



## MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

### PART CHANGE

#### 22MBA002: BUSINESS ECONOMICS

L	T	P	C
4	0	0	4

### I Semester: MBA

#### Course Objectives:

- To provide an understanding of the basic concepts associated with Business Economics. □
- To impart the knowledge of various aspects of Demand and Supply □ To highlight the importance of Production and Cost concepts in a Firm. □ To elaborate on the nature of various Market Structures.
- To enable the understanding of various Pricing Strategies

#### Course Outcomes: Students will be able to

- Understand the Concepts and Principles of Business Economics.
- Learn various concepts and practical applications of Demand and Supply viz. Laws, Types, Elasticity, Forecasting and Equilibrium.
- Learn concepts and applications related to Production and Cost of a firm.
- Learn the features of various Market Structures along with the Decision-making with regards to Price and Output in Short and Long Terms.
- Understand the concepts of Pricing Practices, Theory of Firm and Managerial & Behavioral Theories of a Firm

**Unit – I: Introduction to Business Economics:** Definition, Nature and Scope, Relationship with Other Disciplines, Business Decision-making Process, Basic Economic Principles: The Concept of Opportunity Cost, Marginalism, Equi-marginalism, Incremental Concept, Time Perspective, Discounting Principle, Risk and Uncertainty.

**Unit – II: Theory of Demand and Supply:** (a) Demand Analysis: Demand, Demand Function, Law of Demand, Determinants of Demand, Types of Demand. Elasticity of Demand, Types, Measurement and Significance of Elasticity of Demand. Demand Forecasting, Need for Demand Forecasting, Methods of Demand Forecasting. (b) Supply, Supply Function, Determinants of Supply, Law of Supply, Elasticity of Supply. (c) Market Equilibrium

**Unit – III: Production and Cost Analysis:** Production Function, Production Function with One and Two Variables, Cobb-Douglas Production Function, Marginal Rate of Technical Substitution, Isoquants and Isocosts, Returns to Scale, Economies of Scale, Innovations and Global Competitiveness. Cost Concepts, Determinants of Cost, Cost-Output Relationship in the Short-run and Long-run, Short-run vs. Long-run Costs, Average Cost Curves, Break Even Analysis.



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**Unit – IV: Market Structures- Pricing and Output decisions:** Classification of Market Structures, Features and Competitive Situations. Price-Output Determination under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly – both the Long-run and the Short-run.

**Unit – V: Pricing Strategies:** Pricing Policy, Price Discrimination, Cost Plus Pricing, Pricing of Multiple Products, Transfer Pricing, Pricing over Product Life Cycle. Theory of Firm, Managerial Theories and Behavioral Theories of Firm. International Price Discrimination: Dumping, Effects of Dumping.

### Reference Books:

- D.M. Mithani, Managerial Economics, Himalaya Publishing House, 9e, 2022.
- Satya P. Das & J.K. Goyal, Managerial Economics, Sage Publications, 2e, 2022.
- Dominick Salvatore, Siddhartha K. Rastogi, Managerial Economics, Oxford Publications, 9e, 2020.
- H L Ahuja, Business Economics, S. Chand & Co, 13e, 2019.
- Geetika, Piyali Ghosh, Purba Roy Choudhury, Managerial Economics, Tata McGraw-Hill, 3e, 2018.
- H L Ahuja, Business Economics, S. Chand & Co, 13e, 2019.
- Suma Damodaran, Managerial Economics, Oxford Publications, 2e, 2018.
- P. N. Chopra, Managerial Economics, Kalyani Publishers, 1e, 2018.

### E- Resources

1. <http://2012books.lardbucket.org/pdfs/managerial-economics-principles.pdf>
2. [http://library.wub.edu.bd/assets/images/repository/Managerial\\_Economics.pdf](http://library.wub.edu.bd/assets/images/repository/Managerial_Economics.pdf)
3. Leslie Sklair, Globalization: Capitalism and its Alternative, Oxford University Press, 2002.
4. <http://www.studynama.com/community/threads/485-Managerial-economics-ebook-lecture-notes-pdfdownload-for-MBA-students>



## MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

### PART CHANGE

### 22MBA004: BUSINESS LAW & ENVIRONMENT

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#### I Semester: MBA

#### Course Objectives:

The course enables the students

- To understand Legal and regulatory framework for doing business in India.
- To understand different types of business environments which they should review before taking managerial decisions.

