPS**

Definition, types of swaps. Interest rate swaps, Currency swaps.

Interest rate Swaps: Mechanics of Interest rate swaps, Using Interest rate Swaps to lower borrowing costs, hedge against risk of rising and falling interest rates. Valuation of interest rate Swaps. Pricing of Interest rate swaps at origination and valuing of Interest rate swaps after origination.

Currency Swaps: Types of Currency Swaps. Valuation of currency swaps. Using Currency Swaps to lower borrowing costs in foreign country, to hedge against risk of a decline in Revenue, to hedge against risk of an increase in Cost, to hedge against risk of a decline in the value of an asset, to hedge against risk of a rise in the value of a liability. Pricing of currency swap at origination and valuing of currency swap after origination.

## **Unit – V: Techniques and Tools of Risk Management: Options**

Definition of an option. Types of options: call option, put option, American option and European option. Options in the money, at the money and out of the money. Option premium, intrinsic value and time value of options. Pricing of call and put options at expiration and before expiration. Options on stock indices and currencies. The Binominal option pricing model (BOPM): assumptions - single and two period models. The Black & Scholes option pricing model (BSOPM): assumptions.

### **Suggested Books:**

1. Dun and Bradstreet, "Financial Risk Management", 2007, TMH, Delhi.
2. Paul Hopkins, Kogan Page, "Fundamentals of Risk Management", 2010, Institute of Risk Management.
3. Ravi Kumar, "Asset Liability Management", Vision Books Pvt. Ltd.
4. David. A. Dubofsky & Thomas. W. Miller, Jr., "Derivatives Valuation and Risk Management", 2003, Oxford University Press.
5. Jean-Philippe Bouchaud and Mark Potters, "Theory of Financial Risk and Derivative Pricing", 2009, 2<sup>nd</sup> Ed. Cambridge press
6. John C. Hull & Sankarshan Basu, "Options, Futures and Other Derivatives", 7<sup>th</sup> Ed, Pearson Education.
7. "Theory and Practice of Treasury and Risk Management in Banks", Indian Institute of Banking and Finance, March 2006, Taxmann
8. Peter S. Rose & Sylvia C. Hudgins, "Bank Management & Financial Services", 7<sup>th</sup> Ed, Tata McGraw-Hill
9. Rene. M. Stulz, "Risk Management & Derivatives", 2003, Thomson Southwestern.
10. Jayanth Rama Varma, "Derivatives and Risk Management", TMH.
11. Don M.Chance & Robert Brooks, "Derivatives and Risk Management Basics", 2008, Indian Edition, Cengage Learning
12. M. A. H. Dempster, "Risk Management: Value at Risk and Beyond", 2002, Cambridge press.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-IV - Discipline Specific Elective**  
**PAPER CODE – MB 404-F-II**  
**Course: BANKING AND INSURANCE**

**Course Objectives:**

- 1) To provide an overview of the structure of banking and insurance business in India.
- 2) To describe the products and services in Banking and Insurance
- 3) To highlight the regulatory changes and innovations in the Banking and Insurance sectors.
- 4) To prepare students for career opportunities in banking and insurance

**Course Outcomes:**

After studying this course the student will be able to

- 1) Learn about the performance of banks in India
- 2) Learn about the sources and uses of bank funds
- 3) Understand the role and importance of insurance, its types, principles, and regulation
- 4) Understand the latest innovations in banking system

**Unit – I: Introduction to Banking:**

Structure of Indian Banking system- scheduled commercial banks, foreign banks; commercial banks versus payment banks, Types of banking – universal banking, wholesale banking, private banking, retail banking; Evolution of Banking in India– nationalization, banking reforms; financial intermediation by banks; Role of commercial banking and economic development, RBI, Banker-Customer relationship, Functions of a Bank, Banking Sector and organization of Banks; Different types of accounts, Various services offered by banks, Sources of risk in banks; Analyzing banks' financial statements

**Unit –II: Uses of Bank Funds:**

Features of Bank Credit, Different types of accounts, steps to be followed in the assessment of credit worthiness of a prospective borrower, the credit process and management, different types of loans and their features, Loan Pricing: The basic model, pricing of fixed & floating rate loans, cost-benefit loan pricing, Customer Profitability Analysis, NPAs:- concept of gross and net NPAs, causes, implications & recovery of NPAs, Priority sector lending

**Unit – III: Regulation and Innovations in Banking System:**

Regulation of Bank Capital; The need to regulate Bank Capital, Concept of Economic Model, Concept of Regulatory Capital, Basel Accords I, II and III; Banking Innovations:-Core Banking Solution, Retail Banking-Products &

Services-Nature, Scope, Future and Strategies, Plastic Money, National Electronic Funds Transfer, ATM, Mobile Banking, M Wallets, Net Banking, Bancassurance; Payment & Settlement systems in Banks – Clearing and Gateways.



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#### **Unit – IV: Introduction to Insurance:**

Definition and nature of Insurance, Role and importance of Insurance, History and Development of Insurance, Risk Management and the Role of Insurance, Features of insurable risk; Principles of insurance; Legal aspects of Insurance Contract, Functions of Insurers, Types of Insurers, Reinsurance, Prospects of Insurance Companies, Overview of IRDA.

#### **Unit – V: Life Insurance and General Insurance:**

The concept of Life Insurance, Life Insurance Products- Traditional and Market Related, Pension Plans, Group Insurance, Insurance for the underprivileged; Tax treatment of Life Insurance; Claims settlement, Distribution channel Marketing intermediaries; General insurance types - Health and accident, Motor, Fire, Credit and crop.

#### **Suggested Books:**

1. Introduction to Banking, Vijayaragavan Iyengar, Excel Books, 2009.
2. Banking and Insurance, O.P. Agarwal, Himalaya Publishing, 2010.
3. Bank Management & Financial Services, Peter.S.Rose & Sylvia. C. Hudgins, Tata McGraw Hill 2010, 7th Edition.
4. Bank Financial Management, IIBF, Macmillan 2010.
5. Management of Banking & Financial Services, Padmalatha Suresh & Justin Paul, Pearson, 2<sup>nd</sup> Edition.
6. Fundamentals of Risk & Insurance, Emmett J. Vaughan & Therese M. Vaughan, Wiley, India Edition 2003, 9th Edition.
7. Indian Insurance – A Profile, H. Narayanan, Jaico Publishing House, 2008.
8. Risk Management & Insurance, S. Arunajatesan, T.R. Viswanathan, MacMillan 2009.
9. Introduction to Risk Management & Insurance, Mark. S.Dorfman, Prentice-Hall of India Private Limited-2007, 8th Edition.
10. Insurance – Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand, 16<sup>th</sup> Edition.



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# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

## SEMESTER-IV - Discipline Specific Elective

PAPER CODE – MB 404-M-I

Course: BUYER BEHAVIOUR

### Course Objectives:

1. The main objective of this course is an introduction to the world of buyer behavior.
2. The discipline borrows from several social sciences including psychology, sociology, and anthropology to explain behavior in the marketplace.
3. This course will explore how perceptions, learning, memory, personality, and attitudes influence consumption behavior.
4. It establishes the relevance of buyer behavior theories and concepts to marketing decisions.

### Course Outcomes:

1. Students can examine and identify the major influences in buyer behavior
2. Students can develop an understanding between different consumer behavior influences and their relationships.
3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior.

### Unit – I:

Introduction to Consumer Behaviour Contemporary Dimensions of Consumer Behaviour, CB research process. Concepts and theories of motivation their Marketing implications: Motivation and consumer behavior: motives and motivation theories and personality and their Marketing implications

### Unit – II:

Perception and Learning Theory: -Introduction, meaning, nature, Importance and limitation of perception. Theories of buyer behavior in Learning principles and their marketing implications: Concepts of conditioning, important aspects of information processing theory; encoding and information Retention, Retrieval of information

### Unit – III:

Impact of Culture on Buyer Behaviour Social and cultural settings: Meaning of culture, Characteristics of culture, functions of culture. Types of culture, Sub-culture and Cross cultural marketing practices. Reference groups and Family Life Cycle: advantages and disadvantage of reference groups, types of reference group. Role of Family life cycle in Buyer behavior

### Unit – IV:

Consumer decision making and buyer attitude: Information Search, evaluation of alternatives. Steps between evaluation of alternatives and purchase decision. Post-purchase behaviour. Attitude and consumer behaviour:-Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation



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### Unit – V:

Models of Consumer Behaviour Models of Consumer Behaviour: Modeling Behavior Traditional Models, Contemporary Models. Generic Model of Consumer Behavior, Howard Sheth Model, Engel, Blackwell and Rao –Lilien model. Consumerism

### Suggested Books:

1. Schiffman and Kannik, "Consumer Behavior", 2004, Pearson Education / PHI.
2. Black-well, R. Miniard PW and Engel, "Consumer Behavior", 2005, Thomson Learning.
3. Loudon and Della Bitta, "Consumer Behavior", 2004, TMH.
4. Dinesh Kumar Consumer Behavior Consumer Behaviour, 2014, oxford University Press.
5. Gary Lilien, "Marketing Models", 2000, PHI.
6. Suja R. Nair, "Consumer Behaviour in Indian perspective", 2010, HPH.
7. Sheth and Mittal, "Consumer Behavior", 2004, Thomson Learning.
8. Stish Batra, "Consumer Behavior", 2009, Excel Books New Delhi.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-IV - Discipline Specific Elective**  
**PAPER CODE – MB 404-M-II**  
**Course: SERVICES AND DIGITAL MARKETING**

**Course Objectives:**

1. The main objective of this course is to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services on global marketing.
2. Identify the major elements needed to improve the marketing of services.
3. Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service
4. Appraise the nature and development of a global marketing strategy.

**Course Outcomes:**

1. Students can examine the nature of services, and distinguish between products and services
2. Students can develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.
3. Students can get Appraise the nature and development of a services marketing strategy.

**Unit-I: Introduction to services and Effective Management of Service marketing:**

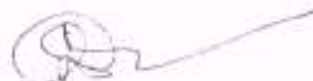
Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, characteristics of services, Classification of service, Services Marketing triangle- Internal marketing of Services – External versus Internal orientation of service strategy. Marketing Demand and Supply through capacity planning and Market Segmentation, Targeting, and Positioning in services.

**Unit-II: Understanding customer expectation through market research and Consumer behavior in services:**

Marketing research to understand customer expectation, Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services, **Customer perception of services-** Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.

**Unit-III: Marketing Mix in Service Marketing:**

Traditional Mix: The Seven Ps, Product decision, Pricing strategies and tactics, Promotion of service and placing of distribution methods for services. Extended marketing Mix: The Service delivery Process-Designing of the service, blueprinting. Managing Service Encounters, Service Failure, Service Recovery, **Employee role in service designing**, importance of service employee, Quality- productivity trade off. **Physical evidence in services**, Types and role of service spaces.



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#### **Unit-IV: Introduction to Digital Marketing:**

Digital Marketing, Importance of digital marketing, Difference between traditional marketing and digital marketing, Trends and scenario of the industry.

Search Engine Optimization (SEO), History & Growth of SEO, Campaign Creation, Google Adwords, Ad Creation, Approval & Extensions, Site Targeting, Keyword Targeting, Demographic Targeting, Bidding.

#### **Unit - V: Social Media Marketing:**

Social Media Marketing & Social Media, Blogging, Social Networking, Video Creation & Sharing, Use of Different Social Media Platforms, Content Creation, Web Analytics.

Campaign Tagging & Reporting, Email Marketing, Introduction to Audience Reports, Traffic & Content Report, Linking, Real-Time Data.

#### **Suggested Books:**

1. Services Marketing - Integrating Customer Focus Across the Firm-Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit, New Delhi, Tata Mc Graw Hill Publishing Co.
2. Services Marketing – Vasanti Venugopal and Raghu -Himalaya Publishing House.
3. Services Marketing: Concepts, Strategies and Cases- Douglas Hoffman and John E.G.Bateson -Cenage Publications- 05th Edition-Services Marketing – Sucharith Debnath and Dr.Indrajit Sinha-Nitya Publication.
4. Services Marketing: People Technology, Strategy Wirtz Jochen, Lovelock Christopher Pearson-08<sup>th</sup> edition.
5. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley: 1st edition (2016).
6. Digital Marketing For Dummies by Ryan Deiss and Russ Henneberry, For Dummies.



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**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-IV - Discipline Specific Elective**  
**PAPER CODE – MB 404-HR-I**  
**Course: LEADERSHIP AND CHANGE MANAGEMENT**

**Course Objectives:**

To by conceptual foundation to read change in Organizations

**Course Outcomes:**

The student will gain knowledge and understanding of different leadership styles and models.

The Student will be familiarized with the drivers, methods and model of change.

**Unit – I: Introduction to Leadership:**

Traits, Styles, Skills, Behaviors, Vision, Inspiration and Momentum of Leadership-  
International Framework for Analyzing Leadership-Personality Types and Leadership-  
Five Factor Model of Personality-Leadership Perspectives on Cultural Values, Social  
Responsibility and Organizational Performance-Current Issues in Leadership-  
Contemporary Leadership Styles.

**Unit – II: Leadership Development Programs and Models:**

Characteristics, Types and Evaluation of Leadership Development Efforts-Trait,  
Behavior, Power Influence, Situational and Integrative Approaches to Leadership-Causal  
and Normative Models – Leader-Member Exchange Theory-LPC model-VIM of Self-  
Leadership-Perspectives on Change: Contingency, Resource Dependence, Population  
Ecology and Institutional.

**Unit – III: Strategic Change Process:**

Hopson's Change Curve-Virginia Satir change Model-Noer's Redundancy Intervention  
Model-Change Path Diagnostics-Reactive and Proactive Change Path-Nabisco's Renewal  
Path-Diagnostic Models for Organizational Change-Methods for dealing with Resistance  
to Change-Enablers and Barriers to Change-Model of Cognitive, Effective and  
Behavioral Responses to Change-Five Stages of Planned Change.

**Unit – IV: Initiating Change:**

Weinberg's change process, triggers, drivers and tracers of change – Leavit model-  
change mapping, change spectrum, Gestalt change cycle – Tropics Test, Behavioral,  
cognitive, psycho – dynamic and humanistic approaches to change .Bechard's change  
formula – Buchanan and Mc Calman's model of perpetual transition management – Types  
of individual, group and organisational change , Organisational Change matrix.



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### Unit – V: Methods and models for change management :

Warfield 6-3-5 method – Rosemary Stewart's model – Tony Buzan's mind maps – Edward de Bono's six thinking hats – Johari window – Nadler and Tushman's congruence model – Scenario analysis – power – interest matrix – Kotter's 8 step change model – Pendlebury, Nadler, Kanter and Taffinder's planned change models. Dunphy Contingency Model of change.

### Suggested Books:

1. Cameron & Green, "Making sense of change mgt", 2009, Kogan page.
2. Peter G. Northouse, "Leadership", 2010, Sage.
3. Peter Lorange, "Thought leadership", Meets Business", 1<sup>st</sup> edition, 2009, Cambridge
4. John ADAIR, "Inspiring Leadership", 2008, Viva Books.
5. Gary Yukl, "Leadership in organisations", 2006, Pearson.
6. A.J. DuBrin, "Leadership", 2005, Wiley.
7. Mark Hughes, "Change management in organization", 2008, Jaico.
8. Kavitha Singh, "Organization Change & Development", 2005, Excel Books.
9. Lussir, "Effective Leadership", 2009, Cengage.
10. Eric Flamholtz & Yvonne Randle, "Leading Strategic Change" 1<sup>st</sup> Ed. 2009, Cambridge.
11. Ian Palmer, "Managing organizational change", 2008, TMH.
12. Jim Grieses, "Organizational change", 2010, Oxford.
13. Jeffry Russell, "Change Basics", 2006, ASTD Press.
14. N. Sengupta, "Managing change in organizations", 2006, PHI.
15. Srivastava, "Transformation Leadership", 2008, Macmillan



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BOSTU BUSINESS MANAGEMENT  
BAJAJ COLLEGE UNIVERSITY  
MAHABULNAGAR-50001 T.S.



**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-IV - Discipline Specific Elective**  
**PAPER CODE – MB 404-HR-II**  
**Course: PERFORMANCE MANAGEMENT**

**Course Objectives:**

1. The Main objective of the course is to offer an understanding of various approaches to measure performance and facilitates studying different methods of performance appraisal.
2. The course also provide knowledge of the processes performance bench – making and frameworks of Competencies
3. The Course gives understanding of various performance metrics and models.

**Course Outcomes:**

1. To produce Competent Executives
2. To transform Performance Appraisals, Performance Management
3. To build pivotal performance
4. To establish leading Human Capital

**Unit – I: Introduction:**

Definition, concerns and scope of PM. Performance Appraisals. Determinants of job performance. Mapping, process, sequence and cycle of PM. Performance planning and Role clarity. KPAs- Performance Targets. Trait, Behavior and Results approaches to measuring performance. The impact of HRM practices on performance.

**Unit – II: Performance Appraisal:**

Assessment center-psychometric tests. Role Play-Self-appraisal-360 Degree appraisals-Rating-less appraisals for the future of PMS. Critical incidents worksheet, Combining behavior and outcomes, Attribution theory-Causal matrix, Diagnosis and Performance improvement. Performance review, Performance analysis.

**Unit – III: Performance Bench marking:**

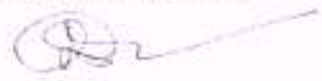
Human information processing and performance loop, performance shaping factors-Yerkes-Dodson's Law-Corporate performance management-EFQM Excellence model-Diagnostic and Process bench marking. PM Audit, PM pathway analysis. The impact of Performance Management on Line managers and Employees.

**Unit – IV: Competency mapping and Pay Plans:**

Competency Mapping-Mercer's Human Capital Wheel-Human Asset worth estimator and Accession rate-CIPD Human Capital framework, Performance, Competence and Contribution related pay models. Cafeteria benefits plan, call back pay. The McBer Generic managerial competency model- Competency causal flow model-Competency gap-Competency Assessment-Balanced Score Card framework.

**Unit – V: Performance Metrics and Models:**

Performance measures pyramid. Steps for designing metrics, Wang Lab, Smart pyramid, Conceptual, DHL, RCN Models of PM, Gilbert's performance matrix and Behavior Engineering model. Direction of trouble shooting with Behavior model-Mager and Pipes trouble shooting model - ATI performance improvement model, Snarenberg's Integrated model of PM, Sears model for organizational performance.



CHAIRMAN  
BOS IN BUSINESS MANAGEMENT  
PAJAN UNIVERSITY  
MAHABUDNAGAR-500003 (TS.)

### Suggested Books:

1. Michael Armstrong, "Performance Management", 2010, Kogan Page.
2. Robert L. Cardy, "Performance Management", 2008, PHI.
3. A.S. Kohli & T. Deb, "Performance Management", 2009, Oxford.
4. H. Aguinis, "Performance Management", 2009, Pearson.
5. T.V. Rao, "Performance Management & Appraisal System", 2008, Sage.
6. A.M. Sarma, "Performance Management systems", 2010, PHI.
7. B.D. Singh, "Performance Management systems", 2010, Excel books.
8. S. N. Bagchi, "Performance Management", 2010, Cengage.
9. M. Armstrong, "Performance Management & Development", 2010, Jaico.
10. Prem Chadha, "Performance Management", 2009, Macmillan.
11. Joe Willmore, "Performance Basics", 2004, ASTD Press.



CHAIRMAN  
BOS - BUSINESS MANAGEMENT  
BALAJI UNIVERSITY  
MAHABUBNAGAR-500001 TS.



**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-IV - Discipline Specific Elective**  
**PAPER CODE – MB 404-S-I**  
**Course: DATA VISUALIZATION**

**Course Objectives:**

1. To enable students to understand the concepts related to data visualization.
2. To understand the tools and techniques of Data Visualization, Dashboards.
3. A practical understanding of Visualization with Power BI.

**Course Outcomes:**

1. Enables students to understand importance of Data –Visualization for Decision-Making.
2. Helps students to get practical experience of Data Visualization on Microsoft Power BI.

**Unit – I: Introduction to Data and Information Visualization-**

Definition and why we visualize data? How we visualize data? A Brief History of Data Visualization, types of data – categorical, ordinal and quantitative data. Visual Analytics Concepts.

**Unit – II: Data Visualization Tools and Techniques:**

Data Visualization tools – Multidimensional Data Visualization Tools (Column and Bar Graphs, Charts, Line Graphs, Scatter Plots, Pie graph) Hierarchical and Landscape Data Visualization Tools (Maps, Tree Graph).

**Unit – III: Data Visualization -Dashboards Basics:**

Definition- Performance Dashboard, types of dashboards (Operational, Tactical and Strategic) – Dashboard design-Business Activity Monitoring through Dashboards, Common pitfalls of Dashboard design. Organizing Data for Dashboards

**Unit – IV: Introduction to Power BI:**

Power BI Concepts-Parts of Power BI Desktop – Major Building Blocks of Power BI-Data Sets, Shared Data Sets, Reports, Dashboards – Types of Visualizations- Area Charts, Bar and Column Charts, Donut Charts, Gauge Charts, KPIs, Line Charts, Maps, Matrix, Q&A Visual, Tree Maps, Waterfall Charts.

**Unit – V: Microsoft Power BI and Other features:**

Getting Data Source-Excel as a source, SQL as Source, Web as a source- Creating and Interacting with Dashboard, Sharing Dashboards -Power Query Editor for querying data and Report server for Reports.



