



# K.S.R.M COLLEGE OF ENGINEERING

UGC-Autonomous

Kadapa, AP

[www.ksrmce.ac.in](http://www.ksrmce.ac.in)

Dated: 25-06-2019

Lr./KSRMCE/Principal Office /2019-20/

## Principal Office Orders

As per the decisions of the Academic Council meeting held on 15- 06 -2019 the undersigned members are been appointed as the Board of studies for Humanities for a period of 2 years.

S.No.	Name	Designation
1.	Sri. N. Bhaskar Reddy	Asst.Prof in English,KSRMCE
2	Prof. K. Venugopal Rao	Prof &HOD MBA,S.K U,Anantapur
3	Dr. M. Rajaesh	Asso.Prof,MBA,VIT Vellore
4	Prof. B. Sreenivasulu	Prof.in Economics,YVU,Kadapa
5	Sri. Dharma Simha Reddy	Alumni
6	Sri M.C sanjeevaiah	Asst.Prof,KSRMCE
7	Sri K.Khasim Peera	Asst.Prof,KSRMCE
8	Sri K.Chiranjeevi	Industry Expert

The orders will come in to force for with immediate effect.

V. S. S. mwl/g

Principal

PRINCIPAL

K.S.R.M. COLLEGE OF ENGINEERING

KADAPA - 516 003. (A.P.)

Cc to:

The Management/ Director for information

The HoD of H&S for necessary actions

The Members for Information

The Website Committee for upload



**BOARD OF STUDIES MEETING – 2020-21**  
**K.S.R.M COLLEGE OF ENGINEERING**  
**AUTONOMOUS**

**Minutes of the Meeting**

<b>Date</b>	<b>09.10.2020</b>	<b>Day</b>	<b>Friday</b>
<b>Time</b>	<b>12:10 PM to 02:00 PM</b>	<b>Venue</b>	<b>Virtual meeting: <a href="https://meet.google.com/zwj-xrpd-yxo">https://meet.google.com/zwj-xrpd-yxo</a></b>
<b>Dept./SS</b>	<b>Humanities and Sciences (Humanities)</b>	<b>Convener</b>	<b>Sri. N. Bhaskar Reddy</b>

**Members Present: 05**

S.No	Name	Designation	Signature
1.	Sri. N. Bhaskar Reddy	Assistant Prof., Dept.of Humanities & Sciences KSRMCE	
2.	Prof. B. Srinivasulu	REGISTRAR, Dr. Abdul Haq Urdu University, Kurnool	
3.	Dr. M. Rajesh	Associate Professor, Department of Management, VIT University, Vellore.	
4.	Sri. M.Chinna Sanjeevaiah	Assistant Prof. KSRMCE	
5.	Sri. K.Khasimpeera	Assistant Prof. KSRMCE	

**Members Absent: 00**


S.No	Name	Designation

Sri. N. Bhaskar Reddy, welcomed all the members to the meeting and presented the agenda of the meeting.

There solutions are:

	To do item	Discussion	Resolution	Coordinator/in-charge
1	To finalize the curriculum and syllabus for VI sem& VIII sem B.Tech under R18 Regulations.	The Board of Chairman has presented the syllabus designed by the faculty after taking the feedback from all stakeholders and comparing with premier institute syllabus	The committee Suggested for few modifications in Management Science and approved.	Sri. N. Bhaskar Reddy
2.	To finalize the curriculum and syllabus for VI and VIII sem B.Tech Mandatory course under R18 Regulations.	The Board of Chairman has presented the syllabus designed by the faculty after taking the feedback from all stakeholders and comparing with premier institute syllabus	The committee Suggested for few modifications in Organizational Behaviour and approved.	Sri. N. Bhaskar Reddy
3.	To finalize and approve the syllabus for Certificate Courses.	The Board of Chairman has presented the syllabus designed by the faculty after taking the feedback from all stakeholders and comparing with premier institute syllabus	The committee appreciated the courses and approved the content for offering Certificate Courses to implement in 2020-21.	Sri. N. Bhaskar Reddy

The Head of the Department have proposed the Vote of thanks and concluded the meeting.