#### Course Outcomes:

At the end of this course, students will be able to

- Understand the formalities involved in incorporating a company and the nuances related to the Law of Contract.
- Understand the implications of direct and indirect taxes, negotiable instruments Act and also about the Cyber Laws.
- Understand the issues related to the industrial policy and regulation and their amendments from time to time.
- Understand the terminology of the planning, commission and Union Budget.
- Gain knowledge on Capital markets, RBI guidelines; trade, EXIM policy and Foreign Exchange Management Act which will be useful for them to take decisions to ensure growth and sustainability of the organizations.

**UNIT-I: Introduction to Companies Law: Companies Act, 2013:** Steps and procedure for incorporation of the company, Appointment of Directors, Powers, duties, & liabilities of Directors, Company Meetings, Resolutions, Winding-up of a Company.

**UNIT-II: Introduction to Law of Contract:** Nature of Contract and Essential elements of valid contract, Offer and Acceptance, Consideration, Capacity to contract and Free Consent, Legality of Object. Unlawful and illegal agreements, Contingent Contracts, Performance and discharge of Contracts, Remedies for breach of contract.

**UNIT-III: Law relating to special Contracts and Cyber Crimes:** Indemnity and guarantee, Contract of Agency, Sale of goods Act-1930: General Principles, Conditions & Warranties, Performance of Contract of Sale. The Legal Landscape - Need for cyber laws in the Indian context - The Indian IT Act-challenges to Indian Law and cybercrime scenario in Indian-issues and Challenges in Cybercrime.

**UNIT-IV: Negotiable Instruments Act - 1881:** Negotiable Instruments- Promissory Note, Bills of Exchange & Cheque, and their definitions and characteristics, Types of endorsements, Holder- Holder in due course, Discharge of Parties. Introduction to Goods and Services Tax (GST).



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**UNIT-V: Introduction to Business Environment:** Business and its Environment–An introduction to Economic Environment–Perspectives on the Economic Problem–The Technological Environment–The Social and Cultural Environment – Corporate Social Responsibility.

**Textbooks:**

1. RSN Pillai, Bagavathi, Business Law, S. Chand, 2013
2. Indian Law and cyber-crime scenario in Indian – issues and Challenges in Cyber Crime
3. Justin Paul, “Business Environment: Text & Cases” TMH, 3/e, 2012

**References:**

1. N.D. Kapoor, “Elements of Mercantile Law”. 2007, Sultan Chand & Co.
2. Ravinder Kumar, Legal Aspects of Business, 4e, Cengage Learning, 2016.
3. K. R. Bulchandani, “Business Law for Management”, 2009, HPH.
4. P.P.S. Gogna, Company Law, S. Chand, 2016.
5. RSN Pillai, Bagavathi, Legal Aspects of Business, S. Chand, 2016.
6. Akhileshwar Pathak, Legal Aspects of Business, Tata Mc Graw Hill, 3e, 2011.
7. Nina Godbole & Sunit Belapure, Cyber Security, Wiley India, 2012.
8. K. Aswathappa, “Essentials of Business Environment”, 2009, HPH.
9. S C Gupta, “Fundamentals of Statistics”, HPH, 2012



## MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

### PART CHANGE

### 22MBA005: RESEARCH METHODOLOGY & STATISTICAL ANALYSIS

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#### Course Objectives:

- To introduce the basic concepts of Research Methodology.
- To impart knowledge on concepts and types of Research Design; Data and its Collection methods along with various tools used for Data Collection.
- To demonstrate Tabulation and Graphical Representation of One, Two, Three-Dimensional Data; to introduce the concepts of Statistics and Small Sample Tests.
- To highlight the significance of Statistical Tools for analysis and interpretation of Qualitative & Quantitative data
- To introduce the concepts of Time Series and Index Numbers and train on writing Research Reports effectively.

#### Course Outcomes: Students will be able to:

- Gain a conceptual overview of Research and the relevant concepts to Research.
- Learn the different types of Research Designs, Data Collection Tools and Procedures.
- Use different methods of representing data through Graphs and Tables; gain an overview of Statistics and relevant concepts and conduct Small Sample Tests.
- Learn to solve mathematical problems related to ANOVA (One-way and Two-way), Correlation and Regression.
- Learn the application of Time Series and Index Numbers; appreciate the need for preparing and presenting a structured Research Report.