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BOSTON BUSINESS MANAGEMENT  
BALAKRISHNAN UNIVERSITY  
MAHASARJANAGAR-500001 T.S.

### Suggested Books:

1. Data Visualization with Excel Dashboards and Reports -Dick Kusleika 2021, Wiley.
2. Business Intelligence, A Managerial Perspective on Analytics- Ramesh Sharada, Dursun Delen, Efraim Turban, Pearson.
3. Effective Data Visualization: Right Chart for Right Data- Stephanie P.H. Evergreen 2019.
4. Visual Data Mining -Techniques and Tools for Data Visualization and Mining- Tom Soukup, Ian Davidson, Wiley Publishing.
5. Performance Dashboards-Measuring, Monitoring and Managing your Business- Wayne W Eckerson, Wiley & Sons, Inc.(Performance Dashboards)
6. Microsoft Power BI Quick Start Guide: Devin Knight, Brian Knight, Mitchell Pearson, Manuel Quintana, Packt Publishing, 2018.
7. Introducing Microsoft Power BI- Alberto Ferrari, Marco Russo-Microsoft Press, 2016, Microsoft Corporation.



CHAIRMAN  
BOS IN BUSINESS MANAGEMENT  
PALAMU UNIVERSITY  
MAHABUBNAGAR-500001 T.S.



**MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS**  
**SEMESTER-IV - Discipline Specific Elective**  
**PAPER CODE – MB 404-S-II**  
**Course: DATA MINING FOR BUSINESS**

**Course Objectives:** To familiarize a management student with concepts related to data mining, data mining tasks and applications of data mining.

**Course Outcomes:** Enables students to understand the role of data mining in business and decision-making process.

**Unit – I: Introduction to Data Mining:**

Definition- Data Mining and Knowledge Discovery- Motivating Challenges-Origins of Data Mining – Data Mining Tasks.

**Unit – II: Data Pre-Processing:**

Data Summarization- Data Cleaning- Data Integration and Transformation- Data Reduction- Data Discretization and Concept hierarchy Generation- Feature Extraction-Feature Transformation.

**Unit – III: Association, Classification and Clustering**

(i) **Association:** Definition- Market-Basket Analysis, Naive Algorithm, Apriori Algorithm, Software for Association Rule Mining.

(ii) **Classification and Prediction:** Decision tree, Bayesian classification, Rule-based Classification, Prediction -Linear Regression.

(iii) **Clustering:** Basic issues in clustering, partitioning methods – clustering analysis software.

**Unit – IV: Web Mining and Other Mining:**

Web Mining- introduction- Web Content Mining, Web usage Mining, Web Structure Mining- Spatial Data Mining- Text Mining, Multimedia Mining.

**Unit – V: Data Mining Applications-**

Application Strength of Data Mining- Data Mining for Banking and Financial Data Analysis- Data Mining in Insurance-Data Mining in Biological Data Analysis- Social Media Marketing- CRM- Tourism Industry- Agriculture.

**Suggested Books:**

1. Introduction To Data Mining – Pang-Ning Tan, Michael Pang, Vipin Kumar – Pearson Education -2018.
2. Data Mining Concepts and Techniques- J. Han, M. Kamber- Morgan Kaufmann.
3. Introduction to Data Mining- Chaitanya P. Agrawal, Meena Agrawal.
4. Data Mining: Concepts, Models, Methods and Algorithms- M. Kantardzie- John Wiley & Sons Inc.
5. Data Mining: Introductory and Advanced Topics – M. Dunham-

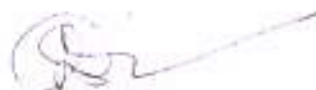
# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

Semester-IV

PAPER CODE – MB 404-S-I

**Course: Data Visualization with Microsoft Power BI -  
Practical Syllabus**

1. Getting Started with Power BI-Understanding the parts of Desktop Power BI.
2. Getting Access to Data Sources from Power BI.
3. Exploring Data Sets.
4. Creating simple visualizations -Creating Map Visualizations, Using Combination Charts, Using Table, Modify Colors in Charts, Adding Shapes, Images and Text box.
5. Creation, Sharing of Dashboards
6. Creation, Styling and Sharing of Reports
7. Using Excel Data (integrating excel data with Power BI)



CHAIRMAN  
B.S. BUSINESS MANAGEMENT  
PALAKOTI UNIVERSITY  
MAHABUBNAGAR-50001 T.S.



## MEMORANDUM OF UNDERSTANDING (MOU)

Between

ADARSH Post Graduate College of Computer Science, Mahbubnagar, Telangana  
&

Rubicon Skill Development Pvt. Ltd.

For Training students under Rubicon's Connect with Work Program

This Memorandum of Understanding is made at Pune on 14 day of October 2021

BETWEEN

ADARSH Post Graduate College of Computer Science, Mahbubnagar, Telangana 509002  
here in after referred to as "THE COLLEGE" (Which term shall so far as the context admits be  
deemed to mean and include its successors and assignees) of the First Part,

AND

Rubicon Skill Development Private Limited a Company incorporated and registered under  
the Companies Act, 2013, having its Corporate office at 9<sup>th</sup> Floor, Tower 1, Fountainhead, Nagar  
Road, Vimannagar, Pune - 411014, Maharashtra, hereinafter referred to as "Rubicon" (which  
term shall so far as the context admits be deemed to mean and include its successors,  
administrators, executors and assignees) of the Second Part.

### 1. Introduction

THE COLLEGE has decided to partner with RUBICON for the conduct of Connect with  
Work Program (hereinafter referred to as "Training Program") at THE COLLEGE.

*Rockney joyce*

18 / 10 / 2021

*Pravin Kumar*

08 / 01 / 2022

  
PRINCIPAL  
Adarsh P.G. College of Computer Science,  
MAHABUBNAGAR

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## 2. THE COLLEGE Responsibilities:

- 2.1. Shall nominate one person with adequate accountability and responsibility to coordinate the Training Program. He / She would act as the single point of contact for the proposed Training Program.
- 2.2. Shall make available the infrastructure (including IT infrastructure, applications and connectivity) required to conduct the Training Program.
- 2.3. Shall provide all the support services and facilities to RUBICON during the conduct of the said Training Program. Adequate power backup through UPS and DG supplies during the training sessions
- 2.4. Shall coordinate with RUBICON and facilitate conduct of all the assessments including the assessment to be conducted by the external agency (if any) identified by RUBICON, as per schedule communicated by RUBICON.
- 2.5. Provide lodging, wherever available, as per the standards of RUBICON for faculty conducting the Training Programme for the total duration of the Training Program plus two days (one day prior and one day after closure). The lodging so planned to be provided should be with independent room (with attached toilet), regular water supply, clean, with access to boarding facilities, should have well lit approach and surroundings, have adequate safety & protection and peaceful environment.
- 2.6. Shall share the details of students in a prescribed format to ensure that there is no duplication of student data.
- 2.7. This is a multi-year program to create social impact. The college shall share few details to assess the impact of the program. For e.g. Placement details of trained students will be required to assess the impact of the program from one year to another year.

## 3. RUBICON Responsibilities:

- 3.1. Will provide necessary training as per Training Program requirements and curriculum for delivery as per Annexure I to this MOU

Rocky Joyce 18/10/2021

Pavir Kumar 08/01/2022

  
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MAHABUBNAGAR

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3.2. Will provide suitable facilities for the training exclusive for classroom training/Virtual training

3.3. Will conduct assessment of its own and also arrange external assessment as required.

#### 4. Other Terms & Conditions:

The following are other terms and conditions of engagement:

4.1. **Batch Size:** The batch size would need to be a min of 35 students and max of 50 students or as mutually agreed.

4.2. Each student would be made available for the Training Program for specified number of hours per day for the duration of the Training Program

4.3. **Pre-assessment & Selection:** RUBICON may carry out pre-assessment of the students who have applied for the course and shortlist the select candidates to undergo the Training Program. The final decision on selection of candidates eligible to take the Training Program shall be with RUBICON.

4.4. Training Program schedule:

4.4.1. Training Program scheduled commencement date is 25 October 2021

4.5. **Commercials:**

4.5.1. Training Fees: The training Fees is as follows,

Since this is a CSR funded Program there is no fee payable by THE COLLEGE for this Training Program

4.5.2. **Payment Terms**  
Not Applicable

4.6. **Certification:**

Students who are successful in the assessment conducted by RUBICON shall be awarded a certificate post completion of the training program.

4.7. **Term of engagement:**

*Rocky Joyce*

18 / 10 / 2021

*Pravir Kumar*

08 / 01 / 2022

  
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MAHABUBNAGAR

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This MoU is valid from the date the MOU is made for a period of 3 (Three) years, however both parties agree that based on mutual agreement, the terms may be extended. Both parties also agree that terms may be renegotiated.

**4.8. Limitations and Warranties :**

Both parties agree that it would be their endeavour to prevent any liability arising out of default or non-compliance of the MoU terms by the other party.

**4.9. Termination:**

- 4.9.1. Both parties can terminate the MoU with a prior written thirty (30) day notice on default of terms of non-adherence to any condition or responsibilities by the other party as outlined in this MoU in case such default is not rectified within such 30 days.
- 4.9.2. Each party shall be at liberty to terminate this MOU with a written notice period of 3 (three) months to the other party without any compensation and seeking legal redress.
- 4.9.3. Both parties also agree that it would be their professional endeavour that despite any termination of the MOU, progress would continue, without any prejudice to the ongoing Training Program, which would be without any hindrance and would be progressed for completion.

**5. General Terms:**

5.1. Both the parties may receive information proprietary to other party (the Confidential Information) in the course of performance of their obligations under this MOU. Confidential Information is not meant to include any information which (a) is publicly available (b) is rightfully received by the parties from third parties without accompanying secrecy obligations; (c) is already in either party's possession and was lawfully received from sources other than the parties or (d) is independently developed by the parties. The two bodies understand and acknowledge that the Confidential Information is valuable and confidential and agrees that it will at all times be kept in trust to be disclosed only to such persons as have a "need to know" the same for the effective implementation of this MOU and that it will only be used by the parties for the benefit of others.

5.2. Both the parties understand and agree that all written or other tangible data and documentation developed or procured by the other party in performing its obligations

*Rockey Joyce*

18 / 10 / 2021

  
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Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

*Pavir Kumar*

08 / 01 / 2022

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under this MOU, whether in printed or electronic form, belongs to other party and that other party will have all rights, titles and interests therein.

5.3. Both parties shall not use the name and brand of other party in any advertisement or make any public announcement without the prior written approval of the other. However RUBICON will have the right to use the testimonials/stories/case studies of students/College/University who have been the part of the Training Program for promoting the Connect with Work Program.

**6. Jurisdiction:**

In the event of any litigation, the court of jurisdiction shall be Pune.

**7. Indemnification**

Both parties agree to indemnify each other and hold the other party harmless from and against any claim, loss, liability, or expense, including, but not limited to, damages, patent, and trademark infringement, costs and attorneys' fees, arising out of or in connection with any acts or omissions of their agents or employees, as related to the terms of this MoU.

Any claim, compensation, case initiated by any student against RUBICON/CSR DONOR in relation to the Training Program due to any acts or omissions of THE COLLEGE, RUBICON shall be defended and contested by THE COLLEGE at their sole expenses and cost keeping RUBICON/CSR DONOR indemnified from the same.

**8. Limitation of Liability:**

Except for the indemnification obligations, both parties agree that the liability would be limited to the amount of actual transactions between the two parties

**9. Notices:**

Any notices under this MOU will be sent by certified or registered mail, return receipt requested, to the respective address of Parties as contained in this MOU. Such notice will be effective upon its mailing as specified.

**10. Intellectual Property Rights**

*Rocky Jayce*

18 / 10 / 2021

*Pravir Kumar*

08 / 01 / 2022

  
PRINCIPAL  
Adarsh P.G. College of Computer Science,  
MAHABUBNAGAR

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- 10.1. RUBICON explicitly warrants that it owns all the intellectual properties related to content in all formats, the technology framework and all other related objects and the THE COLLEGE has no rights to use the content and mode of delivery for any other purpose.
- 10.2. Each party hereby undertakes to inform the other party of any violation of Intellectual Property Rights or its unlawful use, under prevalent laws of India. Further, each of the party herein, agrees to co-operate with the other to the extent possible in the process of investigating such cases of any violation of Intellectual Property Rights or its unlawful use and taking legal action against the said infringement.
- 10.3. Upon expiration of this MoU, or two years period of time from the date of completion of the courses, whichever is later, each party hereby agrees that it shall not make any claim on the Trade Name or the copyrights of the other, which belongs exclusively to the other party, nor shall either party use any trade name which is deceptively or confusingly similar to the trade name of the other.

**11. Force Majeure:**

- 11.1. Neither party to this MOU shall be liable for any failure or delay on its part in performing any of its obligations under this MOU, if such failure or delay shall be result of or arising out of Force Majeure conditions and, provided that the party claiming Force Majeure shall use its best efforts to avoid or remove such cause of non-performance and shall fulfil and continue performance hereunder with the utmost dispatch whenever and to the extent such cause or causes are removed.
- 11.2. Any extraordinary event, which cannot be controlled by the parties, shall for the purpose of this MOU be considered as a Force Majeure event. Such events include acts of God, acts or omissions of any Government or agency thereof, compliance with rules, regulations or order of any Government Authority. Provided however, if either party claims that existence of any of the aforesaid conditions is delaying or disabling the performance by said party of its obligations under this MOU, such party shall give immediate notice to the other party of the existence of such conditions

*Rocky Jayce*

18 / 10 / 2021

  
PRINCIPAL

Adarsh P.G. College of Computer Science-  
MAHABUBNAGAR

*Pavir Kumar*

08 / 01 / 2022

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whose existence are claimed to delay or disable the performance of obligations as aforesaid.

IN WITNESS WHEREOF, to show their assent, the duly authorized representative of the parties hereto have signed the MoU and set their seals as below:-

Party of the First Part

For ADARSH Post Graduate College of Computer Science, Mahabubnagar, Telangana

Stamp of the Party

Signature of Authorised  
Signatory :  
Name of Authorised Signatory

*Paturi Mohan*

18 / 10 / 2021

Dr. Paturi Mohan

Designation :

Principal

**Witness**  
Signature of Witness

*Rockeny Joyce*

18 / 10 / 2021

Name of Witness

P. Rockeny Joyce

Party of the Second Part  
Stamp of the Party:

For Rubicon Skill Development Pvt. Ltd.

Signature of Authorised  
Signatory :  
Name of Authorised Signatory

*Pravir Kumar*

Pravir Kumar

Designation 08 / 01 / 2022

Chief Executive Officer

**Witness**

  
**PRINCIPAL**  
Adarsh P.G. College of Computer Science,  
**MAHABUBNAGAR**

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Signature of Witness

*Dipika Patil*

Name of the Witness

Dipika Patil


08 / 01 / 2022

*Rockenij Jayce*

18 / 10 / 2021

*Pravir Kumar*

08 / 01 / 2022

  
**PRINCIPAL**  
Adarsh P.G. College of Computer Science  
**MAHABUBNAGAR**

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Annexure 1

New Hire Training/ Personality Development/ Employability Skills				
Sr. No.	Topic	Methodology	Learning Objectives	Duration
1	Expectation setting	Role play	To learn Industry expectations from freshers	1
2	Ice breaking	Introduction	To know more about the trainer & candidates	1
3	Organizational Structure	Case study	To learn Organizational structure	2
4	SWOT Analysis	Free speech	To identify their Strength/Weakness/Opportunities/Threat	2
5	Corporate Jargons	Presentation	To learn most commonly used words in corporates	1
6	Public Speaking	Extempore	To eliminate stage fear	2
7	Presentation Skills	Power Point presentation	To articulate your thoughts through Power point presentation	2
8	E-mail Etiquette	Presentation/Mock E-mails	To learn E-mail writing skills	2
9	Grooming	Presentation/Do's & Don'ts/Role play	Dress to impress/ Proximity/ Personal hygiene/	2
10	Body language	Role play	To learn positive body language	1
11	Telephone Etiquette	Role play/Mock Calls	To handle telephonic round of interview/ To learn call mechanics	2
12	Group Discussion	Group activity	To assess candidates' public speaking skills	2
13	Personal Interview	Mock Interviews	To perform well during interviews	4
				24 hrs.

*Rockney Joyce*

18 / 10 / 2021

*Pravin Kumar*

08 / 01 / 2022

  
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13 / 10 / 2021  
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IP: 152.57.233.104



14 / 10 / 2021  
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IP: 157.47.122.161




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
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# **Sree Rajeswari Dairy Products (Ind) Pvt. Ltd.,**

(Co-Packing Unit of KMF Nandini Milk & Milk Products)

Admin Office: 1st Floor, Puzzolana Towers, Avenue - 4, Street No. 1, Old Road No. 10,  
Banjara Hills, Hyderabad - 500 034, Telangana - Ph: 040 - 21350409, Email: srdp@nandini-puzzolana.net

Factory: Sy. No. 224/EE2, Mojerla Shivar, Kanimetta Village, Kothakota - 509 381, Wanaparthy District

## **MEMORANDUM OF UNDERSTANDING (MOU)**

**BETWEEN**

**ADARSH  
POST GRADUATE COLLEGE OF COMPUTER  
SCIENCES**

Address: H.NO.7-5-51/C, VENKATESHWARA COLONY,  
MAHABUBNAGAR, TELANGANA STATE

Contact No.08542-271952, Email Id:principal.apgc@gmail.com

AICTE PERMANENT ID:1-8069621

**And**

**SREE RAJESWARI DAIRY PRODUCTS IND. PVT. LTD**

Address: SY.NO.221, 224/EE2, MOJERAL SHIVAR,  
KANIMETTA(VILLAGE), PEDDAMANDADI MANDAL,  
WANAPARTHY DISTRICT, TELANGANA STATE

CIN NO: U01200TG2008PTC059663,GST

No:36AAMCS9408H1ZX

**FOR**

**ENTREPRENEURIAL SKILL DEVELOPMENT,  
OUTCOME BASED TRAININGS, PLACEMENT, AND  
RELATED SERVICES**

REDMI NOTE 6 PRO  
MI DUAL CAMERA

Adarsh PG College of Computer Sciences  
MAHABUBNAGAR

*[Signature]*  
30/5



## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter called as the 'MOU') is entered into on this the 30<sup>th</sup> September, 2021 by and between

ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.No.7-5-51 CAVENKATI SHIVARA COLONY, MAHABUBNAGAR, TELANGANA STATE.  
represented herein by its SREE RAJESWARI DAIRY PRODUCTS IND. PVT. LTD  
Address: SY NO.221, 224/EE2, MOJERAI SHIVAR, KANIMETTA(VILLAGE),  
PEDDAMANDADI MANDAL, WANAPARTHY DISTRICT,  
TELANGANA STATE.

AND

..... THE SECOND PARTY represented herein by its SREE RAJESWARI DAIRY  
PRODUCTS IND. PVT. LTD

### PURPOSE OF MOU

In particular, this MOU is intended to

1. Enhance entrepreneurial mindsets among the students of Entrepreneurship Development certificate course under Adarsh Post Graduate College of Computer Sciences, Venkateshwara Colony, Mahabubnagar, Telangana State.
2. Organize various workshops on Entrepreneurship Development
3. Conduct practical trainings on Entrepreneurship Development
4. Generate self-employment opportunities
5. Assist the students in establishing various start-ups
6. Arrange the placement of trained students



NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

Clause 1

CO-OPERATION

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The Second Party will actively engage to help the delivery of the training and placement of students of the First Party into internships/jobs.

REDMI NOTE 6 PRO  
MI DUAL CAMERA

PRINCIPAL

Adarsh P.G. College of Computer Science  
MAHABUBNAGAR

*[Signature]*  
7.11.19





### Clause 3 VALIDITY

The validity of the agreement is three years from the date of agreement.

Both Parties may terminate this MOU upon 30 calendar days' notice in writing. In the event of Termination, both parties have to discharge their obligations.

Any dispute will be settled in the Mahabubnagar Court only where the Adarsh Post Graduate College of Computer Sciences is situated.