  
Convener

V.S.S. Murthy  
Principal  
PRINCIPAL  
K.S.R.M. COLLEGE OF ENGINEERING  
KADAPA - 516 003. (A.P.)

# Open Elective syllabus for approval (BFME,MM,HCM & DSMM)

9 messages

**Khasim Peera** <khasimmba@ksrmce.ac.in> Sat, Jan 16, 2021  
To: k4161007@yahoo.co.in, rajesh.mamilla@vit.ac.in, bayineni@gmail.com, karekichiranjeevi@gmail.com, evmreddyin@yahoo.co.in, mcs@ksrmce.ac.in, Khasim Peera <khasimmba@ksrmce.ac.in>





Goodmorning sir,

Plese find the attachment file and send approval as soon as possible.

Thank you sir

K.Khasimpeera  
Asst.Professor  
Dept.of Humanities and Sciences  
KSRM College of Engineering (Autonomous),  
dapa.





## 4 attachments

-  **HCM.docx**  
14K
-  **DSMM.docx**  
14K
-  **BFME.docx**  
14K
-  **MM.docx**  
14K

**Khasim Peera** <khasimmba@ksrmce.ac.in> Sat, Jan 16, 2021  
To: prof.venu2010@gmail.com

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## 4 attachments

-  **HCM.docx**  
14K
-  **DSMM.docx**  
14K
-  **BFME.docx**  
14K
-  **MM.docx**  
14K

**Venugopal Rao Komma** <prof.venu2010@gmail.com> Sat, Jan 16, 2021  
To: Khasim Peera <khasimmba@ksrmce.ac.in>

Sat, Jan 16, 2021 at 4:26 PM

Prof. Srinivasulu Bayineni <bayineni@gmail.com>

To: Khasim Peera <khasimmba@ksrmce.ac.in>

Cc: k4161007@yahoo.co.in, rajesh.mamilla@vit.ac.in, karetichiranjeevi@gmail.com, evmreddyin@yahoo.co.in, mcs@ksrmce.ac.in

Approved, please proceed.

[Quoted text hidden]

Sat, Jan 16, 2021 at 4:28 PM

Rajesh Mamilla <rajesh.mamilla@vit.ac.in>

To: Khasim Peera <khasimmba@ksrmce.ac.in>

Dear professor, here with lam sending the approval of accepting the syllabus of open electives.

**From:** Khasim Peera <khasimmba@ksrmce.ac.in>

**Sent:** Saturday, January 16, 2021 2:17:30 PM

**To:** k4161007@yahoo.co.in; Rajesh Mamilla; bayineni@gmail.com; karetichiranjeevi@gmail.com; evmreddyin@yahoo.co.in; mcs@ksrmce.ac.in; Khasim Peera

**Subject:** Open Elective syllabus for approval (BFME,MM,HCM & DSMM)

[Quoted text hidden]

Khasim Peera <khasimmba@ksrmce.ac.in>

To: hod.hs@ksrmce.ac.in

Sun, Jan 17, 2021 at 5:33 PM

[Quoted text hidden]


Khasim Peera <khasimmba@ksrmce.ac.in>


To: hod.hs@ksrmce.ac.in


Sun, Jan 17, 2021 at 5:33 PM


[Quoted text hidden]

4 attachments

 HCM.docx  
14K

 DSMM.docx  
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 BFME.docx  
14K

 MM.docx  
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Khasim Peera <khasimmba@ksrmce.ac.in>


To: ddsrengineer@gmail.com


Mon, Jan 18, 2021 at 12:24 PM


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 BFME.docx  
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 MM.docx  
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To: Khasim Peera <khasimmba@ksrmce.ac.in>

As per the departmental Board of studies meeting held for discussion of open elective syllabus on Sunday, 10.01.2021, the syllabus was updated as discussed.

I would like to approve the syllabus for as sent to me.