**UNIT – I: Introduction to Research:** Meaning, Scope, Role of Business Research, Types of Research, Research Process, Conceptualization of Variables and Measurement, Types and Measurement of Variables, Ethics in Business Research.

**UNIT – II: Research Design:** Research Problem, Purpose of Research Design, Types of Research Design: Experimental Research Design, Research Design for Cross Sectional, Longitudinal Studies, Characteristics of Good Research Design, Sampling and its Applications. Data Collection Methods & Tools: Types of Data, Sources and Instruments for Data, Guidelines for Questionnaire, Sampling and its Application. Measurement and Scaling, Reliability and Validity in Measurement of Variables, Sources of Error in Measurement.

**UNIT – III: a) Tabulation** of Univariate, Bivariate and Multivariate Data, Data Classification and Tabulation, Diagrammatic and Graphical Representation of Data. One-Dimensional, Two-Dimensional and Three-Dimensional Diagrams and Graphs. Introduction to Statistics, Measurement of Central Tendency and Dispersion. **b) Small Sample Tests:** t-Distribution, Properties and Applications, Testing for One and Two Means, Paired t-Test, Hypothesis Formulation and Testing.



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**UNIT – IV:** a) **Analysis of Variance:** One-Way and Two-Way ANOVA (with and without Interaction). Chi-Square Distribution: Test for a Specified Population Variance, Test for Goodness of fit, Test for Independence of Attributes. b) **Correlation Analysis:** Correlation, Limits for Coefficient of Correlation, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Linear and Multiple Regression Analysis, Discriminate Analysis, Exploratory Factor Analysis.

### **UNIT – V: Time Series Analysis and Report Writing:**

Components, Models of Time Series, Additive, Multiplicative and Mixed Models, Trend Analysis: Free hand Curve, Semi Averages, Moving Averages, Least Square Methods. **Index Numbers:** Introduction, Characteristics and Uses of Index Numbers, Types of Index Numbers, Unweighted Price Indexes, Weighted Price Indexes, Tests of Adequacy and Consumer Price Indexes. Importance of Report writing, Types of Research Reports, Report Preparation and Presentation, Report Structure, Report Formulation, Guides for Effective Documentation, Research Briefings. Referencing Styles and Citation in Business Management Research.

### **TEXT BOOKS:**

- Ranjit Kumar, Research Methodology: Step-by-step Guide for Beginners, sage, 4e,2022.
- S.P. Gupta, Statistical Methods, Sultan Chand & Sons, 46e,2021.
- Shashik.Gupta, P Rangi, Research Methodology: Methods, Tools & Techniques, Kalyani Publishers,6e, 2020.
- Donald R Cooper, Pamela S. Schindler, Business Research Methods, Tata Mc Graw Hill, 12e, 2019 □  
Deepak Chawla, Research Methodology: Concepts & Cases, Vikas Publishing, 2e, 2016.
- William G Zikmund, Barry J Babin, Jon C. Carr, Atanu Adhikari, Mitch Griffin, Barry J. Babin, Business Research Methods Cengage Learning, 8e, 2016.
- P.C. Tulsian, Bharat Jhunhunwala, Business Statistics, S. Chand Publishing, 2016.



## MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

### PART CHANGE

### 22MBA009: HUMAN RESOURCE MANAGEMENT

II Semester: MBA

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#### COURSE OBJECTIVE

- To understand various functions of HRM and able to manage the human resources of any organization effectively

#### COURSE OUTCOMES

The course should enable the students to understand:

- Utilize the available human resources in efficient and effective manner for the purpose of fulfillment of organizational goals.
- Understand the functions of human resource department for the purpose of effective evaluation of training and development.
- Create and maintain the quality of work life in the organizations for carrier planning and development.
- Maintain employee and management relationships effectively in the organization for problem solving and coordinating activities effectively.
- Develop grievance handling methods, guidelines for handling grievances and strategies to reach organizational goals.

#### UNIT-I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Objectives of human resource management, human resource objectives, human resource activities, challenges of human resource management, job analysis and design, uses of job analysis, methods of data collection, job description and specifications, job design, job rotation, job enlargement, job enrichment, strategic and human resource planning, human resource planning process, human resource information systems, Labour Legislations

#### UNIT-II RECRUITMENT AND SELECTION

The recruitment process, methods of recruiting, challenges of recruiting, selection process, type of tests, basic features of interviews, types of interviews, interview errors and bias, designing and conducting the effective interview. Compensation Management and Job Evaluation

#### UNIT-III TRAINING AND DEVELOPMENT

Introduction to training, the training process, training methods, management development, individual, group. Organizational techniques, evaluation of training and development.



