



Andhra Loyola College (Autonomous):Vijayawada

Department of MBA

Title of the Course		Managing People & Organization			
Course Code		MBA101			
Offered to		MBA -SEM I			
Theory/Practical	Theory	No. of Hours	60	Credits	3
Year of Introduction		2024-2025		Semester	I
Course Category		Core	Relate to	Global	
Revision Carried		NA	Percentage	NA	
Type of Course		Core Course			
Crosscutting Issues					

Course Outcomes

At the end of the course, the student will be able to;

C O N O	COURSE OUTCOME	BTL	PO
CO1	Understand the basics of management, including its functions, principles, evolution, and the roles and skills of managers.	K2	PO1, PO2, PO9, PO12
CO2	Analyze motivation, leadership, personality, and perception to understand their impact on employee engagement.	K4	PO1, PO3, PO4, PO5, PO7, PO8, PO9, PO11, PO12
CO3	Apply coaching, feedback, career management, and diversity strategies to improve employee and organizational performance.	K3	PO3, PO4, PO7, PO8, PO9, PO11
CO4	Evaluate organizational structure, strategy, culture, and conflict management processes to improve workplace dynamics.	K5	PO3, PO4, PO5, PO6, PO7, PO8, PO9, PO10,

			PO11, PO12
CO5	Create strategies for managing teamwork, decision-making, change, and sustainability to enhance organizational success.	K6	PO3, PO4, PO5, PO6, PO7, PO8, PO9, PO10, PO11, PO12

ForBTL:L1:Remember;L2:Understand;L3: Apply;L4:Analyze;L5:Evaluate;L6: Create

CO-PO MAPPING

Cours e	Cod e	CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO11	PO1 2
Man agin g Peo ple& & Orga nizat ion	M BA 10 1	CO 1	3	3							2			3
		CO 2	3		3	3	3		2	3	3		3	3
		CO 3			3	3			2	3	3		2	
		CO 4			3	3	3	3	3	3	3	3	3	3
		CO 5			3	3	3	3	3	3	3	3	3	3
		Su m	6	3	12	12	9	6	10	12	14	6	11	12
		Avg .	1.2	0.6	2.4	2.4	1.8	1.2	2.4	2.4	2.8	1.2	2.2	2.4

Use the codes 3, 2, 1 for High, Moderate and Low correlation Between CO-PO

SYLLABUS

UNIT I: Introduction to Management

Concept, Definition and Nature of Management – Evolution of Management thought – Purpose, Functions, Principles, and Levels of Management – Types and Roles of Managers (Mintzberg), and skills for Managers (Katz)– Management and Environment– Social and Ethical Responsibilities of Managers – Recent Trends in Management Practices in the wake of Globalization.

UNIT-II: Managing People-1

Concept of Human Resources – Gaining Competitive Advantage through Managing People –Motivation, Theories of motivation–Leadership, Styles of leadership,leadership theories – Personality development theories, Perception, Managing Employee Involvement and Participation .

UNIT-III: Managing People-2

Performance Management– Coaching and Feedback — Career Managementand Progression
– Management of Complaints and Grievances – Cross-cultural and DiversityManagement –
Management by Objectives – Management by Exception – Tipping PointLeadership.

UNIT-IV: Managing Organizations-1

Concept,Definitionand Characteristics of Organization – Types, Structure and Principles of
Organization – Organizational Design – Organization and Environment – Organizational
Strategy – Managing Organizational Culture and Identity –Managing Organizational
Learning and Transformation – Managing Power, Politics, Influence and Conflicts in
Organizations.

UNIT-V: Managing Organizations-2

Managing Individual-Organizational Interface – Managing Group Dynamics in Organizations
– Organizational Decision-Making and Strategy-Formulation –Organizational Failure and
Pathology – Managing Organizational Change and Development –Managing Sustainability
and Effectiveness of Organizations.

Reference Books:

- 1.Stephen Taylor, Carol Woodhams, Managing People andOrganizations,First edition,2012.
- 2.Jeremy Adams, Managing People in Organizations –ContemporaryTheory and
Practice,PalgraveMacmillan.
- 3.Clegg, S., Kornberger, M., and Pitsis, T., Managing and organisations:An introduction to
theory and practice, Sage,London,2011.
- 4.Ricky Griffin, Gregory Moorhead, Organizational Behavior:Managing People and
Organizations, Cengage Learning,2009.
- 5.Graeme Martin, Managing People and Organizations inChangingContexts,Routledge, 2006.
- 6.Knights, D. &Willmott, H. Introducing organizational behaviorandmanagement,
Thompson, London, 2006.

Website References

1. <https://courses.lumenlearning.com/boundless-business/chapter/an-introduction-to-manage>
2. <https://www.businessmanagementideas.com/management/principles-of-management-lecture-notes/7447>
3. <https://www.yourarticlelibrary.com/leadership/leadership-characteristics-principles-types-and-issues-regarding-leadership/5375>
4. https://www.managementstudyguide.com/leadership_basics.htm
5. https://www.gov.nl.ca/tcar/files/CCB_LeadershipGuide.pdf
6. https://www.urenio.org/tools/en/employee_involvement.pdf
7. http://textbook.stpauls.br/human_resources_student/page_33.htm
8. <https://ils.unc.edu/daniel/405/Montana11.pdf>

9. <https://www.sxccal.edu/wp-content/uploads/2020/01/MBA-ManagementConceptsOrganisationalBehaviour-1stYear.pdf>
10. <https://www.blueoceanstrategy.com/tools/tipping-point-leadership/>
11. <https://www.opm.gov/policy-data-oversight/performance-management/performance-management-cycle/developing/performance-coaching-and-feedback/>
12. <https://online.hbs.edu/blog/post/organizational-change-management>

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

SEMESTER-I

MBA101-MANAGING PEOPLE AND ORGANISATIONS

Time: 3 Hours

Max. Marks: 100

SECTION-A

Answer All the Questions (5 × 16 = 80 Marks)

Remembering (Level 1):

1. a) Define management. List and describe the functions and levels of management.

(OR)

b) What is globalization? Identify and discuss the recent trends in management practices.

Understanding (Level 2):

2. a) Explain the concept of Human Resource Management (HRM). Discuss how HRM contributes to achieving competitive advantage.

(OR)

b) Define motivation. Compare and contrast two theories of motivation in detail.

Applying (Level 3):

3. a) Define performance management. Apply its principles to outline a process for improving employee performance in an organization.

(OR)

b) What is tipping point leadership? Provide practical examples to explain its importance in managing cross-cultural diversity.

Analyzing (Level 4):

4. a) Analyze the concept of organizational structure. Compare different organizational structures with their features, advantages, and disadvantages.

(OR)

b) Evaluate the role of organizational culture. How can a manager effectively address organizational power and politics?

Analyzing (Level 4):

5. a) Discuss the decision-making process. Analyze its significance in strategy formulation with relevant examples.

(OR)

b) What is organizational development? Analyze different techniques of organizational development and their effectiveness.

SECTION-B

Answer Any FIVE of the Following (5 × 4 = 20 Marks)

6. Define and explain the key functions of management. *(Level 1: Remembering)*
7. Describe the skills required by managers for effective leadership. *(Level 2: Understanding)*
8. Illustrate various leadership styles with examples. *(Level 3: Applying)*
9. Analyze the importance of diversity management in modern organizations. *(Level 4: Analyzing)*
10. Examine conflict resolution techniques and their practical implications. *(Level 4: Analyzing)*
11. Discuss organizational strategy and its role in achieving business goals. *(Level 2: Understanding)*
12. Evaluate the challenges of organizational change and strategies for successful restructuring. *(Level 4: Analyzing)*

Scheme of evaluation
ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-I
MBA101-MANAGING PEOPLE AND ORGANISATIONS

Time: 3 Hours

Max. Marks: 100

SECTION-A (5 × 16 = 80 Marks)

Question 1: Remembering (Level 1)

a) Define management. List and describe the functions and levels of management.

Definition of management (4 marks)

Functions of management (6 marks)

Levels of management (6 marks)

b) What is globalization? Identify and discuss the recent trends in management practices.

Definition of globalization (4 marks)

Explanation of recent trends (6 marks)

Discussion of their impact on management practices (6 marks)

Question 2: Understanding (Level 2)

a) Explain the concept of Human Resource Management (HRM). Discuss how HRM contributes to achieving competitive advantage.

Definition and explanation of HRM (6 marks)

Role of HRM in competitive advantage (10 marks)

b) Define motivation. Compare and contrast two theories of motivation in detail.

Definition of motivation (4 marks)

Explanation of two theories (6 marks)

Comparison and contrast (6 marks)

Question 3: Applying (Level 3)

a) Define performance management. Apply its principles to outline a process for improving employee performance in an organization.

Definition of performance management (4 marks)

Application of principles to a process (12 marks)

b) What is tipping point leadership? Provide practical examples to explain its importance in managing cross-cultural diversity.

