

ESTD: 2008

College Code: STLW

**Stanley College of Engineering & Technology for Women
(Autonomous)**

Chapel Road, Abids, Hyderabad - 500 001

(Affiliated to Osmania University)



Department of Business Management

SYLLABUS BOOK

2023

www.stanley.edu.in

“Empower Women - Impact the World”

Year I Semester I

| Course Code | Course Title | Nature | Credits | HPW | Max. Marks (CIE+SEE) 100 |
|---|--|-----------|-----------|-----------|-----------------------------|
| MB101 | Management & Organizational Behaviour | Core | 5 | 5 | 40+60 |
| MB102 | Accounting for Management | Core | 5 | 5 | 40+60 |
| MB103 | Marketing Management | Core | 5 | 5 | 40+60 |
| MB104 | Business Research Methods | Core | 5 | 5 | 40+60 |
| MB105 | Managerial Economics | Core | 5 | 5 | 40+60 |
| MB106 | <u>Open elective 1</u> 1. Business Law & Ethics 2. Business Communication 3. Financial Markets & Services | Elective | 5 | 5 | 40+60 |
| MB107 | Data Analysis Lab | Practical | 2 | 4 | 40+60 |
| Total credits at the end of I Semester | | | 32 | 34 | 700 |

Year I Semester II

| Course Code | Course Title | Nature | Credits | HPW | Max. Marks (CIE+SEE) 100 |
|--|--|----------|-----------|-----------|-----------------------------|
| MB201 | Human Resource Management | Core | 5 | 5 | 40+60 |
| MB202 | Financial Management | Core | 5 | 5 | 40+60 |
| MB203 | Quantitative Techniques for Business Decisions | Core | 5 | 5 | 40+60 |
| MB204 | Operations Management | Core | 5 | 5 | 40+60 |
| MB205 | Innovation management and Entrepreneurship Development | Core | 5 | 5 | 40+60 |
| MB206 | <u>Open Elective 2</u> 1. Retail Management 2. Customer Relationship Management 3. International Business | Elective | | | |
| MB207 | Mini Project | ----- | 2 | 2 | 100 |
| Total credits at the end of II Semester | | | 32 | 32 | 700 |
| | | | 64 | | 1400 |

Y. Padma
 @Padma
 subject expert
 senior professor

DBM, OU
 85 Nominee
 Principal, ouccbm

Chairperson
Board of Studies
Department of Business Management
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Year II Semester III

| Course Code | Course Title | Nature | Credits | HPW | Max. Marks (CIE+SEE) 100 |
|--|--|--------|---------|-----|-----------------------------|
| MB301 | Strategic Management | Core | 5 | 5 | 40+60 |
| MB302 | Business Intelligence | Core | 5 | 5 | 40+60 |
| MB303 | Supply Chain Management | Core | 5 | 5 | 40+60 |
| MB304 | <u>Discipline Specific Elective -I</u> 1. Investment Management (Finance) 2. Compensation Management (Human resource) 3. Product and Brand Management (Marketing) 4. Decision support systems (Systems) | DSE | 5 | 5 | 40+60 |
| MB305 | <u>Discipline Specific Elective -II</u> 1. International Finance (Finance) 2. Organization Development (Human Resource) 3. Promotion and Distribution Management (Marketing) 4. Business Analytics (Systems) | DSE | 5 | 5 | 40+60 |
| MB306 | Project Synopsis Presentation | | 2 | 2 | 50 |
| MB307 | Seminar on Contemporary Topics | | 2 | 2 | 50 |
| | | | 29 | 29 | 600 |
| Total credits at the end of III Semester | | | 93 | | 2000 |

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Year II Semester IV

| Course Code | Course Title | Nature | Credits | HPW | Max. Marks(CIE+SEE) 100 |
|--|---|--------|------------|-----------|----------------------------|
| MB401 | <u>Discipline Specific Elective -III</u> 1. Financial Risk Management (Finance) 2. Performance Management (Human Resource) 3. Consumer Behaviour (Marketing) 4. Data Base Management Systems (Systems) | DSE | 5 | 5 | 40+60 |
| MB402 | <u>Discipline Specific Elective -IV</u> 1. Banking & Insurance (Finance) 2. Talent and Knowledge Management (Human Resource) 3. Services and Global Marketing (Marketing) 4. Software Project Management (Systems) | DSE | 5 | 5 | 40+60 |
| MB403 | Project Work Evaluation | ----- | 5 | 5 | 100 |
| MB404 | Comprehensive Viva-Voce | ----- | 5 | ---- | 100 |
| | | | 20 | 15 | 400 |
| Total credits at the end of IV and Final Semester | | | 113 | | 2400 |


- HPW – Hours Per Week
- CIE – Continuous Internal Exam
- SEE – Semester End Exam
- DSE-Discipline specific elective

Noncredit course :The student has to undergo certificate courses like NPTEL,Coursera

Note: Each unit in all the subjects (excluding lab, Seminar, Mini Project, Synopsis, and Project Work) will be dealt by the case studies.

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