# MASTER OF BUSINESS ADMINISTRATION (M.B.A)

## Programme Project Report (PPR)

Course Co-ordinator(s)
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Tirupati



## CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE) SRI VENKATESWARA UNIVERSITY

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Online Education (CDCC)
Sri Venkateswara University
TIRUPATI - 517 502.

Tirupati, Andhra Pradesh – 517 502

www.svucdoe.ac.in

PROGRAMME PROJECT REPORT (PPR)

MASTER OF BUSINESS ADMINISTRATION (M.B.A)

**Programme's Mission & Objectives Our Mission:** 

To be a catalyst of progressive knowledge through continuous management education thereby

elevating the entrepreneurial, managerial, and leadership qualities among the potential human

resources.

**Our Objectives** 

The MBA Programme aims to achieve the following objectives:

• To provide an alternative mode of affordable quality education in the field of management

studies.

To offer a comprehensive state-of-the-art curriculum leading to an MBA Professional

Degree

To disseminate the teaching and learning process through the use of educational

technology to suit the academic pursuits of educated citizens.

To identify and offer courses on par with the industrial expectations to all qualified

personnel.

To provide change management in Distance mode through inquiry-based curriculum

updating and with the use of innovative E-Learning teaching aids.

Relevance with HEI's Mission & Goals. (b)

To constantly raise the quality of engineering education thereby to produce superior human

resource to match rapid technological developments

• To share its academic experience and infrastructure with other institutions for providing

quality education across the State and help students to fulfill their dreams.

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• To uphold the highest ethical and professional standards while imparting engineering

education and while fulfilling its obligations to students and staff.

To serve society with technological advancement and to actively take part in building

knowledge-based society

(c) Nature of prospective target group of learners.

The MBA Programme is designed and intended primarily to meet the needs of working

professionals fo enhancing their knowledge and for those who wish to broaden and deepen their

understanding of the various techniques and strategies of managing organization and people. It

provides flexibility to the learner to continue their studies without compromising on quality of

education and course content, as they are pursuing their professional work.

This group largely includes working or self-employed professionals in business, corporate

companies, and IT enabled service industry. Nevertheless, a good part of the enrolled students

include fresh graduates who want to study at leisure or engaged at some other profession. It also

comprises of women learners who wish to continue their education after taking a break in study

due to family life cycle, thereby unleashing their potential.

(d) Appropriateness of programme to be conducted in ODL mode to acquire specific

skills and competence.

• In its effort towards contribution of knowledge generation and dissemination the program

is expected to Enhance employability by upgrading their professional and managerial skills

• Nurture creativity and entrepreneurship by gaining business acumen through case studies

and educating how to communicate and negotiate effectively to achieve organizational and

individual goals.

• Instill sensitivity among the students to become thought provoking leaders to face the

challenges of a dynamically unstable environment.

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Sensitize them to understand ethical issues and dilemmas that businesses often face.

(e) **Instructional Design:** 

**Curriculum Design:** Master of Business Administration

The MBA is a two-year programme divided into 4 Semesters.

Appropriateness of the Programme with Quality Assurance for Acquiring Specific Skills:

The programme is designed by eminent experts in the subjects on par with formal education. The

PPR is designed appropriately for the development of the professional and occupational standards

of the teaching community and to develop skills and competencies among various field experts.

The programme is prepared for changing needs of society with high quality and structure.

This new curriculum is based on the NEP, designed to prepare students for lifelong learning

in both offline and online modes. This curriculum incorporates audit courses, functional courses,

interdisciplinary electives, general electives, project works and skill oriented papers. The major

aim of this programme is to prepare students as entrepreneurs and intrapreneurs, with startup

culture.

1. GENERAL INFORMATION

'Credit' is concerned with the quantum of syllabus and workload assigned to a Particular

course

one credit = one lecture hour / week

Choice based credit system provides an opportunity to students to learn subject at their own pace

registering for more or less than the desired number of courses to secure post graduation degree. It

allows to experience inter disciplinary approach in learning.

(i) Programme – Course

A programme consists of a number of courses

A course is a paper of the programme

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• A course may involve, Lectures / Tutorials / Lab Work / Seminars / Case

Studies / Group Discussions / Role Playing / Project / Practical Training etc.