Thanks and regards,

Duggaiahgari Dharma Simha Reddy.  
Phone +91 888 692 8862

[Quoted text hidden]

<b>Course Title</b>	<b>Digital &amp; Social Media Management</b>					<b>B. Tech. Open Elective - 2</b>		
<b>Course Code</b>	<b>Category</b>	<b>Hours/Week</b>			<b>Credits</b>	<b>Maximum Marks</b>		
18OE2604	Open Elective (OEC)	L	T	P	C	<b>Continuous Internal Assessment</b>	<b>End Exam</b>	<b>Total</b>
		3	0	0	3			
<b>Mid Exam Duration: 2 Hrs</b>						<b>End Exam Duration : 3Hrs</b>		
<p><b>Course Objectives:</b> The objective of the course is</p> <ul style="list-style-type: none"> <li>• Review key trends within the Digital Marketing landscape. Examine an example of each Digital Marketing channel.</li> <li>• Examine SEO's Position as a Fundamental Building Block for Online Marketing</li> <li>• Identify and appropriately apply Fundamental Factors That Result in Achieving Top Search Engine Rankings.</li> <li>• Develop an email and sending strategy that adheres to email compliance best practices. Analyze the role that social marketing plays in the digital landscape and marketing mix.</li> <li>• Identify and incorporate individual social and mobile platforms into a digital marketing strategy. Utilize Google Analytics to examine the role that web analytics play in digital marketing</li> </ul>								
<b>Course Outcomes:</b> On successful completion of this course, the students will be able to								
<b>CO 1</b>	Explain the role and importance of digital marketing, Ability to comprehend how digital media can be used for current marketing practices.							
<b>CO 2</b>	Understanding of Search Engine optimization, Pay per click and Email marketing,							
<b>CO 3</b>	Analyze the role that social media marketing plays in the digital landscape and marketing mix.							
<b>CO 4</b>	Identify and incorporate individual social and mobile media platforms into a digital marketing strategy.							
<b>CO 5</b>	Understanding of content creation, content marketing channels, writing messages and content marketing plan, Utilize Google Analytics to examine the role that web analytics play in digital marketing.							

### Unit I

**Introduction to Digital Marketing:** Introduction to marketing in the digital environment, Online marketplace analysis: micro-environment - The Internet macro-environment, What Are the 3i Principles?

## Unit II

**Digital Marketing Strategy:** Content Marketing - Online Offer - Online Space / website Selling - Online Value - Internet for Distribution.

**Search Engine Marketing:** Search Engine Optimization, Pay Per Click, Digital Display Advertising, Introduction to page rankings, Email Marketing.

## Unit III

**Social Media Marketing:** Social Media, Social Media Mining, Content guidelines for online communications, Social Media Channels and Social Media Strategy. Cyber crime and security.

## Unit IV

**Mobile Marketing:** Mobile Marketing Fundamentals, Mobile consumers, Digital consumption, M-commerce, Technological change and marketing, Overview of mobile and app based marketing, Mobile websites, Conducting Mobile Audits, Strategic objectives.

## Unit V

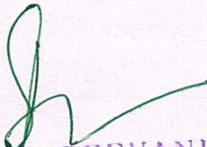
**Content Marketing & Data Analytics:** Content Marketing Overview - What is content, Content Creation, Content Marketing Channels, The Content Marketing Plan, the business case: analytics and ROI, digital marketing, data and analytics, social listening, web analytics, Social media analytics.

### Text Books

1. Digital Marketing: by Raghavendra K & ShrutiPrabhakar, HPH
2. Digital and Social media Marketing; A Results- Driven approach : Aleksej Heinze, Gordon Fletcher, Tahir Rashid, Ana Cruz; Second Edition; Routledge (2020).
3. The Art of Digital Marketing: The Definitive guide to creating strategic, targeted, and measurable online campaigns; Lan Dodson; Wiley; 1st edition (2016).
4. Digital Marketing All-in-One For Dummies 1<sup>st</sup> Edition, Kindle Edition; Stephanie Diamond; For Dummies; 1st edition (2019).
5. Digital and Social Media Marketing – Emerging Applications and Theoretical Development; Nripendra P. Rana, Emma L. Slade Ganesh P.Sahu, Hatice Kinzgin Nitish Singh, Bidit Dey Anabel Gutierrez, Yogesh K.Dwivedi; Springer.

