



**D.N.R. COLLEGE OF ENGINEERING & TECHNOLOGY**  
**AUTONOMOUS**

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**MASTER OF BUSINESS ADMINISTRATION**

**ADMITTED BATCH – 2024-25**

**DR24 : I – I SYLLABUS**



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## **MASTER OF BUSINESS ADMINISTRATION**

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### **COURSE STRUCTURE MBA (REGULAR) 2024-2025**

(Effective for the students admitted into first year from the academic year 2024-2025)

#### **MASTER OF BUSINESS ADMINISTRATION**

##### **I Semester**

(Applicable for the Batch Admitted from 2024-25)



**D.N.R. COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous)**

**BHIMAVARAM -534202, Andhra Pradesh (India)**



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**MASTER OF BUSINESS ADMINISTRATION**

**I Year I Semester**

**COURSE STRUCTURE**

S.No	Course Code	Courses	M	L	T	P	C
1	MB241101	Management and Organizational Behavior	100	4	0	0	4
2	MB241102	Managerial Economics	100	4	0	0	4
3	MB241103	Accounting for Management	100	4	0	0	4
4	MB241104	Quantitative Analysis for Business Decisions	100	4	0	0	4
5	MB241105	Entrepreneurship Development	100	4	0	0	4
6	MB241106	Business Environment	100	4	0	0	4
7	OE - MB241107	A. Information Technology for Business B. Rural Development C. Intellectual Property Rights & Patents D.MOOCs: SWAYAM/NPTEL- (Related to Management Courses other than listed courses in the syllabus)	100	3	0	0	3
8	SE- MB241108	PACE-UP(Personality Assessment Centre, Enhancement and Up gradation Processes)Programme	50	0	0	4	2
9	SE- MB241109	Tally Lab	50	0	0	4	2
10	VA- MB241110	Entrepreneur Project -I Identifying the area of interest, Interacting with successful business <sup>2</sup> And submission of ground report.	50	0	0	4	2
<b>Total</b>			<b>850</b>	<b>27</b>	<b>0</b>	<b>12</b>	<b>33</b>

**The Entrepreneur Project can be done either individually or forming a group (limited to maximum of 4 members)**



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**MASTER OF BUSINESS ADMINISTRATION**

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**I Year I Semester**

L	T	P	C
4	0	0	4

**MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**

**Course Objective:**

Objective of the course is to give a basic perspective of Management.

This will form foundation to study other functional areas of management and to provide the students with the conceptual framework and the theories underlying Organizational Behavior.

**Course Outcomes:**

**CO1:** To explain the importance & role of management in the business organizations.

**CO2:** To analyze knowledge on the importance of planning and organizing.

**CO3:** To identify various leadership styles and their suitability to the situation.

**CO4:** To apply organizational behavior theories and concepts to individual work experiences.

**CO5:** To understand how to work more effectively in a team environment

**Unit-I**

Definition, Nature, Functions and Importance of Management – Evolution of Management thought – Scientific management, administrative management, Hawthorne experiments – systems approach -Levels of Management - Managerial Skills - Planning – Steps in Planning Process – importance and Limitations – Types of Plans - Characteristics of a sound Plan - Management by Objectives (MBO) - Techniques and Processes of Decision Making - Social Responsibilities of Business

**Unit-II**

Organizing– Principles of organizing–Organization Structure and Design–Types of power - Delegation of Authority and factors affecting delegation – Span of control – Decentralization – Line and staff structure conflicts – Coordination definition and principles - Emerging Trends in Corporate Structure – Formal and Informal Organization- Nature and importance of Controlling, process of Controlling, Requirements of effective control and controlling techniques.

**Unit-III**

Organizational behavior: Nature and scope –Linkages with other social sciences – Individual roles and organizational goals – perspectives of human behavior - Perception– perceptual process – Learning - Learning Process- Theories - Personality and Individual Differences - Determinants of Personality - Values, Attitudes and Beliefs - Creativity and

Creative thinking.