Explanation of tipping point leadership (6 marks)

Practical examples and application to cross-cultural diversity (10 marks)

Question 4: Analyzing (Level 4)

a) Analyze the concept of organizational structure. Compare different organizational structures with their features, advantages, and disadvantages.

Explanation of organizational structure (4 marks)

Comparison of different structures (12 marks: 4 for features, 4 for advantages, 4 for disadvantages)

b) Evaluate the role of organizational culture. How can a manager effectively address organizational power and politics?

Role of organizational culture (6 marks)

Strategies to address power and politics (10 marks)

Question 5: Analyzing (Level 4)

a) Discuss the decision-making process. Analyze its significance in strategy formulation with relevant examples.

Discussion of decision-making process (6 marks)

Analysis of its role in strategy formulation with examples (10 marks)

b) What is organizational development? Analyze different techniques of organizational development and their effectiveness.

Definition and explanation of organizational development (4 marks)

Analysis of techniques and their effectiveness (12 marks)

SECTION-B (5 × 4 = 20 Marks)

Question 6: Define and explain the key functions of management. (Level 1: Remembering)

Definition of management (2 marks)

Key functions of management (2 marks)

Question 7: Describe the skills required by managers for effective leadership. (Level 2: Understanding)

Description of essential managerial skills (4 marks)

Question 8: Illustrate various leadership styles with examples. (Level 3: Applying)

Description of leadership styles (2 marks)

Examples illustrating each style (2 marks)

Question 9: Analyze the importance of diversity management in modern organizations. (Level 4: Analyzing)

Importance of diversity management (4 marks)

Question 10: Examine conflict resolution techniques and their practical implications.

(Level 4: Analyzing)

Explanation of conflict resolution techniques (2 marks)

Analysis of their practical implications (2 marks)

Question 11: Discuss organizational strategy and its role in achieving business goals.

(Level 2: Understanding)

Explanation of organizational strategy (2 marks)

Discussion of its role in achieving goals (2 marks)

Question 12: Evaluate the challenges of organizational change and strategies for successful restructuring. (Level 4: Analyzing)

Challenges of organizational change (2 marks)

Strategies for successful restructuring (2 marks)

Title of the Course		Managerial Economics			
Course Code		MBA102			
Offered to		MBA -SEM I			
Theory/Practical	Theory	No. of Hours	75	Credits	4
Year of Introduction		2024-2025		Semester	I
Course Category		Core	Relate to	Global	
Revision Carried		NA	Percentage	NA	
Type of Course		Core Course			
Crosscutting Issues					

Andhra Loyola College (Autonomous):Vijayawada
Department of MBA

Course Outcomes

At the end of the course, the student will be able to;

C O N O	COURSE OUTCOME	BTL	PO
CO1	Examine managerial economics' nature, scope, and key concepts like demand laws and forecasting.	K 4	PO1, PO2, PO3, PO6, PO11

CO2	Assess production theories, cost optimization, iso-quants, and economies/diseconomies of scale.	K 5	PO3, PO6, PO7, PO8, PO11
CO3	Evaluate cost concepts, profit measurement, market structures, and pricing/output scenarios.	K 5	PO3, PO6, PO7, PO9, PO10, PO11
CO4	Interpret India's economy using macroeconomic indicators, inflation, and policy impacts.	K 5	PO2, PO3, PO6, PO7, PO10, PO11
CO5	Develop measures for economic stability through trade cycles and Keynesian theory.	K 6	PO2, PO3, PO6, PO8, PO11, PO12

ForBTL:L1:Remember;L2:Understand;L3: Apply;L4:Analyze;L5:Evaluate;L6: Create

CO-PO MAPPING

Cours e	Cod e	CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO11	PO12
Man ageri al Econ omic s	M BA 10 2	CO 1	3	2	2	1	1	2	1	-	-	-	2	-
		CO 2	-	-	3	-	-	3	2	2	-	-	2	-
		CO 3	2	-	3	-	-	2	2	-	1	2	3	-
		CO 4	-	3	3	-	-	3	2	-	-	2	3	-
		CO 5	-	3	2	-	-	2	-	2	-	-	3	2
		Su m	5	8	13	1	1	12	7	4	1	4	13	2
		Avg .	1.0	1.6	2.6	0.2	0.2	2.4	1.4	0.8	0.2	0.8	2.6	0.4

Use the codes 3,2,1 for High, Moderate and Low correlation Between CO-PO

SYLLABUS

UNIT –I: Managerial Economics

Definition, Nature, Scope – Functions and Responsibilities of a Managerial Economist – Law of Demand and its exceptions – Elasticity of Demand – Market Demand Equation– Types of Elasticity of Demand and their Managerial Uses – Demand Forecasting – Methods of Forecasting for Existing and New Product.

UNIT –II: Production Analysis & Firm Theory

Economic Theory of Firm – Theories of firm- Objectives of the firm, and Optimization techniques– Production Function – Cobb-Douglas Production Function- Law of Variable Proportions & ISO-Quants & ISO Costs – Least Cost Factor Combination – Returns to Scale – Economies and Diseconomies of Scale.

UNIT-III: Cost, Profit & Market Structures

Cost Concepts – Short-run and Long-run Cost Curves –Determinants of Short-Term & Long-Term Profits, Measurement of Profit – Profit Maximization vs. Wealth Maximization – Demand and Supply: Supply Analysis – Supply Function-Law of Supply-Elasticity of Supply -Market Equilibrium – Market Structures –Concept of Price – Pricing and Output Determination under Perfect Competition, Monopolistic Competition and Monopoly.

UNIT-IV:

Indian Economic Environment: Overview of Indian Economy – Recent changes in Indian Economy– Macro Economic Aggregates and Concepts - National Income - GDP, GNP, NNP, WPI, CPI –Types of Inflation: Demand Pull and Cost Push Inflation, Philips curve, Stagflation –Measurement of Inflation – Economics of Risk & Finance – Monetary Policy & Fiscal Policy.

UNIT-V: Trade Cycles

Phases, Theories, and Corrective Measures – Behavioural and Technical Function: Aggregative Demand and Supply, Consumption Function, and Investment Function – Keynesian Theory (overview).

Reference Books:

- 1.Joel Dean, Managerial Economics, Prentice Hall.
- 2.Mote&Paul, Managerial Economics, TataMcGrawHill.
- 3.Gupta, Managerial Economics, TataMcGrawHill.
- 4.Gupta, Macro Economics, Theory & Applications, TataMcGrawHill.
- 5.Mehta P. L, Managerial Economics – Text and Cases, S. Chand&Co.
- 6.Peterson&Lewin, Managerial Economics, Prentice Hall of India

Website references:

1. <http://www.bcg.com/documents/file13255.pdf>.
2. <http://www.census.gov/econ/concentration.html>.
3. http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001405/M022225/ET/1504610552Module-39.pdf
4. <https://www.economicdiscussion.net/trade-cycle/trade-cycle-meaning-features-and-theories/21071>
5. <https://corporatefinanceinstitute.com/resources/knowledge/economics/business-cycle/>
6. <https://www.econlib.org/library/Topics/Details/competitionmarketstructures.html>
7. <https://www.economicdiscussion.net/theory-of-production/theory-of-production-and-the-production-function/12410>
8. https://www.economicsonline.co.uk/Business_economics/Production.html

COURSE TITLE: MANAGERIAL ECONOMICS

MODEL QUESTION PAPER

Time: 3 Hours

Max Marks: 100

SECTION - A

Answer all questions

5 x 16 = 80 Marks

1. **(a) Define managerial economics and explain its nature and scope .**
(Level 1: Remember)

OR

- (b) Discuss the law of demand and its exceptions, and explain how elasticity of demand is useful for managerial decision-making.**
(Level 2: Understand)

2. **(a) Explain economies and diseconomies of scale with examples, and describe their impact on a firm's costs.**
3. *(Level 2: Understand)*

OR

- (b) Analyze the concept of least-cost factor combination using Isoquants and Isocost curves.**
(Level 4: Analyze)

3. **(a) Illustrate the short-run and long-run cost curves and discuss their implications for profit maximization.**
(Level 3: Apply)

OR

- (b) Compare pricing and output determination under perfect competition and monopoly.**
(Level 4: Analyze)

4. **(a) (Level 5: Evaluate)**

OR

- (b) Discuss the types of inflation and analyze their relevance in the context of monetary and fiscal policies in India.**
(Level 4: Analyze)

5. **(a) Describe the Keynesian theory of trade cycles and suggest corrective measures for managing trade cycles in an economy.**
(Level 2: Understand)

OR

- (b) Develop a brief report on the phases of trade cycles with a focus on aggregative demand and supply functions.**
(Level 6: Create)

SECTION - B

Answer any five questions.

