



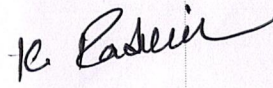
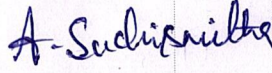


**BOARD OF STUDIES MEETING-2022-23**  
**K.S.R.M COLLEGE OF ENGINEERING**  
**AUTONOMOUS**

**Minutes of the Meeting**

<b>Date</b>	<b>10.06.2023</b>	<b>Day</b>	<b>Saturday</b>
<b>Time</b>	<b>03:00PM to 04:00 PM</b>	<b>Venue</b>	<b>Online mode</b>
<b>Dept./SS</b>	<b>H&amp;S (Humanities)</b>	<b>Convener</b>	<b>Dr.G.Ashok Reddy</b>

<b>Members Present:08</b>				<b>Members Absent: 00</b>		
<b>S.No</b>	<b>Name</b>	<b>Designation</b>	<b>Signature</b>	<b>S.No</b>	<b>Name</b>	<b>Designation</b>
1.	Prof. T. Sreenivas	Dean, Faculty of Commerce, Law and Management, Department of Business Management, Yogi Vemana University, Kadapa - 516 005	<i>online</i>			
2.	Prof. C.Viswanatha Reddy	Head Dept. of Business Management Dean of Examinations Rayalaseema University Kurnool - 518 007,	<i>online</i>			
3.	Prof.P.V.Narasaiah	Professor, Department of Commerce, S.V.U.C.C.M.M, S.V.U. Tirupathi.	<i>online</i>			
4	Sri M.Ravindra Kumar,	AGM, HR & Admin, Bharathi Cements Corporation Private Limited, Nallingayapalli, Kadapa.	<i>online</i>			

5	Dr.G.Ashok Reddy	Associate Professor, Department of H&S, K.S.R.M.C. E, Kadapa.		
6.	Sri.K.Khasimpeera	Assistant Professor, Department of H&S, K.S.R.M.C. E, Kadapa..		
7	Sri.K.Radha Krishna	Assistant Professor, Department of H&S, K.S.R.M.C. E, Kadapa..		
8	Smt.A.Suchi Smitha	Assistant Professor, Department of H&S, K.S.R.M.C. E, Kadapa..		

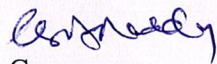
Dr.G.Ashok Reddy welcomed all the members to the online meeting and presented the agenda of the meeting.

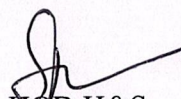
There solutions are:

	To do item	Discussion	Resolution	Coordinator /in-charge
1	Review of the extent of the implementation of the resolution passed in the last BOS meeting	The Board of Chairmen has explained the subjects offered to the students of various branches at Different Semesters.	The members have expressed their satisfaction for the implementation of the subjects to the various branches at various semesters	Dr.G.Ashok Reddy
2	Introduction of some Management subject under MOOCS	The Members have Discussed the Need of Introduction of the following Management subjects under MOOCS. 1) Entrepreneurship Essentials 2) Human Resource Development 3) Principles of Management	The members have given their consent for the implementation of the management subjects under MOOC's after having discussion at Lenth	Dr.G.Ashok Reddy

3. To launch of SWAYAM MOOC's at KSRMCE	The Board of Chairman has presented the Launch of Swayam MOOC's at KSRM and Members have discussed the need and importance of Yoga for physical and mental Health.	The member has discussed the need and importance of practicing yoga for the physical and Mental Health fitness. For these members have agreed for Launching Swayam MOOC's at KSRM	Dr. G. Ashok Reddy
4. Carry forward of the subjects approved under R18 to R20	The Board of Chairman has Explained the need for the continuation of the following subjects approved under R18 to R20. The members suggested with 20% change in the existing syllabus of the subjects after taking feedback from all the stakeholders. 1) Materials Management 2) Digital and Social Media Management 3) Basics of financial management for engineers 4) Human Capital Management	The members have discussed the above subjects at Length and agreed for the continuation of the subjects under R20 with 20% modification in the existing syllabus of the subjects after taking feedback from all the stakeholders.	Dr. G. Ashok Reddy

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

  
Convener

  
HOD H&S  
**Dr. I. SREEVANI** M.Sc., Ph.D  
Professor & HOD  
Dept. of Humanities & sciences  
K.S.R.M. College of Engineering  
KADAPA Dist.