AGREED:



for Adarsh Post Graduate College of Computer Sciences

Authorized Signatory  
PRINCIPAL

Adarsh PG College of Computer Sciences  
MAHABUBNAGAR

for SREE RAJESWARI DAIRY  
PRODUCTS IND. PVT. LTD

Authorized Signatory

Name of College: Adarsh Post Graduate College of Computer Sciences	Name of Industry: SREE RAJESWARI DAIRY PRODUCTS IND. PVT. LTD
Address: H.No.7-5-51/C, Venkateshwara Colony, Mahabubnagar, Telangana State	Address: SY NO 221, 224/EE2, MOJERAL SHIVAR, KANIMETTA(VILLAGE), PEDDAMANDADI MANDAL, WANAPARTHY DISTRICT, TELANGANA STATE
Contact Details: Dr. Paturi Mohan, Principal 9440136038, 7675968840 (TPO)	Contact Details: R Mallikarjun Goud, General Manager, 8125843199, 9441896608
E-mails: principal_apgc@gmail.com	E-mails: rmgoud62@gmail.com
Web: www.adarsh.edu.in	Web: srsp@srp.puzzolana.net

Witness 1:

(MOHD TAJUDDIN)

Witness 2:

(S. BHARGAVA)

Witness 3:

(P ROCKENY JOICE)

Witness 4:

REDMI NOTE 6 PRO  
MI DUAL CAMERA

Adarsh PG College of Computer Sciences  
MAHABUBNAGAR

**MEMORANDUM OF UNDERSTANDING (MOU)**

**BETWEEN**

**ADARSH  
POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
VENKATESHWARA COLONY, MAHABUBNAGAR, TELANGANA STATE  
AICTE PERMANENT ID:1-8069621**

**And**

**IPR DRAWINGS  
Plot No.34B, Sai Dwaraka Sinman, 1<sup>st</sup> Floor, Huda Heights,  
MLA Colony, Road No.12, Banjara Hills, Hyderabad, Telangana State  
[www.iprdrawings/kumar@iprdrawings.com](http://www.iprdrawings/kumar@iprdrawings.com)**

**FOR**

**ENTREPRENEURIAL SKILL DEVELOPMENT, OUTCOME  
BASED TRAININGS, PLACEMENT, AND RELATED SERVICES**



  
**PRINCIPAL**  
Adarsh P.G. College of Computer Sciences,  
MAHABUBNAGAR



## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter called as the 'MOU') is entered into on this the 30th September, 2021 by and between

**ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES**  
H.No.7-5-51/C, VENKATESHWARA COLONY, MAHABUBNAGAR,  
TELANGANA STATE represented herein by its IPR DRAWINGS, Plot No.34B, Sai  
Dwaraka Sinman, 1<sup>st</sup> Floor, Huda Heights, MLA Colony, Road No.12,  
Banjara Hills, Hyderabad, Telangana.

AND

....., THE SECOND PARTY represented herein by its IPR DRAWINGS

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5. Assist the students in establishing various start-ups
6. Arrange the placement of trained students



  
**PRINCIPAL**  
Adarsh P.G. College of Computer Sciences,  
MAHABUBNAGAR

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**PRINCIPAL**  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR



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**AGREED:**



for Adarsh Post Graduate College of Computer Sciences

for IPR Drawings

Authorized Signatory  
PRINCIPAL

Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

*[Signature]*  
Principal  
Adarsh P.G. College of Computer Sciences  
Mahabubnagar  
Road No. 12/107  
Venkateshwara Colony M. Nakh

Authorized Signatory

Name of College: Adarsh Post Graduate College of Computer Sciences	Name of Industry: IPR DRAWINGS
Address: H.No.7-5-51/C, Venkateshwara Colony, Mahabubnagar, Telangana State	Address: Plot No.34B, Sai Dwaraka Sinman, 1 <sup>st</sup> Floor, Huda Heights, MLA Colony, Road No.12, Banjara Hills, Hyderabad, Telangana State.
Contact Details: Dr.Paturi Mohan, Principal 9440136038, 7675968840 (TPO)	Contact Details: Y. Naresh Kumar, Manager, 9985974665
E-mails: principal.apge@gmail.com	E-mails: kumar@iprdrawings.com
Web: www.adarsh.edu.in	Web: www.iprdrawings.com

Witness 1:

*[Signature]*  
(MOHD TAJUDDIN)

Witness 2:

*[Signature]*  
P. Satya Pavan

Witness 3:

*[Signature]*  
(P. ROCKEY JOYE)

Witness 4:

*[Signature]*  
P. Ganesh

*[Signature]*  
PRINCIPAL

Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

# ***Sree Rajeswari Dairy Products (Ind) Pvt. Ltd.,***

(Co-Packing Unit of KMF Nandini Milk & Milk Products)

Admin Office: 1st Floor, Puzzolana Towers, Avenue - 4, Street No. 1, Old Road No. 10,  
Banjara Hills, Hyderabad - 500 034, Telangana - Ph 040 - 23350409, email: [srdp@srdp.puzzolana.net](mailto:srdp@srdp.puzzolana.net)

Factory: Sy. No. 224/EE2, Mojerla Shivar, Kanimetta Village, Kothakota - 509 381, Wanaparthy District

## **MEMORANDUM OF UNDERSTANDING (MOU)**

**BETWEEN**

**ADARSH  
POST GRADUATE COLLEGE OF COMPUTER  
SCIENCES**

Address: H.NO.7-5-51/C, VENKATESHWARA COLONY,  
MAHABUBNAGAR, TELANGANA STATE

Contact No.08542-271952, Email Id:principal.apgc@gmail.com

AICTE PERMANENT ID:1-8069621

**And**

## **SREE RAJESWARI DAIRY PRODUCTS IND. PVT. LTD**

Address: SY.NO.221, 224/EE2, MOJERLA SHIVAR,  
KANIMETTA(VILLAGE), PEDDAMANDADI MANDAL,  
WANAPARTHY DISTRICT, TELANGANA STATE.

CIN NO: U012001G2008PTC059663,GST

No:36AAMCS9408H1ZX

**FOR**

**ENTREPRENEURIAL SKILL DEVELOPMENT,  
OUTCOME BASED TRAININGS, PLACEMENT, AND  
RELATED SERVICES**

  
**PRINCIPAL**

Adarsh P.G. College of Computer Science  
**MAHABUBNAGAR**





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ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.No.7-5-51/C, VENKATESHWARA COLONY, MAHABUBNAGAR, TELANGANA STATE  
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Address: SY.NO.221, 224/EE2, MOJERAL SHIVAR, KANIMETTA(VILLAGE),  
PEDDAMANDADI MANDAL, WANAPARTHY DISTRICT,  
TELANGANA STATE.

AND

....., THE SECOND PARTY represented herein by its SREE RAJESWARI DAIRY  
PRODUCTS IND. PVT. LTD

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PRINCIPAL  
Adarsh P.G. College of Computer Science,  
MAHABUBNAGAR



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REDMI NOTE 6 PRO  
MI DUAL CAMERA

Principal  
Adarsh PG College of Computer Science  
MAHABUBNAGAR

*[Signature]*  
24/9





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AGREED:



for Adarsh Post Graduate College of Computer Sciences

Authorized Signatory  
PRINCIPAL

Adarsh PG College of Computer Sciences  
MAHABUBNAGAR

for SREE RAJESWARI DAIRY  
PRODUCTS IND. PVT. LTD

Authorized Signatory

Name of College: Adarsh Post Graduate College of Computer Sciences	Name of Industry: SREE RAJESWARI DAIRY PRODUCTS IND. PVT. LTD
Address: H.No.7-5-51/C, Venkateshwara Colony, Mahabubnagar, Telangana State	Address: SY.NO.221, 224/EE2, MOJERAL SHIVAR, KANIMETTA(VILLAGE), PEDDAMANDADI MANDAL, WANAPARTHY DISTRICT, TELANGANA STATE.
Contact Details: Dr.Paturi Mohan, Principal 9440136038, 7675968840 (TPO)	Contact Details: R Mallikarjun Goud, General Manager, 8125843199, 9441896608
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Witness 1:

(MOHD TAJUDDIN)

Witness 2:

(S. BHARAN)

Witness 3:

(P ROCKENY JOICE)

Witness 4:

REDMI NOTE 6 PRO  
MI DUAL CAMERA

Adarsh PG College of Computer Sciences  
MAHABUBNAGAR

**MEMORANDUM OF UNDERSTANDING (MOU)**

**BETWEEN**

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AICTE PERMANENT ID:1-8069621**

**And**

**IPR DRAWINGS  
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[www.iprdrawings/kumar@iprdrawings.com](http://www.iprdrawings/kumar@iprdrawings.com)**

**FOR**

**ENTREPRENEURIAL SKILL DEVELOPMENT, OUTCOME  
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**PRINCIPAL**  
Adarsh P.G. College of Computer Sciences,  
**MAHABUBNAGAR**



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H.No.7-5-51/C, VENKATESHWARA COLONY, MAHABUBNAGAR,  
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**MAHABUBNAGAR**

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**PRINCIPAL**  
Adarsh P.G. College of Computer Science-  
MAHABUBNAGAR



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**AGREED:**

for Adarsh Post Graduate College of Computer Sciences

for IPR Drawings

Authorized Signatory  
PRINCIPAL  
Adarsh PG College of Computer Sciences  
MAHABUBNAGAR

Principal  
Mahabubnagar Educational Society  
Road No. 14/07  
Venkateshwara Colony, M. Nagar

Authorized Signatory

Name of College: Adarsh Post Graduate College of Computer Sciences	Name of Industry: IPR DRAWINGS
Address: H.No.7-5-51/C, Venkateshwara Colony, Mahabubnagar, Telangana State	Address: Plot No.34B, Sai Dwaraka Sinman, 1 <sup>st</sup> Floor, Huda Heights, MLA Colony, Road No.12, Banjara Hills, Hyderabad, Telangana State.
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Witness 1:

(MOHD TAJUDDIN)

Witness 2:

P. Satya Pavan

Witness 3:

(P. ROCKEY JOYE)

Witness 4:

P. Ganesh

PRINCIPAL

Adarsh PG College of Computer Sciences  
MAHABUBNAGAR

# ***Sree Rajeswari Dairy Products (Ind) Pvt. Ltd.,***

(Co-Packing Unit of KMF Nandini Milk & Milk Products)

Admn. Office: 1st Floor, Puzzolana Towers, Avenue - 4, Street No. 1, Old Road No. 10,

Banjara Hills, Hyderabad - 500 034, Telangana - Ph 040 - 23350409, email: [srdp@srdp.puzzolana.net](mailto:srdp@srdp.puzzolana.net)

Factory: Sy. No. 224/EE2, Mojerla Shivar, Kanimetta Village, Kothakota - 509 381, Wanaparthy District

## **MEMORANDUM OF UNDERSTANDING (MOU)**

**BETWEEN**

**ADARSH  
POST GRADUATE COLLEGE OF COMPUTER  
SCIENCES**

Address: H.NO.7-5-51/C, VENKATESHWARA COLONY,

MAHABUBNAGAR, TELANGANA STATE

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**And**

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Address: SY.NO.221, 224/EE2, MOJERAL SHIVAR,  
KANIMETTA(VILLAGE), PEDDAMANDADI MANDAL,  
WANAPARTHY DISTRICT, TELANGANA STATE.

CIN NO: U01200TG2008PTC059663,GST

No:36AAMCS9408H1ZX

**FOR**

**ENTREPRENEURIAL SKILL DEVELOPMENT,  
OUTCOME BASED TRAININGS, PLACEMENT, AND  
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**PRINCIPAL**

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PRINCIPAL  
Adarsh P.G. College of Computer Science.  
MAHABUBNAGAR



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PRINCIPAL

Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR





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AGREED:

for Adarsh Post Graduate College of Computer Sciences

Authorized Signatory  
**PRINCIPAL**

Adarsh P.G. College of Computer Science  
MAHABUBNAGAR

for SREE RAJESWARI DAIRY  
PRODUCTS IND. PVT. LTD

Authorized Signatory

Name of College: Adarsh Post Graduate College of Computer Sciences	Name of Industry: SREE RAJESWARI DAIRY PRODUCTS IND. PVT. LTD
Address: H.No.7-5-51/C, Venkateshwara Colony, Mahabubnagar, Telangana State	Address: SY.NO.221, 224/EE2, MOJERAL SHIVAR, KANIMETTA(VILLAGE), PEDDAMANDADI MANDAL, WANAPARTHY DISTRICT, TELANGANA STATE.
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Web: www.adarsh.edu.in	Web: srsp@srdp.puzzolana.net

Witness 1:

*(Signature)*  
(MOHAN TAJUDDIN)

Witness 2:

Witness 3:

*(Signature)*  
(P. ROCKENY JOYCE)

Witness 4:

*(Signature)*

*(Signature)*

**PRINCIPAL**

Adarsh P.G. College of Computer Science,  
MAHABUBNAGAR

MEMORANDUM OF UNDERSTANDING (MOU)

BETWEEN

ADARSH  
POST GRADUATE COLLEGE OF COMPUTER SCIENCES

Address: H.NO.7-5-51/C, VENKATESHWARA COLONY,  
MAHABUBNAGAR, TELANGANA STATE  
Contact No.08542-271952, Email Id:principalapgc@gmail.com  
AICTE PERMANENT ID:1-8069621

And

BANDHAN BANK LIMITED

Local Address: H.No.41-210/7, Teachers Colony, Kurnool Road,  
Wanaparthy, Telangana State  
Head Office Address: C In:1.67190WB2014Pl C204622  
Floors 12-14, Adventz infinity@5, BN5, SectorV,  
Salt Lake City, Kolkata - 700 091

FOR

ENTREPRENEURIAL SKILL DEVELOPMENT, OUTCOME  
BASED TRAININGS, PLACEMENT, AND RELATED  
SERVICES

  
PRINCIPAL

Adarsh P.G. College of Computer Science-  
MAHABUBNAGAR





## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter called as the 'MOU') is entered into on this the 22th September, 2021 by and between

ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.No.7-5-51/C, VENKATESHWARA COLONY, MAHABUBNAGAR, TELANGANA STATE  
represented herein by its **BANDHAN BANK LIMITED**  
Local Address: H.No-41-210/7, Teachers Colony, Kurnool Road,  
Wanaparthy, Telangana State.  
Head Office Address: CIN: 67190WB2014PLC204622  
Floors 12-14, Adventz infinity@5, BN5, Sector V,  
Salt Lake City, Kolkata - 700 091

AND

..... THE SECOND PARTY represented herein by its **BANDHAN BANK LIMITED**

## PURPOSE OF MOU

In particular, this MOU is intended to

1. Enhance entrepreneurial mindsets among the students of Entrepreneurship Development certificate course under Adarsh Post Graduate College of Computer Sciences, Venkateshwara Colony, Mahabubnagar, Telangana State.
2. Organize various workshops on Entrepreneurship Development
3. Conduct practical trainings on Entrepreneurship Development
4. Generate self-employment opportunities
5. Assist the students in establishing various start-ups
6. Arrange the placement of trained students



  
**PRINCIPAL**  
Adarsh P.G. College of Computer Science,  
MAHABUBNAGAR

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

Clause 1

CO-OPERATION

Both parties are united by common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations. The parties shall keep each other informed of potential opportunities and share all information that may be relevant to secure additional opportunities for one another.

The co-operation between First Party and Second Party will facilitate effective utilization of the intellectual capabilities of the Second Party providing significant inputs to them in developing suitable teaching/ training systems, keeping in mind the needs of the First Party.

Clause 2 SCOPE OF THE MOU

Both parties believe that close co-operation between the two would be a major benefit to the student community to enhance their skills and knowledge.

The Second Party will give valuable inputs to the First Party in teaching/ training methodology so that the students fit into the industrial scenario meaningfully.

The interaction between Industry and Adarsh Post Graduate College of Computer Sciences will give an insight into the latest developments /requirements of the industries; the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also involve in Industrial Training Programs for the First Party. The industrial training and exposure provided to students through this association will build confidence and prepare the students to have a smooth transition from academic to working career. The Second Party will provide its Labs/ Workshops/ Industrial Sites for the hands-on training of the learners enrolled with the First Party.

The Second Party will train the students of the First Party on the emerging technologies in order to bridge the gap in skill and make them ready for industry.

The Second Party will extend the necessary support to deliver guest lecturers to the students of the First Party on the technology trends and in house requirements.

The Second Party will actively engage to help the delivery of the training and placement of students of the First Party into internships/jobs.



  
PRINCIPAL

Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR



### Clause 3 VALIDITY

The validity of the agreement is three years from the date of agreement.


Both Parties may terminate this MOU upon 30 calendar days' notice in writing. In the event of Termination, both parties have to discharge their obligations.


Any dispute will be settled in the Mahabubnagar Court only where the Adarsh Post Graduate College of Computer Sciences is situated.

### AGREED:

for Adarsh Post Graduate College of Computer Sciences

for BANDHAN BANK LIMITED

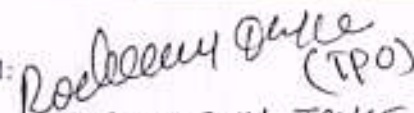
  
Authorized Signatory  
**PRESIDENT**  
Mahabubnagar Educational Society  
Regd. No. 19/87

  
**PRINCIPAL**

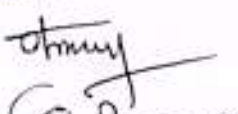
Adarsh PG College of Computer Sciences  
MAHABUBNAGAR

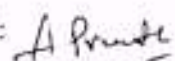
  
Authorized Signatory

Venkateshwara Colony, M. Nagar	
Name of College: Adarsh Post Graduate College of Computer Sciences	Name of Industry: BANDHAN BANK LIMITED
Address: H.No.7-5-51/C, Venkateshwara Colony, Mahabubnagar, Telangana State	Local Address: H.No:41-210/7, Teachers Colony, Kurnool Road, Wanaparthy, Telangana State.
	Head Office Address: CIN:L67190WB2014PLC204622 Floors 12-14, Adventz infinity@5, BN5, Sector V, Salt Lake City, Kolkata - 700 091.
Contact Details: Dr.Patun Mohan, Principal 9440136038, 7675968840 (TPO)	Contact Details: B.Piyanka, Relative officer, 9110586461, Vallabprivanka@gmail.com
E-mails: principal.apgc@gmail.com	E-mails: companysecretary@bandhanbank.com
Web: www.adarsh.edu.in	Web: bandhanbank.com

Witness 1:   
(TPO)  
P. ROCKENY JOYLE

Witness 2:   
(G. Srinivas)

Witness 3:   
(C. Ramu)

Witness 4:   
(A PRANEETH)

  
**PRINCIPAL**  
Adarsh P.G. College of Computer Sciences,  
MAHABUBNAGAR



## OF MEMORANDUM UNDERSTANDING

BETWEEN

ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
VENKATESHWARA COLONY, MAHABUBNAGAR, TELANGANA STATE  
AICTE PERMANENT ID: 1- 8069621

And

INVICTUS ACADEMY, plot 55, Opp SRK House, cyber-Hills colony,  
Silicon Valley, Madhapur, Hyderabad.

FOR

TRAINING & PLACEMENTS ON DIGITAL  
MARKETING STRATEGIES AND ANALYTICS  
COURSE







## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter called as the "MOU") is entered into on this the 24 sep 2021 by and between

ADARSH POST GRADUATE COLEGE OF COMPUTER SCIENCES,  
MAHABUBNAGAR, TELANAGAN STATE

And

INVICTUS ACADEMY, plot no 55, SRK VALLEY, CYBER HILL COLONY,  
SILICON VALLEY, MADHAPUR, Hyderabad.

### PURPOSE OF MOU

In particular, this MOU is intended to

1. To train the students on Digital Marketing strategies and develop their skills in terms of the Digital marketing.
2. Three months training in terms of Digital Marketing which includes web designing to creating content, with real time projects.
3. Generate self-employment opportunities
4. On spot job offer post completion of course.
5. Free laptop to each student on enrollment of course
6. 12 months paid stipend
7. Salary hikes on every six months based on performance.
8. Global certification by Google inc.;





NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

Clause 1

CO-OPERATION

Both parties are united by common interests and objectives and they shall establish channels of communication and cooperation what will promote and advance their respective operations. The parties shall keep each other informed of potential opportunities and share all information that may be relevant to secure additional opportunities for one another.

The co-operation between First party and second Party will facilitate effective utilization of the intellectual capabilities of the second party providing significant inputs to them in developing suitable teaching / training systems, keeping in mind the needs of the First Party.

Clause 2 SCOPE OF THE MOU

Both parties believe that close co-operation between the two would be a major benefit to the student community to enhance their skills and knowledge.

The second Party will give valuable inputs to First Party in teaching /training methodology so that the students fit into the industrial scenario meaningfully.

The second party will extend the support in terms of training the students and placing them into the organizations.

The second party will train the students of the First Party on the emerging technologies in the Digital strategies in order to bridge the gap in skill and make them ready for the industry.

The second Party will actively engage to help the delivery of the training and placement of students of the First Party into Internships/ jobs.





### Clause 3 VALIDITY

The validity of the agreement is three years from the date of agreement.

Both parties may terminate this MOU upon 30 calendar days' notice in writing.  
in the event of Termination, both parties have to discharge their obligations

Any dispute will be settled in the Hyderabad jurisdictions only

### AGREED:

For Adarsh Post Graduate  
college of Computer sciences

for Invictus Academy

PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR



Witness 1

(Ramesh C)

Witness 2

PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

# PROMETHEUS IP

Patents Trademarks Copyrights

## MEMORANDUM OF UNDERSTANDING (MOU)

BETWEEN

ADARSH

POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
VENKATESHWARA COLONY, MAHABUBNAGAR, TELANGANA STATE

AICTE PERMANENT ID:1-8069621

And

PROMETHEUS PATENT SERVICES PRIVATE LIMITED

Plot No.34B, Sai Dwaraka Srinman, 1<sup>st</sup> Floor, Huda Heights,  
MLA Colony, Road No.12, Banjara Hills, Hyderabad, Telangana State  
[www.prometheusip.com/contact@prometheusip.com/040-23606003](http://www.prometheusip.com/contact@prometheusip.com/040-23606003)

FOR

ENTREPRENEURIAL SKILL DEVELOPMENT, OUTCOME  
BASED TRAININGS, PLACEMENT, AND RELATED  
SERVICES

PROMETHEUS PATENT SERVICES PVT. LTD.