#### **Unit–IV**

Motivation and Job Performance–Content and process Theories of Motivation-Leadership-Styles- Approaches – Challenges of leaders in globalized era– Groups– stages formation of groups – Group Dynamics - Collaborative Processes in Work Groups - Johari Window-Transactional Analysis.

#### **Unit–V:**

Organizational conflict-causes and consequences-conflict and Negotiation Team Building, Conflict Resolution in Groups and problem solving Techniques – Organizational change - change process - resistance to change - Creating an Ethical Organization.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

#### **References:**

1. Harold Koontz, Heinz Weihrich, A.R.Aryasri, Principles of Management, TMH, 2010.
2. Dilip Kumar Battacharya, Principles of Management, Pearson,2012.
3. Kumar, Rao, Chhaalill “Introduction to Management Science” Cengage Publications, New Delhi
4. V.S.P.Rao, Management Text and Cases, Excel, SecondEdition,2012.
5. K.Anbuvelan, Principles of Management, University Science Press, 2013.
6. K.Asathappa “Organisational Behaviour-Text, Casesand Games”, Himalaya Publishing House, New Delhi, 2008.
7. Steven L Mc Shane, Mary Ann Von Glinow, Radha R Sharma:“Organisational Behaviour”, TMH Education, New Delhi,2008



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**I Year I Semester**

L	T	P	C
4	0	0	4

**MANAGERIAL ECONOMICS**

**Course Objective:**

- 1: Objective of the course is to introduce basic concepts and techniques of Managerial Economics and comprehend student with vital decisions of business.
- 2: Assimilate and apply the laws of economics in the business.
- 3: Acquire the knowledge about the various types of market structure for strategizing and wise decision making.
- 4: Practice the pricing strategies in the business management policies.
- 5: Achieve the knowledge about macroeconomics to fore see the external forces to the effective decisions in organization.

**Course Outcomes:**

- CO1:** Explain the economic meaning of price, elasticity, and production costs. Describe the cause and effect of changes in all of these variables.
- CO2:** Draw and analyze cost and revenue curves that maximize profit.
- CO3:** Discuss differences and critically analyze the pros and cons of different market structures, including competitive, monopolistic and oligopolistic markets.
- CO4:** pricing strategies to achieve and applicability in the market conditions
- CO5:** knowledge about macroeconomics conditions and learn to applicable in the present context.

**UNIT-I:**

Introduction to Managerial Economics: Nature and Scope- of managerial Economics: Incremental reasoning, Concept of Time Perspective, Discounting Principle, Opportunity Cost Principle, Equi -Marginal Concept-Theory of Firm-profit measurement-social responsibility of business.

**UNIT-II:**

Demand Analysis and Forecasting: Concepts of Demand, Supply, Determinants of Demand and Supply, Elasticities of Demand and Supply- Methods of demand forecasting for established and new products-.

**UNIT-III:**

Cost and Production Analysis: Cost: Concept and types, Cost-Output Relationships, Cost Estimation, Reduction and Control- Economies and Diseconomies of Scale- Law of Variable Proportions- Returns to Scale- Isoquants-Cobb-Douglas and CES Production

functions.

#### **UNIT-IV:**

Theory of Pricing: Price determination under Perfect Competition, Monopoly, Oligopoly and Monopolistic Competitions- Methods of Pricing. Market structures: Perfect and Imperfect Market Structure. Price discrimination- degrees of price discrimination

#### **UNIT-V:**

Macro Economics and Business: Concept, Nature and Measurement of National Income- - Fiscal and Monetary Policies. Inflation and Deflation: Inflation-Meaning and Kinds, Types, Causes and measurement of inflation Measures to Control Inflation, Deflation- - Philips curve- Stagflation-Theory of Employment- Business cycles: Policies to counter Business Cycles.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

#### **References:**

1. D.M.Mithani, Managerial Economics, Himalaya Publishing House
2. Hirschey-Managerialeconomics, 12<sup>th</sup>ed-cengage
3. Gupta G.S., Managerial Economics, TMH, 1988.
4. P.L.Mehta, Managerial Economics, PHI, 2001.
5. K.K Dawett, Modern Economic Theory, Sultan Chand & Sons.
6. D.N.Dwivedi, Managerial Economics, 7thEd, VikasPublishing.
7. H.Craig Peterson, W.Cris Lewis, managerial economics, Pearson, 2005.