• The effort in the form of tutorials, lab work, seminar, case studies, group

discussion, role playing, project and practical training, covering 100 marks is

assigned with 4 credits.

• A course length is usually 15 lecture weeks

• Each course is given a code

(ii) Classification of courses:

The various courses offered to students are of three types:

(a) Core Course:

Core courses are those, knowledge of which is essential for students registered. These courses are

mandatory.

A core course may be a theory or practical paper.

(b) Audit Course:

The purpose of the audit course is to create awareness among students about some of the

important topics which will enhance their life skills. The evaluation will only be internal without

any external examination, and therefore no credits shall be awarded for these courses. However,

the students have to obtain pass marks (40%) in the internal evaluation. The grade sheet will show

only pass / fail against these courses.

(c) Online Course:

The concerned department allows students to choose one or two online courses, during each

semester, to acquire more knowledge. These credits are to be taken into account for awarding

grades or class. Such courses should be in advanced areas of the subject, as specified in the course

structure. The grading will be as per the procedure approved for the CBCS. For online courses

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only semester end examinations will be conducted, without any internal assessment. The courses

marked as online in the course structure, shall be completed by the students by enrolling in

approved online courses, and they shall submit the pass certificate(s) to forward them to the

controller of examinations of the University. If the college / department with the competent

teaching faculty, decides to offer the courses marked as "online" in offline mode, the students can

opt to attend those classes. Such students should put in the minimum attendance, and need not

enrol for online courses. However, the final exam will be for 100 marks, without internal

assessment.

(d) Elective:

An elective allows students to gain knowledge in areas where the concerned subject has practical

applications.

**Internal Electives:** 

The department declares electives for its own students, out of which the desired electives are

chosen by the students of parent department. These are called Internal Electives(IE).

**External Electives / Open Electives:** 

A department declares electives for the students of other departments. These electives are taught

out of college normal working hours. These are called External Electives / Open Electives.

**Inter Disciplinary Electives:** 

The department declares some of the electives as Inter Disciplinary Electives which are offered to

its own students together with students of other departments. This is in the light of NEP which

envisages inter disciplinary learning from the students coming from different streams /

programmes.

(iii) Semesters:

An academic year is constituted by two semesters.

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• Odd semester covers the period August to December, fifteen weeks of which are lecture

weeks.

• Even semester covers the period December to April, with fifteen lecture weeks.

In each semester there are no preparatory holidays for semester end examinations, next

semester follows immediately at the end of previous semester end examinations. Semester

end examinations are on each working day without gap between two examinations.

2. Eligibility for admission into Two Year Degree of Master of Business Administration (M.B.A)

The candidates seeking admission into the MBA Programme should have Passed the

Bachelor Degree Examination of a minimum of Three Years duration of this University or an

examination recognized by this University as equivalent there to and besides to have passed in the

prescribed entrance examination, and fulfil any other conditions as in vogue for admission into the

M.B.A Degree programme.

3. For passing the MBA Degree examination, the candidate has to fulfill the conditions prescribed

hereunder:

o The Candidate has to undergo a course of study in the University College

extending over a period of two academic years, each academic year consisting of

two semesters and each semester consisting of 16 weeks duration including

semester-end examinations.

The First Year comprises of two semesters and each semester contains eight

common courses. The Second Year also has two semesters and each semester

contains four common courses and four electives.

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4. Industrial Training and Project Work:

(i) Each student must undergo internship in any one of the reputed corporate industrial

establishments for a period, not less than eight weeks but not more than 10 weeks in between II

and III semesters.

(ii) Each student shall do the project work under the supervision of a faculty guide allotted to

him/her. In the Organisation where the candidate undertakes project work, the student must have a

supervising guide to look after the progress of work in the company. The student must maintain a

diary during his/her stay in the company which will be submitted to the Head of the Department,

after completion of the project.

(iii) The candidate must give joining report in the organization by producing a letter issued by the

head of the department. On completion of the training the candidate must take relieving certificate

and a certificate for bona fide work, which are to be submitted to the Head of the Department.