5 x 4 = 20 Marks

6. Define and list the functions of a managerial economist. *(Level 1: Remember)*
7. Explain the law of variable proportions with an example. *(Level 2: Understand)*
8. Identify the determinants of short-term and long-term profits in a firm. *(Level 1: Remember)*
9. Discuss the concept of economies and diseconomies of scale. *(Level 3: Apply)*
10. Highlight the differences between demand-pull inflation and cost-push inflation. *(Level 3: Apply)*
11. Summarize the key components of fiscal policy in India. *(Level 2: Understand)*
12. Evaluate the impact of stagflation on an economy. *(Level 5: Evaluate)*

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
MBA - SEMESTER I
COURSE CODE: MBA102
COURSE TITLE: MANAGERIAL ECONOMICS

SCHEME OF EVALUATION
SECTION - A (5 x 16 = 80 Marks)

1. **(a) Define managerial economics and explain its nature and scope with examples.**
 - o Definition of managerial economics (4 marks)
 - o Explanation of nature and scope (8 marks)
 - o Examples (4 marks)

(Total: 16 Marks)(Level 1: Remember)

OR

(b) Discuss the law of demand and its exceptions, and explain how elasticity of demand is useful for managerial decision-making.

 - o Law of demand with examples (6 marks)
 - o Exceptions to the law of demand (4 marks)
 - o Managerial use of elasticity of demand (6 marks)

(Total: 16 Marks)(Level 2: Understand)
2. **(a) Explain economies and diseconomies of scale with examples, and describe their impact on a firm's costs..**
 - o Explanation of Economies and Diseconomies of Scale (12 marks)
 - o Impact on a firm's costs (4 marks)

(Total: 16 Marks)(Level 2: Understand)

OR

(b) Analyze the concept of least-cost factor combination using Isoquants and Isocost curves.

- o Isoquants and Isocost curves explained (8 marks)
- o Analysis of least-cost factor combination (8 marks)

(Total: 16 Marks)(Level 4: Analyze)

3. **(a) Illustrate the short-run and long-run cost curves and discuss their implications for profit maximization.**

- o Illustration of cost curves (6 marks)
- o Explanation of implications for profit maximization (10 marks)

(Total: 16 Marks)(Level 3: Apply)

OR

(b) Compare pricing and output determination under perfect competition and monopoly.

- o Explanation of pricing under perfect competition (6 marks)
- o Explanation of pricing under monopoly (6 marks)
- o Comparison (4 marks)

(Total: 16 Marks)(Level 4: Analyze)

4. **(a) Evaluate the recent changes in the Indian economy and their impact on GDP and GNP.**

- o Description of recent changes in the economy (6 marks)
- o Evaluation of impact on GDP and GNP (10 marks)

(Total: 16 Marks)(Level 5: Evaluate)

OR

(b) Discuss the types of inflation and analyze their relevance in the context of monetary and fiscal policies in India.

- o Explanation of types of inflation (6 marks)
- o Analysis of relevance to policies (10 marks)

(Total: 16 Marks)(Level 4: Analyze)

5. **(a) Describe the Keynesian theory of trade cycles and suggest corrective measures for managing trade cycles in an economy.**

- o Keynesian theory explained (8 marks)
- o Corrective measures suggested (8 marks)

(Total: 16 Marks)(Level 2: Understand)

OR

(b) Develop a brief report on the phases of trade cycles with a focus on aggregative demand and supply functions.

- o Description of trade cycle phases (8 marks)
- o Focus on aggregative demand and supply functions (8 marks)

(Total: 16 Marks)(Level 6: Create)

SECTION - B (5 x 4 = 20 Marks)

6. **Define and list the functions of a managerial economist.**
 - o Definition (2 marks)
 - o Functions listed (2 marks) (*Level 1: Remember*)
7. **Explain the law of variable proportions with an example.**
 - o Explanation of the law (2 marks)
 - o Relevant example (2 marks) (*Level 2: Understand*)
8. **Identify the Objectives of a firm**
 - o *Objectives of a firm (8 marks)(Level 1: Remember)*
9. **Discuss the concept of economies and diseconomies of scale.**
 - o Explanation of economies of scale (2 marks)
 - o Explanation of diseconomies of scale (2 marks) (*Level 3: Apply*)
10. **Highlight the differences between demand-pull inflation and cost-push inflation.**
 - o Demand-pull inflation explained (2 marks)
 - o Cost-push inflation explained (2 marks) (*Level 3: Apply*)
11. **Summarize the key components of fiscal policy in India.**
 - o Explanation of fiscal policy components (4 marks) (*Level 2: Understand*)
12. **Evaluate the impact of stagflation on an economy.**
 - o Explanation of stagflation (2 marks)
 - o Evaluation of its economic impact (2 marks) (*Level 5: Evaluate*)

Title of the Course		Quantitative Analysis for Business Decisions			
Course Code		MBA103			
Offered to		MBA -SEM I			
Theory/Practical	Theory	No. of Hours	75	Credits	4
Year of Introduction		2024-2025		Semester	I
Course Category		Core	Relate to	Global	
Revision Carried		NA	Percentage	NA	
Type of Course		Core Course			
Crosscutting Issues					

Andhra Loyola College (Autonomous):Vijayawada
Department of MBA

Course Outcomes

At the end of the course, the student will be able to;

C O N O	COURSE OUTCOME	BT L	PO
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CO1	Compute measures of central tendency and dispersion for ungrouped and grouped data to summarize and describe data effectively	K 3	1,3, 5, 6,7, 9, 11
CO2	Demonstrate the ability to calculate and interpret correlation coefficients using various methods such as scatter diagrams, Karl Pearson's method, and Spearman's Rank correlation.	K 2	3,5,6,7,9,11
CO3	Apply the principle of least squares to derive regression equations and assess the relationship between variables, including multivariate regression.	K 3	3,5,6,7,11
CO4	Solve problems involving probabilities, conditional probabilities, and apply Bayes' theorem to decision-making scenarios.	K 3	3,5,6,7,8, 9,11
CO5	Interpret theoretical distributions such as binomial, Poisson, and normal, and perform decision analysis under uncertainty and risk using decision trees.	K 5	3,5,6,7,9,12

ForBTL:L1:Remember;L2:Understand;L3: Apply;L4:Analyze;L5:Evaluate;L6: Create

CO-PO MAPPING

Cours e	Cod e	CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO11	PO1 2
Qua ntitat ive Anal ysis for Busi ness Deci sion s	M BA 10 3	CO 1	1		3		2	3	3		1		2	
		CO 2			2		2	2	3		1		1	
		CO 3			2		3	1	2		2		1	
		CO 4			2		1	2	2	1	1		2	
		CO 5			1		2	1	3		1			1
		Su m	1		10		10	9	13	1	6		6	1
		Avg .	0.2		2		2	1.8	2.6	0.2	1.2		1.2	0.2

SYLLABUS

UNIT – 1: Data

Classification of data – ungrouped and grouped data – Measures of central Tendency –Mean, Median, Mode, G.M, and H.M. Measures of Dispersion – Range, Standard deviation and Variance.

UNIT – II: Correlation Analysis

Simple correlation – scatter diagram, Karl Pearson’s correlation coefficient– Spearman’s Rank correlation – Concurrent Deviation

UNIT – III: Regression Analysis

Principle of least squares, Regression equations – Properties of regression coefficients – Angle between two regression lines – Multivariate regression.

UNIT – IV: Probability

Addition theorem – Multiplication Rule- Conditional probability – Baye’s theorem –Theoretical Distribution – Binomial Poisson

UNIT – V: Theoretical Distributions

Normal Distribution, Decision theory: - Decision under – Uncertainty Risk, Decision Tree Analysis.

Reference Books:

- 1.N.D. Vohra “Quantitative techniques in management” Tata McGrawhillpvtltd.NewDelhi2011
- 2.GuptaS.P “Stasticalmethods” S. Chand & sons. NewDelhi.
- 3.Fundamentals of Applied statistics by SC Gupta&V.K.Kpoor

Website references:

1. https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004241216240370priyamka_SDS_COLLECTION_OF_DATA.pdf
2. <https://ncert.nic.in/textbook/pdf/kest106.pdf>
<http://ncert.nic.in/textbook/pdf/kest105.pdf>
3. <http://www.rajgunesh.com/resources/downloads/statistics/pearsoncorrel.pdf>
4. <https://www.statisticshowto.com/probability-and-statistics/regression-analysis/>
5. <https://www.britannica.com/science/regression-analysis>
6. <https://ncert.nic.in/ncerts/l/lemh207.pdf>
7. <https://www.analyticsvidhya.com/blog/2017/09/6-probability-distributions-data-science/>

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

SEMESTER-I

MBA103-QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

Time-3hours

Max Marks-100

SECTION-A

Answer all questions

5x16=80M

1. a) Describe different methods of data collection with merits and de-merits?
(Remembering)

(Or)

- b) Find Arithmetic Mean (Step Deviation Method).(Level: Applying)

Marks	0-10	10-20	20-30	30-40	40-50	50-60
No. of Students	17	31	42	53	21	11
	6	3	0	5	5	0

2. a) Making use of the data summarized below, calculate the coefficient of correlation by Karl Pearson?
(Level: Applying)

X	10	6	9	10	12	13	11	9
Y	9	4	6	9	11	13	8	4

(Or)

- b) Define Correlation? Explain various measures of Correlation ? (Level: Understanding)