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4	0	0	4

**I Year I Semester**

**ACCOUNTING FOR MANAGEMENT**

**Course Objectives:**

The objective of this course is to acquaint the students regarding various accounting concepts and its application in managerial decision making.

**Course Outcomes:**

- CO1:** Students would explain the significance of basic concept, importance & functions of Management Accounting.
- CO2:** Students would illustrate the Vertical format of financial statements, and also tools of financial analysis such as Trend Analysis, Comparative Analysis and Common Size Statement.
- CO3:** Students would calculate the various ratios and would be able to discuss the significance and use of the various ratios.
- CO4:** Students would be able to prepare cash flow statements using indirect method.
- CO5:** Students able to prepare Standard Costing Analysis and Techniques.

**Unit-I:**

Financial Accounting- concept, Importance and scope, accounting principles, accounting cycle, journal ledger, trial balance, Preparation of final accounts with adjustments.

**Unit-II:**

Analysis and interpretation of financial statements– meaning, importance and techniques, ratio analysis, Fund flow analysis, cash flow analysis (AS - 3).

**Unit-III:**

Cost accounting– meaning, importance, methods, techniques; classification of costs and cost sheet; Inventory valuation methods- LIFO, FIFO, HIFO and weighted average method

**Unit-IV:**

Management accounting – concept, need, importance and scope; budgetary control - meaning, need, objectives, essentials of budgeting, different types of budgets and their preparation.



**Unit-V:**

Standard costing and variance analysis (materials, labour)-Marginal costing and its application in managerial decision making.

**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

**References:**

1. MAHESWARI AND MAHESWARI "Financial Accounting", Vikas Publishing House, New Delhi, 2013.
2. Pandey, I.M. Management Accounting, Vikas Publishing House, New Delhi.
3. Horngren, Sundem & Stratton, Introduction to Management Accounting, Pearson Education, New Delhi.
4. Hansen & Mowen, Cost Management, Thomson Learning.
5. Mittal, S.N. Management Accounting and Financial management, Shree Mahavir Book Depot, New Delhi.
6. Jain S.P. and Narang K.L. Advanced Cost Accounting, Kalyani Publishers Ludhiana.
7. Khan M.Y. and Jain, P.K. Management Accounting, TMH, N .Delhi.



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**I Year I Semester**

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4	0	0	4

**QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS**

**Course Objectives:**

- 1: To develop a deeper understanding of meaning and importance of quantitative technique and its applications in managerial decisions.
- 2: Statistical tools like measures of central tendency & measures of variations and apply these tools to real life situations.
- 3: Students have more knowledge about the decision making concept, process of decision making and different environments like risk, uncertainty and certainty.
- 4: To have knowledge about Sampling and Sampling Distributions-Estimation-Point and Interval Estimates, Concepts of Testing Hypothesis.
- 5: Students would able to understand the concept of ANOVA, Chi-square Test of Independence and Goodness of fitness.

**Course Outcomes:**

At the end of the course students will be able to:

- CO1:** Basic importance and applications of quantitative techniques.  
**CO2:** Study the various measures and applicability of probability related to statistics.  
**CO3:** Justify the several decisions in decision theory.  
**CO4:** Use and understand the different sampling distribution techniques.  
**CO5:** Test the hypothesis for choosing best conclusion and inference.

**UNIT-I:**

Quantitative Techniques: Introduction - Meaning and Definition – Classification of QT -QT and other disciplines – Application of QT in business – Limitations.