### References

1. e Marketing: The Essential Guide to Digital Marketing: by Rob Stokes (2010), Quirk Education.
2. The Art of Digital Marketing: by Ian Dodson, Wiley.
3. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media: by Liana Evans, Que Publishing
4. E-Marketing: by Strauss, J. and Frost, R., Pearson Education, Inc
5. Digital Marketing; Seema Gupta – Mc Graw Hill, Second Edition.
6. Digital Marketing; Puneet Singh Bhalia – Pearson.

  
Dr. I. SREEVANI M.Sc., Ph.D.  
Head of Humanities & Sciences  
K.S.R.M. College of Engineering  
KADAPA

V. S. S. Muthy  
PRINCIPAL  
K.S.R.M. COLLEGE OF ENGINEERING  
KADAPA - 516 003. (A.P.)



Course Title	Basic Financial Management For Engineers					B. Tech. Open Elective - 3		
Course Code	Category	Hours/Week			Credits	Maximum Marks		
18OE2615	Open Elective (OEC)	L	T	P	C	Continuous Internal Assessment	End Exam	Total
		3	0	0	3	30	70	100
Mid Exam Duration: 2 Hrs					End Exam Duration : 3Hrs			
<b>Course Objective:</b> <ul style="list-style-type: none"> <li>• Provide an in-depth view of the process in financial management.</li> <li>• Develop knowledge on the allocation, management and funding of financial resources.</li> <li>• Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.</li> <li>• Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.</li> </ul>								
<b>Course Outcomes:</b> On successful completion of this course, the students will be able to								
CO 1	Knowledge of the basics of Financial Management Concepts.							
CO 2	To learn the concept of cost of capital and making decisions regarding raising of capital							
CO 3	To understand the concept of Capital structure evaluation and related decisions.							
CO 4	To build knowledge about financing and estimation of Working capital management.							
CO 5	To understand the concepts of TVM, capital budgeting decisions and evaluation of Projects.							
CO 6	Understanding of mergers, acquisitions and various other types financial restructurings							

### Unit I

**Introduction to Financial Management** - Concept of Business Finance, Functions of Finance, scope of Finance, Role of a Finance Manager, Goals & objectives of Financial Management, Functional areas.

### Unit II

**Cost of Capital** - Long Term sources of finance, Concept, meaning & importance, Opportunity Cost of capital, Cost of different sources of finance, Weighted average cost of capital & factors affecting cost of capital.

### Unit III

**Capital Structure** - Meaning, concept of optimal capital structure, Computation of leverages, Capital gearing & leveraging, EBIT-EPS analysis.

### Unit IV

**Working Capital Management** - Concept of working capital, significance, types of working capital, Factors affecting working capital needs, financing approaches for working capital, working capital estimation and calculation.

### Unit V

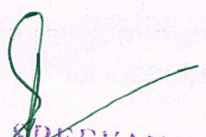
**Capital Budgeting Decision** - Time Value of Money, Capital budgeting - Introduction, techniques of capital budgeting - Pay Back Method, Accounting Rate of Return, Net Present Value, Profitability Index, and Internal Rate of Return.

#### Text Book:

1. Financial Management by Dr. R. P. Rustagi, Taxmann's Publication.
2. Financial Management: Principles and Applications by Pearson Education; Thirteenth edition, Sheridan Titman,
3. Financial Management by I M Pandey, Pearson Education; Twelfth edition.
4. Fundamentals of Financial Management by Eugene F. Brigham, Joel F. Houston, Brigham Houston, seventh edition.
5. Financial Management Theory and Practice by Michael C. Ehrhardt and Eugene F. Brigham, Publisher, Joe Sabatino.

#### Reference Books:

1. Financial Management: Theory & Practice by Eugene F. Brigham and Michael C. Ehrhardt; Cengage Learning; 15 edition.
2. Fundamentals of Financial management by Dr. Eugene Brigham and Dr. Joel F. Houston: Cengage learning, Philippine Edition.
3. Financial Management Principles and practice by G. Sudarsana Reddy, Himalaya Publishing House.
4. Financial Management by Khan & Jain, Tata Mcgraw Hill.
5. Financial Management by Dr. P C Tulsian, S Chand.
6. Financial Management by Ravi Kishore, Taxmann.