(iv) The internship envisages submission of dissertation which carries a maximum of 100 marks

including 30 marks for sessionals. The dissertation shall be valued for 70 marks by an internal

examiner and an external examiner separately. In the III semester, the candidate has to present one

seminar on the topic for evaluation by the faculty.

(v) At the end of the third semester, Project VIVA-VOCE for 100 marks will be conducted by

apanel of examiners consisting of an internal and external examiner respectively.

5. Medium of instruction is English Only

6. Scheme of Examination

There shall be four semester-end examinations spread over two academic years. Each course

carries a maximum of 100 marks including 30 marks for sessionals. Duration of the semester-end

examination is 3 hours for each paper of 70 or 100 marks. The sessional marks will be assigned on

the basis of tests, quizzes, seminars, carry home assignments, etc., by the concerned teacher.

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7. Attendance

Regular course of study, in a semester, means a minimum average attendance of 75% in all the

papers computed by totaling the number of periods of lectures, tutorials, practical and project as

the case may be, held in every paper as the denominator and the total number of periods attended

by the student in all papers, as the numerator.

However, a student has to put in a minimum attendance of 50% in each subject, in addition

to the condition laid down in clause 7.1.

No consideration whatsoever in attendance will be shown to any student for late admission

due to any reason. Condonation of shortage of attendance may be recommended provided a

student puts in at least 62.5% attendance, in all the papers put together as calculated in clause 7.1

above, along with a minimum of 50% attendance in each subject as stated in clause 7.2, and

provided the Principal is satisfied with the reason for shortage of attendance.

A student who could not satisfy these requirements of attendance as given in clauses

above, in any semester, shall have to repeat that semester.

A certificate of satisfactory attendance must be submitted by the student from the organization

where he/she undertakes Project Work.

Further, a student is required to complete the course of study satisfying the attendance

requirements in all the four Semesters, within a period of first Eight Semesters from the time of

admission, failing which he/she shall forfeit his /her seat.

A student, who has satisfied the minimum attendance requirements in any semester, may

repeat that semester after obtaining written permission from the Principal and cancelling the

previous record of attendance and sessional marks of that semester. However, this facility may be

availed by any student not more than twice during the entire course of study and theentire course

of study shall be within the first Eight Semesters as stipulated in clause 7.7.

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8. Promotion:

A candidate who has put in the required minimum attendance as stipulated in Clause No.7 and

has registered for the semester-end University examination by paying the required examination fee

is eligible for promotion to next semester. There shall be no detention of failed candidates or

candidates who are absent for the semester-end University examination.

9. Evaluation:

There shall be both Internal and External evaluation for the semester-end examinations,

including Project Report.

10. Qualifying Marks for Pass

a. i) A candidate appearing for the first time for the Examination of any Semester, has to

register for the whole examinations of that Semester. A candidate shall be declared to have

passed the whole or a part of the whole examination if he/she secures notless than 40%

of marks in each theory paper/practical/project report in Semester-end University

Examination and not less than 40% marks in Internal Assessment and Semester-end

Examination put together.

ii) To pass, the candidate has to obtain a minimum of 40 marks out of 100 marks in Project

VIVA-VOCE examination.

b. A candidate who fails to get pass marks for the Project report should submit the revised

report along with the next batch of students.

c. A candidate, who fails and wish to appear for whole of theory examination of any semester

may do so after cancelling the previous results of the theory examination of that

semester.It is applicable only for semester -end examination.

d. There shall be no supplementary examinations. The failed candidate shall be required to

appear again for the examinations along with the regular candidates of next batch.

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## 11. Classification of successful candidates

The classification will be on the basis of the total grade points obtained by the candidate in all the semesters put together and will be classified as follows:

## **Marks and Grading:**

(i) Weighted Average Marks

$$WAM = \frac{\sum n_i m_i}{\sum n_i}$$

 $n_i$ : Number of credits for  $i^{th}$  course

m<sub>i</sub>: Marks obtained in the i<sup>th</sup> course

2. Grade point average:  $GPA = 10^{-1} WAM$ 

The percentage of marks obtained by a student in a course will be indicated by a grade point and a letter grade.

