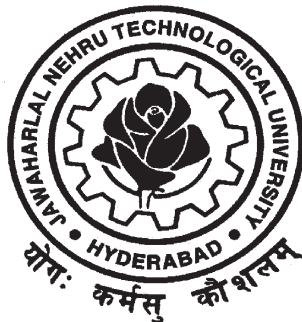


**ACADEMIC REGULATIONS  
COURSE STRUCTURE  
AND  
DETAILED SYLLABUS**

**MASTER OF BUSINESS  
ADMINISTRATION**

**TWO YEAR DEGREE COURSE**  
(Applicable for the batches admitted from 2013-2014)



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**KUKATPALLY, HYDERABAD – 500 085.**



**ACADEMIC REGULATIONS R13 FOR MBA (REGULAR)****Applicable for the students of MBA (Regular) Course from the Academic Year 2013-14 onwards**

The MBA Degree of Jawaharlal Nehru Technological University Hyderabad shall be conferred on candidates who are admitted to the program and fulfil all the requirements for the award of the Degree:

**1.0 ELIGIBILITY FOR ADMISSIONS**

Admission to the above program shall be made subject to the eligibility, qualifications and specialization prescribed by the University from time to time.

Admissions shall be made on the basis of merit/rank obtained by the candidate qualified at ICET or at an Entrance Test conducted by the University subject to reservations as laid down by the Govt from time to time.

**2.0 AWARD OF MBA DEGREE**

2.1 A student shall be declared eligible for the award of MBA degree, if he pursues a course of study in not less than two and not more than four academic years.

2.2 If a candidate fails to complete MBA course within four academic years from the year of admission, he shall forfeit his seat in that course.

2.3 After four academic years of course work, the candidate is permitted to write the examinations for two more years.

2.4 The student shall register for all 88 credits and secure all the 88 credits.

2.5 The minimum instruction days in each semester are 90.

**3.0 ATTENDANCE**

3.1 A student shall be eligible to write University examinations if he acquires a minimum of 75% of attendance in aggregate of all the subjects.

3.2 Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) in each semester may be granted by the College Academic Committee.

3.3 Shortage of attendance below 65% in aggregate shall not be condoned.

3.4 Students whose shortage of attendance is not condoned in any semester are not eligible to write their end semester examination of that class and their registration shall stand cancelled.

3.5 A prescribed fee shall be payable towards condonation of shortage of attendance.

3.6 A student will not be promoted to the next semester unless he satisfies the attendance requirement of the present semester, as applicable including the days of attendance in sports, games, NCC and NSS activities. They may seek re-admission into that semester when offered next.

3.7 If any candidate does not fulfil the attendance requirement in the present semester, he shall not be eligible for readmission into the same class.

**4.0 EVALUATION**

The performance of the candidate in each semester shall be evaluated subject-wise, for a maximum of 100 marks for theory and 100 marks for practicals, on the basis of Internal Evaluation and End Examination.

4.1 While **60** marks shall be awarded for theory subjects based on the performance in the End Examination, **40** marks shall be awarded based on the Internal Evaluation. Internal Evaluation shall be made basis of on the average of the marks secured in the two Mid-Term Examinations conducted one in the middle of the Semester and the other immediately after the completion of instruction. Each mid term examination shall be conducted for a total duration of 120 minutes with Part A as compulsory

question (16 marks) which consists of 4 sub questions and carries 4 marks each and Part B with 3 questions to be answered out of 5 questions each question for 8 marks. If any candidate is absent from any subject of a mid-term examination, an on-line test will be conducted for him by the University. The details of the Question Paper pattern for End Examination (Theory) is given below:

- The End semesters Examination will be conducted for 60 marks which consists of two parts viz. i).Part-A for 20 marks, ii). Part –B for 40 marks.
- Part-A is compulsory question where it consists of five questions one from each unit and carries four marks each. This will be treated as Question 1.
- Part-B consists of five Questions (numbered from 2 to 6) carries 8 marks each. Each of these questions is from one unit and may contain sub-questions. For each question there will be an “either” “or” choice (that means there will be two questions from each unit and the student should answer only one question)

- 4.2 In practical subjects, **60** marks shall be awarded based on the performance in the End Semester Examinations and **40** marks shall be awarded based on the day-to- day performance as Internal Marks.
- 4.3 There shall be seminar presentations as per the course structure. For seminar there shall be only internal evaluation for 50 marks. A candidate has to secure a minimum of 50% of marks to be declared successful. The assessment will be made by a board consisting of Head of the Department and two other internal staff members of the department.
- 4.4 A candidate shall be deemed to have secured the minimum academic requirement in a subject if he secures a minimum of 40% of marks in the End semester Examination and a minimum aggregate of 50% of the total marks in the End Semester Examination and Internal Evaluation taken together.
- 4.5 In case the candidate does not secure the minimum academic requirement in any subject (as specified in 4.4) he has to write the End semester Examination again in that subject. A candidate shall be given one chance to re-register for each subject provided the internal marks secured by him are less than 50% and so failed in the end examination. In such a case the candidate must re-register for the subject(s) and secure the minimum required attendance. The attendance in re-registered subject(s) shall be calculated separately to decide his eligibility for writing the end examination in those subject(s). In the event of taking another chance, the internal marks and end examination marks obtained in the previous attempt are cancelled.

#### **Conditions to avail the benefit of improvement of internal marks**

- (i) The candidate should have completed the course work in the College.
  - (ii) The candidate should pass all the subjects in which the internal marks secured are more than 50%, before availing the benefit of Improvement of Internal Marks.
  - (iii) The candidate will be given only one chance for each subject for the improvement of internal marks for a maximum of three subjects, provided the internal marks secured are less than 50% in each subject and so the candidate has failed in the end examination.
  - (iv) In the event of availing the chance of improvement of internal marks, the internal marks and the end semester examination marks secured in the previous attempt, are cancelled.
  - (v) For each subject, the candidate has to pay a fee equivalent to one-third of the semester fee, and the amount is to be paid in the form of a DD in favour of the Registrar, JNTUH, payable at Hyderabad.
- 4.6 A candidate shall be allowed to submit the project report only after fulfilling the attendance requirements of all the semesters. The Viva-Voce examination shall be conducted at the end of the course work and after the completion of the end semester examination of the final semester.

4.7 The Laboratory examination for MBA course must be conducted with two Examiners. One of them is the Laboratory Class Teacher, and the second examiner shall be other than the Class Teacher.

### **5.0 EVALUATION OF PROJECT WORK**

Every candidate shall be required to submit a thesis or dissertation on a topic approved by the Project Review Committee.

- 5.1 A Project Review Committee (PRC) shall be constituted with the Principal as the Chairperson, Heads of all the Departments that are offering the PG programs, and two other senior faculty members.
- 5.2 Registration of Project Work: A candidate is permitted to register for the project work after satisfying the attendance requirement in all the subjects, both theory and practical.
- 5.3 After satisfying 5.2, a candidate has to submit, in consultation with his project supervisor, the title, objective and plan of action of his project work to the Departmental Academic Committee for its approval. Only after obtaining the approval of the Departmental Academic Committee can the student initiate the Project work.
- 5.4 If a candidate wishes to change his supervisor or the topic of the project, he can do so with the approval of the Departmental Academic Committee. However, the Departmental Academic Committee shall examine whether the change of topic/supervisor leads to a major change of his initial plans of project proposal. If yes, his date of registration for the project work shall be the date of change of Supervisor or topic.
- 5.5 A candidate shall submit his status report in a bound form in two stages at least with a gap of 3 months between them.
- 5.6 The work on the project shall be initiated at the beginning of the **IV semester** and the duration of the project is **one** semester. A candidate is permitted to submit his Project Thesis only after the successful completion of theory and practical courses with the approval of PRC not earlier than 40 weeks from the date of registration of the project work. For the approval of PRC the candidate shall submit the draft copy of the thesis to the Principal through the Head of the Department and shall then give an oral presentation before the PRC.
- 5.7 Three copies of the Project Thesis certified by the supervisor shall be submitted to the College/School/Institute.
- 5.8 The thesis shall be adjudicated by an examiner selected by the University. For this, the Principal of the College shall submit a panel of 5 eminent examiners in the field with the help of the guide and the head of the department.
- 5.9 If the report of the examiner is not favourable, the candidate shall revise and resubmit the Thesis within the time frame as prescribed by PRC. If the report of the examiner is unfavourable again, the thesis shall be summarily rejected.
- 5.10 If the report of the examiner is favourable, the Viva-Voce examination shall be conducted by a board consisting of the Supervisor, Head of the Department and the examiner who adjudicated the Thesis. The Board shall jointly report the candidate's work as one of the following:
- A. Excellent
  - B. Good
  - C. Satisfactory
  - D. Unsatisfactory

The Head of the Department shall coordinate and make arrangements for the conduct of the Viva-Voce examination.

If the report of the Viva-Voce is unsatisfactory, the candidate will retake the Viva-Voce examination after three months. If he fails to get a satisfactory report at the second Viva-Voce examination also, he will not be eligible for the award of the degree.

**6.0 AWARD OF CLASS**

After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of MBA Degree he shall be placed in one of the following four classes:

<b>Class Awarded</b>	<b>% of marks to be secured</b>
First Class with Distinction	70% and above
First Class	Below 70% but not less than 60%
Second Class	Below 60% but not less than 50%
Pass Class	Below 50% but not less than 40%

The marks in internal evaluation and the end examination shall be shown separately in the memorandum of marks.

**7.0 WITHHOLDING OF RESULTS**

If the student has not paid the dues, if any, to the university or if any case of indiscipline is pending against him, the result of the student will be withheld and he will not be allowed into the next semester. His degree will be withheld in such cases.

**8.0 TRANSITORY REGULATIONS**

- 8.1 Discontinued, detained, or failed candidates are eligible for admission to two earlier or equivalent subjects at a time as and when offered.
- 8.2 The candidate who fails in any subject will be given two chances to pass the same subject; otherwise, he has to identify an equivalent subject as per R13 academic regulations.