**UNIT-II:**

Measure of Central Tendency and Dispersions- Arithmetic Mean; Geometric Mean; Harmonic Mean; Median: Mode, Standard Deviation. Simple correlation- Karl Pearson's Coefficient of correlation, Rank correlation. Simple Regression Analysis – Concept of Probability- Probability Rules-Joint and Marginal probability- Baye's Theorem-Probability

**UNIT- III:**

Introduction of Decision Theory: Steps involved in decision making, different environments in which decisions are made, Criteria for decision making, Decision making under uncertainty, Decision making under conditions of Risk-Utility as a decision criterion, Decision trees, Graphic displays of the decision-making process, Decision making with an active opponent.

**UNIT-IV:**

Concept of Estimation and Sampling: Inferential Analysis-Point Estimates and Interval Estimates of Averages and Proportions of small and large samples. Sampling –Meaning, Steps in Sampling Process-Sample Size- Probability and non- probability sampling techniques, Errors in sampling. Tests of significance-Types-Hypothesis-Types-Hypothesis testing and Confidence Intervals. Parametric Tests for means, Proportions, Variance and Paired Observations.

**UNIT-V:**

Analysis of Variance (ANOVA): One- way and Two Way ANOVA, Non Parametric tests- Chi-Square- Test of Independence, Test of Goodness of Fit.

**Relevant cases have to be in each unit and in examination case is compulsory for every unit.**

**References:**

- 1 N.D.Vohra “Quantitative Techniques in Management”, Tata- Mc Graw Hill Private Limited, New Delhi, 2011.
- 2 Gupta S.P “Statistical Methods”, S.Chandand Sons, New Delhi.
- 3 Anand Sharma “Quantitative Techniques for Business decision Making Himalaya Publishers, NewDelhi,2012.
- 4 D.P.Apte “Operation Research and Quantitative Techniques”, Excel Publications,NewDelhi,2013.
- 5 Hamdy,A.Taha “Operation Research. An Introduction”, Prentice- Hall of India, New Delhi, 2003.
- 6 Anderson “Quantitative Methods for Business”, Cengage Learning, New Delhi, 2013.



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**I Year I Semester**

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4	0	0	4

**ENTREPRENEURSHIP DEVELOPMENT**

**Course Objectives:**

1. Introduce various qualities required for entrepreneurship
2. Explain various entrepreneurship models
3. Organize interaction with successful entrepreneurs
4. Introduce to various tools as Six hat techniques
5. To learn various project techniques.

**Course Outcomes:**

After completing the course students will able to:

**CO1:** Identify qualities of entrepreneurs

**CO2:** Write project proposal

**CO3:** Use various entrepreneurship models

**CO4:** Understand various schemes supporting entrepreneurship

**CO5:** Think creative and innovative

**UNIT-I**

**Introduction:** Definition of Entrepreneur, Entrepreneurial motivation and barriers; Internal and external factors Economic Barriers to Entrepreneurship –Non-Economic Barriers to Entrepreneurship- Theories of entrepreneurship; Classification of Entrepreneurship- Entrepreneurship in Developing Economy – Entrepreneurial Values and Attitudes

**UNIT-II**

**Problems & Support:** Incubation and Take-off, Problems encountered Structural, Financial and Managerial Problems, Types of Uncertainty. -Institutional support for new ventures: Supporting organizations; Incentives and facilities; Financial Institutions and Small-scale Industries, Govt. Policies for SSIs. -Role of SIDBI in Project Management.

**UNIT-III**

**Types of Entrepreneurs:** Family and non-family entrepreneurs - Role of Professionals, Professionalism vs. family entrepreneurs– Sick industries, Reasons for Sickness, Remedies for Sickness, Role of BIFR in revival, Bank Syndications.

#### **Unit-IV**

**Project Analysis:** Meaning and Definition of Project, Types & Characteristics–Project Phases – Project Life Cycle – Project Family Tree – Feasibility Analysis and Project Report.

#### **Unit -V**

**Development of Enterprise:** Concept and development of Enterprise - Procedure of starting Enterprise – Vital Decision to make during start up: Project Report Preparation, Choice of Enterprise, and Market Assessment of Enterprise.