Marks	Grade Point	Letter	Class
70-100	7.0 - 10.0	О	Outstanding
65-69	6.5 – 6.9	A+	First
60-64	6.0 - 6.4	A	First
55-59	5.5 - 5.9	B+	Second
50-54	5.0 - 5.4	В	Second
40-49	4.0 - 4.9	С	Third
00-39	0.0 - 3.9	F	Fail

## 3. Overall weighted percentage of Marks (OWPM)

$$OWPM = \frac{\sum\limits_{i}\sum\limits_{k}n_{ik}m_{ik}}{\sum\limits_{i}\sum\limits_{k}n_{ik}}; \ m_{ik} = \text{marks obtained in } i^{\text{th}} \ \text{course of } k^{\text{th}} \ \text{semester}$$

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4) Cumulative grade point average (CGPA) :CGPA = 10<sup>-1</sup> OWPM

A candidate who secures 70% and above in the total aggregate marks, will be placed in

OUTSTANDING (O).

a) A candidate who secures 65% and above but less than 70% of marks in the total aggregate,

will be placed in FIRST (A<sup>+</sup>).

b) A candidate who secures 60% and above but less than 65% of total aggregate will be

placed in FIRST (A).

c) A candidate who secures 55% and above but less than 60% of total aggregate will be

placed in SECOND (B+).

d) A candidate who secures 50% and above but less than 55% of total aggregate will be

placed in SECOND (B).

e) A candidate who secures 40% of marks in each Course with an overall aggregate of 40%

or above and above but less than 50% of total aggregate will be placed in THIRD (C).

NOTE: Marks and Gradation Certificates shall be issued by the Controller of Examinations as

prescribed in this Regulations for each Semester.

12. Award of Ranks

Candidates who passed the examinations of all the Four Semesters for the degree at the first

appearance in all Four Semesters shall be ranked in order of merit. The candidates who have taken

supplementary examinations shall also be eligible for classification but they shall not be

considered for the award of rank. Ranks shall be awarded for the top three students or 10% of the

total strength of the students appeared for the Four Semester end examinations.

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13. Improvement

The candidates are permitted to improve their marks/class by taking Semester-end examinations in

one or more papers after two years of their regular study as per the existing regulations and

syllabi.

**Note:** The candidates shall be permitted to improve their marks within a period of **four years** 

from the date of admission into First Semester.

14. Transitory Provision

a. For candidates who studied the M.B.A. Degree Course under previous regulations and

syllabus, and who could not pass some or all the courses (papers) shall be permitted to take

examinations under old regulations and syllabus for three more times after the last regular

examinations of the concerned subject (s).

b. Candidates who satisfied the minimum attendance requirements in any semester under Old

Regulations, but who are yet to pass some papers even after three chances as stated in

14.(a), shall appear for the equivalent papers under Revised Regulations, as specified by

the Chairman of the Board of Studies.

15. The university shall have the right to amend or modify or revise any of the above regulations

whenever necessary.

19. Library Resources

The institution has a sizable collection of Master of Business Administration books in the Main

library on its premises and also in the CDOE Building own library. The students make use of both

the libraries.

20. Cost Estimates for the Development of the Programme

The Programme fee for 1 year is Rs. 12,000/- and in 2 years 11,000/-. The university will pay the

remuneration to course writers and counsellors as per university norms. Processing, Print

Materials(SLM)and Examination fees as prescribed by the University. It will be

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periodically to attract the counsellors. This institution is providing high-quality programs at

minimum cost.

21. Appropriateness of the Programme with Quality Assurance for Acquiring Specific

Skills: The program is designed by eminent subject experts on par with formal education. The

PPR is designed appropriately for the development of the professional and occupational standards

of the teaching community and to develop skills and competencies among various field experts.

The program is prepared for the changing needs of society with high quality and structure.