3. a) Explain the concept of Regression Analysis? Describe the properties of regression coefficients and angle between two regression lines?(Level: Understanding / Analyzing)

(Or)

- b) Compute the two regression equations from the following data.(Level: Applying)

X	6	2	10	4	8
Y	9	11	5	8	7

4. a) Assuming that half of population is vegetarian and each of 128 investigators takes a sample of 10 individuals to see whether they are vegetarian, how many investigators would you expect to report 2 or less vegetarians?
(Level: Applying / Analyzing)

(Or)

- b) State Baye's theorem? Suppose there is a chance for a newly constructed building to collapse, whether it is a faulty design or not. The chance that the design is faulty is 10%. The chance that the building collapses is 95% if the design is faulty and otherwise it is 45%. It is

seen that the building collapsed. What is the probability that it is due to faulty design?(*Level: Applying / Analyzing*)

5. a) Write about Normal distribution and its properties?(*Level: Understanding*)

(Or)

b) What is decision tree analysis? (*Level: Understanding / Applying*)

The hourly wages of 1,000 workmen are normally distributed around a mean of Rs. 70 and with a standard deviation of Rs. 5. Estimate the number of workers whose hourly wages will be :

- i) between Rs. 69 and Rs. 72. ii) more than RS.75 iii) less than Rs. 63. (*Level: Applying*)

SECTION-B

Answer any five of the following

5x4=20M

6. Explain about Median? (*Level: Understanding*)
7. What are the relative measures of Dispersion? (*Level: Remembering*)
8. Explain the difference between Correlation and Regression? (*Level: Understanding*)
9. Write different definitions of Probability? (*Level: Applying*)
10. Explain Binomial Distribution? (*Level: Remembering*)
11. Derive Addition theorem of Probability for two events? (*Level: Applying*)
12. Explain about Decision under Uncertainty ? (*Level: Analyzing*)

SCHEME OF EVALUATION

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

SEMESTER-I

MBA103- QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

Time-3hours

Max Marks-100

SECTION-A

Answer all questions

5x16=80M

1. a) Data collection methods – 10 M

Merits – 3M

De-Merits – 3M

(Or)

b) Find the Arithmetic Mean (Step Deviation Method)- 16M

2. a) Calculation of the coefficient of correlation by Karl Pearson - 16M

(Or)

b) Definition of Correlation – 5M

Measures of Correlation – 11M

3a) Concept of Regression Analysis – 5M

Properties of regression coefficient – 6M

Angle between two regression lines – 5M

(Or)

b) Regression line of Y on X – 8M

Regression line of X on Y – 8M

4 a) Binomial Distribution Problem – 16 M

(Or)

b) Statement of Baye's Theorem – 5M

Probability Problem – 11M

5. a) Write about Normal distribution and its properties? - 16M

(Or)

b) What is decision tree analysis? – 4M.

Normal distribution problem : i) between Rs. 69 and Rs. 72 - 4M

ii) more than Rs. 75 – 4M

iii) less than Rs.63 – 4M

SECTION-B

Answer any five of the following
5x4=20M

6. Explain about Median? – 4M
7. What are the relative measures of Dispersion? – 4M
8. Explain the difference between Correlation and Regression? – 4M
9. Write different definitions of Probability? – 4M
10. Explain Binomial Distribution? – 4M
11. Derive Addition theorem of Probability for two events? – 4M
12. Explain about Decision under Uncertainty ? – 4M

Andhra Loyola College (Autonomous):Vijayawada
Department of MBA

Course Outcomes

At the end of the course, the student will be able to;

C O	COURSE OUTCOME				BTL	PO	
	Title of the Course		Business, Government & Society				
	Course Code		MBA104				
	Offered to		MBA -SEM I				
	Theory/Practical	Theory	No. of Hours		75	Credits	4
	Year of Introduction		2024-2025			Semester	I
	Course Category		Core	Relate to		Global	
	Revision Carried		NA	Percentage		NA	
	Type of Course		Core Course				
	Crosscutting Issues						
N O							
CO1	Understand the fundamentals of Business, Government and Society and concepts like Economic System, Business Environment and Balance of Payments				K2	PO1,PO2,PO4,PO6,PO7,PO9, PO10,PO11	
CO2	Analyse the importance of Corporate Governance in various domestic and multinational companies				K4	PO1,PO2,PO3,PO4,PO6,PO7,PO9,PO10,PO11,PO12	
CO3	Apply the role of Public policy in governing business, to know the importance of legislative and regulatory framework for governing business in India.				K3	PO1,PO2,PO4,PO6,PO10,PO11	
CO4	Examine the impact and role of ethical practices in the business organizations				K4	PO1,PO2,PO3,PO4,PO6,PO7,PO9,PO10,PO11	
CO5	Evaluate different models of Corporate Social Responsibility and impact of corporate shared value on business				K5	PO1, PO2, PO4, PO6, PO10, PO11	

For BTL: L1: Remember; L2: Understand; L3: Apply; L4: Analyze; L5: Evaluate; L6: Create

CO-PO MAPPING

Cours e	Cod e	CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO11	PO1 2
Busi ness , Gov ernm ent& Soci ety	M B A 10 4	CO 1	2	3		1		3	2		2	3	2	
		CO 2	1	2	1	1		3	2		3	3	2	2
		CO 3	2	3		1		3				3	1	
		CO 4	1	2	1	1		3	1		3	3	1	
		CO 5	1	1		1		3				3	1	
		Su m	7	11	2	5		15	5		8	15	7	2
		Avg .	1.4	2.2	0.4	1		3	1		1.6	3	1.4	0.4

SYLLABUS

UNIT- 1

Introduction: Relationship among Business, Government and Society (BGS) – Importance of Business, Government and Society to Managers – Dynamic Forces Changing Business Environment Models of BGS Relationships – Market Capitalism Model, Dominance Model, Countervailing Forces Model and Stakeholder Model. Concept of Economic system and types of Economic systems, Economic systems of various countries, Balance of Payment, Impact of Digital India policy on Indian Business, Growth of E-Commerce and it's impact of Indian Business environment

UNIT- 2

Corporate Governance: Definition and Significance of Corporate Governance – International Perspective on Corporate Governance (Overview) – Theoretical Foundations of Corporate Governance – Elements of Governance in Organizations – Obligation to Stakeholders of Business – Major Corporate Governance Failures in Domestic and MNCs – Whistle-blowing and Corporate Governance.

UNIT- 3

Public Policies: The Role of Public Policies in Governing Business – Classification and Levels of Public Policy – Public Private Partnerships –Legislative and regulatory framework for Indian Business Environment- New Industrial Policy, 2015 –India's Competitiveness in the World Economy. Recent Indian government public policies, Role of NITI Aayog in Indian economic development.FDI policy of Indian economy, India's FDI limits in different sectors

UNIT- 4

Business Ethics: Concept and Definition of Business Ethics – Importance of Ethics, Values and Morals for Business Success — Ethical Dilemmas and Decision Making –Managing Ethical Organizations.

UNIT- 5

Corporate Social Responsibility: From Social Responsibility to Shared Value into Social Progress Types and Nature of Social Responsibilities – Arguments for and Against CSR – CSR Principles and Strategies – Models of CSR – Best Practices of CSR – CSR in Indian Perspective– Movement from CSR to Shared Value and Beyond the Thinking of Social Progress

Reference Books:

1. Douglas E. Geer, Business, Government and Society, 3rd Edition, PrenticeHall.
2. John Steiner and George Steiner, Business, Government and Society: A managerial Perspective, TMH.
3. AC Fernando, Business Ethics: An Indian Perspective, Pearson publications, 2009.
4. Boatright, Ethics and the conduct of Business, fifth edition, Pearson publications, 2007
5. M. Friedman, The social responsibility of business is to increase its profits, New York Times Magazine, Sept 13, 1970
6. Manual G Velasquez, Business Ethics: Concepts & Cases, sixth edition, I publications, 2010.
7. K. Aswathappa, Essentials of Business Environment, Himalya Publishing House. Page 14 of 56
8. Justin Paul, Business Environment, Tata McGraw Hill.
9. Francis Cherunilam, Business Environment – Text and Cases, Himalya Publishing
10. Recent Economic Survey Reports – Government of India
11. Praveen B Malla, Corporate Governance: Concept, Evolution and India Story, Routledge.