**9.0 GENERAL**

- 9.1 Wherever the words “he,” “him,” “his,” occur in the regulations, they include “she,” “her,” “hers.”
- 9.2 The academic regulation should be read as a whole for the purpose of any interpretation.
- 9.3 In the case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice-Chancellor is final.
- 9.4 The University may change or amend the academic regulations or syllabi at any time and the changes or amendments made shall be applicable to all the students with effect from the dates notified by the University.

**MALPRACTICES RULES**

**DISCIPLINARY ACTION FOR IMPROPER CONDUCT IN EXAMINATIONS**

	<b>Nature of Malpractices/Improper conduct</b>	<b>Punishment</b>
	<i>If the candidate:</i>	
1. (a)	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the candidate which can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only.
(b)	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him.
2.	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that Semester/year. The Hall Ticket of the candidate is to be cancelled and sent to the University.
3.	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred and forfeits the seat. The performance of the original candidate who has been impersonated, shall be cancelled in all the subjects of the examination (including practicals and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.

<p>4.</p>	<p>Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.</p>	<p>Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.</p>
<p>5.</p>	<p>Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.</p>	<p>Cancellation of the performance in that subject.</p>
<p>6.</p>	<p>Refuses to obey the orders of the Chief Superintendent/Assistant – Superintendent / any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.</p>	<p>In case of students of the college, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The candidates also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.</p>
<p>7.</p>	<p>Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.</p>	<p>Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.</p>



8.	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat.
9.	If student of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in any malpractice or improper conduct mentioned in clause 6 to 8.	Student of the colleges expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat. Person(s) who do not belong to the College will be handed over to police and, a police case will be registered against them.
10.	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year.
11.	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject and all other subjects the candidate has appeared including practical examinations and project work of that semester/year examinations.
12.	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be reported to the University for further action to award suitable punishment.	

**Malpractices identified by squad or special invigilators**

1. Punishments to the candidates as per the above guidelines.
2. Punishment for institutions : (if the squad reports that the college is also involved in encouraging malpractices)
  - (i) A show cause notice shall be issued to the college.
  - (ii) Impose a suitable fine on the college.
  - (iii) Shifting the examination centre from the college to another college for a specific period of not less than one year.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD.

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE STRUCTURE AND SYLLABUS

I SEMESTER

Code	Subjects	Approach	Credits	Marks
13MBA01	Management Fundamentals	Concepts and Cases	3	100
13MBA02	Business Laws & Regulations	Concepts and Cases	3	100
13MBA03	Financial Accounting & Analysis	Concepts & Problem Solving	3	100
13MBA04	Managerial Economics	Concepts and Cases	3	100
13MBA05	Business Environment	Concepts and Cases	3	100
13MBA06	Research Methodology & Statistical Analysis	Concepts & Problem Solving	3	100
13MBA07	Statistical Data Analysis - <b>Practical</b>	MS Excel(LAB)	2	100
13MBA08	Business Communication- <b>Practical</b>	LAB Practice	2	100

II SEMESTER

13MBA09	Human Resource Management	Concepts and Cases	3	100
13MBA10	Quantitative Analysis for Business Decisions	Concepts & Problem Solving	3	100
13MBA11	Financial Management	Concepts Cases & Problem Solving	3	100
13MBA12	Management Information system	Concepts and Cases	3	100
13MBA13	Marketing Management	Concepts and Cases	3	100
13MBA14	Business Ethics & Corporate Governance	Concepts and Cases	3	100
13MBA15	Personal Effectiveness - <b>Seminar</b>	Presentations, Group Discussions, Mock interviews in the class.	2	50
13MBA16	Annual Report Analysis - <b>Seminar</b>	Using CMIE Prowess Database/ Annual reports of companies & MS-Excel	2	50

III SEMESTER

13 MBA 17	Summer Internship- <b>Seminar</b>	Working in any organization during summer vacation	2	50
13MBA18	Production & Operation Management	Concepts, Cases & Problem Solving	3	100
13MBA19	Strategic Management	Concepts and Cases	3	100
13MBA20	Organizational Behaviour	Concepts and Cases	3	100
13MBA21	Business Best Practices – <b>Seminar</b>	Internet & Interaction with Executives	2	50
	Elective 1	Concepts and Cases	3	100
	Elective 2	Concepts and Cases	3	100
	Elective 3	Concepts and Cases	3	100

**IV SEMESTER**

13MBA22	Entrepreneurship	Concepts and Cases	3	100
	Elective 4	Concepts and Cases	3	100
	Elective 5	Concepts and Cases	3	100
	Elective 6	Concepts and Cases	3	100
13MBA23	Success Story of an Entrepreneur- <b>Seminar</b>	Field Visit	2	50
<b>Main Project Work</b>				
13MBA24	<b>Stage-I:</b> Research Methodology for the Main Project Work & Collection of Main Project Related Data from CMIE Prowess DATABASE or any source, or Data collected from the field- <b>Seminar</b>		2	50
13MBA25	<b>Stage-II :</b> Statistical Analysis of Main project data using either Excel, SPSS, MINI TAB, or R- <b>Seminar Presentation</b>		2	50
13MBA26	<b>Stage-III: MAIN PROJECT REPORT &amp; VIVA</b>		4	<b>GRADE</b>
<b>TOTAL CREDITS = 66 CREDITS FOR 19 THEORY SUBJECTS + 4 CREDITS FOR 2 PRACTICALS, 18 CREDITS FOR SEMINARS AND PROJECT WORK.</b>			<b>88</b>	<b>2750</b>

**CHOOSE ANY ONE OF THE MARKETING OR FINANCE OR HR OR SYSTEMS ELECTIVES**

<b>MARKETING ELECTIVES</b>				
13MBA27	Consumer Behaviour	Concepts and Cases	3	100
13MBA28	Sales and Distribution	Concepts and Cases	3	100
13MBA29	Integrated Marketing Communications	Concepts and Cases	3	100
13MBA30	Retailing Management	Concepts and Cases	3	100
13MBA31	Services Marketing	Concepts and Cases	3	100
13MBA32	International Marketing	Concepts and Cases	3	100
<b>FINANCE ELECTIVES</b>				
13MBA33	Cost & Management Accounting	Concepts & Problem Solving	3	100
13MBA34	Security Analysis and Portfolio Management	Concepts & Problem Solving	3	100
13MBA35	Financial Institutions, Markets & Services	Concepts & Problem Solving	3	100
13MBA36	Strategic Investment and Financing Decisions	Concepts & Problem Solving	3	100
13MBA37	International Financial Management	Concepts & Problem Solving	3	100
13MBA38	Financial Derivatives	Concepts & Problem Solving	3	100
<b>HR ELECTIVES</b>				
13MBA39	Performance Management	Concepts and Cases	3	100
13MBA40	Training and Development	Concepts and Cases	3	100
13MBA41	Management of Industrial Relations	Concepts and Cases	3	100
13MBA42	Compensation & Reward Management	Concepts and Cases	3	100
13MBA43	Management of Change	Concepts and Cases	3	100
13MBA44	Leadership	Concepts and Cases	3	100
<b>SYSTEMS ELECTIVES</b>				
13MBA45	Business Intelligence	Concepts and Cases	3	100
13MBA46	Enterprise Resource Planning	Concepts and Cases	3	100
13MBA47	Decision Support System	Concepts and Cases	3	100
13MBA48	E-Business	Concepts and Cases	3	100
13MBA49	Cyber Security	Concepts and Cases	3	100
13MBA50	Information System Control and Audit	Concepts and Cases	3	100

**Please note:** Colleges should mention every Practical /Lab and Seminar Presentation Paper in the time table and faculty should be assigned accordingly and shown as workload. Purchase of CMIE Prowess Database and communication software/database is mandatory. Purchase of journals is also mandatory and students should be inspired to present journal articles, relevant to their area of interest, in the regular class. The academic committee should plan at least one presentation for ten minutes per week by every student without using any written notes or ppt.

### **Objectives of JNTUH MBA Programme**

**The objectives of MBA 2013 syllabus are:**

- *To prepare graduates with the managerial skills necessary to enter careers in*
  - *Marketing*
  - *Finance*
  - *Human Resources*
  - *Systems*
- *To strengthen their knowledge of*
  - *Business Environmental Scanning*
  - *Planning, Organizing, Directing & Controlling*
  - *Decision Making and Communication*
  - *Establishing & Maintaining Organizations*
  - *Ensuring Growth and Stability of Organizations.*
- *To acquire ability to procure and utilize resources effectively and efficiently so as to achieve organizational, individual and societal objectives.*

**Outcomes: Through outcome based learning centric approaches like case studies, group discussions, field visits, reading of books, References & journals, MBA graduates will be capable of:**

- a. *Understanding business process and add value to it.*
- b. *Conducting management research to identify the reasons for the problems and to find solutions.*
- c. *Utilizing modern approaches and best practices to manage organizations.*
- d. *Use authority and power to influence people to get the work done.*
- e. *Understand organizational dynamics and interpersonal relations.*
- f. *Managing change.*
- g. *Developing employability skills to get jobs.*

### **JOURNALS**

**The colleges can procure any of the following journals to suit the minimum AICTE/JNTUH guidelines and in the interest of the students and faculty may procure more journals to create a management research environment in their colleges.**

#### **NATIONAL JOURNALS:**

1. Vikalpa, IIM Ahmedabad, Frequency: quarterly.
2. IIM Bangalore Management Review. Frequency: Quarterly.
3. Decision, IIM Calcutta, Frequency: half yearly.
4. The Journal of Entrepreneurship, Frequency: Twice a Year.
5. Udyog Pragati, Frequency: Quarterly. SAGE.

