



# **Nimra College of Engineering & Technology**

## **UGC AUTONOMOUS**

(Established By Nimra Educational Society (A Muslim Minority Society))  
NAAC Accredited with B++ grade. An ISO 9001:2015 Certified Institution.  
Approved by AICTE, New Delhi. Affiliated to JNTUK, Kakinada. Permitted by Govt. of A.P.  
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## Curriculum Structure and Detailed Syllabi for

Two Year PG Programme

### MBA

(Master of Business Administration)

(Applicable for batches admitted from 2024-25)



**NIMRA COLLEGE OF ENGINEERING AND TECHNOLOGY**  
**JUPUDI-521456, Andhra Pradesh (India)**

## **MBA I- SEM SUBJECTS**

<b>Sl. No</b>	<b>Course Code</b>	<b>Courses</b>	<b>M</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	C-101	Perspectives of Management and Organizational Behavior	10 0	4	0	0	4
2	C-102	Managerial Economics	100	4	0	0	4
3	C-103	Accounting for Management	10 0	4	0	0	4
4	C-104	Quantitative Analysis for Business Decisions	10 0	4	0	0	4
5	C-105	Entrepreneurship Development	10 0	4	0	0	4
6	C-106	Business Environment	100	4	0	0	4
7	OE-101	Intellectual Property Rights & patents	10 0	3	0	0	3

**\*NOTE:MBA I SEMESTER 2025 BATCH UNIVERSITY EXAMS STARTS FROM 15-12-2025.**

I Year I Semester

L	T	P	C
4	0	0	4

**Perspectives of Management and Organizational Behavior: Objective of the course**

**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 a 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 the examination case is compulsory from any unit.**

**References:**

1. Harold Koontz, Heinz Weihrich, A. Aryasri, Principles of Management, TMH, 2010.
2. Dilip Kumar Bhattacharya, 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, Second Edition, 2012.
5. K. Anbuvelan, Principles of Management, University Science Press, 2013.
6. K. Aswathappa "Organisational Behavior-Text, Cases and Games", Himalaya Publishing House, New Delhi, 2008.

# MANAGERIAL ECONOMICS

## I Year I Semester

### 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, Monopolistic Competitions- Methods of Pricing. Market structures: Perfect and Imperfect Market Structures. Price discrimination-degrees of price discrimination.

### UNIT-V:

Macro Economics and Business: Concept, Nature and Measurement of National Income- - 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 the examination, case is compulsory from any unit.**

### References:

1. D.M.Mithani, Managerial Economics, Himalaya Publishing House
2. Hirschey- Managerial Economics, 12th 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, 7th Ed, Vikas Publishing.
7. H.Craig Peterson, W.Cris Lewis, Managerial Economics, Pearson, 2005.

## **ACCOUNTING FOR MANAGEMENT**

### **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 the 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.

## **QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS**

### **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 Dispersion- 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- Bayes 'Theorem-Probability Distributions - Binomial, Poisson, Normal & Exponential Probability Distributions.

### **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 NOVA, Non Parametric tests- Chi-Square Test of Independence, Test of Goodness of Fit.

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

### **References:**

- 1 N.D.Vohra“Quantitative Techniques in Management”,Tata-McGrawHillPrivateLimited, NewDelhi, 2011.
- 2 GuptaS.P“StatisticalMethods”, S.ChandandSons, New Delhi.
- 3 AnandSharma“QuantitativeTechniquesforBusinessdecision MakingHimalayaPublishers,NewDelhi,2012.
- 4 D.P.Apte“OperationResearchandQuantitative Techniques”, ExcelPublications,NewDelhi,2013.
- 5 Hamdy,A.Taha “OperationResearch.AnIntroduction”, Prentice-HallofIndia, NewDelhi, 2003.
- 6 Anderson“Quantitative Methods for Business”, Cengage Learning, New Delhi, 2013.

## **ENTREPRENEURSHIP DEVELOPMENT**

### **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 and 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 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 Decisions to make during start-up: Project Report Preparation, Choice of Enterprise, and Market Assessment of Enterprise.

### **References:**

- 1) Couger, C- Creativity and Innovation (IPP, 1999)
- 2) Nina Jacob, - Creativity in Organisations (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 & Bhandarkar 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.

## **BUSINESS ENVIRONMENT**

**UNIT–I:** Introduction: The Concept of Business Environment, 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 on 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.  
Relevant cases have to be discussed in each unit and examination.

**UNIT–V:**Technological and Natural Environment :Features of Technological Environment  
-Factor and Impact of Technological Environment - Technological Environment in India - Elements of Natural Environment - Environmental Pollution. The case is compulsory for any unit.

### **References:**

1. ShaikhSaleem: “Business Environment”,Pearson, New Delhi,
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:“Business Environment Text and Cases”,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 Publications India Private Ltd, New Delhi. 8. Raj Kumar: “International Business Environment”, Excel Publication, New Delhi, 2012.
9. PalleKrishnaRao:“WTO-TextandCases”,Excel Publication, New Delhi.
10. Government of India,Latest Economic Survey Report.

## **I Year I Semester**

### **INTELLECTUAL PROPERTY RIGHTS & PATENTS**

#### **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 COPYRIGHTS— 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. COPYRIGHT—Origin, Definition &Types of Copyright, Registration procedure, Assignment & license, Terms of Copyright, Piracy, Infringement, Remedies, Copyrights 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 TENETS OF INFORMATION TECHNOLOGY ACT-2000–IT Act-Introduction E-Commerce and legal provisions, E Governance and legal provisions, Digital signature and Electronic Signature. Cybercrimes

#### **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