  
Dr. I. SREEVANI M.Sc., Ph.D.  
Head of Humanities & Sciences  
K.S.R.M. College of Engineering  
KADAPA - 516 005

V. S. S. Muly  
PRINCIPAL  
K.S.R.M. COLLEGE OF ENGINEERING  
KADAPA - 516 003. (A.P.)

Course Title	Materials Management					B. Tech. Open Elective - 4		
Course Code	Category	Hours/Week			Credits	Maximum Marks		
18OE2620	Open Elective (OEC)	L	T	P	C	Continuous Internal Assessment	End Exam	Total
		3	0	0	3			
Mid Exam Duration: 2 Hrs					End Exam Duration : 3Hrs			
<p><b>Course Objectives:</b> The objective of the course is</p> <ul style="list-style-type: none"> <li>To understand how the knowledge of materials management can be an advantage to logistics and supply chain operations.</li> <li>To sensitize the students on the materials management functions – Planning, Purchase, Controlling, Storing, Handling, Packaging, Shipping and Distributing, and Standardizing</li> <li>To realize the importance of materials both in product and service.</li> <li>Use of TQM, JIT and SCM in managing materials.</li> </ul>								
<b>Course Outcomes:</b> On successful completion of this course, the students will be able to								
CO 1	Remembering the concepts of purchases, vendors, materials handling, inventory types etc.							
CO 2	An understanding of basic concepts in Materials management and modern trends in materials management							
CO 3	Analyze the processes of vendor management, material handling, ABC analysis and EOQ etc...							
CO 4	An understanding of principle of materials handling and evaluation of material handling performance.							
CO 5	Able to apply the techniques of inventory management.							

### Unit - I

**Purchase Management :** Overview, Purchase organization, Ethical Concepts in purchases, Purchase Parameters, purchase Methods. International Purchasing, International purchasing procedure.

### Unit - II

**Vendor Management :** Vendor Evaluation - factors, advantages and disadvantages, parameters. Vendor management process. Recent trends in Vendor management

### Unit - III

**Materials Handling :** Handling Principles, handling costs, unit load concept, flow pattern, material handling equipment's, evaluation of materials handling performance, safety in materials handling.

## Unit - IV

**Inventory Management :** Types of Inventory, Costs Associated with Inventory, Inventory Control, Selective Inventory Control, Economic Order Quantity, ABC Analysis, Safety Stocks, Inventory Management Systems, Forecasting Techniques, Material Requirement Planning.

## Unit - V

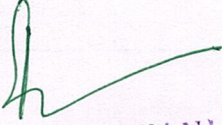
**Modern trends in Materials Management :** Purchasing vs. Supply management, Total Quality Management and Quality Certifications, Just In Time, Supply Chain Management.

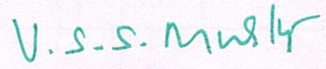
### Text Book:

- Material Management by K. ShridharaBhat
- Materials Management, Prof.L.C.Jhamb, Everest Publishing House.
- Materials Management, Steve Chapman \_ Pearson, 6<sup>th</sup> Edition
- Materials Management, P.Gopal Krishan, Tata Mc Graw Hill (TMH) India
- J.R.Tony Arnold \_ Introduction to Materials Management, Pearson Education

### Reference Books:

1. Purchasing and Materials Management, P Gopalkrishnan,
2. Materials Management - An Integrated Approach, P Gopalkrishnan, M. Sundaresan, PHI.
3. Materials Management, Procedures, Text and Cases, A K Datta, PHI.
4. Production & Operation Management by K Ashwathappa, K ShridharaBhat

  
Dr. I. SREEVANI M.Sc., Ph.D.  
Head of Humanities & Sciences  
K.S.R.M. College of Engineering  
KADAPA - 516 005

  
PRINCIPAL  
K.S.R.M. COLLEGE OF ENGINEERING  
KADAPA - 516 003. (A.P.)