7. Journal of Human Values, twice a Year. SAGE
8. Vision. The Journal of Business Perspective, Frequency: Quarterly.
9. ASCI Journal of Management, Frequency: half yearly.
10. Productivity Journal, Frequency: Quarterly.

**MARKETING**

1. Indian Journal of Marketing, Frequency: monthly.
2. MICA Communications, Frequency: Bi Annual.

**FINANCE**

1. Chartered Accountant, Frequency: Quarterly.
2. Finance India, Frequency: Quarterly.
3. Human Capital, Frequency: Monthly.
4. Management Accountant, Frequency: Monthly.
5. Journal of Accounting & Finance, Frequency: Half yearly.

**HR**

1. Indian Journal of Industrial Relation, Frequency: Quarterly.
2. NHRD Journal of Career Management, SAGE
3. Management and Labour Studies, Frequency: Quarterly. SAGE.
4. Personnel today, Frequency: Quarterly.
5. Leadership excellence (Indian Edition), Frequency: Monthly.
6. Indian Journal of Training & Development, Frequency: Quarterly.

**INTERNATIONAL JOURNALS**

1. Harvard Business Review, Frequency: yearly 10.
2. Supervision
3. Academy of Management Journal
4. Academy of Management Perspectives.
5. Marketing Research.
6. Journal of Finance.

**MAGAZINES:**

1. Indian Management Frequency: Monthly.
2. Business India, Frequency: 26 yearly.
3. Business World Frequency: 52 yearly.
4. Business Today Frequency: 26 yearly.
5. Fortune International Frequency: 26 yearly.
6. University News Frequency: 52 yearly.
7. Capital market Frequency: 26 yearly.

**DATA BASES**

1. Centre for Monitoring Indian Economy, PROWESS. For details visit [www.cmie.com](http://www.cmie.com)
2. R.B.I Bulletin Frequency: Monthly.

3. Economic Survey: For details visit Planning Commission Website.

**FUNDS: The college managements may note that there are several major and minor research projects and funds available with UGC and AICTE. The principal and faculty may be advised to apply by visiting UGC and AICTE websites from time to time.**

Faculty and Students are requested to note that the syllabus 2013 is designed with an intention to give an opportunity to the students to focus on the job they want to do after MBA. **“Students may be informed that taking of short cuts to complete seminars and project may lead to hardships in the short and long run”**. Faculty are also requested to be facilitators in the class room and inspire the students to discuss cases in the class. The curriculum provides ample scope for the students to make seminar presentations in the class. They are advised to note all the mini projects and work continuously from the first semester. The reports may be submitted as per the syllabus structure.

In order to increase seriousness among students to do the main project work, two seminar papers are introduced. For details for evaluation of practicals and seminar presentations please refer JNTUH Academic Regulations.. Students are advised to integrate the practicals, seminars with the job they prefer after MBA.

## PEDAGOGY FOR JNTUH MBA

### Case Analysis and Preparation:

Business Administration and Management can be well understood if cases are analyzed by students and faculty in every class daily. This will enable MBA students develop communication skills and give exposure to practical and live examples of how managers are taking decisions on different situations they come across on a regular basis. In addition students should interact with company executives and prepare case lets. This will help them understand the internal and external factors affecting an organization's growth and also understand the challenges of executives and the organization.

### Student Presentations on Field Visits

Students should make a field visit to any small, medium or large organization or any entrepreneur. They can also visit shops, petrol bunks, dealers, distributors, retailers, companies or their branch offices in their nearby cities, towns and villages to understand their business model. They may also offer to help the business organizations over a period of two years (as and when possible) and gain the practical exposure. Presentation of their experiences during the field visits will enable them to enhance their creativity towards solutions for the issues and challenges they observe during the field visits.

### Expert Lectures and Seminars

The faculty of the MBA departments should organize seminars and give opportunity for their students to express their ideas. Faculty from the college or nearby colleges can be judges to evaluate performance in the seminar presentations. Every faculty of marketing, finance, HR and Systems should come together to conduct a two day seminar for each elective they teach and experts from the industry and academia should be invited to share their ideas. College managements are requested to give their full support in this regard.

### Industrial Visits:

All the MBA students should plan and visit various organizations and observe the real life situations and problems. This will enable them to understand how different strategies, policies and approaches are implemented in different organizations.

### Faculty as Facilitator:

There are several sources of cases available from books, business magazines like Business Today,

Business World etc., News Papers like Business Standard, Journals like HBR, Vikalpa etc. Even soft copies of these cases are available in the internet. For example if we type business standard cases in google we can see weekly cases along with solutions offered by the corporate executives. Faculty should inspire students and act as a facilitator to motivate students to analyze cases in every class and also encourage them to go for field visits.

**College Academic Committee:**

College is expected to constitute an academic committee Chaired by the MBA head and all subject teachers to discuss case studies to be conducted in the class, reference material and session plan to cover the syllabus. Cases / Assignments should be planned and circulated in advance to the students.

**Please Note: Cases in the syllabus are suggestive and faculty are free to use any case from any source to understand the realities of the industry. Students may also be inspired to bring interesting cases, management and leadership videos from youtube for discussin in the class. College should provide one room with audio visual aids.**

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA I-Sem

## 13MBA01 MANAGEMENT FUNDAMENTALS

**Course Aim:** Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the management of an organization.

**Learning outcome:**

- The students should be able to learn the history of management and the contributions of important management researchers.
- They should be able to understand the relevance of environmental scanning, planning and how to take decisions.
- The students can learn how to delegate authority and use power to influence people to get the work done through proper communication and control.

**Unit-I:**

**A Brief History of Management:** Classical Theory-Scientific Management, Administrative Theory, Behavioural Theory, Management Science, Integrative Perspective – Systems Theory, Socio technical Theory, Contingency Theory, Comparing Theories.

**Unit-II:**

**Creative Problem Solving and Decision Making:** Problem Solving and Decision Making, Classify and Define the Problem or Opportunity, Set Objectives and Criteria, Generate Creative and Innovative Alternatives, Analyze Alternatives and Select the Most Feasible, Plan, Implement the Decision and Control, Vroom's Participative Decision Making Model.

Case: The Coca-Cola Company (Robert N Lussier page no: 117)

**Unit-III:**

**Strategic and Operational Planning:** Developing the Mission, Analyzing the Environment, Setting Objectives, Corporate Strategies, Business Strategies, Operational Planning, Implementing and Controlling Strategies. Time Management.

Case: Dunkin's Donuts (Robert N Lussier page no: 151)

**Unit-IV:**

**Organizing and Delegating Work:** Principles of Organizing, Authority, Organizational Design, Job Design, Organizing Yourself and Delegating. Relation between Authority, Power and Influence. Leadership and Trait Theory, Behavioural Leadership Theories, Situational Approaches to Leadership, Handling Complaints.

Case: Hitachi (Robert N Lussier page no: 197)

Case: Steve Jobs, Apple (Robert N Lussier page no: 348)

**Unit-V:**

**Communication and Controlling:** Organizational Communication and Information Technology, Interpersonal Communication Process and Communication Barriers, Message Transmission Channels. Organizational and Functional Area Control Systems, Establishing Control Systems.

Case: Well Point (Robert N Lussier page no: 384)

Case: Chen Clothes Manufacturing (Robert N Lussier page no: 488)

**TEXT BOOK:**

**Robert N Lussier, Management Fundamentals - Concepts, Applications, Skill Development, Cengage Learning, First Edition, 2012. For PPT, Case Solutions Faculty may visit : [login.cengage.com](http://login.cengage.com)**



**Journals :** Vikalpa, IIMA, IIMB Review, Decision, IIMC, Vision, HBR.

**Business Game: Mikes Bikes – Intro: (Principles of Management Simulation Game), TMH, 2013.**  
**You can play on any computer with internet.**

Mikes Bikes-Intro is a general business simulation game which is designed for the **Introduction to business/ Principles of Management**. This game has been developed to suit students with no prior business experience. This helps the students to have a hands – on business experience in the classroom – experiential learning at its best.

**REFERENCES:**

- Dilip Kumar Battacharya, Principles of Management, Pearson, 2012.
- Harold Koontz, Heinz Weihrich, A.R.Aryasri, Principles of Management, TMH, 2010.
- V.S.P.Rao, Management Text and Cases, Excel, Second Edition, 2012.
- K.Anbuvelan, Principles of Management, University Science Press, 2013.
- Neeta Baporikar, Case Method – Cases in Management, Himalaya Publishing House (HPH) 2009.
- Deepak Kumar Bhattacharyya, Principles of Management-text and cases, Pearson, 2012.
- Andrew DuBrin, Management Essentials, Cengage Learning, 2012.
- Stephen P.Robbins, Sanghamitra Bhattacharyya, David A. Decenzo, Madhushree Nanda Agarwal, Fundamentals of Management Essential Concepts and Application, 6<sup>th</sup> Edition, Pearson, 2011.
- Rajeesh Viswanathan, Principles of Management Concepts & Cases, Himalaya Publishing Hous (HPH), 2010.
- Dr. Vandana Jain, Management Theory & Practice (With case studies), IBH, 2012.
- Sachin S Vernekar, Venkatasubramanian, Preety Wadhwa, Case Studies in Management, HPH, 2012.
- R.Sarya Raju, & A.Parthasarathy, Management Text & Cases,PHI,2010.
- Maheswari, Business Organization and Management, IBH, 2011.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA I-Sem

## 13MBA02 BUSINESS LAW AND REGULATION

**Course Aim:** The aim of this course is to enable students understand legal and regulatory framework for doing business in India.

**Learning Outcome:** After going through the text and case lets in terms of various court judgements, the students should be able to understand the formalities involved in incorporating a company and the nuances related to the Law of Contract. The student will also be able to know the implications of direct and indirect taxes, negotiable instruments Act and also about the cyber laws.

**Unit-I:**

Companies Act, 1956: Steps and procedure for incorporation of the company, Appointment of Directors, Powers, duties, & liabilities of Directors, Company Meetings, Resolutions, Winding-up of a Company.

