



**NARAYANA ENGINEERING COLLEGE :: NELLORE**

**DEPARTMENT OF MANAGEMENT STUDIES**

**ACADEMIC YEAR: 2016-17**

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**Bridge Course on “Statistics For Managers”**

**Venue** : PG SEMINAR HALL, C-BLOCK  
**Date** : 11-08-2016  
**Timing** : 09.00 am to 12.00Pm  
**Name of the resource Person** : MS.AYESHA BEGAM, Professor, Dept. Of FED



Ms.Ayesha Begam, Professor, Dept.of FED, Nellore has given Bridge course on “Statistics for managers” was organized by the MBA Department on 11-08-2016 at PG seminar hall c-block. This course is useful to the I year MBA students to understanding statistical tools. perfectly. These tools are very much useful to MBA students for analysis and interpretation of data in their project work.



In this course the following techniques are discussed by the resource person. These are

1. Measures of Central Tendency- Arithmetic – Weighted mean – Median, Mode – Geometric mean and Harmonic mean – Measures of Dispersion, range, quartile deviation, mean deviation, standard deviation, coefficient of variation
2. Significance and types of correlation – Measures of correlation – Co-efficient of correlation.  
Regression analysis
3. Hypothesis testing: One sample and Two sample tests for means and proportions of large samples, ANOVA one and two way



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**DEPARTMENT OF MANAGEMENT STUDIES**

**ACADEMIC YEAR: 2016-17**

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**Bridge Course on “Financial Accounting For Managers”**

**Venue** : PG SEMINAR HALL, C-BLOCK

**Date** : 15-08-2016

**Timing** : 09.00 am to 12.40Pm

**Name of the resource Person** : Dr,T.Sreelatha, Professor, Dept. Of MBA,NECN



Dr,T.Sreelatha, Professor, Dept. Of MBA has given Bridge course on “Financial Accounting For Managers” was organized by the MBA Department on 15-08-2016 at PG seminar hall c-block. This course is useful to the I year MBA students to understanding accounting knowledge perfectly. These accounting tools are very much useful to MBA students for the preparation

financial statement in an organization. the purpose of this statement is to find out the profit and loss and to know the financial condition of the company



In this course the following techniques are discussed by the resource person. These are

1. Book keeping Vs Accounting, Single entry and Double entry systems, classification of accounts , rules of debit & credit.
2. ,Final accounts: Trading accounts- Profit & loss accounts- Balance sheets with adjustments, accounting principles.
3. Analysis and interpretation of financial statements from investor and company point of view
4. Funds flow statement Vs Cash flow statement.



**NARAYANA ENGINEERING COLLEGE :: NELLORE**

**DEPARTMENT OF MANAGEMENT STUDIES**

**ACADEMIC YEAR: 2016-17**

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**Bridge Course on “Business Research Methods ”**

**Venue** : PG SEMINAR HALL, C-BLOCK

**Date** : 28-01-2017

**Timing** : 11.00 am to 01.30Pm

**Name of the resource Person** : Dr,R.Vani, Professor, Dept. of MBA



Dr,R.Vani, Professor, Dept. of MBA, Nellore has given Bridge course on “Business Research Methods ” was organized by the MBA Department on 28-01-2017 at PG seminar hall c-block. This course is useful to the I year 2<sup>nd</sup> sem MBA students to understanding research process, design. The research is very useful to the students for conducting the project works in their study.





In this course the following techniques are discussed by the resource person. These are

1. Types of Business Research. Scientific Investigation, Technology and Business research, Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites.
2. The Research Process, Problem Identification, Broad Problem Area-Preliminary Data Gathering. Literature Survey - Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis.
3. The Research Design: Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study - Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales- Rating Scales- Ranking Scales- Reliability and Validity - Sampling and Methods of sampling
4. Sources of Data-Primary and Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews- Observational Surveys:



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**DEPARTMENT OF MANAGEMENT STUDIES**

**ACADEMIC YEAR: 2016-17**

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**Bridge Course on “Business Ethics And Corporate Governance”**

**Venue** : PG SEMINAR HALL, C-BLOCK

**Date** : 20-07-2016

**Timing** : 11.00 AM to 1.30 PM

**Name of the resource Person** : Dr, K.Nageswar Rao, Professor, MBA



Dr, K.Nageswar Rao, Professor, MBA, Nellore has given Bridge course on “Business Ethics And Corporate Governance” was organized by the MBA Department on 20-07-2016 at PG seminar hall c-block. This course is useful to the I year MBA students to understanding Ethical issues perfectly. This

In this course the following techniques are discussed by the resource person.