Course Title	Project Management					B. Tech. VII Semester		
Course Code	Category	Hours/Week			Credits	Maximum Marks		
1825701	Humanities & Social Sciences (HSMC)	L	T	P	C	Continuous Internal Assessment	End Exam	Total
		3	0	0	3			
Mid Exam Duration : 2Hrs					External Exam Duration: 3Hrs			
<p><b>Course Objectives:</b> The main objective of the course is to learn</p> <ul style="list-style-type: none"> <li>• To impart the basic concepts of Project selection.</li> <li>• To develop an understanding of Project Planning and design, construction and execution, monitoring and control, completion.</li> <li>• To achieve the Projects main goal within the constraints.</li> <li>• To optimize the allocated necessary inputs.</li> <li>• To shape and reform the clients vision or to negotiate with them as regards the project's objectives.</li> </ul>								
<b>Course Outcomes:</b> On successful completion of this course, the students will be able to								
CO 1	<b>Remembering</b> and <b>recalling</b> the principles of project management and methods involved in the process of project management.							
CO 2	<b>Understanding</b> of Project Planning, design, construction, execution, maintaining and controlling							
CO 3	<b>Applying</b> techniques in Project Evaluation, Scheduling and controlling.							
CO 4	<b>Classifying</b> and <b>analysis</b> risks in Project management and project scheduling							

#### UNIT - I

**Introduction to Project Management:** Need for Project management, Taxonomy of project, Project life cycle, Project management Process, Principles of Project Management. Project Identification and Selection, Pre – feasibility study, Project Planning Process, Resources allocation, Project Break-even Point.

#### UNIT - II

**Financial Evaluation of Projects:** Cost of the Project, Means of finance, Financial Evaluation of projects – Payback period method, Accounting Rate of Return method, Net Present Value method, Internal Rate of Return method, Benefit Cost Ratio method (Profitability Index), (simple Problems).

#### UNIT - III

**Project Risk & Quality Management:** Introduction, Role of Risk management, Risk identification – Steps in risk management –, Risk analysis (Decision trees, Simulation and Break-even analysis), Techniques for managing risk. Project Quality Management and Value Engineering: Quality, Quality Concepts and Value Engineering.

#### UNIT - IV

**Project Scheduling (Network Analysis):** Development of Project network, Time

estimation, Determination of the critical Path, PERT Model, Project Crashing.  
(Simple Problems)

#### UNIT - V

**Project Execution & PMS:** Process of Project Execution and Control, Project Management Information System (PMIS), Project Performance Measurement and Evaluation (PPME).

**Project Management Software:** Essential Requirement of Project Management Software, Common Features available in most of the project management software.

#### Text Books

1. Project management Best Practices: Achieving Global Excellence by Harold Kerzner; John Wiley & Sons; 3rd edition.
2. Project Management: Engineering, Technology and Implementation: united states Edition by Avraham Shtub and Jonathan F. Bard, Pearson; 1st edition.
3. The Essentials of Project management by Dennis Lock; Routledge.
4. Prasanna Chandra, Projects, Tata McGraw Hill.
5. Nagarajan K, Project Management 4<sup>th</sup> edition, New Age International (P) Ltd.
6. L S Srinath, PERT/CPM, Affiliated East-West Press 2005.

#### Reference Books

1. Project management by Stephen Hartley; Routledge, 4<sup>th</sup> Edition.
2. Project management: a systems Approach to Planning, Scheduling, and controlling by Harold Kerzner; Wiley; 12th edition.
3. Project Management & Appraisal by Sitangshu Khatua; published by Oxford University.
4. Nicholas J.M. & Steyn H., Project Management, Elsevier, Himalaya publications.
5. Narendra Singh, Project Management and Control, HPH, 2003.
6. Harvey Maylor, Project Management, Pearson Education.
7. Panneerselvam & Senthilkumar, Project Management, PHI.



Dr. I. SREEVANI M.Sc., Ph.D.  
Head of Humanities & Sciences  
K.S.R.M. College of Engineering  
KADAPA

V. S. S. Murthy

PRINCIPAL  
K.S.R.M. COLLEGE OF ENGINEERING  
KADAPA - 516 003. (A.P.)