**Unit-II:**

Law of Contract: Nature of contract and essential elements of valid contract, Offer and Acceptance, Consideration, Capacity to contract and free consent, Legality of object. Unlawful and illegal agreements, Contingent contracts, Performance and discharge of contracts, Remedies for breach of contract. Contracts-II: Indemnity and guarantee, Contract of Agency, Sale of goods Act -1930: General Principles, Conditions & Warranties, Performance of Contract of Sale.

**Unit-III:**

Direct and Indirect Tax: Income Tax Act -1961 - Important Provisions of Income Tax Act: Assessment year –Assesses, Gross Total Income, Procedure for advance payment of tax and tax deducted at source. Assessment procedure. Central Excise Act -1944: .Basic concepts related to excisable goods, classification of goods, and Basic concept of VAT.

**Unit-IV:**

Negotiable Instruments Act - 1881: Negotiable Instruments- Promissory Note, Bills of Exchange, & Cheque, and their definitions and characteristics, Types of endorsements, Holder- Holder in due course, Discharge of Parties.

**Unit-V:**

Cyber Crime and the Legal Landscape-the world-Why do we need cyber laws in the indian context-The indina IT act-challenges to indian Law and cyber crime scenarion in india. (Refer Nina Godbole & Sunit Belapure).

**TEXT BOOK:**

**RSN Pillai, Bagavathi, Business Law, S.Chand, 2013.**

**REFERENCES**

- K.R. Bulchandani: Business Law for Management, 5/e, Himalaya Publishing House (HPH), 2012.
- Akhileshwar Pathak: Legal Aspects of Business, TMH, 4/e, 2013.
- Nina Godbole & Sunit Belapure " Cyber Security" Wiley India 2012.
- Ravinder Kumar "Legal Aspects of Business", 2<sup>nd</sup> Edition Cengage Learning, 2012.
- Kuchal: Business Law, Vikas, 2011.

- Tulsian:Business Law, TMH, 2012.
- S S Gulshan, Business Law, 4<sup>th</sup> edition, Excel Books, 2012.
- S.N. Maheshwari, S K Maheshwari, A Manual of Business Laws, Himalaya Publishing House (HPH), 2013.
- C L Bansal, Business and Corporate Laws, Excel Books, 2011.
- Tejpal Sheth, Business Law, Pearson, 2012.
- P.K.Padhi, Legal Aspects of Business, PHI, 2013.
- Satish B Mathur, Business Law, TMH, 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA I-Sem

## 13MBA03 FINANCIAL ACCOUNTING AND ANALYSIS

**Course Aim:** The aim of accounting is to provide the information that is needed for sound economic decision making. The main purpose is to provide information about firm's performance to external parties such as investors, creditors, bankers, researchers and Government Agencies. It has become an important part of young people's education and citizens in various roles in the societies and businesses of all types.

**Learning Objectives:** To prepare, understand, interpret and analyze financial statements with confidence. To appreciate and use financial statements as means of business communication. To use the analytical techniques and arriving at conclusions from financial information for the purpose of decision making.

**Unit-I:**

**Introduction to Accounting:** Importance, Objectives and Principles, Accounting Concepts and conventions, and The Generally Accepted Accounting Principles (GAAP), their implications on accounting system; Double entry system—recording business transactions—Classification of accounts—Accounting cycle.

**Unit-II:**

**The Accounting Process:** Overview, Books of Original Record; Journal and Subsidiary books, ledger, Trial Balance, Classification of capital and revenue expenses, Final Accounts with adjustments. Valuation of fixed assets- Tangible vs Intangible assets, and methods of depreciation. Depreciation concept— Depreciation of Fixed Assets -Methods of depreciation—their impact on measurement of business Accounting.

**Unit-III:**

**Inventory Valuation:** Methods of inventory valuation and valuation of goodwill, methods of valuation of goodwill. Issue of Shares and Debentures- Entries for Issue of shares, forfeiture - Issue of shares at Discount and premium. Alteration of share capital and reduction of share capital, Issue and Redemption of Debentures.

**Unit-IV:**

**Financial Analysis-I:** Statement of Changes in Working Capital, Funds from Operations, paid cost and unpaid costs. Distinction between cash profits and book profits. Preparation and analysis of cash flow statement and funds flow statement.

**Unit-V:**

**Financial Analysis-II:** Analysis and interpretation of financial statements from investor and company point of view, Horizontal Analysis and Vertical Analysis of Company Financial Statements. Liquidity, leverage, solvency and profitability ratios – Du Pont Chart –Accounting Standards Issued by ICAI (Focus on importance of Standards to give a general view on Financial Accounting practices), –their rationale and growing importance in global accounting environment, –IAS-IFRS-US -Creative Financial Practices and Issues related to quality of disclosures in Reported Earnings, Window Dressing and limitations of financial statements.

**TEXT BOOK:**

- Dhanesh K.Khatri “Financial Accounting & Analysis”, Tata McGraw-Hill Publishing Limited, New Delhi, 2012.

**Journals:** Chartered Accountant; Finance India ; Human Capital; Management Accountant; Journal of Accounting & Finance .

**REFERENCES:**

- Paresh Shah: “Basic Financial Accounting for Management”, Oxford University Press, New Delhi, 2012.

- 
- Narayana Swamy, "Financial Accounting & Analysis" PHI, 2012.
  - V.Rajasekharam "Financial Accounting & Analysis" Pearson Education, New Delhi, 2012
  - Ranjan Kumar Bal: "Financial Accounting & Analysis", S.Chand, New Delhi,.2012
  - N.Ramachandran : "Financial Accounting & Analysis" Tata McGraw-Hill Publishing Limited, New Delhi, 2012.
  - Maheswari, Financial Accounting, IBH, 2012.
  - Ashish K .Bhattacharya "Financial Accounting & Analysis" PHI, 2012.
  - T. Vijaya Kumar, Accounting for Management, Tata McGraw Hill Education PVt Ltd, New Delhi 2012.
  - Gary A Porter, Curtis L. Norton, Financial Accounting, Cengage Learning India Pvt Ltd., New Delhi, 2011.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA I-Sem

## 13MBA04 MANAGERIAL ECONOMICS

**Course Aim:** To enable students acquire knowledge to understand the economic environment of an organization.

**Learning Outcome:** Students should be able to understand the basic economic principles, forecast demand and supply and should be able to estimate cost and understand market structure and pricing practices.

**Unit-I:**

**Introduction to Managerial Economics:** Definition, Nature and Scope, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research - The role of managerial economist- Basic economic principles – the concept of opportunity cost, incremental concept, scarcity, marginalism, Equi-marginalism, Time perspective, discounting principle, risk and uncertainty.

Case: 1 The objective and strategy of firms in the cigarette Industry (Dominick Salvatore page no 15)

Case: 2 Dabur India Limited Growing Big and Global (Geetika, 2<sup>nd</sup> Edition page no 64)

Case: 3 Profits in the personal computer industry (Dominick Salvatore page no 19)

Case: 4 Total Average and Marginal cost in the U.S Steel industry (Dominick Salvatore page no 44)

**Unit-II:**

**Theory of Demand:** Demand Analysis, Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for forecasting, forecasting techniques. Supply Analysis – Supply function, the Law of Supply, Elasticity of Supply.

**Case: 1** Forecasting the Number of MC Donalds Restaurants worldwide (Dominick Salvatore page no 195)

**Case: 2** Price Elasticity's of Demand in the Real World (Dominick Salvatore page no 110)

**Case: 3** Northern Turkey (Craig H.Petersen page no 172-173)

**Case: 4** Income Elasticity of Demand (H.Kaushal Macmillan page no 39-41)

**Case: 5** Cross Demand (H.Kaushal Macmillan page no 48)

**Case: 6** The Demand for sweet potatoes in the United States (Dominick Salvatore page no 100)

**Unit-III:**

**Production Analysis:** Production function, Production function with one/two variables, Cobb-Douglas Production Function Marginal Rate of Technical Substitution, Isoquants and Isocosts, Returns to Scale and Returns to Factors, Economies of scale- Innovations and global competitiveness.

**Case: 1** Labor productivity and Total compensation in the United States and Abroad (Dominick Salvatore page no 253)

**Case: 2** Naveen Construction Companies (Craig H.Petersen page no 293)

**Case: 3** Substitutability between Gasoline consumption and driving time (Dominick Salvatore page no 265)

**Case: 4** How Xerox lost and regained International competitiveness and became a leader in information technology (Dominick Salvatore page no 278)

**Unit-IV:**

**Cost theory and estimation:** Cost concepts, determinants of cost, cost-output relationship in the short run and long run, short run vs. long run costs, average cost curves, Overall Cost leadership.