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2. <https://ncert.nic.in/textbook/pdf/lebs103.pdf>
3. <https://www.civilserviceindia.com/subject/Management/notes/corporate-governance.html>
4. <https://old.amu.ac.in/emp/studym/99998205.pdf>
5. https://ebooks.lpude.in/management/mba/term_3/DMGT301_DMGT503_CORPORATE_GOVERNANCE_AND_ETHICS.pdf
6. <http://anucde.info/Public%20Policy.pdf>
7. <http://egyankosh.ac.in/bitstream/123456789/19329/1/Unit-1.pdf>
8. <https://byjus.com/free-ias-prep/public-private-partnership-ppp/>
9. <https://www.drishtiias.com/to-the-points/paper3/ppp-investment-model>
10. https://oraprdnt.uqtr.quebec.ca/pls/public/docs/GSC1730/O0000737491_Business_Ethics_OP.pdf
11. <https://www.dsef.org/wp-content/uploads/2012/07/EthicalTheories.pdf>

12. <https://www.accountingnotes.net/management/corporate-social-responsibility/corporate-social-responsibility/17611>
13. <https://maaw.info/ArticleSummaries/ArtSumPorterKramer2011.htm>

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

**DEPARTMENT OF MBA
SEMESTER-I
BUSINESS, GOVERNMENT & SOCIETY**

Time: 3 hours

Max marks: 100

Answer ALL questions

5*16=80m

1. a). Explain about various models of BGS?(Level2-Understand)
(Or)
b.) Demonstrate different types of economic systems with examples (Level 3 -Apply)
2. a) Explain about theoretical foundations of corporate governance?(Level2-Understand)
(Or)
b.)Examine major corporate governance failure with one case study?(Level 4 -Analyze)
3. a) Describe public policies?(Level2-Understand)
(Or)
b) State government regulations in business? (Level 1-Recall)
4. a).Analyzeethical dilemmas in decision making?(Level 4-Analyze))

(Or)
b.) Demonstrate about concept of business ethics?(Level 3 -Apply)
5. a) Write about the importance of corporate social responsibility for organizational survival?(Level 6-Create)
(Or)
b) Illustrate models of corporate social responsibility with example?(Level 3 -Apply)

SECTION –B

Answer any five of the following

5*4=20m

6. Define business, government and society(Level 1-Recall)
- 7.State Stakeholder(Level 1-Recall)
8. Write about Corporate governance(Level 6-Create)
9. Compare Whistle blowing and Insider trading(Level 4-Analyze)
10. State Public policy(Level 1-Recall)
11. Demonstrate Public private partnership(Level 3 -Apply)
12. Describe Business Ethics(Level2-Understand)

Scheme of evaluation

**ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-I
BUSINESS, GOVERNMENT& SOCIETY**

Time: 3 hours

Max marks: 100

SECTION- A

Answer ALL questions

5*16=80m

1.a). Explain about various models of BGS?

(Definition-4m, Each model-3 marks,4*3=12m)
(Level2-Understand)

(Or)

b.) Demonstrate different types of economic systems with examples

(Definition-4m, Each type-3 marks,3*4=12m)

(Level 3 -Apply)

2. a) Explain about theoretical foundations of corporate governance?

(Definition-4m, Each model-3 marks,4*3=12m)

(Level 2-Understand)

(Or)

b.) Examine major corporate governance failure with one case study?

(Definition-4m, Explanation with example-12m)

(Level 4 -Analyze)

3. a) Describe public policies?

(Definition-4m, Explanation with example-12m)

(Level2-Understand)

(Or)

- b) State government regulations in business?
(Definition-4m, Explanation with example-12m)

(Level 1-Recall)

4. a). Analyze ethical dilemmas in decision making?
(Definition-4m, Explanation with example-12m)

(Level 4-Analyze)

(Or)

- b.) Demonstrate about concept of business ethics?
(Definition-4m, Explanation with example-12m)

(Level 3 -Apply)

5. a) Write about the importance of corporate social responsibility for organizational survival?
(Definition-4m, Explanation with example-12m)

(Level 6-Create)

(Or)

- b) Illustrate models of corporate social responsibility with example?
(Definition-4m, Explanation with example-12m)
(Level 3 -Apply)

SECTION –B

Answer any five of the following

5*4=20m

6. Define business, government and society(4m)
(Level 1-Recall)
7. State Stakeholder(4m)
(Level 1-Recall)
8. Write about Corporate governance(4m)
(Level 6-Create)
9. Compare Whistle blowing and Insider trading(4m)
(Level 4-Analyze)
10. State Public policy(4m)
(Level 1-Recall)
11. Demonstrate Public private partnership(4m)
(Level 3 -Apply)
12. Describe Business Ethics(4m)
(Level2-Understand)

Andhra Loyola College (Autonomous): Vijayawada
Department of MBA

Course Outcomes

Title of the Course		Business Communication			
Course Code		MBA105			
Offered to		MBA -SEM I			
Theory/Practical	Theory	No. of Hours	60	Credits	3
Year of Introduction		2024-2025		Semester	I
Course Category		Core	Relate to	Global	
Revision Carried		NA	Percentage	NA	
Type of Course		Core Course			
Crosscutting Issues					

At the end of the course, the student will be able to

C O N O	COURSE OUTCOME	BTL	PO
CO1	Understand communication basics and apply interpersonal, intrapersonal and non verbal skills	K 2	PO1, PO2, PO3, PO6, PO11
CO2	Apply clarity and coherence in professional oral and written communication	K 3	PO3, PO6, PO7, PO8, PO11
CO3	Analyze and prepare business reports and proposals by conducting research, organizing data, and using appropriate formats and graphics to convey information effectively.	K 4	PO3, PO6, PO7, PO9, PO10, PO11
CO4	Create impactful business presentations using contemporary visual aids and audience specific techniques.	K 6	PO2, PO3, PO6, PO7, PO10, PO11
CO5	Prepare résumés , cover letters, and enhance job search strategies using digital tool	K 6	PO3, PO6, PO7, PO9, PO11

ForBTL:L1:Remember;L2:Understand;L3: Apply;L4:Analyze;L5:Evaluate; L6: Create

CO-PO MAPPING

Cours e	Cod e	CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO11	PO12
Busi ness Com muni cation	M BA 10 5	CO 1	3	2	2	1	1	2	1	-	-	-	2	-
		CO 2	-	-	3	-	-	3	2	2	-	-	2	-
		CO 3	2	-	3	-	-	2	2	-	1	2	3	-
		CO 4	-	3	3	-	-	3	2	-	-	2	3	-
		CO 5	-	3	2	-	-	2	-	2	-	-	3	2
		Su m	5	8	13	1	1	12	7	4	1	4	13	2
		Avg .	1.0	1.6	2.6	0.2	0.2	2.4	1.4	0.8	0.2	0.8	2.6	0.4

SYLLABUS

UNIT-1

12 hours

Introduction: Definition, Role, Purpose & Classification of Communication – Communication Process – Characteristics of Successful Communication – Importance of Communication in Business Organizations – Communication barriers – Communication Structure in Organization –Interpersonal Communication – Intrapersonal Communication – Practicing Active Listening – Communicating Nonverbally.

UNIT-2

12 hours

Oral and Written communication: Principles of Successful Oral communication–Barriers to Oral Communication – Types of Managerial Speeches – Principles of Effective Writing – The Seven Cs of Effective Written Communication – Applying the Three Step Writing Process – Drafting Workplace Messages Begins With Research –Writing a First Draft With Powerful Sentences – Mastering Four Helpful Writing Techniques – Building Well-Organized Paragraphs.

UNIT-3

12 hours

Business Reports and Proposals: Writing Reports in the Digital Age–Formats and Heading Levels–Analyzing the Problem, Defining the Purpose, and Collecting Data–Preparing Short Informational Reports –Preparing Short Analytical Reports. Crafting Winning Business Proposals –Preparing Formal Business Reports–Conducting Primary and Secondary Research –Documenting Information–Creating Meaningful Graphics–Assembling and Completing Formal Business Reports.

UNIT-4

12 hours

Business Presentations: Creating Effective Business Presentations–Organizing Presentations to Connect With Audiences –Understanding Contemporary Visual Aids –Refining Delivery,

Rehearsing, and Performing Your Talk. Meeting Documentation: Notice, Agenda and Resolution & Minutes.

UNIT-5

12 hours

Employment Communication: Harnessing Technology in Today's Challenging Job Market –Exploring the Open Job Market –Unlocking the Hidden Job Market –Customizing Your Résumé –Using Digital Tools to Fine-Tune Your Job Search –Cover Letters—Do They Still Matter?

Reference Books:

1. Mary Ellen Guffey-Dana Loewy, Essentials of Business Communication 12e (2022) Cengage.
2. Courtland L Bovee, John V. Thill, & Mukesh Chaturvedi, Business Communication Today. Ninth Edition. (2022) New Delhi: Pearson.
3. Jerry C. Wofford, Edwin A. Gerloff and Robert C. Cummins, Organizational Communication– The Keystone to Managerial Effectiveness, (1977) New York: McGraw-Hill.
4. Lesikar & Flatley., Basic Business Communication – Skills for Empowering the Internet Generation. 9th Edition, (2001) McGraw-Hill.
5. Monippally, M M., Business Communication Strategies, (2001) McGraw-Hill.
6. K.K. Ramachandran Lakshmi, Kartik, M. Krishna Kumar, Business Communication, (2007) MacMillan India Ltd.,.
7. Shirley Taylor, Communication for Business, (2005) Pearson Education.
8. Courtland L Bovee, John V. Thill, & Mukesh Chaturvedi, Business Communication Today. Ninth Edition. (2017) New Delhi: Pearson.
9. Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, Effective Business Communication, (1997) The McGraw-Hill Company, New Delhi.