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### UNIT-IV PERFORMANCE APPRAISAL

The appraisal process, methods and potential problems in performance evaluation, the appraisal interview, the feedback interview, the role of appraisal in managing performance, career planning and development.

### UNIT-V INTEGRATION

Quality of work life, quality circles, industrial disputes, causes and remedial measures, collective bargaining, the management of conflicts, sources of grievances, the grievance procedure, guidelines for handling grievances, welfare services, separation.

### Reference Books:

1. Biswajeet Pattanayak , " Human Resource Management", Prentice hall of India, 2<sup>nd</sup> Edition, 2009.
2. Ashwathappa, "Human resource management", Himalaya Publications, 7<sup>th</sup> Edition, 2012.
3. Cynthia D. Fisher, Lyle F. Schoenfeld , "Human Resource Management", Wiley India Publishers, 3<sup>rd</sup> Edition, 2009.
4. Jyothi , " Human Resource Management", Pearson Education, 12<sup>th</sup> Edition, 2009.
5. R. Wayne Mondy, Robert M. Noe , "Human Resource Management", Pearson Education, 5<sup>th</sup> Revised Edition, 2009.
6. Gary Dessler, BijuVarkkey, Human Resource Management, 4e, Pearson2017.

### E-Resources:

1. <http://www.csb.gov.hk/english/publication/files/e-hrmguide.pdf>
2. <http://corostrandberg.com/wp-content/uploads/2009/12/csr-hr-management.pdf>
3. <https://www.free-ebooks.net/ebook/Human-Resources-Management-Course>
4. <http://www.e-booksdirectory.com/listing.php?category=439>





## MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

### PART CHANGE

#### 22MBA0020M: DIGITAL MARKETING

III Semester: MBA

L	T	P	C
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#### Course Objectives:

- The objective of this course is to understand the importance of digital marketing, Social Media Marketing and the applications.

#### Course Outcomes:

- The Applications of Digital Marketing in the Globalized Market
- Channels of Digital Marketing
- Digital Marketing Plan
- Search Engine Marketing
- Online Advertising
- The Process of Social Media Marketing

**Unit-I: Understanding Digital Marketing** Introduction to Digital Marketing: Concept-Components- Need and Scope - Benefits – Digital Marketing Platforms and Strategies – Comparison of Marketing and Digital Marketing Digital Marketing Trends.

**Unit-II: Marketing in the Digital Era Segmentation:** Importance of Audience Segmentation - How different segments use Digital Media - Organizational Characteristics - Purchasing Characteristics - Using Digital Media to Reach-Acquisition and Retention of new customers –Digital Media for Customer Loyalty.

**Unit-III: Search Engine Marketing and Online Advertising:** Search Engine Marketing: Importance of SEM - Understanding Web Search - Keywords –HTML tags- Inbound Links **Online Advertising:** Online Advertising vs. Traditional Advertising - Payment Methods of Online Advertising – CPM (Cost-per-Thousand) and CPC (Cost-per-click) – Display Ads – Choosing a Display Ad Format-Landing Page and its importance.

#### Unit-IV: Introduction to Social Media Marketing

Social Media Marketing: The Role of Social Media Marketing- Goals and Strategies- Identifying Target Audiences- Social Media Platforms and Social Network Sites- Micro blogging - Video Marketing - Content Marketing - Mobile Marketing on Social Networks –Tools for Managing the Social Media Marketing Effor

#### Unit-V: Application of Social Media Marketing

**Social Media Marketing:** Social Networking with Face book - LinkedIn, Blogging as a social medium - Micro blogging with Twitter - Social Sharing with YouTube - Social Media for Customer Reach - Acquisition and



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Retention - Measurement of Digital Media – Analyzing Digital Media Performance-Analyzing Website Performance – Analyzing Advertising Performance.