**Case: 1** Out Sourcing to India: way to Fast Track (Geetika page no 272)

**Case: 2** The Shape of the long –Run Average cost curves in various industries (Dominick Salvatore page no 265)

**Case: 3** BLP Corporation (Sumitrapal, Macmillan page no 203)

**Case: 4** Mr. Martin Gets Chewed out by the Boss (W.Bruce Allen page no 150)

#### Unit-V:

**Market Structure and Pricing Practices:** Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly - both the long run and short run. Pricing philosophy

**Case: 1** Pricing of innovative product (H.Kaushal Macmillan page no 78)

**Case: 2** Pacific copper enterprises(W.Bruce Allen)

**Case: 3** Suzanne Muth –Theatre Complex (Sumitrapal, Macmillan page no 240)

**Case: 4** Monopoly in the Mumbai city Taxi Industry (Dominick Salvatore page no 369)

#### TEXT BOOK:

**Craig H. Petersen,W. Cris Lewis and Sudhir K. Jain: *Managerial Economics,14<sup>th</sup> edition Pearson, 2012.***

#### REFERENCES

- ‘Dominick Salvatore Managerial Economics 7<sup>th</sup> Edition Oxford 2012.
- W.Bruce Allen, Managerial Economics Theory, Applications, and Cases Viva7th Edition 2011.
- Sumitrapal, Managerial Economics Cases & Concepts, Macmillan, 2011.
- Geetika, Managerial Economics 2<sup>nd</sup> Edition, TMH, 2012.
- G S Gupta, Managerial Economics, 2<sup>nd</sup> edition, TMH, 2012.
- Timothy C.G. Fisher, David Prentice and Rober Waschik, Managerial Economics - A Strategic Approach, Routledge, 2010.
- H Kaushal & L Palsreve , Managerial Economics Macmillan, 2012.
- H.Kaushal, Managerial Economics, Macmillan, 2011.
- Managerial Economics ‘Craig H.Petersen 4<sup>th</sup> Edition Pearson, 2012.
- H. L. Ahuja, Managerial Economics, S. Chand, 2012.
- D.N. Dwivedi, Managerial Economics, Vikas, 2012.
- Chaturvedi, Business Economics (Theory & Application), IBH,2012.
- Yogesh Maheshwari, Managerial Economics, PHI, 2012.
- Mc Guigam, Moyer, Harris, Managerial Economics, Cengage, 2012.
- Mark Hisschey, Managerial Economics, Cengage, 2011.
- D.M.Mithani, Managerial Economics, HPH, 2012.
- Atmanand, Managerial Economics, Excel, 2012.
- Justin Paul, Leena, Sebastian, Managerial Economics, Cengage, 2012.
- Ivan PNG Managerial Economics, Routledge, 2013.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA I-Sem

## 13MBA05 BUSINESS ENVIRONMENT

**Course Aim:** Aim of this course is to make students understand different types of business environments they should review before taking managerial decisions.

**Learning Outcome:** After reading the text book & cases related to the syllabus and business news papers like Business Standard, Economic Times, and Business Line, students should be able to understand the issues related to the industrial policy and regulation and their amendments from time to time. They will also understand the terminology of the planning commission and Union Budget. The knowledge gained by the students on capital markets, RBI guidelines; trade, EXIM policy and Foreign Exchange Management Act will be useful for them to take decisions to ensure growth and sustainability of the organizations.

**Unit-I:**

**Industrial Policy and Regulatory Structure:** Industrial Policy- Industrial Licensing Policy- Five Year Planning- Industrial Policy 1991, Small Scale Industries (SSI)-Industrial Finance- Foreign Direct Investment (FDI).

Case 1:- Tapping the Opportunities in Environment: A Case Study of Yes Bank, (Dr. Vivek Mittal. Page no.662)

Case 3:- Gas Authority of India Limited (GAIL) (Justin Paul, page no.102)

Case 4:- India to allow FDI in Food Retail, (Raj Kumar, page no.208)

**Unit-II:**

**Economic Policies:** Fiscal Policy- Latest Union Budget- Reforms Undertaken- Role of Government. Monetary Policy- Basic Concepts- Monetary Policy in the 21<sup>st</sup> Century- Banking Sector Reforms.

Case 1:- Indus (Budget Game), (Justin Paul, page no.179)

Case 2:- Prof Tom and Monetary Policy, (Justin Paul. Page no.200)

**Unit-III:**

**Capital Markets, SEBI, RBI:** Capital Market Institutions-Stock Indices- Derivatives Market- Global and Indian Scenario- Role of SEBI and RBI.

Case1: The Great Fall (Scam of 2001): A Case of Stock Exchange and SEBI, (Dr. Vivek Mittal. page no.661)

Case2: Globalization of Pop Culture, (Francis Cherunilam, page no. 765)

Case 3: Investment Return from Indian Stock Market – Bombay Stock Exchange (BSE), SENSEX, (Justin Paul, page no.252)

**Unit-IV:**

**India's Trade Policy:** Policy changes and Issues- sector wise trade policies: recent developments- GATT-WTO- agreements and implications.

Case 1:- Case – Water Thief, (K. Aswathappa, page no.59)

**Unit-V:**

**EXIM policies & FEMA:** India's new EXIM policy- legal framework- initiatives, FEMA – Multi-national companies and FDI.

Case 1:- RBI Slapped Rs. 125 Crore on Reliance Infrastructure. A Case Study on FEMA, (Dr. Vivek Mittal, page no.655)



Case2:- China as an Export Base, (David W. Conklin, page no.574)

**TEXT BOOK**

- Justin Paul “ Business Environment: Text & Cases” TMH,3/e,2012.
- Journals** : Vikalpa, IIMA, IIMB Review, Decision, IIMC, Vision, MDI.

**REFERENCES:**

- Dr.Vivek Mittal “Business Environment: Text & Cases” Excel Books, 2011.
- Rajkumar “International Business Environment: Text & Cases” Excel Books, 2012.
- K.Ashwathappa “Essentials of Business Environment: Text, Cases& Exercises” HPH, 2011.
- Francis Cherunilam ”Business Environment: Text & Cases”HPH, 2012.
- David W Conklin “Cases in the Environment of Business” Sage, 2009.
- Misra and Puri, “Indian Economy” 30E, Himalaya Publishing, 2012.
- K.Aswathappa-Essentials of Business Environment -11<sup>th</sup> Edition –HPH-2011.
- Misra and Puri “Economic Environment of Business”, 7<sup>th</sup> Edition, HPH,2012.
- Palle Krishna Rao, “WTO Text & Cases”, PSGIM, Coimbatore, 2009.
- A.C.Fernando-Business Environment -1<sup>st</sup> Edition-Pearson-2011.
- Pailwar, Economic Enironmnt of Business, PHI, 3/e, 2012.
- Joshi & Kapoor, Business Environment, Kalyani Publishers,2012
- Justin Paul, Business Environment, TMH, 2010.

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**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA I-Sem****13MBA06 RESEARCH METHODOLOGY & STATISTICAL ANALYSIS**

**Course Aim:** To understand the research methodology and basic statistical tools for analysis and interpretation of quantitative and qualitative data.

**Learning Outcome:** Students will be able to apply the principles of research methodology for the research design for the various mini and major projects of the MBA programme. They will be able to analyse the data statistically.

**Unit-I:**

**Research Methodology:** Introduction-Topic-Review of Literature-Research Gaps-Research Questions-Objectives-Hypotheses-Scope of the study-Period of the study-Sampling Techniques-Data Collection-Primary data –Questionnaire design-Secondary data-Data Analysis-Limitations of the study-Appendix-References.

**Unit-II:**

**Tabulation, Graphical presentation of data:** Histogram, Diagrammatic representation of data: Bar diagram, Multiple Bar diagram, Sub-divided Bar Diagram, Pie Diagram, Measures of Central Tendency: Mean, Median and Mode. Measures of Dispersion: Range, Standard deviation and Variance, Coefficient of variation, Measure of Skewness.

**Unit-III:**

**Linear Correlation and Regression Analysis:** Covariance, Pearson's Correlation Coefficient, Scatter plot, Spearman's rank Correlation Coefficient, Regression lines.

**Unit-IV:**

**Parametric and Non- Parametric Hypothesis Testing:** Procedure for Testing of Hypothesis, One Sample t-test for the Population Mean, Two Sample t-test for independent Samples, Paired Sample t-test. F-test for two population Variances (Variance ratio test), ANOVA One Way Classification, ANOVA two way Classification, Chi Square test of association, Chi Square test of independence.

**Unit-V:**

**Time Series and Data Analysis:** Fitting a trend line to a time series, Method of least Squares and Method of Moving Averages, Measure of Seasonal Variation.

**TEXT BOOK**

- Statistical Methods by S.P. Gupta, Sulthan Chand and Sons, New Delhi, 2012.

**REFERENCES:**

- J.K.Sharma" Business Statistics-Problems and Solutions" Pearson, 2010.
- P N Arora" Comprehensives Statistics Methods" S. Chand, 2012.
- Sharma" Business Statistics" Pearson, 2012.
- Priti R Majhi, Praful K Khatua, Research Methodology, HPH, 2013.
- Donald R Cooper et. al., Business Research Methods, TMH, 11/e 2013.
- Zikmund, Business Research Methods, Cengage, 2012.
- S C Gupta, "Fundamentals of Statistics", HPH, 2012.
- C B Gupta " An introduction to Statistical Methods" Vikas, 2012.
- S L Gupta 'Business Research Methods" TMH, 2012.
- Pannerselvam" Research Methodology" PHI, 2012.

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- Ranjit Kumar “Research Methodology” Sage, 2012.
  - R P Hooda “Statistics” Vikas, 2012.
  - Newbold” Statistics for Business and Economics” Pearson, 2012.
  - Levin, Rubin, Rastogi & Siddiqui, “Statistics for Management” Pearson, 2013.
  - Mukul Gupta & Deepa Gupta “Research Methodology” PHI, 2013.
  - Bhardwaj : Mathematics and Statistics for Business, Excel, 2013.
  - Khandelwal, Business Statistics, IBH, 2013.
  - Uwe Flick, Introducing Research Methodology, Sage, 2011.
  - David M Levine, Stephen, Kathryn A Szabat, Statistics for Managers, PHI, 2013.
  - Wayne I Winston, Excel Data Analysis and Business Modeling, PHI, 2013.
  - Derek, L Waller, Statistics for Business, Routledge, 2013.

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA I-Sem****13MBA07 STATISTICAL DATA ANALYSIS -PRACTICAL (MS-EXCEL (LAB) - 100 MARKS)**

**Course aim:** The course aims is to understand MS Excel for applying statistical tools learnt in RMSA.

**Learning Outcome:** The learning outcome is that the students should be able to:

- Analyse the data to draw inference for decision making.
- Understand application of statistical measures of central tendency.
- Understand application of ANOVA.
- Analyse trends.
- Test hypotheses.