Course Title	Basics of Financial Management for Engineers					B. Tech. Open Elective - 3		
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20OE611	Open Elective (OEC)	L	T	P	C	Continuous Internal Assessment	End Exam	Total
		3	0	0	3			
Mid Exam Duration: 90 Minutes					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

**Budgeting:** budgets, purpose, budgetary control, preparation of budgets, master budget, fixed and flexible Budgeting.

### 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

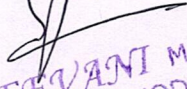
**Capital Budgeting Decision** - Time Value of Money, Capital budgeting - Introduction, techniques of capital budgeting -Pay Back Method, Accounting Rate of Return, Net Present Value, Profitability Index, and Internal Rate of Return.

#### 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  
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KADAPA Dist.

Course Title	Materials Management					B. Tech. Open Elective - 4		
Course Code	Category	Hours/Week			Credits	Maximum Marks		
200E621	Open Elective (OEC)	L	T	P	C	Continuous Internal Assessment	End Exam	Total
		3	0	0	3			
Mid Exam Duration: 90 Minuts					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

**Computers in Materials Management:** Introduction, Role of Computers in Materials Management: Advantages and Disadvantage of Computer in Materials Management, Materials Planning: Need for Materials Planning, Techniques of Materials Planning.

### Text Book:

Material Management by K. ShridharaBhat

### 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

  
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Course Title	Digital & Social Media Management					B. Tech. Open Elective - 2		
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20OE616	Open Elective (OEC)	L	T	P	C	Continuous Internal Assessment	End Exam	Total
		3	0	0	3	40	60	100
Mid Exam Duration: 90 Minutes					End Exam Duration: 3Hrs			
<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								
CO 1	Explain the role and importance of digital marketing, Ability to comprehend how digital media can be used for current marketing practices.							
CO 2	Understanding of Search Engine optimization, Pay per click and Email marketing,							
CO 3	Analyze the role that social media marketing plays in the digital landscape and marketing mix.							
CO 4	Identify and incorporate individual social and mobile media platforms into a digital marketing strategy.							
CO 5	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

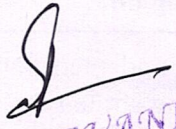
**Facebook for Business:** Facebook for Business-Facebook fan Engagement, Anatomy of Ad Campaign, Adverts Types of adverts, Adverts Targeting. Case Study-Tata DoCoMo

## Text Books

1. Digital Marketing: by Raghavendra K & ShrutiPrabhakar, HPH

## 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

  
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Course Title	Human Capital Management					B.Tech. Open Elective-1		
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20OE606	Open Elective (OEC)	L	T	P	C	Continuous Internal Assessment	End Exam	Total
		3	0	0	3			
Mid Exam Duration: 90 minutes					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 man power 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								
CO1	Understanding of roles and responsibilities of HR department in industries.							
CO2	Have knowledge to understand job analysis and design jobs.							
CO3	Understand job evaluation and estimate HR requirements.							
CO4	Able to conduct recruitment & selection process.							
CO5	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, Need for Training and Methods of Training.

#### Unit-V

**Human Resource Development:** Meaning, Definition of HRD, objectives, Significance, functions and HRD process.

#### Text Books:

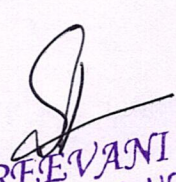
1. Human Resource and Personnel Management - Text and Cases: K. Ashwathappa, Tata McGraw Hill Education Pvt. Ltd.
2. Personnel and Human Resource Management - P. Subba Rao, Himalaya Publishing.
3. Human Resource Management – John M. L. Vancevich (1988) Publish – Irwin McGraw Hill.
4. Human Resource Management – Greg L. Stewart 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. Byrd L. Byars, Leslie W. Rue (2007) Publisher, McGraw Hill Higher Education.

  
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Course Title	Human Capital Management					B.Tech.OpenElective-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	30	70	100
MidExamDuration:2Hrs					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 man power 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								
CO1	Understanding of roles and responsibilities of HR department in industries.							
CO2	Have knowledge to understand job analysis and design jobs.							
CO3	Understand job evaluation and estimate HR requirements.							
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**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:**

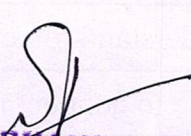
1. Human Resource and Personnel Management - Text and Cases: K. Ashwathappa, Tata McGraw Hill Education Pvt. Ltd.
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Head of Humanities & Sciences  
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KADAPA - 516 005

Course Title	Digital & Social Media Management					B. Tech. Open Elective - 2		
Course Code	Category	Hours/Week			Credits	Maximum Marks		
18OE2604	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			
<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>								
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**Search Engine Marketing:** Search Engine Optimization, Pay Per Click, Digital Display Advertising, Introduction to page rankings, Email Marketing.