**Relevant cases have to be in each unit and in examination case is compulsory for every unit.**

#### **References:**

- 1) Couger, C- Creativity and Innovation (IPP,1999)
- 2) Nina Jacob,- Creativity in Organizations (Wheeler,1998)
- 3) Jonne & Ceserani- Innovation & Creativity (Crest) 2001.
- 4) Bridge Setal- Understanding Enterprise: Entrepreneurship and Small Business (Palgrave,2003)
- 5) Holt-Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
- 6) Singh P & Bhanderkar A-Winning the Corporate Olympiad: The Renaissance paradigm (Vikas)
- 7) Dollinger MJ-Entrepreneurship (Prentice-Hall, 1999).
- 8) Tushman,M.L.& Lawrence, P.R.(1997)-Managing Strategic Innovation & Change Oxford.
- 9) Jones T.(2003)- Innovating at the Edge :How Organizations Evolve and Embed Innovation Capability. Butterworth Heinemann, U. K.
- 10) Amidon, D. M.(1997)- Innovation Strategy for the Knowledge Economy: The Kanawakening. Butterworth-Heinemann, New Delhi, India.



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4	0	0	4

**I Year I Semester**

**BUSINESS ENVIRONMENT**

**Course Objectives:**

The objective of this paper is to make the students more clear about the importance of business organization wants to achieve, to earn profit for its growth and development, to provide quality goods to its customers, to protect the environment, etc.

**Course Outcomes**

**CO1:** Identify and evaluate the complexities of business environment and their impact on the business.

**CO2:** Analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.

**CO3:** Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities.

**CO4:** Gain knowledge about the operation of different institutions in international business environment.

**CO5:** The Operations and techniques of Business Environmental Procedures.

**UNIT-I:** Introduction: The Concept of Business Environment- its Nature and Significance  
- Components of Business Environment - Impact of environment on business and strategic decisions.

**UNIT – II:** Social and Cultural Environment: Introduction - Social environment - Cultural environment - Impact of Foreign Culture on Business - Types of Social Organization - Social Responsibilities of Business.

**UNIT – III:** Economic Environment: Introduction - Economic environment of Business - Economic systems - Macroeconomic parameters and their impact of business - Economic policies - Five Year Plans in India.

**UNIT – IV:** Political and Legal Environment: Introduction -Political environment -

Relationship between Government and Business in India - Role of Government in Business  
– Constitutional provisions regarding regulation of business in India. Legal Environment-  
Implementations of Business - Corporate Governance.

**UNIT–V:** Technological and Natural Environment: Features of Technological Environment -  
Factors and Impact of Technological Environment - Technological Environment in India -  
Elements of Natural Environment - Environmental Pollution. Case is compulsory from any  
unit.

**Relevant cases have to be discussed in each unit and in examination**

**References:**

1. Shaikh Saleem: “Business Environment” ,Pearsons, NewDelhi,
2. Veena Keshav Pailwar: “Economic Environment of Business”, PHI Learning, New Delhi, 2012
3. Rosy Joshi, Sangam Kapoor: “Business Environment”, Kalyani Publishers, New Delhi, 2011.
4. Aswathappa K: “Essentials of Business Environment”, Himalaya Publishing House, New Delhi, 2011.
5. VivekMittal:“BusinessEnvironmentTextandCases”,ExcelBooksNewDelhi,2011.
6. Sundaram and Black: “International Business Environment Text and Cases”, PHI Private Limited, New Delhi.
7. Avid W Conklin: “Cases in Environment of Business”, Sage Publication India Private Ltd, New Delhi.
8. Raj Kumar: “International Business Environment”, Excel Publication, New Delhi, 2012.
9. Palle Krishna Rao:“WTO- Text and Cases”, Excel Publication, New Delhi.
10. Government of India, Latest Economic Survey Report.