**Tex Books:**

1. Dinesh Kumar, Marketing in the Digital Age, Sage Publications, 2021.
2. Annmarie Hanlon, Digital Marketing: Strategic Planning & Integration, Sage Publications, 1e, 2019.
3. Chuck Hemann & Ken Burbary, Digital , Pearson, 2e, 2018.
4. Judy Strauss & Raymond Frost, E-Marketing, Pearson, 2016.
5. Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
6. Vandana Ahuja, Digital marketing, Oxford University Press 2015

**REFERENCES:**

1. Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
2. Vandana Ahuja, Digital marketing, Oxford University Press 2015.
3. Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e, 2015.
4. Judy Strauss & Raymond Frost, E-Marketing, Pearson, 2016.
5. Richard Gay, Alan Charles worth and Rita Esen, Online marketing A customer led approach, Oxford University Press 2007.
6. Arup Varma, Pawan S. Budhwar, Angelo S. DeNisi, Digital Marketing, Wiley, 2016.



## MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

### 22MBA0026F: FINANCIAL DERIVATIVES AND RISK MANAGEMENT

L	T	P	C
4	0	0	4

#### IV Semester

##### Course Objective:

- To orient on the concepts of Risk Management, measurements and risk management strategies using derivatives.
- To provide understanding of various risk measurement tools.
- To impart knowledge of various aspects in derivatives market.
- To elucidate various aspects in Risk Management.
- To provide understanding of various techniques in Risk Management.

##### Course Outcome: Students will be able to:

- Understand risk management and derivatives.
- Learn the relevance of Basel norms, types of risks.
- Learn various aspects about Derivatives Market in India. □ Understand the uses of options strategies.
- Examine the importance of SWAP Market

**Unit – I: Introduction to Derivative Markets:** Derivative Market, Types of Derivatives, Development and Growth of Derivative Markets, Factors influencing the Growth of Derivatives Market in India, Regulations of Derivative Market. **Forward and Future Contracts:** Forward Contract, Pricing Forward Contracts, Foreign Currency Forward Contract, Commodity Forward Contract, Counterparty Risk in the Forward Contract, Difference between Forward and Spot Market, **Futures Contract:** Future Contract Design, Physical Settlement, Delivery Options and Cash Settlement, Future Market, Global Futures Market size, Commodity Futures, Equity Futures, Stock Index Futures, Currency Futures, Futures on Government Bonds, Notes and Bills, Cost of Carry Model for Futures and Forwards.

**Unit – II: Introduction to Risk Management:** Risk Management, Scope of Risk Management, Benefits of Risk Management, Classification of Risks: Systematic Risk and Unsystematic Risk, Business Risk, Financial Risk. Financial Markets, Market Risk: Price Risk, Currency Risk, Liquidity Risk, Interest Risk, Credit and Counterparty Risk, Operational Risk, Model Risk, Risk Management Process.

**Unit – III: Risk Measurement Tools:** Capital Adequacy Ratio, Basel Norm: Basel Accord I, II & III, Need and Scope of studying Basel Norms, **Types of risk:** Interest Rate Risk, Market Risk, Credit Risk, Operational Risk, Exchange Rate Risk, Liquidity Risk. **Value at Risk (VaR), Cash Flow at Risk:** Applications and Problems on VaR & CaR.

**Unit – IV: Risk Management Techniques – Options Contract:** Options Contract and The Structure of Option Market, Types of Options, Option Strategies, Principles of Call Option Pricing,



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Put Option Pricing, **Put - Call Parity Theorem**: Option Pricing, Arbitrage Pricing. **Binomial Pricing Model: The Black- Scholes Options Pricing Model**, Uses of Options Strategies.

**Unit – V: Risk Management Techniques – SWAPS Contract**: SWAP Market and its Evolution, **Interest Rate Swap**: Structure of a Typical Interest Rate Swap, Pricing and Valuation of Interest Swaps, Interest Rate Swap Strategies, Interest Rate Swaps in India. **Currency Swaps**: Currency Swaps Stature, Currency Swaps Pricing and Valuing Currency Swap, Currency Swap in India, **Equity Swap**: Equity Swap Pricing and Valuing of Equity Swap, Equity Swap Strategies, Pricing and Valuing of Commodity Swap, Carbon Credit, Weather Derivatives.

**Text Books:**

Don MC hance, Robert Brooks, An Introduction to Derivatives and RiskManagement,9e, 2013.

**Reference Books:**

R.Madhumathi&M.Ranganatham,DerivativesandRiskManagement,Pearson,2012. George E Rejda, Principles of Risk Management and Insurance, Pearson,2005.  
ReneM.Stulz,RiskManagement&Derivatives,CengageLearning,2003.