These are as follows:

1. Importance, Functions, Unethical Practices and Ethical dilemma, Ethical theories and Approaches, Modern Decision making - Ethical Models for Decision Making, Indian Ethos, Ethics for Managers, Ethics in Business Competition
2. Marketing ethics and Consumer ethics , Ethical issues in Advertising, Criticisms in Marketing ethics, Ethics in HRM: Selection, Training and Development , Ethics at work place , Ethics in Performance Appraisal
3. Ethics in Finance: Insider trading - Ethical investment - Combating Frauds. Ethical issues in Information Technology: Information Security and Threats – Intellectual Property Rights – Cyber crime.
4. Corporate Governance Structures: Directors, Committees, Institutional investors – Auditors



**DEPARTMENT OF MBA**

**BRIDGECOURSE**

**SUB: SMM**

**ACADEMIC YEAR:2017-18**

**TOPIC: STATISTICS FOR MANAGERS**

**DATE: 04-09-2017**

**RESOURCE PERSON: DR.R.V.S.PRASAD**

**CLASS: I-MBA, I-SEM**

**VENUE: KOUTILYA SEMINAR HALL**

**TIME: 9.00 – 10.40 AM**



**DESCRIPTION:**

- 1. Introduction to statistics and central tendency**
- 2. Theories of probability and significance of probability**
- 3. testing of hypothesis one sample and two samples**

**BRIDGECOURSE**

**SUB: OR**

**ACADEMIC YEAR:2017-18**

**TOPIC: OPERATIONS RESEARCH**

**DATE: 25-01-2018**

**RESOURCE PERSON: DR.U.SUBRAHMANYAM**

**CLASS: I-MBA, II-SEM**

**VENUE: KOUTILYA SEMINAR HALL**

**TIME: 9.00 – 12.00 PM**



**DESCRIPTION:**

- 1. The Linear Programming Problem, L.P.P, Simplex methods**
- 2 Transportation and Assignment Problems**
- 3. CPM and PERT techniques in project planning and control**

## **DEPARTMENT OF MBA**

### **BRIDGECOURSE**

**SUB: BRM**

**TOPIC: BUSINESS RESEARCH METHODS**

**RESOURCE PERSON: DR.T.SREELATHA**

**VENUE: KOUTILYA SEMINAR HALL**

**ACADEMIC YEAR:2017-18**

**DATE: 04-02-2018**

**CLASS: I-MBA, II-SEM**

**TIME: 9.00 – 10.40 AM**



### **DESCRIPTION:**

- 1. Types of Business Research**
- 2. . The Research Design and Research Process**
- 3 overview of Descriptive, Associational and Inferential- Statistical Measures.**

# **NARAYANA ENGINEERING COLLEGE**

**MUTHUKUR ROAD - NELLORE**

## **DEPARTMENT OF MBA**

**BRIDGECOURSE**

**SUB: Business Ethics & Corporate Governance**

**ACADEMIC YEAR:2017-18**

**TOPIC: Ethical issues and corporate governance structure**

**DATE: 20-07-2017**

**RESOURCE PERSON: DR.G.DHANANJAY**

**CLASS: I I-MBA, I-SEM**

**VENUE: KOUTILYA SEMINAR HALL**

**TIME: 11.00-1.30 PM**



### **DESCRIPTION:**

- 1. Ethical theories and Approaches Modern Decision making**
- 2. Ethical Aspects in Organization**
- 3. Corporate Governance Structures:**