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**I Year I Semester**

L	T	P	C
3	0	0	3

**INFORMATION TECHNOLOGY FOR BUSINESS**

**Course Objectives:**

- To understand business processes and information technology in business.
- To manage and understand IT in business organizations.
- To build and develop technology trends.
- To understand the challenges on using Technology for business
- To learn ethical issues in information technology

**Course Outcomes:**

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

- 1: Clear understanding of Information Technology in business scenarios.
- 2: Importance of Technology in business processes.
- 3: Significance of intelligent systems in business.
- 4: Usage of various digital platforms across the business.
- 5: exploring-commerce and ERP scenario.

**UNIT-I**

Business and Information Technology-Business in the Information Age, Information system, CBIS, Trends in IT Evolution and types of Information Systems, Managing IT in organization.

**UNIT-II**

Information Technology Infrastructure-Computer Hardware, Software, Managing and Organization of Data and Information - Telecommunication and Networks. The Internet and Intranet (I.O.T).

**UNIT-III**

Information Technology for Competitive advantage-Inter Organizational Information Systems, Global Information Systems, Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT).Enterprise Resource Planning, Data Knowledge, And Decision Support

**UNIT-IV**

Intelligent Systems in Business- Artificial intelligence and Intelligent Systems-Expert Systems, Intelligent Agents, Virtual Reality, Ethical and global issues of Intelligent systems.



## **UNIT-V**

Electronic Commerce- Foundation, Business to Consumer Applications, Business to Business Applications, Consumer Market Research and other Support, Legal and Ethical issues in E-commerce Strategy, Information Systems, Strategic Advantage, Porter's Competitive Forces model on IT, Business Process Re-engineering, Virtual Corporations, E-Learning, CBI, Information Systems Development Life Cycle (SDLC), Building Internet and Intranet Applications.

### **Text Books:**

1. Turban Rainer and Potter: Introduction to Information Technology, John & Wiley Sons.
2. James O'Brien: Introduction to Information Systems, McGraw Hill Book Company.



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**INTELLECTUAL PROPERTY RIGHTS & PATENTS**

**Course Objective:**

1. The main objective of the IPR is to make the students aware of their rights for the protection of their invention done in their project work.
2. To get registration in our country and foreign countries of their invention, designs and thesis or theory written by the students during their project work and for this they must have knowledge of patents, copy right, trademarks, designs and information Technology Act.
3. Further the teacher will have to demonstrate with products and ask the student to identify the different types of IPR's.

**Course outcomes:**

- The students once they complete their academic projects, they get awareness of acquiring the patent
- They also learn to have copyright for their innovative works.
- They also get the knowledge of plagiarism in their innovations which can be questioned legally.

**Unit-I**

**INTRODUCTION TO IPR:** Meaning of property, Origin, Nature, Meaning of Intellectual Property Rights –Kinds of Intellectual property rights—Copy Right, Patent, Trademark, Trade Secret and trade dress, Design, Layout Design, Geographical Indication, Plant Varieties and Traditional Knowledge.

**Unit-II**

**PATENT RIGHTS AND COPY RIGHTS**— Origin, Meaning of Patent, Types, Inventions which are not patentable, Registration Procedure, Rights and Duties of Patentee, Assignment and license, Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties. **COPY RIGHT**—Origin, Definition &Types of Copy Right, Registration procedure, Assignment & license, Terms of Copy Right, Piracy, Infringement, Remedies, Copy rights with special reference to software.

**Unit-III**

**TRADEMARKS**— Origin, Meaning & Nature of Trademarks, Types, Registration of Trade Marks, Infringement & Remedies, Offences relating to Trade Marks, Passing Off, Penalties.

#### **Unit-IV**

**DESIGN-** Meaning, Definition, Object, Registration of Design, Cancellation of Registration, International convention on design, functions of Design. Semiconductor Integrated circuits and layout design Act-2000.