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ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-I
MBA105 -BUSINESS COMMUNICATION

TIME-3HOURS

MAX MARKS-100

SECTION-A

Answer all Questions

5x16=80M

1. (a) Define communication and explain its role and classification in business organizations. *(Level 1: Remember)*
OR
(b) Discuss the communication process with a suitable diagram and identify key barriers affecting the process. *(Level 2: Understand)*
2. (a) Illustrate the principles of successful oral communication and suggest strategies to overcome barriers. *(Level 3: Apply)*

OR

- (b) Draft a workplace email using the Seven Cs of effective written communication and the three-step writing process. *(Level 3: Apply)*
3. (a) Compare the structures of informational and analytical reports, highlighting their distinct purposes. *(Level 4: Analyze)*
OR
(b) Develop a business proposal for introducing a new product, including meaningful graphics and proper documentation. *(Level 6: Create)*
4. (a) Evaluate how contemporary visual aids enhance business presentations and improve audience engagement. *(Level 5: Evaluate)*

OR

- (b) Design a sample meeting notice, agenda, and minutes for a strategy discussion. *(Level 6: Create)*
5. (a) Analyze the impact of digital tools on the modern job search process and résumé customization. *(Level 4: Analyze)*

OR

- (b) Evaluate the relevance of cover letters in job applications and propose an effective structure for drafting one. *(Level 5: Evaluate)*

SECTION-B

Answer any five of the following

5x4=20M

6. Define and list four common communication barriers in organizations. *(Level 1: Remember)*
7. Differentiate between intrapersonal and interpersonal communication. *(Level 2: Understand)*
8. Identify and explain the types of managerial speeches. *(Level 1: Remember)*
9. Illustrate the purpose and components of the Seven Cs of written communication. *(Level 3: Apply)*
10. Highlight the key components of a formal business report with examples. *(Level 3: Apply)*
11. Summarize the process of refining and rehearsing a business presentation effectively. *(Level 2: Understand)*
12. Evaluate the advantages of unlocking the hidden job market through networking and technology. *(Level 5: Evaluate)*

Scheme of Evaluation

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) DEPARTMENT OF MBA SEMESTER-I MBA105 -BUSINESS COMMUNICATION

TIME-3HOURS

MAX MARKS-100

SECTION-A

Answer all Questions

5x16=80M

1. (a) **Define communication and explain its role and classification in business organizations.**

- Definition of communication (2 marks)
- Explanation of role in business (4 marks)
- Classification of communication (4 marks)
- Examples or practical relevance (6 marks)

(Total: 16 Marks) (Level 1: Remember)

OR

- (b) **Discuss the communication process with a suitable diagram and identify key barriers affecting the process.**

- Explanation of communication process (6 marks)
- Relevant diagram with labels (4 marks)
- Identification of key barriers (4 marks)
- Clarity and coherence (2 marks)

(Total: 16 Marks) (Level 2: Understand)

2. (a) **Illustrate the principles of successful oral communication and suggest strategies to overcome barriers.**

- Principles of successful oral communication (8 marks)
- Common barriers to oral communication (4 marks)
- Strategies to overcome barriers (4 marks)

(Total: 16 Marks) (Level 3: Apply)

OR

(b) Draft a workplace email using the Seven Cs of effective written communication and the three-step writing process.

- Demonstrates understanding of Seven Cs (6 marks)
- Application of three-step writing process (6 marks)
- Clarity, tone, and professionalism in the draft email (4 marks)

(Total: 16 Marks) (Level 3: Apply)

3. (a) Compare the structures of informational and analytical reports, highlighting their distinct purposes.

- Explanation of informational report structure (6 marks)
- Explanation of analytical report structure (6 marks)
- Highlighting differences with examples (4 marks)

(Total: 16 Marks) (Level 4: Analyze)

OR

(b) Develop a business proposal for introducing a new product, including meaningful graphics and proper documentation.

- Explanation of product and proposal outline (6 marks)
- Use of meaningful graphics (4 marks)
- Proper documentation and format (6 marks)

(Total: 16 Marks) (Level 6: Create)

4. (a) Evaluate how contemporary visual aids enhance business presentations and improve audience engagement.

- Explanation of visual aids in presentations (6 marks)
- Examples of visual aids with analysis (6 marks)
- Evaluation of their impact on audience engagement (4 marks)

(Total: 16 Marks) (Level 5: Evaluate)

OR

(b) Design a sample meeting notice, agenda, and minutes for a strategy discussion.

- Clear and professional meeting notice (6 marks)
- Well-structured agenda (6 marks)
- Accurate and concise minutes (4 marks)

(Total: 16 Marks) (Level 6: Create)

5. (a) Analyze the impact of digital tools on the modern job search process and résumé customization.

- Explanation of digital tools in job search (8 marks)

- Analysis of résumé customization strategies (8 marks)
(Total: 16 Marks) (Level 4: Analyze)

OR

(b) Evaluate the relevance of cover letters in job applications and propose an effective structure for drafting one.

- Evaluation of cover letter relevance (8 marks)
- Proposed structure with reasoning (8 marks)
(Total: 16 Marks) (Level 5: Evaluate)

SECTION-B

Answer any five of the following

5x4=20M

- 6. Define and list four common communication barriers in organizations.**
 - o Listing of four barriers (1 mark each)
(Level 1: Remember)
- 7. Differentiate between intrapersonal and interpersonal communication.**
 - o Definition of both types (2 marks)
 - o Key differences with examples (2 marks)
(Level 2: Understand)
- 8. Identify and explain the types of managerial speeches.**
 - o Identification of types (2 marks)
 - o Brief explanation (2 marks)
(Level 1: Remember)
- 9. Illustrate the purpose and components of the Seven Cs of written communication.**
 - o Purpose (2 marks)
 - o Brief explanation of components (2 marks)
(Level 3: Apply)
- 10. Highlight the key components of a formal business report with examples.**
 - o Identification of key components (2 marks)
 - o Relevant examples (2 marks)
(Level 3: Apply)
- 11. Summarize the process of refining and rehearsing a business presentation effectively.**
 - o Explanation of refining steps (2 marks)
 - o Rehearsal process (2 marks)
(Level 2: Understand)
- 12. Evaluate the advantages of unlocking the hidden job market through networking and technology.**
 - o Explanation of hidden job market (2 marks)

- o Evaluation of networking and technology's role (2 marks)
(Level 5: Evaluate)

Title of the Course		Accounting for Managers			
Course Code		MBA106			
Offered to		MBA -SEM I			
Theory/Practical	Theory	No. of Hours	75	Credits	4
Year of Introduction		2024-2025		Semester	I
Course Category		Core	Relate to	Global	
Revision Carried		NA	Percentage	NA	
Type of Course		Core Course			
Crosscutting Issues					

Andhra Loyola College (Autonomous): Vijayawada
Department of MBA

Course Outcomes

At the end of the course, the student will be able to;

C O N O	COURSE OUTCOME	BTL	PO
CO1	Describe the basic concepts and conventions of accounting, the accounting cycle, and prepare final accounts	K2	1,2,3,5,6,7,11
CO2	Analyze and interpret financial statements using various techniques to know financial performance.	K4	3,5,6,7,8,9,11
CO3	Apply accounting procedures for the issue, allotment, and forfeiture of shares and debentures, and analyze the accounting process for declaring and distributing dividends.	K4	2,3,5,6,7,8,9,11
CO4	Understand the legal requirements of financial reporting and auditing. and create reports in compliance with IFRS	K6	1,2,4,5,8,9,10,11, 12

CO5	Apply cost accounting principles to prepare cost sheets and classify costs.	K6	3,5,6,7,8,9,11
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ForBTL:L1:Remember;L2:Understand;L3: Apply;L4:Analyze;L5:Evaluate; L6: Create

CO-PO MAPPING

Cours e	Cod e	CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO11	PO1 2
Acco untin g for Man ager s	M BA 10 6	CO 1	2	2	3		2	3	3				1	
		CO 2			2		2	3	3		2		2	
		CO 3		2	2		1	2	3	1	1		1	
		CO 4	1	1		2	1			2	1	3	1	1
		CO 5			2		2	3	3	1	1		1	
		Su m	3	5	9	2	8	11	12	4	5	3	6	1
		Avg .	0.6	1.0	1.8	0.4	1.6	2.2	2.4	0.8	1.0	0.6	1.2	0.2

SYLLABUS

UNIT- 1: Introduction to Financial, Cost and Management Accounting

Introduction to Accounting: Meaning and Importance, Classification of Accounts – Accounting Cycle– Double entry system –Basic Accounting Concepts and Conventions – Journal – Ledger – Trial Balance –Final Accounts: Construction of Trading, Profit & Loss Account and Balance Sheet(With Adjustments).