## Unit III

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## 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

### 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.
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KADAPA - 516 005

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	30	70	100
<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>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								
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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

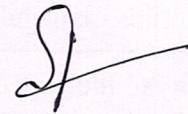
**Modern trends in Materials Management :** Purchasing vs. Supply management, Total Quality Management and Quality Certifications, Just In Time, Supply Chain Management.

### Text Book:

Material Management by K. ShridharaBhat

### 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



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KADAPA - 516 005

Course Title	Basics of 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			
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

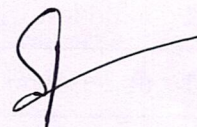
**Capital Budgeting Decision** - Time Value of Money, Capital budgeting - Introduction, techniques of capital budgeting -Pay Back Method, Accounting Rate of Return, Net Present Value, Profitability Index, and Internal Rate of Return.

#### 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:

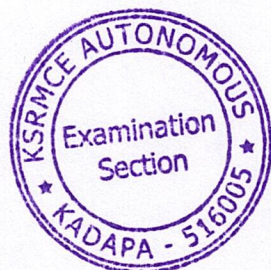
1. Financial Management: Theory & Practice by Eugene F. Brigham and Michael C. Ehrhardt; Cengage Learning; 15 edition.
2. Fundamentals of Financial management by Dr. Eugene Brigham and Dr. Joel F.Houston: Cengage learning, Philippine Edition.
3. Financial Management Principles and practice by G. Sudarsana 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

Students who have opted for Credit Transfer @ Subjects  
@ B.Tech VIII Sem (R18UG) - (2022-2023)

- (1) Integrated waste management for smart city.
- (2) municipal solid waste management
- (3) waste water Treatment & Recycling
- (4) Availability & management of Ground water Resources
- (5) Air Pollution & Control
- (6) Geomorphology
- (7) wildlife Ecology
- (8) soft skills
- (9) Public speaking
- (10) Entrepreneurship Essentials
- (11) The joy of Computing using Python
- (12) social networks
- (13) Problems solving through Programming in C.
- (14) Introduction to Political Theory
- (15) Introduction to Internet of Things
- (16) machine learning for soil & crop management
- (17) Human Resource Development
- (18) Principles of management
- (19) cloud Computing
- (20) Programming in Java
- (21) PSEMMO/OFDM WC



## Review of syllabus approved in last BOS meeting and approval of syllabus of the following subjects under MOOC'S - Requested - Reg.

9 messages

Khasim Peera <khasimmba@ksrmce.ac.in>

Sat, Jun 10, 2023 at 4:19 PM

To: drpvnarasaiah@gmail.com, swamy.rkumar@gmail.com, tallurus@gmail.com, vsrits@gmail.com

I am very much thankful for your participation in the BOS meeting held on 10/06/2023 and review of the syllabus of the subjects already approved which are mentioned below and for your valuable suggestions made during the meeting.

1. Certificate course **IPR**
2. Certificate course **NGO MANAGEMENT**
3. Mandatory course **CONSTITUTION OF INDIA**
4. Mandatory course **Management and Organizational Behaviour**
5. Open elective **Digital Marketing**
6. Open elective **HUMAN RESOURCE DEVELOPMENT**
7. Open elective **PROJECT MANAGEMENT**
8. Fundamentals of Management for Engineers

Today the BOS meeting discussed the following subjects which are selected under MOOC'S

- 1) Entrepreneurship Essentials
  - 2) Human Resource Development
  - 3) Principles of Management
- Launch of SWAYAM MOOC'S**
- 1) Yoga for IQ Development
  - 2) Yoga for Ego Management
  - 3) Yoga for Anger Management
  - 4) Yoga for Eyesight Improvement
  - 5) Yoga for Physical Stamina
  - 6) Yoga for Stress Management

I request you sirs to give your consent for the approval of the subjects with your suggestions and i also request you sir's to send your **Bank account details** for payment of allowances.