#### **Unit-V**

**BASIC TENENTS OF INFORMATION TECHNOLOGY ACT-2000** – IT Act-Introduction  
E- Commerce and legal provisions E- Governance and legal provisions Digital signature and Electronic Signature. Cybercrimes

**Relevant cases have to be discussed in each unit and in examination**

#### **TEXTBOOKS:**

1. Intellectual Property Rights and the Law, Gogia Law Agency, by Dr.G.B. Reddy
2. Law relating to Intellectual Property, Universal Law Publishing Co, by Dr.B.L. Wadehra
3. IPR by P. Narayanan
4. Law of Intellectual Property, Asian Law House, Dr.S.R. Myneni



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**MASTER OF BUSINESS ADMINISTRATION**

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**I Year I Semester**

L	T	P	C
3	0	0	3

**MOOCs: SWAYAM/NPTEL- Related to Management Courses other  
Than listed courses in the syllabus**

**NOTE: students opting for SWAYAM should register for 12 weeks course and need to produce the pass certificate with minimum 40% (percentage) for receiving the academic credits. The actual percentage mentioned on the certificate will be transferred to the marks memo.**



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**AUTONOMOUS**

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Ph: 08816-221238 Email: [dnrcet@gmail.com](mailto:dnrcet@gmail.com) website: <https://dnrcet.org>

## **MASTER OF BUSINESS ADMINISTRATION**

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### **I Year I Semester**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

### **PACEUP**

(Personality Assessment Centre, Enhancement and Upgradation Processes)

#### **Course Objectives:**

Business Etiquettes and Professionalism has been designed to meet the following objectives:

- To learn the principles of business etiquettes and professional behavior.
- To understand the etiquettes for making business correspondence effective.
- To be able to present yourself confidently at various business situations.
- Develop awareness of dining and multicultural etiquettes.

#### **Learning Outcome:**

After completion of course students will be able to:

- Demonstrate an understanding of professionalism in terms of workplace behaviours and workplace relationships.
- Adopt attitudes and behaviours consistent with standard workplace expectations.
- Presenting oneself with finesse and making others comfortable in a business setting.
- Developing basic life skills or etiquettes in order to succeed in corporate culture.

#### **Unit: 1**

**Business Etiquettes- An Overview:** Significance of Business Etiquettes in 21<sup>st</sup> Century Professional Advantage; Need and Importance of Professionalism.

**Workplace Etiquette:** Etiquette for Personal Contact-Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing.

**E-Mail Etiquette:** Significance of Netiquette, E-mail: Way of professional communication,

**Basic Email Etiquettes:** Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy.

#### **Unit-II**

**Telephone Etiquettes:** Telephone Communication Techniques- Placing Telephone calls, Answering Calls, Transferring Calls, Putting Calls on Hold, Taking Messages, Handling Rude Callers, Tactful Responses, Leaving Professional Messages; Developing Cell Phone Etiquettes; Voice mail Etiquette; Telephonic Courtesies.

**Dining Etiquette:** Basics of Dining Etiquettes; Basic essentials of dining table etiquettes –Napkin Etiquette, Seating arrangements, laying the table, how to use Cutlery, Posture & Behavior, Do's and Don'ts; International Dining Etiquettes.

**Multi-Cultural Challenges:** Cultural Differences and their Effects on Business Etiquette

### **Unit–III**

**Communication Skills:** Understanding Human Communication, Constitutive Processes of Communication, Language as a tool of communication, Barriers to Effective communication, Strategies to overcome the Barriers.

Emotional intelligence: Importance, concept, theory and measurements. Stress Management: Strategies for preventing and relieving stress.

Time management: Meaning; Techniques and styles.

### **Unit–IV**

**Interview Skills:** Interview Skills: in-depth perspectives, Interviewer and Interviewee, before, during and After the Interview, Tips for Success.

Meeting Etiquette: Managing a Meeting-Meeting agenda, Minute taking; Duties of the Chairperson and secretary; Effective Meeting Strategies-Preparing for the meeting, Conducting the meeting, Evaluating the meeting

Presentation Etiquettes: Importance of Preparation and Practice; Effective Delivery Techniques, Audience Analysis, Handling Stage Fright.

### **Unit-V**

**Teamwork and Leadership Skills:** Concept of Teams; Building effective teams; Concept of Leadership and honing Leadership skills.