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## Semester -I

S.No	Title of the Course	Title of the Paper	Credit Hrs/ Week	No. of Credits	IA Marks	Sem End Marks	Total
1.	MBA101	Principles of Management	6	4	30	70	100
2.	MBA 102	Organizational Behaviour	6	4	30	70	100
3.	MBA 103	Business Communication	6	4	30	70	100
4.	MBA 104	Managerial Economics	6	4	30	70	100
5.	MBA 105	Research Methodology and Business Analytics	6	4	30	70	100
6.	MBA 106	Accounting for Managers	6	4	30	70	100
7.		Audit Course	0	0	100	0	0
			36	24	280	420	600

<sup>\*</sup>All core papers are Mandatory.

- Compulsory Foundation choose onepaper.
- Elective Foundation Choose onepaper.
- Audit course-100 Marks (Internals) Zero Credits underself-study.
- Interested students may register for MOOC with the approval of the concerned DDC but it will be considered for the award of the grade as open elective only giving extra credits.

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## **SEMESTER-II**

S.No	Title of the Course	Title of the Paper	Credit Hrs/ Week	No. of Credits	IA Marks	Sem End Marks	Total
1.	MBA201	Marketing Management	6	4	30	70	100
2.	MBA 202	Human Resources Management	6	4	30	70	100
3.	MBA 203	Financial Management	6	4	30	70	100
4.	MBA 204	Production Management	6	4	30	70	100
5.	MBA 205	Operations Research	6	4	30	70	100
6.	MBA 206	Business Environment	6	4	30	70	100
7		Audit Course	0	0	100	0	0
			36	24	280	420	600

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## **SEMESTER-III**

S.No	Title of the Course	Title of the Paper	Credit Hrs/ Week	No. of Credits	IA Marks	Sem End Marks	Total
1.	MBA301	Management Information Systems	6	4	30	70	100
2.	MBA 302	Entrepreneurship	6	4	30	70	100
3.	MBA 303	Industrial Project Course	6	4	30	70	100
4.	MBA 304	Elective I	6	4	30	70	100
5.	MBA 305	Elective II	6	4	30	70	100
6.	MBA 306	Elective II	6	4	30	70	100
7	MBA 307	Open Elective	6	4	30	70	100
			42	28	210	490	700

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## Marketing Area

Code No.	Title of the Paper	Components of Study Core/ Elective		Sessional Marks	Semester End Marks	Exam Duration	Maximum Marks
311	Consumer Behaviour	Elective Skill Enhancement	4	30	70	3 Hrs	100
312	Customer Relationship Management	Open Elective	4	30	70	3 Hrs	100
313	Marketing Research	Elective Life Skills	4	30	70	3 Hrs	100
314	Advertising and Sales Promotion Management	Elective Practical	4	30	70	3 Hrs	100
315	Product and Brand Management	Elective Practical	4	30	70	3 Hrs	100
316	Digital Marketing	Elective Online	4	-	100	3 Hrs	100

## Systems Area

Code No.	Title of the Paper	Components of Study Core/ Elective	No of credits	Sessional Marks	Semester End Marks	Exam Duration	Maximum Marks
341	System Analysis and Design	Open Elective	4	30	70	3 Hrs	100
342	Database Management Systems	Elective Skill Enhancement	4	30	70	3 Hrs	100
343	Data Mining and Data Warehousing	Elective Value added Course	4	30	70	3 Hrs	100
344	Logistics Management	Elective Practical	4	30	70	3 Hrs	100
345	Data Analytics with R	Elective Online	4		100	3 Hrs	100
346	Distributed Computing Systems	Elective Online	4		100	3 Hrs	100

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## Finance Area

Code No.	Title of the Paper	Components of Study Core/ Elective	No of credits	Sessional Marks	Semester End Marks	Exam Duration	Maximum Marks
321	Financial Services	Elective Skill Enhancement	4	30	70	3 Hrs	100
322	Investment Management	Elective Life Skills	4	30	70	3 Hrs	100
323	Personal Finance	Elective Value added Course	4	30	70	3 Hrs	100
324	Corporate Restructuring	Elective Practical	4	30	70	3 Hrs	100
325	Banking Management	Elective Life Skills	4	30	70	3 Hrs	100
326	Financial Markets and Institutions	Open Elective	4	30	70	3 Hrs	100