Plot No. 34B, Sai Dwaraka Srinman, 1<sup>st</sup> Floor, Huda Heights,

MLA Colony, Road No. 12, Banjara Hills, Hyderabad - 500034, Telangana, India

[www.prometheusip.com/contact@prometheusip.com/040-23606003](http://www.prometheusip.com/contact@prometheusip.com/040-23606003)

  
PRINCIPAL

Adarsh P.G. College of Computer Science  
MAHABUBNAGAR



## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter called as the "MOU") is entered into on this the 15th September, 2021 by and between

ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
PLNo.7-5-51/C VENKATESHWARACOLONY, MAHABUBNAGAR,  
TELANGANA STATE, represented herein by its PROMETHEUS PATENT  
SERVICES PRIVATE LIMITED, Plot No. 34B, Sai Dwaraka Srinagar, 1<sup>st</sup> Floor,  
Huda Heights, MLA Colony, Road No. 12, Banjara Hills, Hyderabad, Telangana

AND

....., THE SECOND PARTY represented herein by its PROMETHEUS PATENT  
SERVICES PRIVATE LIMITED

## PURPOSE OF MOU

In particular, this MOU is intended to

1. Enhance entrepreneurial mindsets among the students of Entrepreneurship Development certificate course under Adarsh Post Graduate College of Computer Sciences, Venkateshwara Colony, Mahabubnagar, Telangana State.
2. Organize various workshops on Entrepreneurship Development
3. Conduct practical trainings on Entrepreneurship Development
4. Generate self-employment opportunities
5. Assist the students in establishing various start-ups
6. Arrange the placement of trained students

PROMETHEUS PATENT SERVICES PVT. LTD.

Plot No 34B, Sai Dwaraka Srinagar, 1<sup>st</sup> Floor, Huda Heights,

MLA Colony, Road No 12, Banjara Hills, Hyderabad - 500034, Telangana, India

[www.prometheusip.com](http://www.prometheusip.com) | [contact@prometheusip.com](mailto:contact@prometheusip.com) | 040-23606003

  
PRINCIPAL

Adarsh P.G. College of Computer Science  
MAHABUBNAGAR

# PROMETHEUS IP

Patents Trademarks Copyrights

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

## Clause 1

### CO-OPERATION

Both parties are united in common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations. The parties shall keep each other informed of potential opportunities and share all information that may be relevant to secure additional opportunities for one another.

The co-operation between First Party and Second Party will facilitate effective utilization of the intellectual capabilities of the Second Party providing significant inputs to them in developing suitable teaching/ training systems, keeping in mind the needs of the First Party.

## Clause 2 SCOPE OF THE MOU

Both parties believe that close co-operation between the two would be a major benefit to the student community to enhance their skills and knowledge.

The Second Party will give valuable inputs to the First Party in teaching/ training methodology so that the students fit into the industrial scenario meaningfully.

The interaction between industry and Adarsh Post Graduate College of Computer Sciences will give an insight into the latest developments /requirements of the industries; the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also involve in Industrial Training Programs for the First Party. The industrial training and exposure provided to students through this association will build confidence and prepare the students to have a smooth transition from academic to working career. The Second Party will provide its Labs/ Workshops/ Industrial Sites for the hands-on training of the learners enrolled with the First Party.

The Second Party will train the students of the First Party on the emerging technologies in order to bridge the gap in skill and make them ready for industry.

The Second Party will extend the necessary support to deliver guest lecturers to the students of the First Party on the technology trends and in house requirements.

The Second Party will actively engage to help the delivery of the training and placement of students of the First Party into internships/jobs.

PROMETHEUS PATENT SERVICES PVT. LTD.

Plot No. 34B, Sai Bhawarka Suman, 1-Floor, Huda Heights,

MLA Colony, Road No. 12, Banjara Hills, Hyderabad - 500034, Telangana, India

www.prometheusip.com | contact@prometheusip.com | 040-23606003

Adarsh P.G. College of Computer Sciences

MAHABUBNAGAR



# PROMETHEUS IP

Patents Trademarks Copyrights

## Clause IV VALIDITY

The validity of the agreement is three years from the date of agreement.

Both Parties may terminate this MOU upon 30 calendar days' notice in writing. In the event of Termination, both parties have to discharge their obligations.

Any dispute will be settled in the Mahabubnagar Court only where the Adarsh Post Graduate College of Computer Sciences is situated.

## AGREED:

For Adarsh Post Graduate College of Computer Sciences

For Prometheus Patent Services Private Limited

Authorized Signatory

**PRINCIPAL**

Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

**PRESIDENT**  
Mahabubnagar Educational Society  
Regd. No. 19/61  
Venkateshwara Colony M. Nagar

**PROMETHEUS**  
PATENT SERVICES PVT. LTD.

Authorized Signatory

Name of College: Adarsh Post Graduate College of Computer Sciences	Name of Industry: Prometheus Patent Services Private Limited, Hyderabad
Address: H.No. 7-5-51/C, Venkateshwara Colony, Mahabubnagar, Telangana State	Address: Plot No. 34B, Sai Dwaraka Simman, 19 Floor, Indira Heights, M.A. Colony, Road No 12, Banjara Hills, Hyderabad, Telangana State
Contact Details: Dr. Paturi Mohan, Principal 9440136038, 7675968840 (TPO)	Contact Details: Putta Ganesh, Manager - HR, 9441609923
E-mails: principal.apgc@gmail.com	E-mails: ganesh@prometheusip.com
Web: www.adarsh.edu.in	Web: www.prometheusip.com

Witness 1:

*(Signature)*  
9290757365

Witness 2:

*(Signature)*  
B. Sankarish  
HYD

Witness 3:

*(Signature)* (Malleesh)

Witness 4:

*(Signature)*  
D. Bharath Sagar  
9787416826  
HYD

PROMETHEUS PATENT SERVICES PVT. LTD.

Plot No. 34B, Sai Dwaraka Simman, 19 Floor, Indira Heights,

M.A. Colony, Road No 12, Banjara Hills, Hyderabad - 500036, Telangana, India

www.prometheusip.com | contact@prometheusip.com | 040-2360

**PRINCIPAL**

Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR



# TSICET-2021 (Admissions)

## FINAL LIST OF PROVISIONALLY ALLOTTED CANDIDATES BY THE CONVENOR AFTER SPECIAL ROUND

College : ADARSH PG COLLEGE OF COMP SCIENCES, MAHABUBNAGAR, MAHABUBNAGAR

Branch : MBA-MASTER OF BUSINESS ADMINISTRATION

S.No	ADMISSION_No/ HTNo	RANK	CANDIDATE NAME	FATHER NAME	GENDER	CAT	REGION	ALLOTTED CATEGORY
1	2127601142	6012	MD ELIYAS	MD YOUNUS	M	BC E	OU	OC_GEN_UR
2	2117228152	7049	SUGURU NITHISH KUMAR	SUGURU MURALI	M	BC B	OU	OC_GEN_OU
3	2117601005	9792	NANGI KAVERI	NANGI RAMULU	F	SC	OU	OC_GEN_OU
4	2127601035	12080	T VENKATESHWAR REDDY	T MURALIDHAR REDDY	M	OC	OU	EWS_GIRLS_UR
5	2127601020	13231	SHAYISTHA SABAHAT	MOHAMMED MUNEERUDDIN	F	BC E	OU	OC_GIRLS_UR
6	2117208776	15150	MALE SURYAPRAKASH GOUD	M SREENIVAS GOUD	M	BC B	OU	OC_SG_GEN_OU(0)
7	2137202315	16031	G PRAVALIKA	G SRINIVAS REDDY	F	OC	OU	OC_GEN_OU
8	2127601080	18750	B AKHILA	B HANMANTHU	F	BC D	OU	BC_D_GIRLS_OU
9	2137226147	19619	M DEEPIKA	M SRISAILAM	F	BC D	OU	BC_D_GEN_OU
10	2127601003	21411	SEEMA MAHREEN	SHAIK MUSTAQ	F	BC E	OU	OC_GIRLS_OU
11	2127601032	21912	VASANTHA SWETHA YADAV	K KANTHAIAH YADAV	F	BC D	OU	OC_GIRLS_OU
12	2137216512	26889	S SRIKANTH	S LAXMAIAH	M	BC D	OU	OC_GEN_OU
13	2137601046	26928	THAMBI MANI TEJA	T NAGARAJU	M	OC	OU	SC_GEN_OU
14	2117601175	27379	GOLLA VISHNU	GOLLA MALLAIAH	M	BC D	OU	OC_GEN_OU
15	2137602090	27789	PUTTAPATI PRADEEP KUMAR REDDY	PUTTAPATI SRINIVAS REDDY	M	OC	OU	SC_GEN_OU
16	2137205839	27852	MANGALI ROJA	M BIKSHAPATHI	F	BC A	OU	BC_A_GEN_UR
17	2127602045	28511	K SOWBHAGYA	K BALASWAMY	F	BC B	OU	BC_B_GIRLS_UR
18	2117602002	28921	THAKKANAPALLY PARVATHALU	THAKKANAPALLY LAXMAIAH	M	BC D	OU	BC_D_GEN_OU
19	2117205661	29951	A SAHITHA	A SRINIVASULU	F	BC A	OU	OC_GIRLS_OU
20	2117223189	30397	CH SHEKAR	CH VENKATAIAH	M	BC D	OU	BC_D_GEN_OU
21	2127601009	30674	SYED UBAID UDDIN	SYED MUNEER UDDIN	M	OC	OU	OC_GEN_OU
22	2117802031	32341	K MAHESH	K SATYANARAYANA	M	BC D	OU	OC_GEN_OU
23	2117208726	34889	ALOORI HARIKRISHNA	ALOORI KRISHNAIAH	M	SC	OU	SC_GEN_OU
24	2127601153	34993	MAHEEN FATHIMA	MOHAMMED YASEEN SHAREEF	F	BC E	OU	BC_E_GEN_OU
25	2127217112	35479	SANDARAJU SRIKANTH	SANDARAJU VENKATAIAH	M	BC A	OU	BC_A_GEN_OU
26	2137202062	37477	K SRINIVASULU	K BALU	M	ST	OU	ST_CAP_GIRLS_UR(0)
27	2127601188	38810	SADIYA TAZEEN	MOHAMMED IMTIYAZ AHMED	F	BC E	OU	BC_E_GIRLS_OU
28	2117208808	39250	RAMANOLLA ROJA	RAMANOLLA SAILU	F	SC	OU	SC_GIRLS_UR
29	2137601185	42948	PRAVEEN KUMAR	SATHAIAH	M	BC A	OU	BC_A_GEN_OU
30	2137208950	42967	M SHANKER	M JANCAIAH	M	SC	OU	SC_GEN_OU
31	2127203737	43405	AFIA SANDBER	MD SHAKER ALI	F	BC E	OU	BC_E_GIRLS_OU
32	2117207738	45200	T RAJU	BALNARSIAH	M	SC	OU	SC_GEN_OU
33	2127602051	48033	G SRAVANI	G ANAND	F	BC D	OU	BC_B_GIRLS_OU
34	2127601171	48184	MAHAMMAD PASHA	MAHABUBALI	M	BC E	OU	BC_E_GEN_OU
35	2127602094	48249	TUPPUDA KESHAVULU	KRISHNAIAH	M	BC D	OU	BC_A_GIRLS_OU



*[Signature]*

For CONVENOR





**TSICET-2021 (Admission)**

**RATIFIED LIST OF CANDIDATES ADMITTED AT INSTITUTIONAL SPOT ADMISSIONS AFTER SPECIAL ROUND**  
**COLLEGE ::ADRS-ADARSH PG COLLEGE OF COMP SCIENCES, MAHABUBNAGAR, MAHABUBNAGAR**

**DETAILS OF VACANCIES GIVEN TO COLLEGE AFTER FINAL PHASE**

SNo	BRANCH CODE	BRANCH NAME	BEFORE SPOT ADMISSION	FINAL VACANCY AFTER SPOT ADMISSIONS
1	MBA	MASTER OF BUSINESS ADMINISTRATION	8	3

**DETAILS OF DROPOUTS/NOT REPORTED/CANCELLATIONS DONE AT COLLEGE**

SNo	ADMISSION_No/HTNo	RANK	CANDIDATE NAME	FATHER NAME	BRANCH_CODE	VACANCY DETAILS
1	2127601014	7030	MD ISMAIL	MD LATEEF	MBA	OC_GEN_OU
2	2127601149	17334	A SURESH	A MALLESH	MBA	OC_GEN_OU
3	2127601106	26168	FARHA NAAZ	MOHS ZAIN UL ABBIDIN	MBA	SC_GIRLS_OU
4	2117602065	45984	B MAHESHWARI	B BASWARAJU	MBA	BC_B_GIRLS_OU

**DETAILS OF INTERNAL SLIDED CANDIDATES**

-NIL-

**LIST OF SPOT ADMISSIONS RATIFIED BY CONVENOR**

SNo	ADMISSION_No/HTNo	RANK	CANDIDATE NAME	FATHERS NAME	CAT	% OF MARKS	INST CODE	BRANCH CODE	ALLOTTED CATEGORY
1	2117601092	23161	D PRAVEENA	D VIJAYA VARDHAN REDDY	OC	91.50	ADRS	MBA	ADRS_MBA_OC
2	9100323478	-NQ-	VELDANDA SHRUTHI	V SRIDHAR RAO	OC	83.40	ADRS	MBA	ADRS_MBA_OC
3	9100866886	-NQ-	INJAMoor VINEETH	INJAMoor JAGADEESH	BC_D	78.70	ADRS	MBA	ADRS_MBA_BC_D
4	9100465478	-NQ-	DESAIPALLY SHIVANI	D VENKAT REDDY	OC	71.90	ADRS	MBA	ADRS_MBA_OC
5	9100177907	-NQ-	J MAHESH	J BHASKER	SC	56.30	ADRS	MBA	ADRS_MBA_SC



For CONVENOR



# TSICET-2021 (Admissions)

LIST OF CANDIDATES (INTERNAL SLIDING/SPOT ADMISSIONS) UPLOADED BY THE COLLEGE  
COLLEGE ::ADRS-ADARSH PG COLLEGE OF COMP SCIENCES, MAHABUBNAGAR, MAHABUBNAGAR

## DETAILS OF VACANCIES GIVEN TO COLLEGE AFTER FINAL PHASE

SNo	BRANCH CODE	BRANCH NAME	BEFORE SPOT ADMISSION	FINAL VACANCY AFTER SPOT ADMISSIONS
1	MBA	MASTER OF BUSINESS ADMINISTRATION	8	3

## DETAILS OF SPOT ADMISSION MADE BY COLLEGE

SNo	ADMISSION_No/ HTNO	RANK	CANDIDATE NAME	FATHER NAME	CATEGORY	% OF MARKS	INST CODE	BRANCH CODE	ALLOTMENT DETAILS
1	2117601092	23161	D PRAVEENA	D VUAYA VARDHAN REDDY	OC	91.60	ADRS	MBA	ADRS_MBA_OC
2	9100177907	-NQ-	J MAHESH	J BHASKER	SC	56.30	ADRS	MBA	ADRS_MBA_SC
3	9100323478	-NQ-	VELDANDA SHRUTHI	V SRIDHAR RAO	OC	83.40	ADRS	MBA	ADRS_MBA_OC
4	9100455478	-NQ-	DESAIPALLY SHIVANI	D VENKAT REDDY	OC	71.90	ADRS	MBA	ADRS_MBA_OC
5	9100855386	-NQ-	INJAMoor VINEETH	INJAMoor JAGADEESH	BC_D	78.70	ADRS	MBA	ADRS_MBA_BC_D







**TSICET-2021 (Admissions)**

**LIST OF INSTITUTIONAL SPOT ADMITTED CANDIDATES REJECTED BY THE CONVENOR**  
**COLLEGE ::ADRS-ADARSH PG COLLEGE OF COMP SCIENCES,MAHABUBNAGAR,MAHABUBNAGAR**

The following are the list of Institutional Spot Admitted candidates Rejected by the Convenor after special round for the reasons mentioned in the Remarks

No.of Candidates in the Rejection List is Zero



For CONVENOR





# TSICET-2020 (Admissions)

## FINAL LIST OF PROVISIONALLY ALLOTTED CANDIDATES BY THE CONVENOR AFTER SPECIAL ROUND

College : ADARSH PG COLLEGE OF COMP SCIENCES, MAHABUBNAGAR, MAHABUBNAGAR  
Branch : MBA-MASTER OF BUSINESS ADMINISTRATION

S.No	ADMISSION_No/ HTNo	RANK	CANDIDATE NAME	FATHER NAME	GENDER	CAT	REGION	ALLOTTED CATEGORY
1	2016227193	3920	P ARUNA	P SHANTHI REDDY	F	OC	OU	OC GEN UR
2	2016701033	5665	PALEM ARUNAJYOTHI	PALEM KARRENNIA GOUD	F	BC_B	OU	BC_B_GIRLS_UR
3	2017101354	6047	T SAI KARTHIK	T RAM MOHAN	M	BC_D	OU	OC_GEN_OU
4	2026701033	6826	GUNDA SONALIKA	G ANJANEYULU	F	BC_B	OU	OC_GEN_UR
5	2016702084	7145	G RAJU	G MASAAH	M	SC	OU	OC_GEN_OU
6	2036701010	13348	N BHAVANI	N SRINIVAS RAO	F	OC	OU	OC_GEN_OU
7	2036204589	15035	SANUGOMMULA KALYANI	SANUGOMMULA KONDA REDDY	F	OC	OU	OC_GIRLS_OU
8	2016701001	15402	ZIBA SAMREEN	MOHD THUFAIL AHMED	F	BC_E	OU	BC_E_GIRLS_UR
9	2026701002	16184	C V SAI NAVYA SRI VARMA	C V V VIJAYENDRA VARMA	F	BC_B	OU	BC_B_GIRLS_OU
10	2016701051	16230	U ARAVIND	U GANGANNA	M	BC_D	OU	OC_GEN_OU
11	2036701063	18579	PAARPALLY SAI SINDHU	PAARPALLY VENKATESH	F	BC_D	OU	OC_GIRLS_OU
12	2026701049	20329	SOHAIL KHAN	MOHD BUGGA KHAN	M	OC	OU	OC_GEN_OU
13	2036701019	20732	K ANUSHA	K DATTATREYA	F	BC_B	OU	OC_GIRLS_OU
14	2016701097	22542	G V REVATHI MANI	G V BALA BRAHMA CHARY	F	BC_B	OU	BC_B_CAP_GEN_UR(0)
15	2036219331	25145	Y VENKAT RAMULU	NARAYANA	M	BC_D	OU	BC_D_GEN_OU
16	2016701008	25849	MD ABBAS KHAN	MD RIYAZ KHAN	M	OC	OU	OC_PHY_GEN_OU
17	2026701130	26776	ZOHRA FATHIMA	MD MAZHAR	F	BC_E	OU	BC_E_GIRLS_OU
18	2016701135	28440	Y BHARATH KUMAR	Y VENKATAIAH	M	BC_B	OU	BC_B_GEN_OU
19	2026702007	28453	J SNEHA	J NARASIMULU	F	BC_B	OU	BC_B_GIRLS_OU
20	2026701104	30060	SHABANA FIRDOUS	MOHD BASHEERUDDIN	F	BC_E	OU	BC_E_GIRLS_OU
21	2036701029	31168	MOHAMMED OWAIZ AHMED	MOHAMMED NAZEER AHMED	M	BC_E	OU	BC_E_GEN_OU
22	2026702008	31391	LAKKAKULA SAIPRASAD	LAKKAKULA MAHALINGAM	M	BC_D	OU	BC_D_GIRLS_OU
23	2036701040	32054	T NAGARAJU	T NALLAREDDY	M	BC_D	OU	BC_D_GEN_OU
24	2016701087	32241	V ANILKUMAR	MALLESH	M	BC_D	OU	BC_D_GEN_OU
25	2026701043	33881	MAHEEN SABA	M A GHUDDUS	F	BC_E	OU	BC_B_GIRLS_OU
26	2016701140	36368	A SRIKANTH	A VENKATAIAH	M	BC_A	OU	BC_A_GEN_OU
27	2036701060	37123	MD SALAUDDIN	MD ZAHEERUDDIN	M	BC_E	OU	BC_B_GEN_OU
28	2016220256	37396	PUNNA RAJU	P SHEKHAR	M	BC_D	OU	BC_D_PHH_GEN_OU
29	2026701009	37818	SYED ABRAR MOHIUDDIN	SYED AFZAL MOHIUDDIN	M	OC	OU	BC_GEN_OU
30	2016702081	38607	MOHAN	C BUCHANNA	M	SC	OU	SC_GEN_OU
31	2026701021	39843	S KALYAN	S SATYANARAYANA	M	BC_B	OU	BC_B_GEN_OU
32	2026701134	39876	TABASSUM BEGUM	MD MAQSOOD	F	BC_E	OU	BC_E_GEN_OU



For CONVENOR





**TSICET- 2020 ADMISSIONS**  
**DEPARTMENT OF TECHNICAL EDUCATION**

From

The Convenor,  
TSICET-2020 Admissions &  
Commissioner of Technical Education,  
Sankethika Vidya Bhavan,  
Masab Tank, Hyderabad - 500 028

To

The Principal,

Private MBA/MCA College

Ir.No.TSICET-2020/INST-SPOT ADMS/MBA/MCA/CONVENOR/2020-21.

DATED: 09-02-2021

Sir,

Sub:- TSICET - 2020 Admissions - Institutional Spot Admissions conducted by the Private MBA/MCA Colleges in the state - Ratification of Spot Admissions made - Regarding.