**PART A****I. About EXCEL**

1. Introduction, Uses of Excel, New functions and features of excel 2007.
2. Getting started with excel: Opening a blank or new workbook, general organization.
3. Highlights and main functions: Home, Insert, page layout, formulas.
4. Highlights and main functions: Data, review, view, add-ins.
5. Using the Excel help function.

**General EXCEL Lessons**

6. Customizing the Quick Access Toolbar.
7. Creating and Using Templates.
8. Working with Data: Entering, Editing, Copy, Cut, Paste, Paste Special.
9. Formatting Data and Using the Right Mouse Click.
10. Saving, Page Setup, and Printing.
11. Using Headers and Footers.
12. Manipulating Data, using Data Names and Ranges, Filters and Sort and Validation Lists.
13. Data from External Sources.
14. Using and Formatting Tables.
15. Basic Formulas and Use of Functions.
16. Data Analysis Using Charts and Graphs.
17. Managing, Inserting, and Copying Worksheets.
18. Securing the Excel Document (Protect Cells and Workbook).

**II ADVANCED EXCEL LESSONS**

19. Advanced Formulas and Functions.
20. Advanced Worksheet Features.
21. Advanced Data Analysis using PivotTables and Pivot Charts.

**PART B – STATISTICAL TOOLS FOR EXECUTION USING EXCEL**

- III **Tabulation, bar diagram, Multiple Bar diagram, Pie diagram, Measure of central tendency: mean, median, mode, Measure of dispersion: variance, standard deviation, Coefficient of variation. Correlation, regression lines.**

**IV t- test, F-test, ANOVA one way classification, chi square test, independence of attributes.**

**V Time series: forecasting Method of least squares, moving average method. Inference and discussion of results.**

#### **TEXT BOOK**

- Glyn Davis & Branko Pecar “Business Statistics Using Excel” Oxford University Press, 2012.

#### **REFERENCES**

- David Whigham “Business Data Analysis Using Excel” Oxford University Press, 2012.
- Winstion “Excel 2010 Data Analysis and Business Modelling” PHI Learning Private Limited.
- Bajpai “Business Statistics” Pearson, 2013.
- D P Apte : Statistical Tools for Managers USING MS EXCEL, Excel, 2012.
- David M Levine, David. F. Stephan & Kathryn A. Szabat, Statistics for Managers – Using MS Excel, PHI, 2013.
- Bruce Bowerman, Business Statistics in Practice, TMH, 5/e 2012.
- Shelly, MS Office, 2007, Cengage, 2009.
- Robert H Carver, Doing Data Analysis with SPSS, Cengage, 2013.
- Ajai.S.Gaur, Sanjaya S.Gaur, Statistical Methods For Practice and Research, Response, 2009.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA I-Sem

## 13 MBA08 BUSINESS COMMUNICATIONS – PRACTICAL (100 MARKS)

**Aim:** Aim is to enable students understand how to write business letters and improve written communication.

**Learning Outcome:** At the end of the course, students will be enabled with the following skills.

- English language skills for effective written business communication ('s).
- Will be able to understand how to write project report.

**Unit-I:**

**Business Writing:** Introduction, Importance of Written Business Communication, Direct and Indirect Approached to Business Messages, Five Main Stages of Writing Business Messages. Practice Exercises.

**Case Study:** Communication Complication in English(Meenakshi...).

**Unit-II:**

**Business Correspondence:** Introduction, Business Letter Writing, Effective Business Correspondence, Common Components of Business Letters, Strategies for Writing the Body of a Letter, Kinds of Business Letters, Writing Effective Memos. Practice Exercises.

**Case Study:** Missing Briefcase (Meenakshi...).

**Unit-III:**

**Instructions:** Introduction, Written Instructions, General Warning, Caution and Danger, Format in Instructions, Oral Instructions, Audience Analysis, Product Instructions. Practice Exercises.

**Case Study:** How to operate the Minolta Freedom 3 Camera. (Meenakshi...)

**Unit-IV:**

**Business Reports and Proposals:** Introduction, What is a Report, Steps in Writing a Routine Business Report, Parts of a Report, Corporate Reports, Business Proposals.

**Case Study:** Handling unsolicited proposals for private infrastructure projects(Meenakshi...).

**Case Study:** The key board syndrome(Meenakshi...).

**Unit-V:**

**Careers and Resumes :** Introduction, Career Building, Understanding yourself, setting a career goal, job search / looking at various options, preparing your resume, resume formats, traditional, electronic and video resumes, online recruitment process. Write your resume to market yourself.

**Case Study:** Recruitment Drive at SOBER. (Meenakshi...).

**TEXTBOOK :** Meenakshi Raman and Prakash Singh, *Business Communication*, Oxford, 2012.

**REFERENCES:**

1. Lesikar: Basic Business Communication, TMH, 2013.
2. GLOBERENA OR ANY OTHER SOFT SKILLS SOFTWARE/DATABASE.
3. Stephen Bailey, Academic Writing for International Students of Business, Routledge, 2013.
4. David Irwin: Effective Business Communications, Viva-Thorogood, 2013.
5. Rajendra Pal, J S KorlahaHi: Essentials of Business Communication: Sultan Chand & Sons, New Delhi, 2013.
6. Sehgal: Business Communication, Excel, 2013.
7. Krishnamachryulu, Lalitha Ramakrishnan: Business Communication, HPH, 2013.

8. GRE & TOEFL, Kalpan and Baron's, Kalpan Publishers, 2013.
9. Business English Dictionary, Pearson, 2013.
10. Subba Rao, B.Anitha Kumar, C.Hima Bindu, "Business Communication", Cengage, 2012.
11. Kathleen Fearn-Banks, Crisis Communication-A case book approach, Routledge, 2011.
12. Lehman and Dufrene Sinha, BCOM (Business Communication) 2<sup>nd</sup> edition, Cengage, 2012.
13. Anjali Ghanekar, Business Communication Skills, Everest, 2011.
14. John X Wang, Business Communication, CRC Press, 2009.
15. Sailesh Sengupta, Business and Managerial Communications, PHI, 2011.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA II-Sem

## 13MBA09 HUMAN RESOURCE MANAGEMENT

**Course Aim:** To understand various terms in HRM and be able to manage the human resources of an organization effectively and efficiently.

**Learning Outcome:** Students should be able to understand the basic HR concepts. They will be able to understand the process of recruitment, selection, performance appraisal, training & development, compensation and employee retention approaches and strategies.

**Unit-I:**

**Introduction of HRM:** Introduction to HRM – Line Managers – HR Duties – New Approaches to Organizing HR – Globalization & Competition Trends – Technological Trends – Trends in Nature of Work – Workforce and Demographic Trends – Economic Challenges – HRM in India – High Performance Work System's – Labor Legislation in India – Equal Employment Opportunity 1990-1991 – HR Score Card developed by TVRLS India.

**Case:** Social Surveyors in Flood-hit Areas (Gary Dessler page no 160)

**Case:** Finding people who are passionate about what they do (Gary Dessler page no 195)

**Case:** HR, CULTURE and Business Results Success at Google, Scripps and UPS (Robert L Mathis P. No. 35)

**Case:** Religious Accommodation (Robert L Mathis P. No. 118)

**Case:** Mitsubishi Believes in EEO- Now (Robert L Mathis P. No. 119)

**Unit-II:**

**Recruitment and Placement:** Basics of Job Analysis – Methods for Collecting Job Analysis Information – Job Descriptions – Job Satisfaction – Job Enlargement, Job Enrichment, Job Rotation, HRP – Recruitment & Selection Process – Planning & Forecasting – Sources of Recruitment – Recruitment of Diverse Work Force – Employee Testing & Selection – Basic types of Interviews – Errors in Interviews – Translating Strategy into HR-Policies & Practices.

**Case:** Reinventing the wheel at apex door Company (Gary Dessler page no 309)

**Case:** Xerox Focuses on HR (Robert L Mathis P. No. 79)

**Case:** where do you find the Bodies? (Robert L Mathis P. No. 79)

**Case:** The Reluctant Receptionist (Robert L Mathis P. No. 159)

**Case:** Accenture – Retaining for Itself (Robert L Mathis P. No. 193)

**Case:** Recruiting at Kia (Robert L Mathis P. No. 231)

**Case:** Strategic Selection: A Review of Two Companies (Robert L Mathis P. No. 267)

**Unit-III:**

**Performance Appraisal and Training & Development of Employees** – Concept of Performance, Management Appraisal – Techniques for Performance Appraisal – Career Management – Employer Life Cycle – Career Management & Talent Management, Analyzing Training needs & Designing the program – Implementing different training program – Implementing Management Development Programs – Evaluating the Training Programs .

**Case:** Training Crucial for Hotels (Robert L Mathis P. No. 307)



- Case:** Performance management improvements for Bristol-Myers Squibb (Robert L Mathis P. No. 393)
- Case:** Just Another Job (Robert L Mathis P. No. 647)
- Case:** The Dilemma Within (Robert L Mathis P. No. 667)
- Case:** Performance Appraisal at Cola Magic Drinks (Robert L Mathis P. No. 671)
- Case:** Appraising the secretaries at Sweet water U? (Gary Dessler page no 349)

**Unit-IV:**

**Compensation** – Basic Factors in Determining pay structure – Establishing pay rates – Pricing Managerial and Professional Jobs – Special Topics in Compensation – Benefits – Insurance – Retirement Benefits – Personal Services & Family friendly benefits – Salient features of Workmen Compensation Act & Minimum Wages Act.

- Case:** Salary inequities at ACME Manufacturing (Gary Dessler page no 429)
- Case:** HR Contributes at CSSCO (Robert L Mathis P. No. 36)
- Case:** Compensation changes at JC Penny (Robert L Mathis P. No. 435)
- Case:** Benefiting Connie (Robert L Mathis P. No. 507)

**Unit-V:**

**Employee Relation** – Labor Movement – Collective Bargaining Process – Grievances – Managing Dismissals – Employee Safety and Health – Occupational Safety Law – Work Place Health Hazards Problems & Remedies – Salient features of Industrial Disputes Acts 1947 – Factories Act, Mines Act.