## **HRM** Area

Code No.	Title of the Paper	Components of Study Core/ Elective	No of credits	Sessional Marks	Semester End Marks	Exam Duration	Maximum Marks
331	Training and Development	Elective Skill Enhancement	4	30	70	3 Hrs	100
332	HR Audit	Elective Skill Development	4	30	70	3 Hrs	100
333	Human Resource Planning	Elective Life Skills	4	30	70	3 Hrs	100
334	Labour Laws and Industrial Relations	Elective Life Skills	4	30	70	3 Hrs	100
335	Leadership Development	Elective Value added Course	4	30	70	3 Hrs	100
336	Counselling Skills for Managers	Open Elective	4	30	70	3 Hrs	100

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## **SEMESTER-IV**

S.No	Title of the	Title of the Paper	Credit	No. of	IA	Sem	Total
	Course		Hrs/	Credits	Marks	End	
			Week			Marks	
1.	MBA401	Digital Business Models	6	4	30	70	100
2.	MBA 402	Strategic Management	6	4	30	70	100
3.	MBA 403	Business Laws	6	4	30	70	100
4.	MBA 404	Organisation Development	6	4	30	70	100
5.	MBA 405	Elective I	6	4	30	70	100
6.	MBA 406	Elective II	6	4	30	70	100
7.	MBA 407	Elective II	6	4	30	70	100
8.	MBA 408	Open Elective	6	4	30	70	100
			48	32	240	560	800

<sup>\*</sup>All core papers are Mandatory

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- Elective Foundation Choose onepaper.
- Audit course-100 Marks (Internals) Zero Credits underself-study.
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## Marketing Area

Code No.	Title of the Paper	Components of Study Core/ Elective	No of credits	Sessional Marks	Semester End Marks	Exam Duration	Maximum Marks
411	Marketing of Services	Elective Skill Enhancement	4	30	70	3 Hrs	100
412	Industrial Marketing	Open Elective	4	30	70	3 Hrs	100
413	International Marketing	Elective Skill Enhancement	4	30	70	3 Hrs	100
414	Retail Management	Elective Value added Course	4	30	70	3 Hrs	100
415	Supply Chain Management	Elective Practical	4	30	70	3 Hrs	100
416	Sales Management	Elective Life Skills	4	30	70	3 Hrs	100

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## Systems Area

Code No.	Title of the Paper	Components of Study Core/ Elective	No of credits	Sessional Marks	Semester End Marks	Exam Duration	Maximum Marks
441	Enterprise Resource Planning	Elective Value added Course	4	30	70	3 Hrs	100
442	Decision Support Systems	Elective Skill Development	4	30	70	3 Hrs	100
443	AI Applications in Business	Elective Online	4		100	3 Hrs	100
444	Systems Control and Auditing	Open Elective	4	30	70	3 Hrs	100
445	E – Business	Elective Practical	4	30	70	3 Hrs	100
446	Software Project Management	Elective	4	30	70	3 Hrs	100

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## Finance Area

Code No.	Title of the Paper	Components of Study Core/ Elective	No of credits Sessional Marks		Semester End Marks	Exam Duration	Maximum Marks
421	International Financial Management	Elective Skill Development	4	30	70	3 Hrs	100
422	Financial Derivatives	Elective Practical	4	30	70	3 Hrs	100
423	Risk Management and Insurance	Elective Value added Course	4	30	70	3 Hrs	100
424	Management Control Systems	Elective	4	30	70	3 Hrs	100
425	Managing Fintechs	Elective Online	4		100	3 Hrs	100
426	Financial Engineering	Open Elective	4	30	70	3 Hrs	100

## **HRM** Area

Code No.	Title of the Paper	Components of Study Core/ Elective	No of credits	Sessional Marks	Semester End Marks	Exam Duration	Maximum Marks
431	Strategic Human Resource Development	Elective Skill Development	4	30	70	3 Hrs	100
432	Reward Management	Elective Practical	4	30	70	3 Hrs	100
433	Labour Legislations	Elective Value added Course	4	30	70	3 Hrs	100
434	Management of Change	Elective Skill Development	4	30	70	3 Hrs	100
435	Stress Management	Open Elective	4	30	70	3 Hrs	100
436	Global Human Resource Management	Elective	4	30	70	3 Hrs	100

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