\*\*\*\*\*

While inviting the attention of the Principal to the subject cited above, it is hereby informed that the Provisional Spot Admissions made into first year MBA/MCA Course (TSICET -2020) of your institution during the Institutional Spot Admissions conducted have been verified with the number of vacancies available. The list of candidates whose Spot Admissions are Ratified/Rejected by the Convenor along with the Provisionally Convenor allotted candidates are placed in website <https://tsicetd.nic.in> under college login. Take the printout and verify, no hard copies are provided from Convenor office.

The Admissions made in respect of 'BC', 'SC', and 'ST' candidates will be subject to the final confirmation by the respective authorities of 'BC', 'SC', and 'ST' Welfare Departments in the district regarding their social status, if not already established at the time of Institutional Spot Admissions conducted by you.

It is the responsibility of the Principal concerned to complete the above process (verification of social status) immediately and intimate the details thereof to the Convenor, TSICET-2020 Admissions, to take necessary action in the matter. A copy of the ratification list of candidates admitted is to be displayed on the notice board of the college for information of the candidates. The Principals will be held responsible for any discrepancy being pointed out here after.

The Spot Admissions made in respect of certain candidates are not ratified as they totally belong to other states and could not be considered even under "unreserved category" (UNR) as per the presidential order (Regulation of admission order 1974 and amended in Go.P.No:646 EDN (W) department dated: 10-07-1979), the Xerox copies of the relevant certificates are not enclosed for verification, the candidate details are appearing in more than one college and other reasons mentioned in rejection list.

Hence, you are requested to go through the list placed in College login and get the doubts clarified if any on or before 12-02-2021 particularly about the non-ratification of the admissions made by you. No correspondence will be entertained in this matter after 12-02-2021.

Kindly acknowledge the receipt of this letter by return of post.

Yours faithfully,

For CONVENOR  
TSICET-2020(Admissions)

Encl:

1. Final list of Provisionally allotted candidates by the Convenor.
2. Ratified/Rejected list of candidates admitted during the Institutional Spot Admissions.



**TSICET-2020 (Admission)**

**RATIFIED LIST OF CANDIDATES ADMITTED AT INSTITUTIONAL SPOT ADMISSIONS AFTER SPECIAL ROUND**  
**COLLEGE ::ADRS-ADARSH PG COLLEGE OF COMP SCIENCES, MAHABUBNAGAR, MAHABUBNAGAR**

**DETAILS OF VACANCIES GIVEN TO COLLEGE AFTER FINAL PHASE**

SNo	BRANCH CODE	BRANCH NAME	BEFORE SPOT ADMISSION	FINAL VACANCY AFTER SPOT ADMISSIONS
1	MBA	MASTER OF BUSINESS ADMINISTRATION	10	10

**DETAILS OF DROPOUTS/NOT REPORTED/CANCELLATIONS DONE AT COLLEGE**

SNo	ADMISSION No/HTNO	RANK	CANDIDATE NAME	FATHER NAME	BRANCH_CODE	VACANCY DETAILS
1	2026701057	6756	SHEREEN JAHAN	MOHD TAJUDDIN	MBA	ST_GIRLS UR
2	2016701046	28364	ETA KRISHNA TEJA	ETA NARSIMHA	MBA	OC_GEN_OU
3	2026702038	28548	NEELI VENKATESH	NEELI NRSIMULU	MBA	OC_GEN_OU
4	2036208768	30603	D VISHNU REDDY	D HANUMANTH REDDY	MBA	OC_GEN_OU

**LIST OF SPOT ADMISSIONS RATIFIED BY CONVENOR**

-NIL-



For CONVENOR







# TELANGANA STATE COUNCIL OF HIGHER EDUCATION

(A Statutory body of the Govt. of Telangana)

Opp. Mahavir Hospital, Mahavir Marg, Masab Tank, Hyderabad - 500 028.

Ph & Fax : 040-23331117

e-mail : secretarytsche@gmail.com, website : www.tsche.ac.in, www.tsche.cgg.gov.in



## PROCEEDINGS OF THE SECRETARY, TELANGANA STATE COUNCIL OF HIGHER EDUCATION: HYDERABAD

PRESENT: DR. N. SRINIVASA RAO

SECRETARY

Procds.No.TSCHE/TSICET-2020/MBA/PLMU/ADRS/SW-I/242

Dt: 24.03.2021

Sub:- TSCHE – TSICET-2020 – MBA course Admissions under Category 'B' (30%) seats for the academic year 2020-21 - List of approved candidates - Orders - Issued – Reg.

Ref:- 1. G.O.Ms.No. 59, 98, 61 & 21 and subsequent Amendments  
2. Lr. No. 637/APGC/2021, Dt:09.02.2021 of the institution.

-oOo-

### ORDER:

The Secretary/ Correspondent, Adharsh Post Graduate College of Computer Sciences, Venkateshwara Colony, Mahabubnagar - 509 002, vide ref (2) cited submitted the list of 16 Candidates admitted into MBA course under Category 'B' (30%) seats for the academic year 2020-21 requesting for grant of approval of admissions.

The admitted list has been verified by the duly constituted verification committee with the documents furnished by the management.

The Telangana State Council of Higher Education hereby accords provisional approval to the admissions made by the Institution, under the provisions of the G.Os. in force, in respect of 16 candidates admitted into MBA course under Category 'B' (30%) seats as detailed hereunder in the institution mentioned above for the academic year 2020-21.

S.No	Name of the Candidate	Father's Name	Whether belongs to NRI Quota	TSICET Rank	% / CGPA of Marks in qualifying Examination	Community
1	Askani Abhilash	Askani Chandrayudu	No	20549	52.54	BC-D
2	Kyathanpally Sai Sindhu	K Raghavender Rao	No	-	68.95	OC
3	Mohd Billal Mohiuddin	Mohd Muneeruddin	No	-	64.97	BC-E
4	Boini Ravali	Boini Anjilaiah	No	-	61.31	BC-D
5	Amreen Fathima	Md Jahangeer	No	-	8.78	BC-E
6	Chappa Rajeswari	Chappa S S Murthy	No	-	8.56	BC-B
7	Juluri Tejashwini	Juluri Srinivas	No	-	8.17	OC
8	Venu Naga Sirisha	Venu Srinivas Rao	No	-	8.11	OC
9	S P Vineela	S P Prabhakar	No	-	7.73	BC-C
10	C Umamaheshwari	C Jayaramulu	No	-	7.65	BC-D
11	H Pavankumar	H Shivaraju	No	-	7.10	BC-D
12	M Raju	M Narsimulu	No	-	7.09	OC
13	T Sandeep Kumar	T Shyamappa	No	-	55.95	BC-D
14	Kotha Prashanth Rao	K Venkateshwar Rao	No	-	51.66	OC
15	Kalali Bhanu Prakash Goud	K Rayalu Goud	No	-	51.13	BC-B
16	Diviti Jagadeesh	Diviti Bheemaiah	No	-	50.59	BC-A



Admitted students Last 3 years



(Enrollment)

TSICET-2019 (Admissions)

FINAL LIST OF PROVISIONALLY ALLOTTED CANDIDATES BY THE CONVENOR

College : ADARSH PG COLLEGE OF COMP SCIENCES, MAHABUBNAGAR, MAHABUBNAGAR

Branch : MBA-MASTER OF BUSINESS ADMINISTRATION

S.No	ADMISSION No/ HTNo	RANK	CANDIDATE NAME	FATHER NAME	GENDER	CAT	REGION	ALLOTTED CATEGORY
1	192200179	1946	JENNARAM GANESHVAR	JENNARAM RAMULU	M	SC D	OU	OC GEN OU
2	192200183	7542	VADDE SHIVA KUMAR	VADDE SAILU	M	SC A	OU	OC GEN OU
3	192210278	7834	KALVA SAI LOKHEHA	KALVA CHANDRA PANI	F	OC	OU	OC GIRLS UR
4	192230125	1872	SADAM RACHANA	S SHANTHAN	F	OC	OU	SC B GEN UR
5	192240182	12748	SAFOORA ANJUM	MOHAMMED FAREEDUDDIN	F	SC E	OU	OC GIRLS OU
6	192240180	14705	AVULA RAMYA	AVULA SRINIVAS	F	SC D	OU	SC D GEN UR
7	192202174	15752	RAFIYA URUG FATHIMA	MOHD ABDUL QUADER	F	SC E	OU	OC GEN OU
8	192240293	17593	P ARCHANA	P KISHAN RAO	F	SC D	OU	OC GEN OU
9	192300116	19360	PUTTAPATI SUPRIYA	PUTTAPATI SRINIVAS REDDY	F	OC	OU	OC PHO GIRLS OU
10	192240210	20765	CHIDALLA MOUNIKA	CHIDALLA SRINIVASULU	F	OC	OU	ST GEN OU
11	192240213	21517	MANTHATI RAMYA	MANTHATI YADNAH	F	SC D	OU	SC GIRLS OU
12	191300142	21526	BYSANI CHANDANA	B SRINIVASULU	F	OC	OU	SC GEN OU
13	191240504	22411	BHATTAD SHUBHAM	BHATTAD HARISH KUMAR	M	OC	OU	SC GEN OU
14	192300104	23710	Y ALENIYA	Y SRINIVASULU	F	OC	OU	SC GEN OU
15	192300104	24009	SHREESHA	GOVINDA REDDY	F	OC	OU	OC GIRLS OU
16	192300104	24163	VARKATA SAI PRIYA	VARKATA PRASHAKAR REDDY	F	OC	OU	SC E GIRLS OU
17	192300149	24297	SAMRIN	MD PASHA	F	SC E	AJ	SC GEN OU
18	192300149	24312	V DHIVULA	V SHANKAR	F	OC	OU	ST GEN OU
19	191240107	25132	R SANDHYA RANI	R LAXMAN YADAV	F	SC D	OU	SC D GIRLS OU
20	192210249	27007	GLINTI SOMMYASAGAR	GLINTI VENKANNA	F	SC D	OU	SC D GEN OU
21	192200149	27364	D SHRAVANI	D BALRAJ	F	SC B	OU	SC B GEN UR
22	192300103	27393	A SRIVANI	A RAGHUNATH	F	OC	OU	ST GEN OU
23	191300176	28446	M SHAGYA SREE	M SRINIVASULU	F	SC D	OU	SC A GEN OU
24	192300103	28536	GADDAM VIJAYA	G RAMACHANDRAN	F	SC	OU	SC GIRLS OU
25	191230507	30359	MANGI ANITHA	MANGI PRASHAKAR	F	SC D	OU	OC CAP GEN UR/1
26	191240122	30812	MOHD ABDUL AZEEM	MOHD KHAJA	M	SC E	OU	SC E GEN OU
27	191240302	31295	S NAVYEN KUMAR	S VENKATRAMULU	M	SC B	OU	SC B GEN OU
28	191300170	35053	JOGI SWARNA	J MANYAM KONDA	F	SC A	OU	SC A GIRLS OU
29	192340101	36228	MD SAMEERA FATHIMA	MD MAQBOOL	F	SC E	OU	SC E GIRLS OU
30	192240280	37230	SHREEESHA	RAMESH	F	SC S	OU	SC B PHV GEN OU
31	192300118	37815	K KAVIRI	K SRINU	F	SC	OU	SC GIRLS OU
32	192340102	38154	K GNANESHWAR REDDY	K LAXMANA SWAMY	M	SC D	OU	SC B GIRLS OU
33	191300118	40783	MANDA RAJU	M CHIRMA CHANDRAN	M	SC	OU	SC GEN OU

For CONVENOR



PRINCIPAL

Adarsh PG College of Computer Sciences  
MAHABUBNAGAR





### TSICET-2019 (Admission)

RATIFIED LIST OF CANDIDATES ADMITTED AT INSTITUTIONAL SPOT ADMISSIONS  
COLLEGE -ADRS-ADARSH PG COLLEGE OF COMP SCIENCES, MAHABUBNAGAR, MAHABUBNAGAR

#### DETAILS OF VACANCIES GIVEN TO COLLEGE AFTER FINAL PHASE

SNo	BRANCH CODE	BRANCH NAME	BEFORE SPOT ADMISSION	FINAL VACANCY AFTER SPOT ADMISSIONS
1	MBA	MASTER OF BUSINESS ADMINISTRATION	9	7

#### DETAILS OF DROPOUTS/NOT REPORTED/CANCELLATIONS DONE AT COLLEGE

SNo	ADMISSION No/HTNO	RANK	CANDIDATE NAME	FATHER NAME	BRANCH CODE	VACANCY DETAILS
1	1912401154	35302	JAIRMOOGA RAVESH	J SHEKHAR	MBA	BC A GEN OU
2	1922403068	26091	PAKALA NAVANEETHA	P VENKATAMAH	MBA	SC GIRLS OU
3	1922204407	20291	U LAXMI KARAYANA	U VENKATESH	MBA	BC A GEN OU
4	1913301031	20941	KAVALI PRASAD	KAVALI ANJANEYULU	MBA	BC A GEN OU
5	1913401058	33329	H BHHEEMESH	H HANUMANTHU	MBA	SC GEN UR
6	1913301087	34752	S HARATHI	S SHANKAR NAIK	MBA	ST GEN OU
7	1933301126	34942	V ANIL GOUD	V KRISHNAIAH GOUD	MBA	BC B GEN OU
8	1913301189	37406	SHARATH CHANDRA	CHANDRUDU	MBA	BC A GEN OU
9	1922401601	38210	KUPPAGIRI SRILATHA	K SATHYAJAH	MBA	BC D GIRLS OU

#### LIST OF SPOT ADMISSIONS RATIFIED BY CONVENOR

SNo	ADMISSION No/HTNO	RANK	CANDIDATE NAME	FATHERS NAME	CAT	% OF MARKS	INST CODE	BRANCH CODE	ALLOTTED CATEGORY
1	1913301081	23554	A SANKRISHNA	A NAGARAJU	SC	47.87	ADRS	MBA	ADRS MBA SC
2	191000220736	NQ	V VINAY KUMAR	V BUCHANNA	BC A	45.31	ADRS	MBA	ADRS MBA BC A



*[Signature]*  
PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR



# TELANGANA STATE COUNCIL OF HIGHER EDUCATION

(A Statutory Body of the Government of T.S.)

Opp. Mahavir Hospital, Mahavir Marg, Masab Tank, Hyderabad - 500 028.

Ph & Fax : 040-23331117

e-mail : secretarytsche@gmail.com, website : www.tsche.ap.in, www.tsche.egg.gov.in



## PROCEEDINGS OF THE SECRETARY, TELANGANA STATE COUNCIL OF HIGHER EDUCATION: HYDERABAD

PRESENT: DR. N. SRINIVASA RAO

SECRETARY

Procds.No.TSCHE/TSICET-2019/MBA/PLMU/ADRS/SW-I/245

Dt:06.11.2019

Sub:- TSCHE – TSICET-2019 – MBA course Admissions under Category 'B' (30%) seats for the academic year 2019-20 - List of approved candidates - Orders - Issued – Reg.

Ref:- 1. G.O.Ms.No. 59, 98, 61 & 21 and subsequent Amendments  
2. Lr. No. Nil, Dt:19.09.2019 of the institution.

-00-

### ORDER:

The Secretary/ Correspondent, ADARSH PG COLLEGE OF COMP SCIENCES, MAHABUBNAGAR, vide ref (2) cited submitted the list of 09 Candidates admitted into MBA course under Category 'B' (30%) seats for the academic year 2019-20 requesting for grant of approval of admissions.

The admitted list has been verified by the duly constituted verification committee with the documents furnished by the management.

The Telangana State Council of Higher Education hereby accords provisional approval to the admissions made by the Institution, under the provisions of the G.Os. in force, in respect of 09 candidates admitted into MBA course under Category 'B' (30%) seats as detailed hereunder in the institution mentioned above for the academic year 2019-20.

S.No	Name of the Candidate	Father's Name	Whether belongs to NRI Quota	TSICET Rank	% of Marks in qualifying Examination	Community
1	Farzana Begum	Md Mahaboob Ali	No	-	71.31	BC-E
2	Sleevamma	K Anthiah	No	-	68.21	OC
3	Nenavath Priyanka	N Shivalal	No	-	67.31	ST
4	Beechani Kavva	B Vittal	No	-	54.19	OC
5	G Preethi	G Gangadhar	No	-	8.59	BC-D
6	Mizna	Abdul Fareed	No	-	8.39	BC-B
7	V Shoba	V Buchalah	No	-	7.66	SC
8	K Anjaneyulu	K Gopal Goud	No	-	7.00	BC-B
9	K Shiva Kumar	K Satyanarayana	No	-	52.85	BC-B

The above provisional approval / ratification of the admissions of the students is accorded subject to (i) withdrawal of the said approval / ratification of all the students or part of any, if any irregularities noticed, at a later date, and (ii) the responsibility undertaken in writing by the Institution for such irregularities.

SECRETARY

To

The Secretary / Correspondent  
ADARSH PG COLLEGE OF COMPUTER SCIENCES,  
VENKATESHWARA COLONY,  
MAHABUBNAGAR – 509 002

Copy to: The Registrar, Palamuru University, Mahabubnagar

PRINCIPAL  
Adarsh P.G. College of Computer Science  
MAHABUBNAGAR





# अखिल भारतीय तकनीकी शिक्षा परिषद् ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

(भारत सरकार का सांविधिक निकाय) (A statutory body of the Govt. of India)

## REVISED ORDER

File No. AP-040/ET-APR(CS)/98

Date: 15.07.2008

To  
The Principal Secretary, (Higher Education),  
Govt. of Andhra Pradesh,  
J Block, A.P Secretariat, Hyderabad- 5000 028

Sub: Extension of AICTE approval / Increase in intake / Grant of additional course to Adarsh PG College of Computer Sciences, Sy.No.254/AA, Venkateshwara Colony Mahabubnagar - 509 002 for the academic year 2008-09.

Sir,

This is in partial modification to the Council's earlier letter no. AP-040/ET-APR(CS)/98 dated 26.05.2008, the revised status of the programme of the Institute as follows:

S.NO	Name of the course(s)	Existing Intake	Revised Intake	Period of Approval
1.	MCA	90	90	2008-10
Additional Course				
2.	MBA (FT)	00	60 *	

\* The Institution is required to submit a joint FDR of Rs. 15 lakhs for the above sanctioned additional Course of MBA by 30th July, 2008 to the concerned Regional Office.

Note: \* The approval for increase in intake / additional course(s) / variation in intake is valid for two year from the date of issue of this letter for obtaining affiliation with concerned University and State Govt. requirements for admission.

"That the institution shall take appropriate measures for prevention of ragging in any form, in the light of directions of Supreme Court of India in Writ Petition No. (C) 656/1998. In case of failure to prevent the instances of ragging by the institutions, the Council shall take appropriate action including withdrawal of approval".

The additional intake is being granted based on the projection shown in the Detailed Project Report regarding additional built-up space, faculty and other facilities for the proposed intake. It may be noted that all facilities including additional built up area should be made available before the commencement of the next academic session. Random surprise inspection would be carried out to verify facilities and if the Institute is found deficient in fulfillment of norms & standards of AICTE, appropriate action would be initiated by the Council.

Please note that others terms & conditions mentioned in the earlier letter of even no. dated 26.05.2008 will remain.

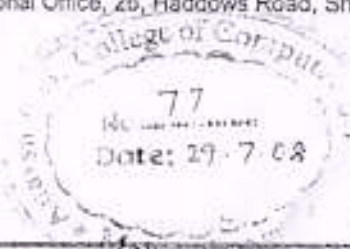
This approval is granted based on the Appraisal of the information provided by the Institution on infrastructural facilities and academic faculty created for the proposed course(s). Therefore, the approval is subject to the verification of the claims made by the Institution through an Expert Committee visit. In case the claims made by the Institution is found to be false, the approval granted shall be liable to be withdrawn.

Yours Faithfully,

(Prof. Harish C. Rai)  
Advisor- M&T

Copy to:

1. The Director / Principal,  
Adarsh PG College of Computer Sciences,  
Sy.No.254/AA, Venkateshwara Colony Mahabubnagar - 509 002
2. The Commissioner of Tech. Education, Govt. of Andhra Pradesh, V Floor, D Block, B R K Building, Tank Bund Road, Hyderabad 500 063
3. The Regional Officer, AICTE Southern Regional Office, 26, Haddows Road, Shastri Bhawan, Chennai - 006
4. The Registrar, concerned University
5. Guard File (M&T).



12.20 PM,

7 वीं तल, चन्द्रलोक भवन, जनपथ, नई दिल्ली-110001

7th Floor, Chander Lok Building, Janpath, New Delhi-110001

Phone : 011-23724151-57 Fax : 011-23724183 Website : www.aicte.ernet.in

PRINCIPAL

Adarsh P.G. College of Computer Science,  
MAHABUBNAGAR



# All India Council for Technical Education

(A Statutory Body under Ministry of HRD, Govt. of India)

7th floor, Chandralok Building, Janpath, New Delhi 110 001  
Phone : 11 23724151-57 FAX : 11 23724183 www.aicte-india.org

No. : South Central Region/1-8069621/2010/EOA

August 23, 2010

To:  
Principal Secretary (Higher Education) Govt. of Andhra Pradesh, J Block,  
4th Floor, Secretariat Building Hyderabad-500022

Sub: Extension of approval for the academic year 2010-11.