- Case :** The New Safety and Health Program (Gary Dessler page no 623)
- Case :** Full Disclosure on Sex Offenders? (Robert L Mathis P. No. 231)
- Case :** Wal-Mart and Watching Its “Union Prevention” (Robert L Mathis P. No. 629)

**TEXT BOOK:**

- **Gary Dessler, “Human Resource Management”, 12<sup>th</sup> Edition, Pearson- 2012.**

**Journals :** Indian Journal of Industrial Relation; NHRD Journal of Career Management ; Management and Labour Studies; Personnel today; Leadership excellence; Indian Journal of Training & Development.

**REFERENCES FOR CASES:**

- Robert L Mathis, John H Jackson, Manas Ranjan Tripathy “Human Resource Management- A South Asian Perspective ”, Cengage Learning 2012.
- Shyamkant Gokhale “Personal Management”, Everest, 2012.
- Dr.M.A.Kahok, Illustrated Case Studies in Indian Management , Everest Publishing House, 2012.
- Ravi Dharma Rao, HRM Case Studies, Excel, 2013.
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- K. Aswathappa, “Human Resource Management, Text and Cases”, TMH, 2011.
- Dennis R. Briscoe et al, International HRM, Routledge, 2013.
- Dr. Anjali Ghanekar, “Essentials of Human Resource Management”, Everest, 2010.
- Indranil Mutsuddi, “Essentials of Human Resource Management”, Newage, 2011.

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- Wayne.F.Cascio, Ranjeet Nambudiri, "Managing Human Resource Management", 8<sup>th</sup> Edition, TMH,2010.
  - Seema Sanghi, "Human Resource Management" Macmillan, 2012.
  - Narendar Singh, "Human Resource Management", Colonel (Dr.) Laxmi Publication, 2011.
  - Dipak Kumar Bhattacharyya "Human Resource Management", Excel Books, 2012.
  - Uday Kumar Haldar, Juthika Sarkar, " Human Resource Management", Oxford, 2012.
  - Nick Wilton, "An Introduction to Human Resource Management" Sage, 2012.
  - V S P Rao, " Human resource Management Text and Cases", Excel Books, 2011.
  - R.Wayne Mondy, "Human Resource Management" Pearson, 2009.
  - Chris Rowley and Keith Jackson, Human Resource Management, Routledge, 2011.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA II-Sem

## 13MBA10 QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

**Course Aim:** The objective of the course is to provide the basic tools of Operations research in solving the management problems using mathematical approach for decision making.

**Learning Outcome:** The Course covers origin and application of OR, Linear Programming, Decision Theory and queuing theory. These concepts help the student in taking decisions for business.

**Unit-I:**

Nature and scope of Operations research: Origins of OR, Applications of OR in different Managerial areas, Defining a model, types of model, Process for developing an operations research model, Practices, opportunities and short comings of using an OR model.

**Unit-II:**

Linear Programming Method: Structure of LPP, Assumptions of LPP, Application areas of LPP, Guidelines for formulation of LPP, Formulation of LPP For different areas, solving of LPP by Graphical Method: Extreme point method and ISO-cost profit method, simplex method, two phase method, Big-M method, converting primal LPP to dual LPP, Limitations of LPP. Transportation Problem: Mathematical Model of transportation problem, Methods for finding Initial feasible solution : Northwest corner Method, Least Cost Method, Vogel's approximation Method, Test of optimality by Modi Method, Variation transportation, Problems like unbalanced Supply and demand, Degeneracy and its resolution.

**Unit-III:**

Assignment Model: Algorithm for solving assignment model, Hungarians Method for solving assignment problem, variations of assignment problem: Multiple Optimal Solutions, Maximization case in assignment problem, unbalanced assignment problem, travelling salesman problem, simplex method for solving assignment problem.

**Unit-IV:**

Decision Theory: Introduction, ingredients of decision problems. Decision making – under uncertainty, cost of uncertainty, under risk, under perfect information, decision tree, construction of decision tree

**Unit-V:**

Queuing Theory: Queuing Structure and basic components of a Queuing Model, Distributions in Queuing Model, Differences in Queuing Model with FCFS, Queue Discipline, Single and Multiple service station with finite and infinite population.

**TEXT BOOK:**

- **J.K. Sharma, "Operations Research: Theory and applications, 5<sup>th</sup> edition, Macmillian, 2013.**

**Journal : Udyog Pragati :** The Journal for Practising Managers, NITIE, Mumbai.

**REFERENCES:**

- Anand Sharma, " Quantitative Techniques for Decision Making", HPH, 2010.
- R. Pannarselvam : Operations Research, PHI, 3<sup>rd</sup> revised edition, 2012.
- Prem Kumar Gupta "Introduction to Operations Research" S.Chand, 2012.
- K.L Schgel "Quantitative Techniques and Statistics", 2012.
- Hillier / Lieberman: Introduction to operations research, 9th edition, TMH, 2012.
- Hamdy A Taha : Operations Research: An Introduction, 9th edition, Pearson, 2013.

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- Pradeep Prabhakar Pai : Operations Research : Principles and Practice, 1st edition, Oxford University Press, 2012.
  - C.R. Kothari, Quantitative Techniques, 3<sup>rd</sup> revised edition, Vikas, 2012.
  - A M Natarajan, P Balasubramani, A Tamilarasi, "Operations Research" Pearson, 2012.
  - M P Gupta, R B Khanna, " Quantitative Techniques for Decision Making" PHI, 2011.
  - Anitha H S : Operations Research, Excel, 2013.
  - N.D.Vohra, Quantitative Techniques in Management, TMH, 2012.
  - Anderson, Sweeney, Williams, Camm & Martin, Quantitative Methods for Business, 2013.
  - Mik Wisniewski, Quantitative Methods, Pearson, 2013.
  - L C Jhamb, Quantitative Techniques, Everest, 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA II-Sem

## 13MBA11 FINANCIAL MANAGEMENT

**The students need Discounting Table and Annuity tables for the examination**

**Course Aim:** To give an overview of the problems facing a financial manager in the commercial world. It will introduce you to the concepts and theories of corporate finance that underlie the techniques that are offered as aids for the understanding, evaluation and resolution of financial manager's problems.

**Learning Outcome:** Provides support for decision making. It enables managers to monitor their decisions for any potential financial implications and for lessons to be learned from experience and to adapt or react as needed. To ensure the availability of timely, relevant and reliable financial and non-financial information. FM helps in understanding the use of resources efficiently, effectively and economically. To focus on wealth maximization rather than profit maximization.

**Unit-I:**

**The Finance Function:** Nature and Scope; Evolution of finance function – Its new role in the contemporary scenario –Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare; the Agency relationship and costs; Risk-Return trade off; Concept of Time Value of Money – Future Value and Present value and the basic valuation model.

**Unit-II:**

**The Investment Decision:** Investment decision process- Project generation, project evaluation, project selection and project Implementation. Developing Cash Flow; Data for New Projects; Capital Budgeting Techniques –Traditional and DCF methods. The NPV vs. IRR Debate; Approaches for reconciliation. Capital budgeting decision under conditions of risk and uncertainty. Cost of capital: Concept and measurement of cost of capital, Debt vs. Equity, cost of equity, preference shares, equity capital and retained earnings, weighted average cost of capital and marginal cost of capital. Importance of cost of capital in capital budgeting decisions.

**Unit-III:**

**Capital Structure Decisions:** Capital structure vs. financial structure - Capitalization, financial leverage, operating leverage and composite leverage. EBIT-EPS Analysis, Indifference Point/Break even analysis of financial leverage, Capital structure Theories –The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal.

**Unit-IV:**

**Dividend Decisions:** Dividends and value of the firm - Relevance of dividends, the MM hypothesis, Factors determining Dividend Policy-dividends and valuation of the firm-the basic models. Declaration and payment of dividends. Bonus shares. Rights issue, share-splits, Major forms of dividends – Cash and Bonus shares. The theoretical backdrop – Dividends and valuation; Major theories centered on the works of GORDON, WALTER and LITNER. A brief discussion on dividend policies of Indian companies. Working Capital Management: Components of working capital, gross vs. net working capital, determinants of working capital needs, the operating cycle approach. Planning of working capital, Financing of working capital through Bank finance and Trade Credit – Recommendations of Tandon and Daheja Committee on Working Capital. Cases.

**Unit-V:**

**Management of Current Assets:** Management of cash, – Basic strategies for cash management, cash budget, cash management techniques/processes. Marketable securities: characteristics, selection criterion,

Marketable security alternatives; Management of receivables and Management of inventory- The importance of current assets management in working capital planning. Corporate Restructuring: Corporate Mergers, Acquisitions and Takeovers: Types of Mergers, Economic rationale of Mergers, motives for Mergers; Financial evaluation of Mergers.

#### TEXT BOOK

- **IM Pandey, Financial Management, 10<sup>th</sup> Edition, Vikas , 2013.**

**Journals** : Chartered Accountant; Finance India ; Human Capital; Management Accountant; Journal of Accounting & Finance .

#### REFERENCES:

- M.Y Khan, P K Jain: "Financial Management-Text and Problems", 6<sup>th</sup> Edition, TMH, 2012.
- P.C.Tulsian,C.A. Bharat Tulsian , "Financial Management" S.Chand Publications, 2012.
- Prasanna Chandra, "Financial Management Theory and Practice", 8<sup>th</sup> Edition. TMH, 2012.
- Shashi K.Gupta, R.K.Sharma , "Financial Management" Kalyani Publishers, 2012.
- Rajiv Srivastava, Anil Mishra , Financial Management" Oxford University Press, New Delhi, 2012.
- James C Van Horne, Sanjay Dhamija, "Financial Management and Policy" Pearson Education, 2012.
- IM Pandey, Cases in Financial Management, TMH 2/e 2012.
- Chandra & Iyer, Financial Management, IBH, 2012.
- Financial Management: Principles and Practice, S.Chand and Sons Publications, 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA II-Sem

## 13MBA12 MANAGEMENT INFORMATION SYSTEM

**Aim:** The aim of this course is to enable students to understand the importance of information systems in the decision making and management of organizations.