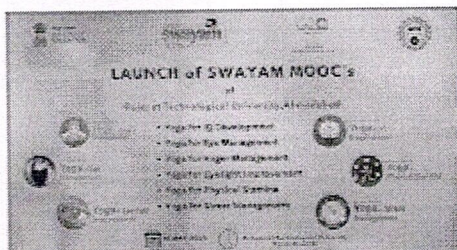
with regards

**Dr.G.Ashok Reddy**  
**BOS Chairman (Management)**  
**pt. of Humanities and Sciences**  
**KSRMCE (AUTONOMOUS)**  
**KADAPA.**

--  
**K.Khasimpeera**  
*PGDCA,M.Com,M.B.A, B.Ed, (Ph.D)*

*Asst.Professor*  
*Dept.of Humanities and Sciences*  
*K.S.R.M College of Engineering (Autonomous)*  
*Kadapa - 516005, Andhra Pradesh, India.*  
*66367517, 9347757190*

10 attachments











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108K

The following subjects are selected under MOOC'S

- (i) Entrepreneurship Essentials
- (ii) Human Resource Development
- (iii) Principles of management

MOOC'S.jpg  
322K

-  (Mandatory Course) Constitution of India.docx  
14K
-  (Certificate Course) NGO MANAGEMENT.docx  
16K
-  (Mandatory Course) Management & Organizational Behaviour.docx  
14K
-  (Open Elective) Digital Marketing.docx  
13K
-  (Certificate Course) IPR.docx  
15K
-  (Open Elective) HUMAN RESOURCE DEVELOPMENT.docx  
13K
-  Fundamentals of Management for Engineers (EEE) R20.docx  
19K
-  (Open Elective) Project Management Syllabus.docx  
19K

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Sreenivas Talluru <tallurus@gmail.com>  
To: Khasim Peera <khasimmba@ksrmce.ac.in>

Sat, Jun 10, 2023 at 5:11 PM

Dear sir

I have gone through the information sent by you. It looks good. Good initiative by the college. I appreciate the efforts of you people in bringing the dreams of the visionary of your institution into reality. Please proceed and encourage the students to take MOOCS course. Try to make it compulsory. I approve the same.

Thank you

Regards  
Sreenivas

Bank details

State Bank of India  
PBB Branch, KADAPA  
SB: 6244 7629 632  
IFSC: SBIN0013489  
TALLURU SREENIVAS

[Quoted text hidden]

--  
Prof. T. Sreenivas, Ph.D.,  
Vice Principal, University College,  
Dean, Faculty of Commerce, Law and Management,  
Department of Business Management,  
Yogi Vemana University,  
Kadapa - 516 005, A P, India  
Mobile:94402 61444  
email: tallurus@gmail.com

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

Tue, Jun 27, 2023 at 9:10 AM

To: drpvnarasaiah@gmail.com, swamy.rkumar@gmail.com, vsrits@gmail.com

I request you sir to go through the mail and give you consent for the subjects proposed under **MOOCS** course in respect of Humanities

[Quoted text hidden]

**K.Khasimpeera**

[Quoted text hidden]

Mobile no: 91+ 9966367517, 9347757190

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

Fri, Jul 7, 2023 at 12:46 PM

To: drpvnarasaiah@gmail.com, swamy.rkumar@gmail.com, vsrits@gmail.com

I request you sir to go through the mail and give you consent for the subjects proposed under **MOOCS** course in respect of Humanities

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

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**Dr C Viswanatha Reddy** <vsrits@gmail.com>

Fri, Jul 7, 2023 at 12:58 PM

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

By respecting the invitation of BoS, Chairman of KSRMCE, Kadapa, I have participated in an online meeting and been involved in the discussions among the members about the introduction of MOOCS Courses by the Department for the benefit of the students of Engineering. After thorough discussion, I understood that the college and the department are doing exceptionally good job. In this connection I convey that the Chairman, BoS may be treated this mail as signed acceptance from my end.

Thanking you

With Regards

[Quoted text hidden]

**Prof C Viswanatha Reddy**

Head & Chairman-BoS

Dept. of Business Management

Dean of Examinations

Rayalaseema University

Kurnool - 518 007, A.P., INDIA.

+91-9848263463

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**Ravindra Kumar** <swamy.rkumar@gmail.com>

Sat, Jul 8, 2023 at 3:25 PM

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

Cc: Venkata Narasaiah <drpvnarasaiah@gmail.com>, Dr C Viswanatha Reddy <vsrits@gmail.com>

Approved.