Sir

In terms of the Regulations notified by the Council vide F. No. 37-3/Legal/2010 and norms, standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the extension of approval of the Council to:

ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES, ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES, H.NO-7-5/51/CVENKATESHWARA COLONYMAHABUBNAGAR, MAHABUBNAGAR, ANDHRA PRADESH, PIN : 509002

for conduct of the following courses with the intake indicated below in the academic year 2010-11:

Sr. No.	Program	Level	Shift	Course	Intake 2009-10	Intake 2010-11
1	Management	PG	First Shift	MBA	60	60
2	MCA	PG	First Shift	MCA	90	90

The above mentioned approval is subject to the condition that

ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES, ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES, H.NO-7-5/51/CVENKATESHWARA COLONYMAHABUBNAGAR, MAHABUBNAGAR, ANDHRA PRADESH, PIN : 509002

shall follow and adhere to the regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal and hard copy to Regional Office.

And, Reggng - The approval is subject to the institutions strictly complying with all the provisions made under the Andragging regulation notified by council vide F.No. 37/Legal/AICTE/2009 dated 1-7-2009 failing which, it will be liable to any action defined under clause 2(a) of the regulation.

Yours faithfully,

Dr. S. G. Bhurud  
Director

Copy to:

1. The Regional Office, South Central Region, Andhra Pradesh
2. The Director of Technical Education, Govt. of Delhi
3. Guard File (AICTE)
4. The Registrar, Affiliating University

5. The Principal / Director,  
ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES, ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.NO-7-5/51/CVENKATESHWARA COLONYMAHABUBNAGAR, MAHABUBNAGAR, ANDHRA PRADESH, PIN : 509002







All India Council for Technical Education  
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7th Floor, Chandrasekhar Building, Janpath, New Delhi- 110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

F.No. South-Central/1-409657154/2011/EOA

Date: 01-09-2011

To,  
The Principal Secretary  
(Higher Education) Govt. of Andhra Pradesh,  
J Block, 4th Floor, Secretariat Building,  
Hyderabad-500022

Sub: Extension of approval for the academic year 2011-12.  
Ref: Application of the Institution for Extension of Approval for the Year 2011-12

Sir/Madam,

In terms of the Regulations notified by the Council vide F.No. 37-3/Legal/2011 dated 10/12/2010 and norms, standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the extension of approval of the Council to

Regional Office	South-Central	Application Id	1-409657154
		Permanent Id	1-8069621
Name of the Institute	ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES	Institute Address	H.NO.7-5-51/C VENKATESHWARA COLONY MAHABUBNAGAR,MAHABUBNAGAR,MAHABUBNA GAR, Andhra Pradesh, 509002
Name of the Society/Trust	MAHABUBNAGAR EDUCATIONAL SOCIETY	Society/Trust Address	H.NO. 7-5-51/C VENKATESHWARA COLONY, MAHABUBNAGAR,MAHABUBNAGAR,MAHABUBNA GAR, Andhra Pradesh, 509002
Institute Type	Unaided - Private		

to conduct following courses with the intake indicated below for the academic year 2011-12

Application ID: 1-409657154			Course	Articulating Body	Intake 2010-11	Intake Approved for 11-12	NR	PIO	Foreign Collaboration	
Program	Shift	Level								
MCA	1st Shift	POST GRADUATE	COMPUTER APPLICATIONS	FULL TIME	PALAMUR U UNIVERSITY	90	90	No	No	No
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATION	FULL TIME	PALAMUR U UNIVERSITY	60	60	No	No	No

The above mentioned approval is subject to the condition that ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit

Application Number : 1-409657154

Page 1 of 2

Note: This is a Computer generated Extension of Approval Letter. No signature is required.

Date of printing: 27-09-2011

  
PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR



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7th Floor, Chandralok Building, Janpath, New Delhi-110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

**Strict compliance of Anti-Ragging Regulation:-** Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

(Dr. K P Isaac)

Member Secretary, AICTE

Copy to:

1. The Regional Officer,  
All India Council for Technical Education  
First Floor, old BICARD Building  
Jawaharlal Nehru Technological University  
Masab Tank, Hyderabad-500076
2. The Director Of Technical Education,  
Andhra Pradesh
3. The Registrar,  
PALAMURU UNIVERSITY
4. The Principal / Director,  
ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.NO:7-5-51/C  
VENKATESHWARA COLONY  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Andhra Pradesh,509002
5. The Secretary / Chairman,  
MAHABUBNAGAR EDUCATIONAL SOCIETY  
HNO: 7-5-51/C  
VENKATESHWARA COLONY,  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Andhra Pradesh,509002
6. Guard File(AICTE)





All India Council for Technical Education  
(A Statutory body under Ministry of HRD, Govt. of India)

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PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

F.No. South-Central/1-757801862/2012/EOA

Date: 10/05/2012

To,  
The Principal Secretary  
(Higher Education) Govt. of Andhra Pradesh,  
J Block, 4th Floor, Secretariat Building,  
Hyderabad-500022

Sub: Extension of approval for the academic year 2012-13

Ref: Application of the Institution for Extension of approval for the academic year 2012-13

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2010 notified by the Council vide notification number F.No.37-3/Legal/2010 dated 10/12/2010 and amendment vide notification number F.No.37-3/Legal/2011 dated 30/09/2011 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	South-Central	Application Id	1-757801862
		Permanent Id	1-8009021
Name of the Institute	ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES	Institute Address	H.NO.7-5/51/C VENKATESHWARA COLONY MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Andhra Pradesh, 509002
Name of the Society/Trust	MAHABUBNAGAR EDUCATIONAL SOCIETY	Society/Trust Address	H.NO. 7-5-51/C VENKATESHWARA COLONY, MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR Andhra Pradesh 509002
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

to conduct following courses with the intake indicated below for the academic year 2012-13

Application Number: 1-757801862\*

Page 1 of 3

Note: This is a Computer generated Extension of Approval Letter. No signature is required.

Letter Printed On: 20 June 2012.

Printed By : AE4523021

**PRINCIPAL**  
Adarsh PG College of Computer Science,  
MAHABUBNAGAR



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(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

Application Id: 1-757801862			Course		Originating Body		Intake 2011-12	Intake Approved for 12-13	NRI	FD	Foreign Collaboration
Program	Shift	Level		Full Day Time							
MCA	1st Shift	POST GRADUATE	COMPUTER APPLICATIONS	FULL TIME	PALAMURU UNIVERSITY	90	90	No	No	No	
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATION	FULL TIME	PALAMURU UNIVERSITY	60	60	No	No	No	

The above mentioned approval is subject to the condition that ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

(Dr. K P Isaac)

Member Secretary, AICTE

Copy to:

1. The Regional Officer,  
All India Council for Technical Education  
First Floor, old BICARD Building  
Jawahar Lal Nehru Technological University  
Masab Tank, Hyderabad-500078
2. The Director Of Technical Education,  
Andhra Pradesh
3. The Registrar,  
PALAMURU UNIVERSITY

Application Number: 1-757801862\*

Page 2 of 3

Note: This is a Computer generated Extension of Approval Letter. No signature is required.

Letter Printed On: 20 June 2012.

Printed By: AE4523021

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7th Floor, Chandralok Building, Janpath, New Delhi- 110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724163 www.aicte-india.org

4. The Principal / Director,  
ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.NO:7-5-51/C  
VENKATESHWARA COLONY  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Andhra Pradesh,509002
5. The Secretary / Chairman,  
MAHABUBNAGAR EDUCATIONAL SOCIETY  
HNO: 7-5-51/C  
VENKATESHWARA COLONY,  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Andhra Pradesh,509002
6. Guard File(AICTE)


Application Number: 1-757801862\*

Page 3 of 3

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Letter Printed On:20 June 2012.

Printed By: AE4523021

  
**PRINCIPAL**  
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F.No. South-Central/1-1441486178/2013/EOA

Date: 10-Mar-2013

To,  
The Principal Secretary  
(Higher Education) Govt. of Andhra Pradesh,  
J Block, 4th Floor, Secretariat Building,  
Hyderabad-500022

Sub: Extension of approval for the academic year 2013-14

Ref: Application of the Institution for Extension of approval for the academic year 2013-14

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F.No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	South-Central	Application Id	1-1441486178
		Permaword Id	1-8069621
Name of the Institute	ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES	Institute Address	H.NO:7-5-51/C VENKATESHWARA COLONY MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Andhra Pradesh, 509002
Name of the Society/Trust	MAHABUBNAGAR EDUCATIONAL SOCIETY	Society/Trust Address	HNO: 7-5-51/C VENKATESHWARA COLONY, MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR Andhra Pradesh 509002
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

to conduct following courses with the intake indicated below for the academic year 2013-14

Application Number: 1-1441486178\*

Page 1 of 3

Note: This is a Computer generated Extension of Approval Letter. No signature is required.

Letter Printed On: 21 March 2013.

Printed By : AE4523021

*The*  
PRINCIPAL  
Adarsh P.G. College of Computer Science  
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7th Floor, Chandralok Building, Janpath, New Delhi-110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-india.org](http://www.aicte-india.org)

Application ID: 1-1441486178			Course	Full/Part Time	Affiliating Body	Intake 2012-13	Intake Approved for 13-14	API	PII	Foreign Collaboration
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATI ON	FULL TIME	Palemuru University , Mahabubnagar	60	60	No	No	No

- Validity of the course details may be verified at [www.aicte-india.org/departments/approvals](http://www.aicte-india.org/departments/approvals)

The above mentioned approval is subject to the condition that ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

**Strict compliance of Anti-Ragging Regulation:-** Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

(Dr. Kuncheria P. Isaac)

Member Secretary, AICTE

Copy to:

1. The Regional Officer,  
All India Council for Technical Education  
First Floor, old BICARO Building  
Jawaharlal Nehru Technological University  
Masab Tank, Hyderabad-500078
2. The Director Of Technical Education,  
Andhra Pradesh
3. The Registrar,  
Palamuru University, Mahabubnagar
4. The Principal / Director,

Application Number: 1-1441486178\*

Page 2 of 3

Note: This is a Computer generated Extension of Approval Letter. No signature is required.

Letter Printed On: 21 March 2013.

Printed By : AE4523021

  
**PRINCIPAL**  
Adarsh P.G. College of Computer Science  
**MAHABUBNAGAR**



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ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.NO: 7-5-51/C  
VENKATESHWARA COLONY  
MAHABUBNAGAR,  
MAHABUBNAGAR, MAHABUBNAGAR,  
Andhra Pradesh, 509002

5. The Secretary / Chairman,  
MAHABUBNAGAR EDUCATIONAL SOCIETY  
H.NO: 7-5-51/C  
VENKATESHWARA COLONY,  
MAHABUBNAGAR,  
MAHABUBNAGAR, MAHABUBNAGAR,  
Andhra Pradesh, 509002

6. Guard File(AICTE)

Application Number: 1-1441486173\*

Page 3 of 3

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Letter Printed On: 21 March 2013.

Printed By : AE4523021

  
**PRINCIPAL**  
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MAHABUBNAGAR





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PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

F.No. South-Central/1-2013520984/2014/EOA

Date: 04-Jun-2014

To,  
The Principal Secretary  
(Higher Education) Govt. of Andhra Pradesh,  
J Block, 4th Floor, Secretariat Building,  
Hyderabad-500022

Sub: Extension of approval for the academic year 2014-15

Ref: Application of the Institution for Extension of approval for the academic year 2014-15

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F.No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	South-Central	Application Id	1-2013520984
		Permanent Id	1-8089621
Name of the Institute	ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES	Institute Address	H.NO.7-5-51/C VENKATESHWARA COLONY MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Andhra Pradesh, 509002
Name of the Society/Trust	MAHABUBNAGAR EDUCATIONAL SOCIETY	Society/Trust Address	H.NO. 7-5-51/C VENKATESHWARA COLONY, MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Andhra Pradesh 509002
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

to conduct following courses with the intake indicated below for the academic year 2014-15

Application Number: 1-2013520984\*

Page 1 of 3

Note: This is a Computer generated Letter of Approval. No signature is required.

Letter Printed On: 11 June 2014

Printed By : AE4520521

  
PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
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PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-india.org](http://www.aicte-india.org)

Application ID:1-2013520954			Course	Full/Part Time	Affiliating Body	Intake 2013-14	Intake Approved for 14-15	NRI Approval status	PIO Approval status	Foreign Collaboration Approval status
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATION	FULL TIME	Patanjali University, Mahabubnagar	60	60	NA	NA	N

- Validity of the course details may be verified at [www.aicte-india.org/departments/approvals](http://www.aicte-india.org/departments/approvals)

The above mentioned approval is subject to the condition that ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal and subsequently upload and update the student/ faculty/ other data on portal as per the time schedule which will be intimated by AICTE.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

**Strict compliance of Anti-Ragging Regulation:-** Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

(Dr. Kuncheria P. Isaac)

Member Secretary, AICTE

Copy to:

- The Regional Officer,  
All India Council for Technical Education  
First Floor, old BICARD Building  
Jawaharlal Nehru Technological University  
Masab Tank, Hyderabad-500076
- The Director Of Technical Education,  
Andhra Pradesh

Application Number: 1-2013520954\*

Page 2 of 3

Note: This is a Computer generated Letter of Approval. No signature is required.

Letter Printed On: 11 June 2014

Printed By: AE4523021

  
**PRINCIPAL**  
Adarsh P.G. College of Computer Science  
MAHABUBNAGAR





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7th Floor, Chandralok Building, Janpath, New Delhi- 110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724163 www.aicte-india.org

3. The Registrar,  
Palamuru University, Mahabubnagar
4. The Principal / Director,  
ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.NO:7-5-51/C  
VENKATESHWARA COLONY  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Andhra Pradesh,509002
5. The Secretary / Chairman,  
MAHABUBNAGAR EDUCATIONAL SOCIETY  
HNO: 7-5-51/C  
VENKATESHWARA COLONY,  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Andhra Pradesh,509002
6. Guard File(AICTE)

Application Number: 1-2013520664\*

Page 3 of 3

Note: This is a Computer generated Letter of Approval No signature is required.

Letter Printed On: 11 June 2014

Printed By : AE4523021

  
**PRINCIPAL**  
Adarsh P.G. College of Computer Science,  
MAHABUBNAGAR



All India Council for Technical Education  
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7th Floor, Chandralok Building, Janpath, New Delhi-110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-india.org

F.No. South-Central/1-2453236386/2015/EOA

Date: 07-Apr-2015

To,

Sub: Extension of approval for the academic year 2015-16

Ref: Application of the Institution for Extension of approval for the academic year 2015-16

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F.No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	South-Central	Application Id	1-2453236386
		Permanent Id	1-5069621
Name of the Institute	ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES	Institute Address	HNO: 7-5-51/C VENKATESHWARA COLONY MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Telangana, 509002
Name of the Society/Trust	MAHABUBNAGAR EDUCATIONAL SOCIETY	Society/Trust Address	HNO: 7-5-51/C VENKATESHWARA COLONY, MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Andhra Pradesh, 509002
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2015-16

Application Number: 1-2453236386\*

Page 1 of 3

Note: This is a Computer generated Letter of Approval.No signature is required.

Letter Printed On: 11 April 2015

Printed By : AE4523021

  
PRINCIPAL  
Adarsh P.G. College of Computer Science  
MAHABUBNAGAR





**All India Council for Technical Education**  
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi-110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-india.org](http://www.aicte-india.org)

Application No: 1-2453236386			Course	Duration	Awarding Body	Intake 2014-15	Intake Approved for 10-15	NRI Approval status	PQ Approval status	Foreign Collaboration Approval status
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATION	FULL TIME	Palamuru University, Mahabubnagar	60	60	NA	NA	NA

Note: Validity of the course details may be verified at [www.aicte-india.org/departments/approvals](http://www.aicte-india.org/departments/approvals)

The above mentioned approval is subject to the condition that ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

**Strict compliance of Anti-Ragging Regulation:-** Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Dr. Avinash S Pant  
Actg Chairman, AICTE

Copy to:

1. The Regional Officer,  
All India Council for Technical Education  
First Floor, old BICARD Building  
Jawaharlal Nehru Technological University  
Masab Tank, Hyderabad-500076
2. The Director Of Technical Education,  
Telangana
3. The Registrar,  
Palamuru University, Mahabubnagar

Application Number: 1-2453236386\*

Page 2 of 3

Note: This is a Computer generated Letter of Approval.No signature is required.

Letter Printed On:11 April 2015

Printed By : AE4522021

PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR



All India Council for Technical Education  
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724163 [www.aicte-india.org](http://www.aicte-india.org)

4. The Principal / Director,  
ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.NO:7-5-S1/C  
VENKATESHWARA COLONY  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Telangana,509002
5. The Secretary / Chairman,  
MAHABUBNAGAR EDUCATIONAL SOCIETY  
HNO: 7-5-S1/C  
VENKATESHWARA COLONY,  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Andhra Pradesh,509002
6. Guard File(AICTE)

Application Number: 1-2453236398\*

Page 3 of 3

Note: This is a Computer generated Letter of Approval No signature is required.

Letter Printed On:11 April 2015

Printed By : AE4523021

  
PRINCIPAL  
Adarsh P.G. College of Computer Science  
MAHABUBNAGAR





All India Council for Technical Education  
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi-110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicteindia.org

F.No. South-Central/1-2814153835/2016/EOA

Date: 05-Apr-2016

To,

Sub: Extension of approval for the academic year 2016-17

Ref: Application of the institution for Extension of approval for the academic year 2016-17

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F.No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	South-Central	Application Id	1-2814153835
Name of the Institute	ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES	Permanent Id	1-8068621
Name of the Society/Trust	MAHABUBNAGAR EDUCATIONAL SOCIETY	Institute Address	H.NO-7-5-51/C VENKATESHWARA COLONY MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Telangana, 509002
Institute Type	Unaided - Private	Society/Trust Address	H.NO-7-5-51/C VENKATESHWARA COLONY, MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR Andhra Pradesh 509002

Opted for change from Women to Co-ed and Vice versa	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved and Vice versa	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2016-17

Application Id: 1-2814153835			Course	Full/Part Time	Alloping Body	Intake 2015-16	Intake Approved for 2015-17	NBT Approval status	PIO / PN / Gulf quota Approval status	Foreign Collaboration/Training Program Approval status
Program	Seat	Level								
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATION	FULL TIME	Palamuru University, Mahabubnagar	60	60	NA	NA	NA

Application Number: 1-2814153835

Note: This is a Computer generated Report. No signature is required.

Printed By : AE4523021

Page 1 of 2  
Letter Printed On: 20 Apr 2016

  
PRINCIPAL  
Adarsh P.G. College of Computer Science  
MAHABUBNAGAR



**All India Council for Technical Education**  
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi-110 001  
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-india.org](http://www.aicte-india.org)

The above mentioned approval is subject to the condition that ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Note: Validity of the course details may be verified at [www.aicte-india.org](http://www.aicte-india.org)

Dr. Avinash S Pant  
Vice - Chairman, AICTE

Copy to:

1. The Regional Officer,  
All India Council for Technical Education  
First Floor, old BICARD Building  
Jawaharlal Nehru Technological University  
Masab Tank, Hyderabad-500078
2. The Director Of Technical Education,  
Telangana
3. The Registrar,  
Palamuru University, Mahabubnagar
4. The Principal / Director,  
ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.NO:7-5-51/C  
VENKATESHWARA COLONY  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Telangana,509002
5. The Secretary / Chairman,  
MAHABUBNAGAR EDUCATIONAL SOCIETY  
HNO:7-5-51/C  
VENKATESHWARA COLONY,  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Andhra Pradesh,509002
6. Guard File(AICTE)





## All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg Vasant Kunj, New Delhi-110067

PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724163 [www.aicte-india.org](http://www.aicte-india.org)

F.No. South-Central/1-3325832127/2017/EOA

Date: 30-Mar-2017

To,

The Principal Secretary  
(Higher Education) Govt. of Telangana,  
D Block, 117 Telangana Secretariat,  
Hyderabad

Sub: Extension of approval for the academic year 2017-18

Ref: Application of the Institution for Extension of approval for the academic year 2017-18

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2016 notified by the Council vide notification number F.No.AB/AICTE/REG/2016 dated 30/11/2016 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-8069621	Application Id	1-3325832127
Name of the Institute	ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES	Institute Address	H.NO:7-5-51/C VENKATESHWARA COLONY MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Telangana, 509002
Name of the Society/Trust	MAHABUBNAGAR EDUCATIONAL SOCIETY	Society/Trust Address	H.NO: 7-5-51/C VENKATESHWARA COLONY, MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Andhra Pradesh 509002
Institute Type	Unaided - Private	Region	South-Central

Opted for change from Women to Co-ed and Vice versa	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved and Vice versa	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable
Opted for Conversion from degree to diploma	No	Opted for Conversion from diploma to degree	No	Conversion (degree to diploma or vice-versa) Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2017-18

Application Id: 1-3325832127			Course	Full/Part Time	Affiliating Body	Intake Approved for 2015-17	Intake Approved for 2017-18	NET Approval status	PIO / FN / Gull quota / OCI Approval status	Foreign Collaboration/Twinning Program Approval status
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	BUSINESS ADMINISTRATION	FULL TIME	Palamuru University, Mahabubnagar	60	60	NA	NA	NA

Application Number: 1-3325832127

Note: This is a Computer generated Report.No signature is required.