Course Title	Human Capital Management					B. Tech. Open Elective - 1		
Course Code	Category	Hours/Week			Credits	Maximum Marks		
18OE2605	Open Elective (OEC)	L	T	P	C	Continuous Internal Assessment	End Exam	Total
		3	0	0	3			
Mid Exam Duration: 2 Hrs					End Exam Duration : 3Hrs			
<p><b>Course Objectives:</b> The objective of the course is</p> <ul style="list-style-type: none"> <li>To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.</li> <li>To help the students focus on and analyze the issues and strategies required to select and develop manpower resources.</li> <li>To develop relevant skills necessary for application in HR related issues .</li> <li>To Enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions.</li> </ul>								
<b>Course Outcomes:</b> On successful completion of this course, the students will be able to								
CO 1	Understanding of roles and responsibilities of HR department in industries.							
CO 2	Have knowledge to understand job analysis and design jobs.							
CO 3	Understand job evaluation and estimate HR requirements.							
CO 4	Able to conduct recruitment & selection process.							
CO 5	Able to understand training methods. Have clarity of employee compensation							

### Unit - I

**Introduction of HRM:** Nature, scope, objectives, Importance and functions, Evolution of the concept of HRM, Human resource management in India; Roles of HR manager, Practice in Industry

### Unit II

**Job Analysis & Design :** Job Analysis - Meaning, Uses, Process and methods of collecting data for job analysis, Job Description, Job Specifications, Factors affecting Job Design, Techniques of Job Design.

### Unit III

**Job Evaluation and Human Resources Planning:** Objectives of Job Evaluation; Advantages and Limitations of Job Evaluation, Human Resources Planning (HRP), Need and Benefits of HRP, Process of HRP, Factors Affecting HRP, Responsibility for HRP.

#### Unit IV

**Recruitment & Selection:** Factors Affecting Recruitment; Sources of Recruitment; Selection Process, Methods of selection - Interviews, Tests, Induction Program, Problems in Induction.

#### Unit V

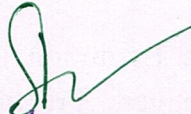
**Training & Development:** Introduction of Training, Objectives and Importance of Training, Classification of Training Methods/Techniques, Training Process, Reasons of Training Failure

#### Text Books:

1. Human Resource and Personnel Management-Text and Cases : K. Ashwathappa, Tata McGraw Hill Education Pvt. Ltd.
2. Personnel and Human Resource Management - P. Subba Rao, Himalaya Publishing.
3. Human Resource Management – John M Lvancevich (1988) Publish – Irwin Mcgraw Hill.
4. Human Resource Management – Greg L. Stweart John wiley & sons, Inc Publications.
5. Human Resource Development\_ Mohammad mohsim (2010) Publisher Vdm Verldg Dr. Muller.

#### Reference Books:

1. Human Resource Management: P. Jyothi, Publication, Oxford University Press
2. A Text Book of Human Resource Management: C. B. mamoria and S.V. Gankar, Himalaya Publishing House & Co.
3. Human Resource Management – L byd L. Byars, Leslie W.Rue (2007) Publisher, Mcgraw Hill Higher Education.

  
Dr. T. SREEVANI M.Sc., Ph.D.  
Head of Humanities & Sciences  
KSRM College of Engineering  
KADAPA - 516 005

V. S. S. Muelly  
PRINCIPAL  
K.S.R.M. COLLEGE OF ENGINEERING  
KADAPA - 516 003. (A.P.)



# Product and Brand Management (Certification Course)

## Course objective

The objective of Brand Management is to make students understand principles of Branding, role of brands, elements and components of brands, brand equity etc. The main aim for Brand Management is to make sure that students understand implications of planning, implementing and evaluating Branding Strategies

## Course outcome

- Demonstrate understanding of the product strategy concepts. Develop the factual support to define your product strategy.
- Describe the different elements of a brand strategy. Formulate a winning strategy
- Define how to name your brand. Explain how to develop a system to incorporate future products and brands
- Map your brand portfolio to maximize its value to support growth.
- Define and describe the customer experience journey for the brand
- Explain and apply the process to "embed" a brand internally within the organization

### UNIT-I:

Product Management — An Introduction; Corporate Strategy and Product Policy; Product line Decisions; Product Life Cycle and Marketing Strategies.