UNIT-II: Financial Statement Analysis

Analysis and Interpretation of financial statements: Meaning, Importance and Techniques–Methods of Depreciation, Ratio analysis, types of ratios, (Simple Problems) Funds Flow Analysis, and Cash Flow Analysis (Simple Problems)

UNIT-III: Accounting for Capital Issues

Accounting for Issue, Allotment and Forfeiture of Shares, Accounting for Debentures Issues – Conversion – Accounting Procedures for Declaring and Distributing Dividends

UNIT-IV: Financial Reporting and Auditing

Financial reporting and Auditing Legal requirements relating to Accounting Disclosure – IFRS–Board’s Report – Forensic Accounting, Window Dressing – Sustainability Reporting.

UNIT- V: Cost Management

Meaning and Objectives of cost accounting – Classifying Costs -Cost sheet - Types of Costing –Contract costing, Operating costing - Cost Behavior— Marginal Costing – Cost-Volume-Profit Analysis

Reference Books:

1. Anthony, Robert N and James Reece, *Accounting Principles*, All India Traveler BookSeller, ND.
2. Horngren, Charles T., *Introduction to Management Accounting*, PHI, NJ.
3. Maheswari SNN, *Management Accounting and Financial Control*, MahavirBookDepot.
4. Noore Carl L and Robert K. Joedicke, *Managerial Accounting*, South Western Pub.Co.
5. Rober S. Kaplan and Anthony A. Atkinson, *Advanced Management Accounting* (PHI), New Delhi.
6. Jack L. Smith, Robert M. Keith and William L. Stephens, *Managerial Accounting*, McGrawHill.
7. Bhatatosh Banarjee, *Financial Policy and Management Accounting*, The WorldPress.
8. I.M. Pandey, *Management Accounting*, Vikas Publishing House.
9. Marriot, *Introduction of Accounting*, Sage Response Books.
10. Jasmine Kaur, *IFRS: A Practical approach*, McGrawHill.
11. Ashish K Bhattacharya, *Introduction to Financial Statement Analysis*, Elsevier India.
12. Raman B. S, *Financial Accounting*, Vol I & Vol II, 1/e, United Publishers, 2009.

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

SEMESTER-I

MBA106-ACCOUNTING FOR MANAGERS

Time-3hours

Max Marks-100

SECTION-A

Answer all questions

5x16=80M

1. a) Define financial, cost and management accounting and distinguish among them?
(Level: Understanding / Analyzing)

(Or)

- b) Write about 1) Accounting concepts 2) Ledger 3) Trial Balance? (Level: Understanding)

2. a) You are given the following information? (Level: Applying)

	Rs
Cash in Hand	10,000
Cash at Bank	15,000
Sundry Debtors	75,000
Stock	60,000

Bills Payable	25,000
Bills Receivable	30,000
Sundry Creditors	40,000
Outstanding Expenses	20,000
Prepaid Expenses	10,000
Dividend Payable	15,000
Land and Building	2,00,000
Goodwill	1,00,000

Calculate: (a) Current Ratio
 (b) Liquid Ratio or Quick Ratio
 (c) Absolute Liquidity Ratio

(Or)

b) Explain the Steps of Funds Flow Analysis? (*Level: Understanding / Analyzing*)

3. a) Explain the accounting procedure for declaring and distributing dividends?
 (*Level: Understanding*)

(Or)

b) Discuss the Concepts regarding Accounting for Issue, Allotment and Forfeiture of Shares?

(*Level: Understanding / Analyzing*)

4. a) Explain the concept of Forensic accounting in detail? (*Level: Understanding / Analyzing*)

(Or)

b) Explain the legal requirements relating to auditing and auditor's penalty for non-Compliance? (*Level: Understanding / Analyzing*)

5. a) What is the process of cost sheet? (*Level: Understanding*)

(Or)

b) P Ltd sold in two successive years 7,000 and 9,000 units and incurred a loss of Rs 10,000 and earned Rs 10,000 as profit respectively. The selling price per unit is Rs 100.
 Find out

- (a) P/V Ratio
- (b) Fixed Cost
- (c) Break even sales both in amount and units
- (d) Number of units to be sold to earn a profit of Rs 50,000

(Level: Applying / Analyzing)

SECTION-B

Answer any five of the following
5x4=20M

6. Accounting Conventions. *(Level: Understanding)*
7. Accounting cycle. *(Level: Applying)*
8. Liquidity ratios. *(Level: Understanding)*
9. Types of Debentures. *(Level: Remembering)*
10. Window Dressing. *(Level: Understanding)*
11. Sustainability Reporting *(Level: Understanding / Analyzing)*
12. Cost Behavior *(Level: Understanding / Analyzing)*

SCHEME OF EVALUATION

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

SEMESTER-I

MBA106-ACCOUNTING FOR MANAGERS

Time-3hours

Max Marks-100

SECTION-A

Answer all questions

5x16=80M

1. a) Define financial (4M), cost and management accounting (4M) and distinguish among them (8M)?

(Or)

- b) Write about 1) Accounting concepts (8M) 2) Ledger (4M) 3) Trial Balance (4M)?

2. a) You are given the following information?

	Rs
Cash in Hand	10,000
Cash at Bank	15,000
Sundry Debtors	75,000
Stock	60,000

Bills Payable	25,000
Bills Receivable	30,000
Sundry Creditors	40,000
Outstanding Expenses	20,000
Prepaid Expenses	10,000
Dividend Payable	15,000
Land and Building	2,00,000
Goodwill	1,00,000

Calculate: (a) Current Ratio (6)
 (b) Liquid Ratio or Quick Ratio (5)
 (c) Absolute Liquidity Ratio (5)

(Or)

b) Explain the Steps of Funds Flow Analysis (16M)?

3. a) Explain the accounting procedure for declaring and distributing dividends (16M)?

(Or)

b) Discuss the Concepts regarding Accounting for Issue (8M), Allotment (4M) and Forfeiture of Shares (4M)?

4a) Explain the concept of Forensic accounting in detail (16M)?

(Or)

b) Explain the legal requirements relating to auditing (8M) and auditor's penalty for non-Compliance (8M)?

5. a) What is the process of cost sheet (16M)?

(Or)

b) P Ltd sold in two successive years 7,000 and 9,000 units and incurred a loss of Rs 10,000 and earned Rs 10,000 as profit respectively. The selling price per unit is Rs 100. Find out

- (a) P/V Ratio (4)
- (b) Fixed Cost (4)
- (c) Break even sales both in amount and units (4)
- (d) Number of units to be sold to earn a profit of Rs 50,000 (4)

SECTION-B

Answer any five of the following
5x4=20M

6. Accounting Conventions. (4)
7. Accounting cycle. (4)
8. Liquidity ratios. (4)

Title of the Course		Legal framework for Business			
Course Code		MBA107			
Offered to		MBA -SEM I			
Theory/Practical I	Theory	No. of Hours	60	Credits	3
Year of Introduction		2024-2025		Semester	I
Course Category		Core	Relate to	Global	
Revision Carried		NA	Percentage	NA	
Type of Course		Core Course			
Crosscutting Issues					

9. Types of Debentures. (4)
10. Window Dressing. (4)
11. Sustainability Reporting. (4)
12. Cost Behavior. (4)

Andhra Loyola College (Autonomous): Vijayawada
Department of MBA

Course Outcomes

At the end of the course, the student will be able to;

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

SEMESTER-I

MBA 107 - LEGAL FRAMEWORK FOR BUSINESS

Time Limit: 3 Hours Max. Marks: 100

SECTION-A

Answer the following questions (5 × 16 = 80 Marks)

Remembering (Level 1):

1. a) Define a contract. Describe the key features of a contract.

(OR)

- b) What are the various modes of discharge of a contract? Discuss with examples.

Understanding (Level 2):

2. a) Explain the concept of a contract of indemnity and its key features.

(OR)

- b) What is a partnership? Discuss the essential features of a partnership under the Indian Partnership Act.

Applying (Level 3):

3. a) Define a bill of exchange. Apply its features to describe its usage in business transactions.

(OR)

- b) Explain the distinction between a holder and a holder in due course with practical examples.

Analyzing (Level 4):

4. a) Analyze the process of incorporation of a company and its legal implications.

(OR)

- b) Evaluate the different types of meetings held by companies and their significance in corporate governance.

Analyzing (Level 4)

5. a) Discuss the importance of Intellectual Property Rights (IPR) laws in protecting business innovations.

(OR)

b) Analyze the impact of GST on businesses and its role in simplifying the taxation process.

SECTION-B

Answer Any FOUR of the Following ($4 \times 5 = 20$ Marks)

6. Define and explain the concept of free consent in contracts. (*Level 1: Remembering*)
7. Discuss the concept of warranty and its role in consumer protection. (*Level 2: Understanding*)
8. Illustrate the key principles of a contract of agency with examples. (*Level 3: Applying*)
9. Analyze the characteristics and advantages of a joint-stock company. (*Level 4: Analyzing*)
10. Evaluate the role of partnerships in modern businesses. (*Level 4: Analyzing*)
11. Explain the procedures and implications of winding up a company. (*Level 3: Applying*)

Scheme of Evaluation

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA
SEMESTER-I
MBA 107-LEGAL FRAMEWORK FOR BUSINESS

Time limit-3 hours

Max marks-100

SECTION-A (5 × 16 = 80 Marks)

Question 1: Remembering (Level 1)

a) Define a contract. Describe the key features of a contract.