Printed By : AE4523021

Page 1 of 3  
Letter Printed On: 19 April 2017

PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR



## All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg Vasant Kunj, New Delhi-110067

PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724163 [www.aicte-india.org](http://www.aicte-india.org)

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The above mentioned approval is subject to the condition that

ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES

shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Note: Validity of the course details may be verified at [www.aicte-india.org](http://www.aicte-india.org).

Prof. A.P Mittal  
Member Secretary, AICTE

Copy to:

1. The Regional Officer,  
All India Council for Technical Education  
First Floor, old BICARD Building  
Jawaharlal Nehru Technological University  
Masab Tank, Hyderabad-500076
2. The Director Of Technical Education\*\*,  
Telangana
3. The Registrar\*\*,  
Palamuru University, Mahabubnagar
4. The Principal / Director,  
ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.NO:7-5-51/C  
VENKATESHWARA COLONY  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Telangana,509002
5. The Secretary / Chairman,  
MAHABUBNAGAR EDUCATIONAL SOCIETY  
HNO: 7-5-51/C  
VENKATESHWARA COLONY,  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Andhra Pradesh,509002





## **All India Council for Technical Education**

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg Vasant Kunj, New Delhi-110067

PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 [www.aicte-india.org](http://www.aicte-india.org)

### **5. Guard File(AICTE)**

Note: \*\* - Approval letter copy will not be communicated through post/email. However, provision is made in the portal for downloading Approval letter through Authorized login credentials allotted to concerned DTE/Registrar.

Application Number: 1-3325832127

Note: This is a Computer generated Report.No signature is required.

Printed By : AE4523021

Page 3 of 3  
Letter Printed On: 19 April 2017

**PRINCIPAL**  
Adarsh P.G. College of Computer Science,  
**MAHABUBNAGAR**

# All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org



## APPROVAL PROCESS 2018-19

### Extension of Approval (EOA)

F.No. South-Central/1-3511835536/2018/EOA

Date: 04-Apr-2018

To,

The Principal Secretary  
(Higher Education) Govt. of Telangana,  
D Block, 117 Telangana Secretariat,  
Hyderabad

Sub: Extension of Approval for the Academic Year 2018-19

Ref: Application of the Institution for Extension of approval for the Academic Year 2018-19

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2016 notified by the Council vide notification number F.No.AB/AICTE/REG/2016 dated 30/11/2016 and amended on December 5, 2017 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-8069621	Application Id	1-3511835536
Name of the Institute	ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES	Name of the Society/Trust	MAHABUBNAGAR EDUCATIONAL SOCIETY
Institute Address	H.NO:7-5-51/C VENKATESHWARA COLONY, MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Telangana, 509002	Society/Trust Address	HNO: 7-5-51/C VENKATESHWARA COLONY, MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Andhra Pradesh, 509002
Institute Type	Unaided - Private	Region	South-Central

Opted for Change from Women to Co-Ed and vice versa	No	Change from Women to Co-Ed and vice versa Approved or Not	NA
Opted for Change of Name	No	Change of Name Approved or Not	NA
Opted for Change of Site	No	Change of Site Approved or Not	NA
Opted for Conversion from Degree to Diploma or vice versa	No	Conversion for Degree to Diploma or vice versa Approved or Not	NA
Opted for Organization Name Change	No	Change of Organization Name Approved or Not	NA

To conduct following Courses with the Intake indicated below for the Academic Year 2018-19

Program	Shift	Level	Course	FT/PT*	Affiliating Body (Univ/Body)	Intake Approved for 2018-19	NRI Approval Status	PIO / FN / Guit quota/OCI/ Approval Status	Foreign Collaboration / Twinning Program Approval Status*
MANAGEMENT	1st	POST GRADUATE	BUSINESS ADMINISTRATION	FT	Palamuru University, Mahabubnagar	60	NA	NA	NA

\*FT -Full Time,PT-Part Time

Application No: 1-3511835536

Note: This is a Computer generated Report. No signature is required.  
Printed By: ae4523021

  
PRINCIPAL  
Adarsh P.G. College of Computer Science,  
MAHABUBNAGAR

Page 1 of 2

Letter Printed On: 23 April 2018



In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation: - Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Prof. A.P Mittal  
Member Secretary, AICTE

Copy to:

1. The Regional Officer,  
All India Council for Technical Education  
First Floor, old BICARD Building  
Jawaharlal Nehru Technological University  
Masab Tank, Hyderabad-500076
2. The Director Of Technical Education\*\*,  
Telangana
3. The Registrar\*\*,  
Palamuru University , Mahabubnagar
4. The Principal / Director,  
ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.NO:7-5-51/C  
VENKATESHWARA COLONY,  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Telangana,509002
5. The Secretary / Chairman,  
MAHABUBNAGAR EDUCATIONAL SOCIETY  
HNO: 7-5-51/C  
VENKATESHWARA COLONY,  
MAHABUBNAGAR,  
MAHABUBNAGAR,MAHABUBNAGAR,  
Andhra Pradesh,509002
6. Guard File(AICTE)

Note: Validity of the Course details may be verified at <http://www.aicte-india.org/>

\*\* Individual Approval letter copy will not be communicated through Post/Email. However, consolidated list of Approved Institutions(bulk) will be shared through official Email Address to the concerned Authorities mentioned above.



PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

# All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)



## APPROVAL PROCESS 2019-20

### Extension of Approval (EoA)

F.No. South-Central/1-4260531289/2019/EOA

Date: 10-Apr-2019

To,

The Principal Secretary  
(Higher Education) Govt. of Telangana,  
D Block, 117 Telangana Secretariat,  
Hyderabad

Sub: Extension of Approval for the Academic Year 2019-20

Ref: Application of the Institution for Extension of approval for the Academic Year 2019-20

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2018 notified by the Council vide notification number F.No.AB/AICTE/REG/2018 dated 31/12/2018 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-8069621	Application Id	1-4260531289
Name of the Institute	ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES	Name of the Society/Trust	MAHABUBNAGAR EDUCATIONAL SOCIETY
Institute Address	H.NO-7-5-51/C, VENKATESHWARA COLONY, MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Telangana, 509002	Society/Trust Address	HNO: 7-5-51/C, VENKATESHWARA COLONY, MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Andhra Pradesh, 509002
Institute Type	Unaided - Private	Region	South-Central

Opted for Change from Women to Co-Ed and vice versa	No	Change from Women to Co-Ed and vice versa Approved or Not	NA
Opted for Change of Name	No	Change of Name Approved or Not	NA
Opted for Change of Site/Location	No	Change of Site/Location Approved or Not	NA
Opted for Conversion from Degree to Diploma or vice versa	No	Conversion for Degree to Diploma or vice versa Approved or Not	NA
Opted for Organization Name Change	No	Change of Organization Name Approved or Not	NA
Opted for Merger of Institution	No	Merger of Institution Approved or Not	NA
Opted for Introduction of New Program/Level	No	Introduction of Program/Level Approved or Not	NA

To conduct following Courses with the Intake indicated below for the Academic Year 2019-20

Program	Shift	Level	Course	FT/PT+	Affiliating Body (Univ/Body)	Intake Approved for 2019-20	NRI Approval Status	PIO / FN / Gulf quota/ OCI/ Approval Status
Management	1st	Post Graduate	Business Administration	FT	Palamuru University, Mahabubnagar	60	NA	NA

+FT -Full Time, PT-Part Time


Application No:1-4260531289

Note: This is a Computer generated Report. No signature is required.

Printed By : ae4523021

Page 1 of 2

Letter Printed On:24 April 2019

  
**PRINCIPAL**  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR



In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation; - Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

It is mandatory to comply all the essential requirements as given in APH 2019-20(appendix 6)

**NOTE:** If the State Government / UT / DTE / DME has a reservation policy for admission in Technical Education Institutes and the same is applicable to Private & Self-financing Technical Institutions, then the State Government / UT/ DTE / DME shall ensure that 10 % of Reservation for EWS would be operational from the Academic year 2019-20 without affecting the percentage reservations of SC/ST/OBC/General . However, this would not be applicable in the case of Minority Institutions referred to the clause (1) of Article 30 of Constitution of India.

Prof. A.P Mittal  
Member Secretary, AICTE

Copy to:

1. The Director Of Technical Education\*\*, Telangana
2. The Registrar\*\*,  
Palamuru University , Mahabubnagar
3. The Principal / Director,  
Adarsh Post Graduate College Of Computer Sciences  
H.No:7-5-51/C  
Venkateshwara Colony  
Mahabubnagar,  
Mahabubnagar,Mahabubnagar,  
Telangana,509002
4. The Secretary / Chairman,  
Mahabubnagar Educational Society  
Hno: 7-5-51/C  
Venkateshwara Colony,  
Mahabubnagar,  
Mahabubnagar,Mahabubnagar,  
Andhra Pradesh,509002
5. The Regional Officer,  
All India Council for Technical Education  
First Floor, old BICARD Building  
Jawaharlal Nehru Technological University  
Masab Tank, Hyderabad-500076
6. Guard File(AICTE)

Note: Validity of the Course details may be verified at <http://www.aicte-india.org/>

\*\* Individual Approval letter copy will not be communicated through Post/Email. However, consolidated list of Approved Institutions(bulk) will be shared through official Email Address to the concerned Authorities mentioned above.

# All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)



## APPROVAL PROCESS 2020-21

### Extension of Approval (EOA)

F.No. South-Central/1-7022112767/2020/EOA

Date: 30-Apr-2020

To,

The Principal Secretary  
(Higher Education) Govt. of Telangana,  
D Block, 117 Telangana Secretariat,  
Hyderabad

**Sub: Extension of Approval for the Academic Year 2020-21**

Ref: Application of the Institution for Extension of Approval for the Academic Year 2020-21

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2020 notified by the Council vide notification number F.No. AB/AICTE/REG/2020 dated 4<sup>th</sup> February 2020 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-8069621	Application Id	1-7022112767
Name of the Institute	ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES	Name of the Society/Trust	MAHABUBNAGAR EDUCATIONAL SOCIETY
Institute Address	H.NO:7-5-51/C VENKATESHWARA COLONY MAHABUBNAGAR, MAHABUBNAGAR, MAHABUBNAGAR, Telangana, 509002	Society/Trust Address	HNO: 7-5-51/C VENKATESHWARA COLONY, MAHABUBNAGAR, MAHABUBNAGAR, AR, MAHABUBNAGAR,, 509002
Institute Type	Private-Self Financing	Region	South-Central

### To conduct following Courses with the Intake indicated below for the Academic Year 2020-21

Program	Level	Course	Affiliating Body (University /Body)	Intake Approved for 2019-20	Intake Approved for 2020-21	NRI Approval Status	PIO / FN / Gulf quota/ OCI/ Approval Status
MANAGEMENT	POST GRADUATE	MBA	Palamuru University , Mahabubnagar	60	60	NA	No

It is mandatory to comply with all the essential requirements as given in APH 2020-21 (Appendix 6)



### **Important Instructions**

1. The State Government/ UT/ Directorate of Technical Education/ Directorate of Medical Education shall ensure that 10% of reservation for Economically Weaker Section (EWS) as per the reservation policy for admission, operational from the Academic year 2020-21 is implemented without affecting the reservation percentages of SC/ ST/ OBC/ General. However, this would not be applicable in the case of Minority Institutions referred to the Clause (1) of Article 30 of Constitution of India. Such Institution shall be permitted to increase in annual permitted strength over a maximum period of two years beginning with the Academic Year 2020-21
2. The Institution offering courses earlier in the Regular Shift, First Shift, Second Shift/Part Time now amalgamated as total intake shall have to fulfil all facilities such as Infrastructure, Faculty and other requirements as per the norms specified in the Approval Process Handbook 2020-21 for the Total Approved Intake. Further, the Institutions Deemed to be Universities/ Institutions having Accreditation/ Autonomy status shall have to maintain the Faculty: Student ratio as specified in the Approval Process Handbook. All such Institutions/ Universities shall have to create the necessary Faculty, Infrastructure and other facilities WITHIN 2 YEARS to fulfil the norms based on the Affidavit submitted to AICTE.
3. In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.
4. Strict compliance of Anti-Ragging Regulation: - Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 373/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

**Prof. Rajive Kumar**  
Member Secretary, AICTE

Copy to:

1. The Director Of Technical Education\*\*, Telangana
2. The Registrar\*\*,  
Palamuru University , Mahabubnagar
3. The Principal / Director,  
ADARSH POST GRADUATE COLLEGE OF COMPUTER SCIENCES  
H.No:7-5-51/C  
Venkateshwara Colony  
Mahabubnagar,  
Mahabubnagar, Mahabubnagar,  
Telangana, 509002
4. The Secretary / Chairman,  
HNO: 7-5-51/C  
VENKATESHWARA COLONY,  
MAHABUBNAGAR  
MAHABUBNAGAR, MAHABUBNAGAR  
, 509002
5. The Regional Officer,  
All India Council for Technical Education  
First Floor, old BICARD Building  
Jawaharlal Nehru Technological University  
Masab Tank, Hyderabad-500076
6. Guard File(AICTE)

Note: Validity of the Course details may be verified at <http://www.aicte-india.org/>

\*\* Individual Approval letter copy will not be communicated through Post/Email. However, consolidated list of Approved Institutions(bulk) will be shared through official Email Address to the concerned Authorities mentioned above.

  
**PRINCIPAL**  
Adarsh P.G. College of Computer Sciences,  
MAHABUBNAGAR

  
**PRINCIPAL**

Adarsh P.G. College of Computer Sciences  
**MAHABUBNAGAR**





# अखिल भारतीय तकनीकी शिक्षा परिषद् ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

(भारत सरकार का सांविधिक निकाय) (A statutory body of the Govt. of India)

## REVISED ORDER

File No. AP-040/ET-APR(CS)/98

Date: 15.07.2008

To  
The Principal Secretary, (Higher Education),  
Govt. of Andhra Pradesh,  
J Block, A.P. Secretariat, Hyderabad- 5000 028

Sub: Extension of AICTE approval / Increase in intake / Grant of additional course to Adarsh PG College of Computer Sciences, Sy.No.254/AA, Venkateshwara Colony Mahabubnagar - 509 002 for the academic year 2008-09.

Sir,

This is in partial modification to the Council's earlier letter no. AP-040/ET-APR(CS)/98 dated 26.05.2008, the revised status of the programme of the Institute as follows:

S.NO	Name of the course(s)	Existing Intake	Revised Intake	Period of Approval
1.	MCA	90	90	2008-10
Additional Course				
2.	MBA (FT)	00	60 *	

\* The Institution is required to submit a joint FDR of Rs. 15 lakhs for the above sanctioned additional Course of MBA by 30th July, 2008 to the concerned Regional Office.

Note: \* The approval for increase in intake / additional course(s) / variation in intake is valid for two year from the date of issue of this letter for obtaining affiliation with concerned University and State Govt. requirements for admission.

*"That the institution shall take appropriate measures for prevention of ragging in any form, in the light of directions of Supreme Court of India in Writ Petition No. (C) 656/1998. In case of failure to prevent the instances of ragging by the institutions, the Council shall take appropriate action including withdrawal of approval".*

The additional intake is being granted based on the projection shown in the Detailed Project Report regarding additional built-up space, faculty and other facilities for the proposed intake. It may be noted that all facilities including additional built up area should be made available before the commencement of the next academic session. Random surprise inspection would be carried out to verify facilities and if the institute is found deficient in fulfillment of norms & standards of AICTE, appropriate action would be initiated by the Council.

Please note that others terms & conditions mentioned in the earlier letter of even no. dated 26.05.2008 will remain.

This approval is granted based on the Appraisal of the informed by the Institution on infrastructural facilities and academic faculty created for the proposed course(s). Therefore, the approval is subject to the verification of the claims made by the Institution through an Expert Committee visit. In case the claims made by the institution is found to be false, the approval granted shall be liable to be withdrawn.

Yours Faithfully,

(Prof. Harish C. Rai)  
Advisor-M&T

### Copy to:

1. The Director / Principal,  
Adarsh PG College of Computer Sciences,  
Sy.No.254/AA, Venkateshwara Colony Mahabubnagar - 509 002
2. The Commissioner of Tech. Education, Govt. of Andhra Pradesh, V Floor, D Block, B R K Building, Tank Bund Road, Hyderabad 500 063
3. The Regional Officer, AICTE Southern Regional Office, 26, Haddows Road, Shastri Bhawan, Chennai - 006
4. The Registrar, concerned University
5. Guard File (M&T).



12.20 PM,

7 वीं तल, चन्द्रलोक भवन, जनपथ, नई दिल्ली-110001

7th Floor, Chander Lok Building, Janpath, New Delhi-110001

Phone : 011-23724151-57 Fax: 011-23724183 Website : www.aicte.ac.in

PRINCIPAL

Adarsh PG College of Computer Sciences

MAHABUBNAGAR



# ADARSH P.G.COLLEGE OF COMPUTER SCIENCES

Venkateshwara Colony: Mahabubnagar

## Receipts & Payments Statement for the Period From-01-04-2018 to 31-03-2019

S.No	Particulars	Receipts	Payments
1	Opening Balance		
2	Cash		
3	Bank	20430.60	
4	Petty Cash	1266959.09	
5	Advertisement Charges	1.25	
6	Building maintainance charges		55680.00
7	Bank commission		190900.00
8	Bank Interest Received		590.65
9	Bio Matric machine	58722.00	
10	Bus Pass Renewal fee		10905.00
11	Computers		4024.00
12	conveyance Charges		46500.00
13	Electrical Fittings		142472.00
14	Electricity bill		9415.00
15	Exams fee		71594.00
16	FDR in Andhra Bank:MBNR	328680.00	328680.00
17	FDR In Indian Bank:MBNR		1000000.00
18	FDR Interest	1500000.00	
19	Inspection charges	1970749.00	
20	Internet bill		940.00
21	Library		41424.00
22	MBA Rectification exp		15929.00
23	Misco. Receipts		11225.00
24	Miscellaneous charges	1590.00	
25	Municipal Tax		120000.00
26	Postal & Telegrams		253761.00
27	Processing Fee		1600.00
28	Refreshments		266160.00
29	Repairs & Maintaianance Charges		6055.00
30	Stationery		1733.00
31	TAFRC processing fee		18292.00
32	Telephone bill		9000.00
33	Transport charges		29553.00
34	Salaries		305.00
35	Salaries Payable		2088750.00
36	Tuition Fee	180000.00	
37	xerox bill	2910600.00	
38	Adarsh Degree College		7790.00
39	Interest on F.D.Rs		2980212.60
40	Accrued Interest on F.D.Rs	313671.00	
41	TDS		281540.00
42	Closing Balance		32131.00
43	Cash		
44	Bank		22360.00
45	Petty Cash		501880.44
	TOTAL		1.25

PRINCIPAL  
Adarsh P.G. College of Computer Science  
MAHABUBNAGAR



**M. ASHOK KUMAR**

B.Com., F.C.A.

Chartered Accountant

# 5-1-9, (Old No.1-6-40/3), Station Road,  
MAHABUBNAGAR - 509 001.



(08542) 221841  
(08542) 220660  
Cell : 9848003778

Date \_\_\_\_\_

To

The Secretary,  
Mahabubnagar Educational Society,  
Mahabubnagar.

Sir,

### AUDIT REPORT

I have examined the Balance Sheet of Adarsh P.G. College of Computer Sciences (Unit of Mahabubnagar Educational Society), Mahabubnagar Town and District, as at 31-03-2019 and Income and Expenditure account for the year ended on that date which is in agreement with the books of accounts maintained by your Organisation.

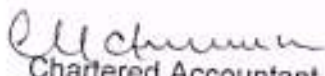
I have obtained all the information and explanations, which to the best of my knowledge and belief were necessary for the purpose of the audit.

In my opinion and to the best of my information and according to explanation given to me, the said account gives a true and fair view.

- i) In the case of the Balance Sheet of the state of the above named Organisation affairs as at 31-03-2019, and
- ii) In the case of the Income and Expenditure account of the Income and Expenditure of the above named Organisation of the accounting year ending on 31-03-2019.

Date : 28-08-2019.

Place : Mahabubnagar.