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

Tue, Jul 18, 2023 at 11:17 AM

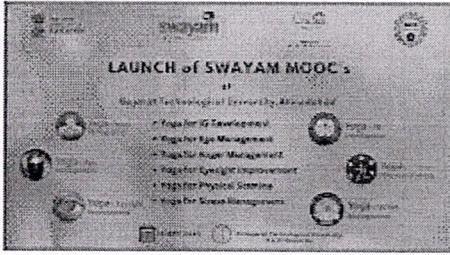
To: pvnarasaiah@svuniversity.ac.in

Subject: Review of syllabus approved in last BOS meeting and approval of syllabus of the following subjects under MOOC'S - Requested - Reg.

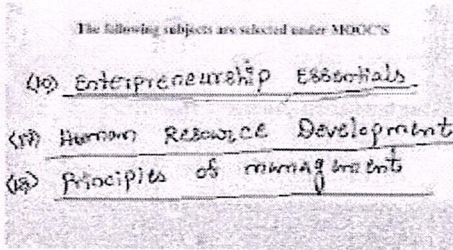
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10 attachments



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MOOC'S.jpg  
322K

-  (Mandatory Course) Constitution of India.docx  
14K
-  (Certificate Course) NGO MANAGEMENT.docx  
16K
-  (Mandatory Course) Management & Organizational Behaviour.docx  
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-  (Open Elective) Digital Marketing.docx  
13K
-  (Certificate Course) IPR.docx  
15K
-  (Open Elective) HUMAN RESOURCE DEVELOPMENT.docx  
13K
-  Fundamentals of Management for Engineers (EEE) R20.docx  
19K
-  (Open Elective) Project Management Syllabus.docx  
19K

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Khasim Peera <khasimmba@ksrmce.ac.in>  
To: Venkata Narasaiah <drpvnarasaiah@gmail.com>

Thu, Jul 20, 2023 at 9:30 AM

Subject: Review of syllabus approved in last BOS meeting and approval of syllabus of the following subjects under MOOC'S - Requested - Reg.

To: <drpvnarasaiah@gmail.com>

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**K.Khasimpeera**

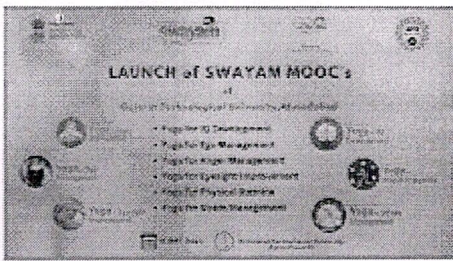
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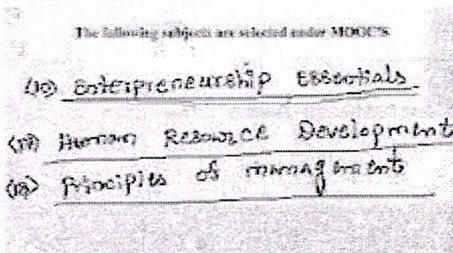
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10 attachments





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MOOC'S.jpg  
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14K

(Certificate Course) NGO MANAGEMENT.docx  
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19K

(Open Elective) Project Management Syllabus.docx  
19K

Venkata Narasaiah <drpvnarasaiah@gmail.com>  
To: Khasim Peera <khasimmba@ksrmce.ac.in>

Thu, Jul 20, 2023 at 9:44 AM

proved.  
[Quoted text hidden]

# BOS MEETING 10/06/2023 (Management)

This screenshot shows a Google Meet session in progress. The main content is a presentation slide titled "LAUNCH of SWAYAM MOOC's" from Gujarat Technological University, Ahmedabad. The slide lists several yoga-based MOOCs:

- Yoga for IQ Development
- Yoga for Ego Management
- Yoga for Anger Management
- Yoga for Eyesight Improvement
- Yoga for Physical Stamina
- Yoga For Stress Management

The slide also features logos for "SWAYAM" and "ANU". The meeting interface includes a "You're presenting to everyone" notification, a "Stop presenting" button, and a grid of participant video thumbnails. The bottom of the screen shows the Windows taskbar with the time 3:28 PM and date 10-06-2023.

This screenshot shows a Google Meet session with a grid of participants. The participants visible are:

- Srinivas Malluru
- GORLA SHANKAR REDDY
- HDD H&S
- Ravindra Kumar
- CHOUTURU MALLOJKL M B
- Dr C Viswarathna Reddy
- Khasim Pasha
- 3 others
- You

The meeting interface shows the time as 3:31 PM. The Windows taskbar at the bottom displays several open documents: "Fundamentals of Jobs", "respectedsin.zip", "[Certificate Cours...docx", and "DocScanner 10 Jun...jpg". The system tray shows the time as 1:31 and date 10-06-2023.