**Personality:** Meaning & Definition, Determinants of Personality, Personality Traits, Personality and Organisational Behaviour

**Motivation:** Nature & Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory

**Decision-Making and Problem-Solving Skills:** Meaning, Types and Models, Group and Ethical Decision- Making, Problems and Dilemmas in application of these skills.

**Conflict Management:** Conflict-Definition, Nature, Types and Causes; Methods of Conflict Resolution.

**Human Resource Management:** Introduction to HRM, Selection, Orientation, Training & Development, Performance Appraisal, Incentives

### **Case Study Analysis**

#### **Suggested Readings:**

- Barbara Pachter, Marjorie Brody. Complete Business Etiquette Handbook. PrenticeHall,2015
- Dhanavel,S.P. English and SoftSkills.Hyderabad:OrientBlackSwan,2021.
- Koneru, Aruna.Professional Communication.Delhi:McGraw,2008.
- Mahanand, Anand. English for Academic and ProfessionalSkills.Delhi:McGraw,2013.Print.
- NancyMitchell.EtiquetteRules: Afield Guide to Modern Manners.WellfleetPress,2015.
- Rani,DSudha,TVSReddy,DRavi,andASJyotsna.A Workbook on English Grammar and Composition.Delhi: McGraw,2016.
- RaghuPalat,Indian Business Etiquette,JaicoBooks,2015.
- Rizvi,M.Ashraf. Effective Technical Communication.Delhi:McGraw,2018.
- Pease, Allan and Barbara Pease.The Definitive Book of Body Language. New Delhi: Manjul Publishing House,2005.
- Tengse,AjayR.SoftSkills:A Textbook for undergraduates,OrientBlackSwan,2015



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**TALLY LAB**

**Objective:**

To understand the students' basics of the Computers Knowledge with Financial Software Knowledge

**Unit-I**

**FUNDAMENTALS OF TALLY.ERP:** tally origin - Company features -Configuration - Getting functions with Tally.ERP9 - Creation / setting up of Company - Chart of Groups - Groups -Multiple Groups - Ledgers-Multiple Ledgers

**Unit-II**

**INVENTORY MASTERS IN TALLY.ERP9** - Stock Groups - Multiple Stock Groups - Stock Categories - Multiple Stock Categories- Units of Measure- Stock Items-vouchers entries-Types of Vouchers-Chart of Vouchers -Accounting Vouchers -Inventory Vouchers- Invoicing

**Unit-III**

**ADVANCE ACCOUNTING & INVENTORY TALLY.ERP9** -Bill-wise details -Cost centers and Cost Categories -Multiple currencies -Interest calculations - Budget and controls- Scenario management- Bank Reconciliation- Order Processing-Recorder Levels- Batch- wise details - Bill of Materials - Price Lists -Zero-Valued Entries - Additional cost details - POS

**Unit-IV**

**TAXES IN TALLY.ERP9 - TDS -TDS Reports - TDS** Online Payment -TDS Returns filing -TDS Certificate issuing - 26AS Reconciliation - TCS - TCS Reports -GST -GST Returns → EPF -ESIC - Professional Tax

**Unit-V**

**GENERATING REPORTS IN TALLY. ERP9**-Financial Statements-Trading Account - Profit & Loss Account- Balance Sheet- Accounts Books and Reports- Inventory Books and Reports- Exception Reports- Statutory Reports- Payroll Reports- Trail balance- Day Book → -List of Accounts- Stock Summary- Outstanding Statement

**Reference Books:**

1. Tally Prime Book (2023) by Sanjay Satpathy SWAYAM EDUCATION Mandal Bagicha, Hemkapada, Sunhat, Balasore,Odisha-756003 (INDIA)
2. Tally power of simplicity(2011) by Aruna Prakashan Hindvi Computer, Latur
3. Financial Accounting and Analysis- Discovery Publishing House Pvt.Ltd., New Delhi
4. Management and Cost accounting—Discovery Publishing House Pvt.Ltd., New Delhi



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**ENTREPRENEUR PROJECT-1**