  
Chartered Accountant.  
M. Ashok Kumar  
B.Com., F.C.A.  
Chartered Accountant  
MAHABUBNAGAR

TOTAL  
M. Ashok Kumar  
B.Com., F.C.A.  
Chartered Accountant

8551402.94

8551402.94

SECRETARY

Mahabubnagar Educational Society

PRINCIPAL

Adarsh P.G. College of Computer Sciences,  
MAHABUBNAGAR

# ADARSH P.G COLLEGE OF COMPUTER SCIENCES

VENKATESWARA COLONY, MAHABUBNAGAR

ASSESSMENT YEAR-2019-2020

## BALANCE SHEET AS ON-31-03-2019

PRE-YEAR 2017-2018	LIABILITIES	AMOUNT	TOTAL	PRE-YEAR 2017-2018	ASSETS	AMOUNT	TOTAL
	Capital				Fixed Assets		
6,267,578.90	Members Contribution		6,267,578.90	1,634,419.02	Land & Buildings	1,470,977.02	
	Barrowings by Intertransfers			152,281.25	Laboratory	129,439.25	
132,077.42	Adarsh Bharathi High School	132,077.42		242,697.15	Furniture	218,427.15	
6,441,233.94	Adarsh Degree College	6,441,233.94		114,274.10	Computers	96,465.10	
1,951,656.52	Adarsh Junior College	1,951,656.52		1,635.00	Air Condition	1,390.00	
42,385.60	Adarsh College of Elementary edn	42,385.60	5,587,140.88	346,500.00	Plots	346,500.00	
8,567,553.48	OTHER LIABILITIES			3,374.00	Gore Motor	2,823.05	
101,320.00	Salaries Payable		180,000.00	11,404.00	Xerox Machine	9,693.00	
					Big matric machine	9,269.00	2,384,983.57
				2,506,534.52	Investments (Deposits)		
				2,000.00	Telephone Deposit	2,000.00	
				5,200.00	Electricity Deposit	5,200.00	
					FDR Andhra Bank:MBRR	1,000,000.00	
				1,500,000.00	F.D.R. In Indian Bank:H. Nagar		1,007,200.00
				1,507,200.00	Other Assets		
				1,692,258.00	Accrued Interest	1,692,358.00	
					Add: During the Year	281,540.00	
					Less: FDR Interest	1,970,749.00	3,649.00
				124,665.00	T.D.S	124,665.00	
					Add: During the Year	32,131.00	156,796.00
				1,816,923.00	Barrowings by Intertransfers		
				6,419,809.45	Adarsh B. Ed College	6,419,809.45	
				500,000.00	Adarsh M. SC College	7,500,000.00	6,919,809.45
				890,344.42	Excess of Income over exp	890,344.42	

Page 3 of 12



Principal  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

SECRETARY  
Adarsh P.G. Educational Society  
Regd. No 597/27  
Venkateswara Colony M. Nagar



# ADARSH P.G.COLLEGE OF COMPUTER SCIENCES

VENKATESHWARA COLONY:MAHABUBNAGAR

DEPRECIATION STATEMENT FOR THE PERIOD FORM 01-04-2018 to 31-03-2019

S.NO	NAME OF THE ASSETS	ASSETS BLACK			DEPRECIATION BLACK		
		W.D.V 31-03-2018	Additions 1-4-2018 to 30-09-2018	Additions 1-10-2018 to 31-03-2019	Total Assets	Depreci ation in %	Depreciation in Rs
1	Building	1634419.02			1634419.02	10%	163442.00
	<b>TOTAL</b>	<b>1634419.02</b>			<b>1634419.02</b>		<b>163442.00</b>
1	Library-16-9-18		15929.00		15929.00	100%	15929.00
2	Furniture	242697.15			242697.15	10%	24270.00
	<b>TOTAL</b>	<b>242697.15</b>	<b>15929.00</b>		<b>258626.15</b>		<b>40199.00</b>
1	Laboratory	152281.25			152281.25	15%	22842.00
2	Air Condition	1635.00			1635.00	15%	245.00
3	Biometric Machine-16-6-18		10905.00		10905.00	15%	1636.00
4	Bore Motor	3674.00			3674.00	15%	551.00
5	Xerox Machine	11404.00			11404.00	15%	1711.00
	<b>TOTAL</b>	<b>168994.25</b>	<b>10905.00</b>		<b>179899.25</b>		<b>26985.00</b>
1	Computers-19-8-18	114274.10	46500.00		160774.10	40%	64309.00
	<b>TOTAL</b>	<b>114274.10</b>			<b>160774.10</b>		<b>64309.00</b>
	<b>Total</b>	<b>2160384.52</b>	<b>73334.00</b>		<b>2233718.52</b>		<b>294935.00</b>
							<b>1938783.52</b>



PRINCIPAL  
Adarsh P.G. College of Computer Science  
MAHABUBNAGAR

SECURITY  
Mahabubnagar Educational Society  
Regd. No 19/77  
Venkateshwara Colony M. Nagar





# ADARSH P.G. COLLEGE OF COMPUTER SCIENCES

(Affiliated to Osmania University)  
Venkateshwara Colony, Mahabubnagar

**Income & Expenditure Statement for the period from 01-04-2018 to 31-03-2019**

To	Expenditure	Amount	By	Income	Amount
"	Advertisement Charges	55,680.00	"	Bank Interest	58,722.00
"	Building maintainance	190,900.00	"	Miscellaneous Receipts	1,590.00
"	Bank commission	590.65	"	Tuition Fee	2,910,600.00
"	Bus Fee Renewal fee	4,024.00	"	Accrued Interest on FDRs	313,671.00
"	Conveyance charges	142,472.00			
"	Electrical Fittings	9,415.00			
"	Electricity Bill	71,594.00			
"	Inspection charges	940.00			
"	Internet bill	41,424.00			
"	MBA Rectification exp	11,225.00	"	excess of exp over income	240,295.65
"	Miscellaneous charges	120,000.00			
"	Municipal Tax	253,761.00			
"	Postal & Telegrams	1,600.00			
"	Processing Fee	266,160.00			
"	Refreshments	6,055.00			
"	Repairs & Maintainance	1,733.00			
"	Stationery	18,292.00			
"	TAFRC Processing fee	9,000.00			
"	Telephone bill	29,553.00			
"	Transport charges	305.00			
"	Salaries	1,987,430.00			
"	Xerox bill	7,790.00			
"	Depreciation As per List	294,935.00			
	<b>Total</b>	<b>3,524,878.65</b>		<b>Total</b>	<b>3,524,878.65</b>

*M. Ashok Kumar*  
B.Com., F.C.A.  
Chartered Accountant  
MAHABUBNAGAR

*[Signature]*  
**PRINCIPAL**  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

**SECRETARY**  
Mahabubnagar Educational Society  
Regd. No 197/7  
Venkateshwara Colony M. Nagar

**M. ASHOK KUMAR**

B.Com., F.C.A.

Chartered Accountant

#5-1-3, (Old No. 1-6-40/3), Station Road  
MAHABUBNAGAR - 509 001.



(08542) 221841  
(08542) 220660  
Cell : 9848003778

Date: \_\_\_\_\_

To

The Secretary,  
Mahabubnagar Educational Society,  
Mahabubnagar.

Sir,

**AUDIT REPORT**

I have examined the Balance Sheet of Adarsh P.G. College of Computer Sciences (Unit of Mahabubnagar Educational Society), Mahabubnagar Town and District, as at 31-03-2020 and Income and Expenditure account for the year ended on that date which is in agreement with the books of accounts maintained by your Organisation.

I have obtained all the information and explanations, which to the best of my knowledge and belief were necessary for the purpose of the audit.

In my opinion and to the best of my information and according to explanation given to me, the said account gives a true and fair view.

- i) In the case of the Balance Sheet of the state of the above named Organisation affairs as at 31-03-2020, and
- ii) In the case of the Income and Expenditure account of the Income and Expenditure of the above named Organisation of the accounting year ending on 31-03-2020.

Date : 09-01-2021.

Place : Mahabubnagar.

Chartered Accountant.

M. Ashok Kumar

B.Com., F.C.A.  
Chartered Accountant  
MAHABUBNAGAR

PRINCIPAL

Adarsh P.G. College of Computer Science  
MAHABUBNAGAR



ADARSH P.G.COLLEGE OF COMPUTER SCIENCES  
VENKATESHWARA COLONY, MAHABUBNAGAR

STATEMENT OF DEPRECIATION FOR THE F.Y.\_2019-20

S.No.	NAME OF THE ASSETS	RATE OF DEPRECIATION	W.D.V ON 31-03-2019	ADDITIONS/ DELETIONS DURING THE YEAR	TOTAL	DEPRECIATION	W.D.V ON 31-03-2020
1	<u>Block of Assets @10%</u> Building	10%	14,70,977.02		14,70,977.02	1,47,097.70	13,23,879.32
2	<u>Block of Assets @10%</u> Furniture	10%	2,18,427.15	-	2,18,427.15	21,842.72	1,96,584.44
3	<u>Block of Assets @15%</u> Laboratory Air Conditioner Bio Metric Machine Bore Motor Xerox Machine LED Projector	15%	1,29,439.25 1,390.00 9,269.00 2,823.05 9,693.00	- - - - 25,000.00	1,29,439.25 1,390.00 9,269.00 2,823.05 9,693.00 25,000.00	19,415.89 208.50 1,390.35 423.46 1,453.95 3,750.00	1,10,023.36 1,181.50 7,878.65 2,399.59 8,239.05 21,250.00
4	<u>Block of Assets @40%</u> Computer	40%	96,465.10	-	96,465.10	38,586.04	57,879.06
5	<u>Block of Assets @100%</u> Library	100%	-	9,809.00	9,809.00	9,809.00	-
			19,38,483.57	34,809.00	19,73,292.57	2,43,977.60	17,29,314.97



*Principal*

**PRINCIPAL**  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

MAHABUBNAGAR EDUCATIONAL SOCIETY  
Regd. No 197/27  
Venkateshwara Colony, M. Nagar

## BALANCE SHEET AS ON 31-03-2020

*M. Ashok Kumar*  
B.Com., FCA  
Chartered Accountant  
MAHABLIENAGAR

**Principal**  
P.G. College of Computer Science  
MAHABUBNAGAR

1. James E. Rye  
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ADARSH P.G. COLLEGE OF COMPUTER SCIENCES  
VENKATESHWARA COLONY, MAHABUBNAGAR

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED ON 31-03-2020

PARTICULARS		Rs. Ps.	PARTICULARS		Rs. Ps.
To			By		
- Advertisement Charges		44,990.00	- Bank Interest received		62,192.00
- Bank Commission		539.60	- Interest on FDRs		57,205.00
- Building Maintenance Charges		16,72,252.00	- Misc Income		14,900.00
- Bus pass Renewal Fee		4,000.00	- Tuition fee		28,50,500.00
- Conveyance charges		81,193.00	- Excess of Exp over Income		25,92,204.20
- Electricity fittings		13,020.00			
- Electricity charges		1,05,021.00			
- Internet Charges		22,700.00			
- MBA Orientation Programme Exp		12,588.00			
- MBA Rectification Exp		28,370.00			
- Miscellaneous Expenses		1,29,865.00			
- Municipal Tax		2,69,436.00			
- Postal & telegram Charges		10,734.00			
- Processing Fee		1,79,600.00			
- Project Viva Exam Exp		13,660.00			
- Refreshments		12,700.00			
- Remunerations		2,25,000.00			
- Repairs & Maintenance Charges		19,198.00			
- Salaries		24,10,607.00			
- Software Purchase		2,900.00			
- Stationery expenses		53,138.00			
- Task Programme Exp		7,163.00			
- Telephone Charges		13,919.00			
- Transportation Charges		430.00			
- Depreciation		2,43,977.60			
		55,77,001.20			55,77,001.20

*M. Ashok Kumar*  
M. Ashok Kumar  
B.Com. F.C.A.  
Chartered Accountant  
MAHABUBNAGAR

*pl*  
SECRETARY  
Mahabubnagar Educational Society  
Regd. No. 10117  
502 Venkateshwar Colony M. Nagar

*17/08*  
PRINCIPAL  
Adarsh P.G. College of Computer Science  
MAHABUBNAGAR

ADARSH P.G. COLLEGE OF COMPUTER SCIENCES  
VENKATESHWARA COLONY, MAHABUBNAGAR

RECEIPT & PAYMENTS ACCOUNT FOR THE YEAR ENDED ON 31-03-2020

TO	PARTICULARS	Rs. Ps.	By	PARTICULARS	Rs. Ps.
	Balance b/f			Adarsh Degree College	18,95,126.00
	Cash	22,360.00		Advertisement Charges	44,990.00
	Bank	5,01,880.44		Bank Commission	539.60
	Petty Cash	1.25		Building Maintenance Charges	16,72,252.00
	Adarsh B.Ed College	68,479.05		Bus pass Renewal Fee	4,000.00
	Adarsh Degree College	53,08,564.20		Conveyance charges	81,193.00
	Adarsh TTC College	82,050.75		Electricity fittings	13,020.00
	Bank interest received	62,192.00		Electricity charges	1,05,021.00
	Exam fee	3,29,820.00		Exam Fee	3,29,820.00
	Salaries	5,71,360.00		FDR with Indian Bank, M' Nagar	5,00,000.00
	TDS Refund	70,330.00		Internet Charges	22,700.00
	Tuition fee	28,65,400.00		LED Projector	25,000.00
				Adarsh College of Elementary Edu	6,00,000.00
				Library	9,809.00
				MBA Orientation Programme Exp	12,588.00
				MBA Rectification Exp	28,370.00
				Miscellaneous Expenses	1,29,865.00
				Municipal Tax	2,69,436.00
				Postal & telegram Charges	10,734.00
				Processing Fee	1,79,600.00
				Project Viva Exam Exp	13,660.00
				Refreshments	12,700.00
				Remunerations	2,25,000.00
				Repairs & Maintenance Charges	19,198.00
				Salaries	29,81,967.00
				Software Purchase	2,900.00
				Stationery expenses	53,138.00
				Task Programme Exp	7,163.00
				Telephone Charges	13,919.00
				Transportation Charges	430.00
				Balance c/f	
				Bank	6,07,532.84
				Cash	10,725.00
				Petty Cash	41.25
		98,82,437.69			98,82,437.69

*M. Akshay Kumar*  
B.Com, F.C.A.  
Chartered Accountant  
MAHABUBNAGAR

*Dr. J. S. R.*  
PRINCIPAL  
Adarsh P.G. College of Computer Science  
MAHABUBNAGAR

*Dr. J. S. R.*  
SECRETARY  
Mahabubnagar Educational Society  
Regd. No. 197/27  
Venkateshwara Colony M. Nagar





**M. ASHOK KUMAR**  
Chartered Accountant

(O) : 08542-221841

(O) : 08542-295680

+91 9848003778

Malyala ashokkumar@gmail.com

To

The Secretary,  
Mahabubnagar Educational Society,  
Mahabubnagar.

Sir,

**AUDIT REPORT**

I have examined the Balance Sheet of Adarsh P.G. College of Computer Sciences (Unit of Mahabubnagar Educational Society), Mahabubnagar Town and District, as at 31-03-2021 and Income and Expenditure account for the year ended on that date which is in agreement with the books of accounts maintained by your Organisation.

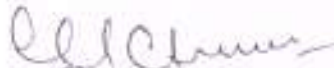
I have obtained all the information and explanations, which to the best of my knowledge and belief were necessary for the purpose of the audit.

In my opinion and to the best of my information and according to explanation given to me, the said account gives a true and fair view.

- i) In the case of the Balance Sheet of the state of the above named Organisation affairs as at 31-03-2021, and
- ii) In the case of the Income and Expenditure account of the Income and Expenditure of the above named Organisation of the accounting year ending on 31-03-2021.

Date : 27-08-2021.

Place : Mahabubnagar.

  
Chartered Accountant.  
M. Ashok Kumar  
B.Com. FCA  
Chartered Accountant  
MAHABUBNAGAR



PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

ADARSH P.G.COLLEGE OF COMPUTER SCIENCES  
(A UNIT OF MAHABUBNAGAR EDUCATIONAL SOCIETY)  
VENKATESHWARA COLONY, MAHABUBNAGAR

STATEMENT OF DEPRECIATION FOR THE F.Y. 2020-21

S.No.	NAME OF THE ASSETS	RATE OF DEPRECIATION	W.D.V ON 31-03-2020	ADDITIONS/ DELETIONS DURING THE YEAR	TOTAL	DEPRECIATION	W.D.V ON 31-03-2021
1	<u>BLOCK OF ASSETS @10%</u> BUILDING	10%	13,23,879.32		13,23,879.32	1,33,387.93	11,91,491.39
2	<u>BLOCK OF ASSETS @10%</u> FURNITURE	10%	1,96,584.44		1,96,584.44	19,658.44	1,76,926.00
3	<u>BLOCK OF ASSETS @15%</u> LABORATORY AIR CONDITIONER BIO METRIC MACHINE BORE MOTOR XEROX MACHINE LED PROJECTOR	15%	1,10,023.36 1,181.50 7,878.65 2,399.59 8,239.05 21,250.00	- - - - - -	1,10,023.36 1,181.50 7,878.65 2,399.59 8,239.05 21,250.00	16,503.50 177.23 1,181.80 359.94 1,235.86 3,187.50	93,519.86 1,004.28 6,696.85 2,039.65 7,003.19 18,062.50
4	<u>BLOCK OF ASSETS @40%</u> COMPUTER	40%	57,879.06	-	57,879.06	23,151.62	34,727.44
			17,29,314.97	-	17,29,314.97	1,97,843.82	15,31,471.15




*Principal*  
**PRINCIPAL**  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

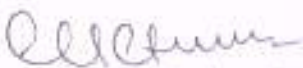


ADARSH P.G COLLEGE  
(A UNIT OF MAHABUBNAGAR EDUCATIONAL SOCIETY)  
VENKATESHWARA COLONY, MAHABUBNAGAR

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED ON 31-03-2021

PARTICULARS		Rs. Pk.	PARTICULARS		Rs. Pk.
To			By		
- ACCOUNTING CHARGES (I.T)		13,000.00	- BANK INTEREST RECEIVED		9,846.00
- BUILDING MAINTENANCE		1,27,198.00	- TUITION FEE		23,45,500.00
- ADVERTISEMENT CHARGES		6,100.00	- MISCELLANEOUS INCOME		92,880.00
- BANK CHARGES		410.54	- INTEREST ON FDPS		62,779.00
- BUS PASS RENEWAL		4,053.10			
- CONVEYANCE EXPENSES		1,08,000.00			
- DEPRECIATION		1,97,843.82			
- ELECTRICITY CHARGES		41,863.00			
- EXAMINATION EXPENSES		4,930.00			
- REMUNERATION TO GUEST LECTURERS		9,42,000.00			
- MISCELLANEOUS EXPENSES		12,330.00			
- PROCESSING FEE		7,800.00			
- PROPERTY TAX		2,69,436.00			
- REFRESHMENTS		2,850.00			
- UNIVERSITY FEE		63,250.00			
- SALARIES TO STAFF		3,91,140.00			
- STATIONERY EXPENSES		16,648.00			
- TELEPHONE CHARGES		13,591.00			
- TRANSPORTATION CHARGES		570.00			
- EXCESS OF INCOME OVER EXP		2,87,991.54			
		25,11,005.00			25,11,005.00

  
SECRETARY  
Mahabubnagar Educational Society  
Regd. No. 19/147  
Venkateshwara Colony, M. Nagar

  
M. Ashok Kumar  
B.Com., F.C.A  
Chartered Accountant  
MAHABUBNAGAR

  
PRINCIPAL  
Adarsh P.G. College of Computer Sciences  
MAHABUBNAGAR

## BALANCE SHEET AS ON 31-03-2024

*Ch. N. Venkatesh*  
B.Com., F.C.A.  
Chartered Accountant  
MAHAEBNAGAR

**PRINCIPAL**  
Vidya P.G. College of Computer Science-  
MAHABUBNAGAR.


Journal of Social

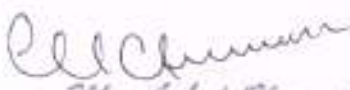


ADARSH P.G COLLEGE  
(A UNIT OF MAHABUBNAGAR EDUCATIONAL SOCIETY)  
VENKATESHWARA COLONY  
MAHABUBNAGAR

RECEIPT & PAYMENTS STATEMENT FOR YEAR ENDED ON 31-03-2021

Sl.No.	PARTICULARS	RECEIPTS	PAYMENTS
1	OPENING BALANCE		
	CASH		
	BANK	10,766.25	-
2	ADARSH DEGREE COLLEGE	6,07,532.84	-
3	ADARSH D.ED COLLEGE	3,36,400.00	5,08,200.00
4	ADARSH B.ED COLLEGE	-	1,01,060.00
5	TUITION FEE	-	3,70,000.00
6	EXAMINATION FEE	23,45,500.00	-
7	MISCELLANEOUS INCOME	1,97,780.00	1,97,780.00
8	BANK INTEREST	92,880.00	-
9	FDR INTEREST	9,846.00	-
10	FDR MATURED	16,385.00	-
11	BANK CHARGES	5,00,000.00	-
12	ACCOUNTING CHARGES (INCOME TAX)	-	410.54
13	BUILDING MAINTENANCE	-	13,000.00
14	ADVERTISEMENT CHARGES	-	1,27,198.00
15	BUS PASS RENEWAL FEE	-	6,100.00
16	CONVEYANCE EXPENSES	-	4,053.10
17	ELECTRICITY CHARGES	-	1,08,000.00
18	EXAMINATION EXPENSES	-	41,863.00
19	REMUNERATION TO GUEST LECTURERS	-	4,930.00
20	MISCELLANEOUS EXPENSES	-	9,42,000.00
21	PROCESSING FEE	-	12,330.00
22	PROPERTY TAX	-	7,800.00
23	REFRESHMENTS	-	2,69,436.00
24	UNIVERSITY FEE	-	2,850.00
25	SALARIES TO STAFF	-	63,250.00
26	SALARIES PAYABLE	-	3,91,140.00
27	STATIONERY EXPENSES	-	1,80,000.00
28	TELEPHONE CHARGES	-	16,648.00
29	TRANSPORTATION CHARGES	-	13,591.00
30	CLOSING BALANCE	-	570.00
	CASH		
	BANK	-	41,721.25
	TOTAL	-	6,93,159.20
		41,17,090.09	41,17,090.09

  
**PRINCIPAL**  
Adarsh P.G. College of Computer Science  
MAHABUBNAGAR

  
**M. Ashok Kumar**  
B.Com., F.C.A.  
Chartered Accountant  
MAHABUBNAGAR