Definition of a contract (4 marks)

Description of key features (12 marks: 6 marks for explanation, 6 marks for examples)

b) What are the various modes of discharge of a contract? Discuss with examples.

Explanation of different modes (10 marks: 2 marks for each mode)

Discussion with relevant examples (6 marks)

Question 2: Understanding (Level 2)

a) Explain the concept of a contract of indemnity and its key features.

Concept of a contract of indemnity (6 marks)

Key features of indemnity contracts (10 marks)

b) What is a partnership? Discuss the essential features of a partnership under the Indian Partnership Act.

Definition of partnership (4 marks)

Discussion of essential features (12 marks)

Question 3: Applying (Level 3)

a) Define a bill of exchange. Apply its features to describe its usage in business transactions.

Definition of a bill of exchange (4 marks)

Application of its features in business transactions (12 marks)

b) Explain the distinction between a holder and a holder in due course with practical examples.

Explanation of a holder and a holder in due course (8 marks)

Distinction with practical examples (8 marks)

Question 4: Analyzing (Level 4)

a) Analyze the process of incorporation of a company and its legal implications.

Steps in the incorporation process (8 marks)

Legal implications (8 marks)

b) Evaluate the different types of meetings held by companies and their significance in corporate governance.

Explanation of different types of meetings (8 marks)

Significance in corporate governance (8 marks)

Question 5: Analyzing (Level 4)

a) Discuss the importance of Intellectual Property Rights (IPR) laws in protecting business innovations.

Importance of IPR laws (6 marks)

Role in protecting innovations (10 marks)

b) Analyze the impact of GST on businesses and its role in simplifying the taxation process.

Explanation of the impact of GST on businesses (8 marks)

Analysis of its role in simplifying taxation (8 marks)

SECTION-B ($4 \times 5 = 20$ Marks)

Question 6: Define and explain the concept of free consent in contracts. (*Level 1: Remembering*)

Definition of free consent (2 marks)

Explanation with examples (3 marks)

Question 7: Discuss the concept of warranty and its role in consumer protection. (*Level 2: Understanding*)

Explanation of warranty (2 marks)

Role in consumer protection (3 marks)

Question 8: Illustrate the key principles of a contract of agency with examples. (*Level 3: Applying*)

Explanation of key principles (3 marks)

Examples (2 marks)

Question 9: Analyze the characteristics and advantages of a joint-stock company. (*Level 4: Analyzing*)

Characteristics of a joint-stock company (3 marks)

Advantages (2 marks)

Question 10: Evaluate the role of partnerships in modern businesses. (*Level 4: Analyzing*)

Discussion of partnerships in modern businesses (3 marks)

Evaluation of their significance (2 marks)

Question 11: Explain the procedures and implications of winding up a company. (*Level 3: Applying*)

Explanation of procedures (3 marks)

Implications of winding up (2 marks)

Andhra Loyola College (Autonomous):Vijayawada
Department of MBA

Course Outcomes

At the end of the course, the student will be able to;

CO NO	COURSE OUTCOME				BTL	PO	
Title of the Course		Personality Development					
Course Code		MBA109					
Offered to		MBA -SEM I					
Theory/Practical	Theory	No. of Hours	60			Credits	3
Year of Introduction		2024-2025				Semester	I
Course Category		Skill	Related to			Global	
Revision Carried		NA	Percentage			NA	
Type of Course		Skill Development					
Crosscutting Issues							
CO1	Understanding the fundamentals of Personality Development , importance of body language, communication styles				K2	1,3,4,5,8,9,12	
CO2	Applying different types of etiquettes in different contexts				K3	1,3,4,5,7,8,9,12	
CO3	Analysing different impression management and persuasion strategies				K4	1,3,4,5,7,8,9,12	
CO4	Examine the interpersonal relationship and different types of conflict management techniques				K4	1,3,4,5,8,9,12	
CO5	Evaluate the reasons for stress and use of different types of techniques to avoid stress management				K5	1,3,5,8,12	

For BTL: L1: Remember; L2: Understand; L3: Apply; L4: Analyze; L5: Evaluate; L6: Create

CO-PO MAPPING

Course	Code	CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
Personality Dev	MBA 109	CO 1	2		3	2	3			2	2			2
		CO 2	2		3	2	3		2	2	1			2

elop ment	CO 3	2		3	3	3		2	3	3			2
	CO 4	2		3	3	3			1	1			2
	CO 5	2		3		3			1				2
	Sum	10		15	10	15		4	9	7			10
	Avg .	2		3	2	3		0.8	1.8	1.4			2

Use the codes 3,2,1 for High, Moderate and Low correlation Between CO-PO

SYLLABUS

UNIT-I

Introduction to Personality: Concept, Meaning and Definition of Personality – Physical Appearance and Body Language – Voice Modulation and Diction – Communication styles.

UNIT-II

Business Style and Professional Image: Dress Code – Guidelines for Appropriate Business Attire– Multi-cultural Dressing – Personal Grooming for Success – Business Etiquettes, Media Etiquettes, and Table Etiquettes.

UNIT-III

Impression Management: Impression Formation – Tactics – Self presentational Motive – Compass Qualities – Toxic Traits – Social Context: Norms and Roles – Powerful Persuasion Strategies.

UNIT-IV

Interpersonal Relations & Conflict Management: Analysis of different Ego States – Analysis of Transactions – Causes of Conflicts – Conflicts Resolution and Management.

UNIT-V

Stress and Time Management: Causes of Stress, Types of Stress – Coping with Stress and stress Management Techniques – Time as a Resource – Individual Time Management Styles – Better Time Management Techniques.

REFERENCE BOOKS:

1. Mitra Barun, Personality Development and Soft Skills, Oxford University Press.
2. E.H. McGrath, Basic Managerial Skills for all, Prentice Hall.

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

SEMESTER-I

PERSONALITY DEVELOPMENT

Time limit-3 hours

Max marks-100

SECTION-A

Answer the following questions

5*16=80marks

1. a) Explain the concept of personality(Level 2-Understand)

(Or)

b) Demonstrate the importance of body language(Level 3- Apply)

2. a) Examine the concepts of dress code and business etiquettes (Level 4-Analyze)

(Or)

b) Demonstrate personal grooming for success (Level 3- Apply)

3. a) Describe impression management techniques(Level 2-Understand)

(Or)

b) Analyze Compass qualities (Level 4-Analyze)

4. a) Evaluate analysis of different ego states (Level 4-Analyze)

(Or)

b) Discuss conflict resolution and management (Level 2-Understand)

5. a) Write about stress management in real life (Level 6-Create)

(Or)

b) Describe time management (Level 2-Understand)

SECTION-B

ANSWER ANY FOUR QUESTIONS

4*5=20M

6. Explain Communication styles(Level 2-Understand)

7. State Dress code (Level 1 -Recall)

8. Describe Multicultural dressing(Level 2-Understand)

9. Define Media etiquettes(Level 1 -Recall)
10. Classify types of stress(Level 4-Analyze)
- 11.Examine Individual time management styles(Level 4-Analyze)

SCHEME OF EVALUATION
ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-I
PERSONALITY DEVELOPMENT

Time limit-3 hours

Max marks-100

SECTION-A

Answer the following questions

5*16=80marks

1. a) Explain the concept of personality
(Definition-4m,Explanation with example-12m)
(Level 2-Understand)

(Or)

- b) Demonstrate the importance of body language
(Definition-4m,Explanation with example-12m)
(Level 3- Apply)

2. a) Examine the concepts of dress code and business etiquettes
(Definition-4m, Explanation with example-12m)

(Level 4-Analyze)

(Or)

- b) Demonstrate personal grooming for success
(Definition-4m, Explanation with example-12m)

(Level 3- Apply)

3. a) Describe impression management techniques
(Definition-4m, Explanation with example-12m)
(Level 2-Understand)

(Or)

- b) Analyze Compass qualities
(Definition-4m, Explanation with example-12m)

(Level 4-Analyze)

4. a) Evaluate analysis of different ego states
(Definition-4m, Explanation with example-12m)
(Level 4-Analyze)

(Or)

- b) Discuss conflict resolution and management
(Definition-4m, Explanation with example-12m)
(Level 2-Understand)

5. a) Write about stress management in real life
(Definition-4m, Explanation with example-12m)

(Level 6-Create)

(Or)

- b) Describe time management
(Definition-4m, Explanation with example-12m)

(Level 2-Understand)

SECTION-B

ANSWER ANY FOUR QUESTIONS

4*5=20M

6. Explain Communication styles(4m)(Level 2-Understand)
7. State Dress code (4m)(Level 1 -Recall)
8. Describe Multicultural dressing(4m)(Level 2-Understand)

9. Define Media etiquettes(4m)(Level 1 -Recall)
10. Classify types of stress(4m)(Level 4-Analyze)
- 11.Examine Individual time management styles(4m)(Level 4-Analyze)