### UNIT-II:

New Product Development and the Techniques of Idea Generation and Screening; Product Design and prototyping. Concept Development and Testing; Test Marketing; Launching and Tracking New Product Programmes.

### UNIT-III:



Organizing for New Products; Introduction to Brand Management and Crafting of Brand Elements; Consumer Brand Knowledge – Digital Adverting – Brand Loyalty and Brand Promotion through digital media.

### UNIT-IV:

The concept of Brand equity, creating Brands in competitive markets, Brand position and Brand Associations. Using Brand elements to create Brand equity, leveraging secondary Brand associations.

## **Reference Text Books:**

- 1) Product and Brand Management – Prof.K.Venugopal Rao – Himalaya Publishing House.
- 2) Product Strategy and Management – Donald R.Lehmann and Russels S winer – Tata Mcgraw Hill.
- 3) Marketing Management- Philip Kotler-Pearson Publications

Dr. I. SREEVANI M.Sc.,Ph.D.  
Head of Humanities & Sciences  
K.S.R.M College of Engineering  
KADAPA 516 005

# TALLY ERP 9

## (Certification Course)

### Course Objectives:

1. This course helps students to work with well-known accounting software i.e. Tally ERP.9
2. Student will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software
3. Accounting with Tally certificate course is not just theoretical program, but it also includes continuous practice, to make students ready with required skill for employability in the job market.

### Course Outcomes:

1. After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9
2. Student will do by their own create company, enter accounting voucher entries including advance voucher entries,
3. Students will do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.
4. Students do possess required skill and can also be employed as Tally data entry operator.

### UNIT I

Introduction to Accounting & Tally: Need, Definition, concepts and conventions of An Accounting System – Journalizing Transactions – Posting To Ledgers – Preparation of Financial Statements – Manual Vs Computerized. Accounting – Accounting Software- Tally ERP 9 - Company Information & Features : Company Creation – Shutdown Company – Selection of Company - Alteration of Company- Deleting Company.

### UNIT II

Accounts Information: Groups – Ledgers – Chart of Accounts – Incorporation of Opening Balances. Inventory Information: Stock Groups- Stock Categories – Godowns – Unit of Measure – Stock Items – Charts of Inventory – Integration of Accounts With Inventory.

### UNIT III

Accounting Vouchers – Inventory Vouchers – Display of Vouchers – Alteration of Voucher – Cancellation of Voucher – Deletion of Voucher – Adding/Inserting Vouchers. Banking: Altering Banking Features – Voucher Entry with Banking Features.

### UNIT IV

Voucher Type & Class: Changing Numbering Styles – Creation Of New Voucher Types –Cost Centre & Category: Enabling Cost Centre Feature – Enabling Feature In Masters – Entry Cost Centre Details In Vouchers – Display of Cost Centre Reports – Voucher entries using GST.

### Reference Books:

1. Asok K. Nadhani, "TALLY ERP 9 TRAINING GUIDE - 4TH REVISED & UPDATED EDITION", January 2018.
2. Official guide to financial accounting using TALLY ERP 9 with GST, Tally Education P. Ltd.

Dr. I. SREEVANI M.Sc., Ph.D.  
Head of Humanities & Sciences  
KSRM College of Engineering  
KADAPA - 516 005

*Dr. I. Sreevani* *MM*

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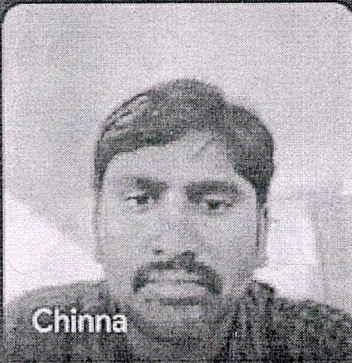


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Dr. C Viswanatha



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Prof. Sriniva: 1 other