**Learning Outcome :** After going through the cases in the text and other references, by the end of this course the students will understand the MIS concepts its applications.

**Unit-I:**

**Introduction :** MIS importance, definition, nature and scope of MIS, Structure and Classification of MIS, Information and Systems Concept, Types of Information, Information systems for competitive advantage.

Case :MIS at Narayana Labs Ltd.

Case : Siba International and Functional Information System.

Case : Sigma Industries Limited (SIL).

**Unit-II:**

**Business Applications of Information Systems :** E-Commerce, ERP Systems, DSS, Business Intelligence and Knowledge Management System.

Case : Knowledge Management Systems at Anil Consultancy.

**Unit-III:**

**Management of IS:** Information system planning, system acquisition, systems implementation, evaluation & maintenance of IS, IS Security and Control.

Case: Planning of IS at Anoop & Company.

Case : Apollo Hospitals.

Case : Implementation of OLT at Deep College of Management and Technology.

Case : Effectiveness of MIS: A Case Study.

**Unit-IV:**

**Building of Information Systems:** System Development Stages, System Development Approaches, Systems Analysis and Design- Requirement Determination, Strategies for Requirement Determination, Structured Analysis Tools, System Design – Design Objectives, Conceptual Design, Design Methods, Detailed system design.

Case: System requirement specification: An illustrate case.

Case: MIS at XYZ Bank.

Case: Purchase order system: application case study.

**Unit-V:**

**Introduction to Cyber Crime :** Cyber Crime Definition and origin of the word, cyber crime and information security, who are cyber criminals? Classification of cyber criminals-Legal Perspectives-Indian Perspectives-Cyber crimes and Indian ITA 2000, Global perspective on cybercrime-Cybercrime era. (Refer : Nina Godbole et al)

**TEXT BOOK**

- D P Goyal, Management Information Systems–Managerial Perspective, MacMillan, 3rd Edition, 2010.

**REFERENCE:**

- Nina Godbole & Sunit Belapure “ Cyber Security” Wiley india 2012.
- Jawadekar, MIS Text and Cases, TMH, 2012.
- Dr Milind M Oka “Cases in Management Information system ‘Everest, 2012.
- A K Gupta, Sharma “Management of Systems” Macmillan, 2012.
- Sandra Senf “Information Technology Control and Audit” 3e, CRC Press, 2012.
- Arpita Gopal, MIS for Strategic Business Processes, Excel, 2009.
- Joseph P T, E-Commerce, an Indian Perspective, PHI, 2012.
- Laudon & Laudon, Management Information Systems, Pearson, 2013.
- Sanjay Mohapatra, Cases in Management Information Systems, PHI, 2011.
- Nirmala Bagchi, Management Information Systems, Vikas,2012.
- Aman Jindal, Management Information System, Kalyani, 2010.
- Murthy, Management Information System, Himalaya, 2013.
- Effy oz, Management Information Systems, Cengage, 2010.
- O Brien, Marakas, Behl, Management Information Systems, TMH, 2010.
- Kelkar, Management Information Systems, PHI, 2012.
- Rajaraman, Information Technology, PHI, 2013.



## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA II-Sem

## 13MBA13 MARKETING MANAGEMENT

**Course Aim:** Aim is to understand the basic marketing concepts through case studies.

**Learning outcome:**

- a. By reading text and relating the concepts through cases the student would be able to understand the concepts of marketing management.
- b. They will be able to analyze markets and design customer driven strategies and will be able to communicate the decisions towards business development with superior customer value.

**Unit-I:**

**Introduction to World of Marketing:** Importance, scope of Marketing, Core Marketing Concepts, Marketing Philosophies, Marketing Environment, Marketing Strategies & Plans, Developed Vs Developing Marketing. Market Research-Definition of MR, MIS, Commissioning MR, MR Process, MR Online, MR & Ethics, International MR.

Case : Bata (Rajendra.P Maheshwari page no: 03).

Case : Mahindra Scooters (Arun Kumar page no: 89).

Case : Ready Meal Manufactures (Adrian palmer, page no: 70).

Case : Santoor –(Iamb Hair– page no : 238).

Case : Drawing on data, searching for insight (Adrian palmer – Page no: 175).

**Unit-II:**

**Analyzing Marketing Opportunities, Customer Value and Marketing Mix :** Consumer Decision Making, Creating Customer Value, Analyzing Consumer Markets – Consumer Behavior – cultural, Social & Personal Factors, developing products & brands – product levels; classifying products, product range, line & mix, PLC, new product development.

Case : Small New Phones (Adrian palmer- page no: 296).

**Unit-III:**

**Designing a Customer Driven Strategy:** Market segmentation- segmentation of consumer market, business market, requirement for effective segmentation, market targeting – evaluating market segmentation, selecting target market segmentation, positioning – positioning maps, positioning strategy.

Case : (Segmentation) Zee TV (Iamb, Hair page no 212).

Case : (Targeting) Kellogg's (Iamb, Hair page no 300).

Case : (Positioning) Nimbooz (S. Neelamegham page no 225).

Case : (Positioning) Dalda (Arun Kumar page no:195).

**Unit-IV:**

**Distribution Decisions, Promotion & Communication Strategies :** Marketing Channels, Channel intermediates and functions, channel structure, channel for consumer products, business and industrial products, alternative channel, channel strategy decisions. The promotional mix, advertising, public relations, sales promotion, personal selling, marketing communication- communication process, communication promotion mix, factors effecting the promotion mix

Case : Barista (Arun Kumar – page no:33).

Case : Nano Car (Iamb, Hair – page no:52).

- Case : Indigo (lamb, Hair – page no:356).
- Case : TESCO (Adrian palmer page no : 388).
- Case : Hero Motor Corp (lamb, Hair Page no:446).
- Case : Avon Cosmetics (lamb, Hair Page no:497).
- Case : Eureka (Arun – Page no: 711).
- Case : Home Shop (Arun – page no: 639).

**Unit-V:**

Pricing Decisions & Personal Communication - Importance of price, cost determinant of price, markup pricing, profit maximization pricing, break even pricing, pricing strategy, ethics of pricing strategy, product line pricing, WOM, Rural marketing, BOP, relationship Marketing, Digital marketing, Social marketing, post modern marketing, market sustainability and ethics, Global marketing.

- Case : Coca Cola(lamb, Hair – page no: 112).
- Case : I phone ( lamb, Hair – page no: 534).
- Case : Akash Tablet (lamb, Hair – page no: 557).
- Case : Compact car (Arun Kumar page no :369).
- Case : Chick (lamb,Hair Page no:650).
- Case : Nokia (Neelamegham page no– 645).
- Case : Shakti (Rajendra .P Maheswari – Page no:408).
- Case : Airtel (Arun – page no: 901).
- Case : Beer Marketing (Adrian palmer page no:529).

**TEXT BOOK:**

- **Lamb, Hair, Sharma, Mc Daniel: MKTG, A South Asian Perspective, Cengage Learning, 2012. (For PPT, Case Solutions, video cases, Faculty may visit : [login.cengage.com](http://login.cengage.com) )**

**Journals :** Indian Journal of Marketing, MICA Communications Review.

**Business Game: Music2Go Marketing: (Marketing Management Simulation Game), TMH, 2013. You can play on any computer with internet.**

Music2Go is a **Principles of Marketing/Marketing Management** simulation game, where the students are required to formulate and implement their own Sales and Marketing Campaign. This helps the students to have a hands – on business experience in the classroom – experiential learning at its best.

**REFERENCES FOR CASES:**

- Arun kumar & N. Meenakshi: Marketing Management, Vikas, 2012.
- Rajendra P Maheshwari, marketing management text and cases, an Indian perspective, International Book House 2012.
- Prof. M.V. Kulkarni, practical solutions to cases in marketing management, 19<sup>th</sup> Everest Publishing House, 2012.
- Adrian Palmer: Introduction to Marketing, Theory and Practice, 2<sup>nd</sup> Edition, Oxford, 2011.
- Dilip M. Sarwate, Indian cases in Marketing Management, Everest publishing house, 2012.
- S. Neelamegham, Marketing in India text & cases 4<sup>th</sup> edition, Vikas, 2013.

**REFERENCES:**

- Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha: Marketing Management, 13/ e, Pearson Education, 2012.

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- Ramaswamy Namakumari, "Marketing Management", TMH 5<sup>th</sup> Edition 2013.
  - Paul Baines, Chris fill, Kelly Page, Piyush Sinha, Marketing, Asian Edition, oxford , 2013.
  - Philip Kotler, Gray Armstrong, Prafulla. Y. Agnihotri, Ehsan UL Haque, principles of marketing, south Asian perspective, 13<sup>th</sup> edition, Pearson Education, 2012.
  - K.Karunakaran: Marketing Management (Text and Cases), 2/e, Himalaya Publishing House, 2012.
  - Rajan Saxena: Marketing Management, 4/e, TMH, 2013.
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  - Czinkota Kotable "Marketing Management" Indian Edition, Cengage learning, 2012.
  - S.A.Sherlekar, R.Krishnamoorthy, Marketing Management concept and cases, HPH, 2012.
  - Kenneth E Clow, Donald Baack, cases in Marketing Management, Sage South Asia edition, 2012.
  - Maheswari, Principles of Marketing, IBH, 2012.
  - Rajendra P.Maheswari, Marketing Management (Text & Cases) an Indian Perspective, IBH, 2013.
  - R. Srinivasan, case studies in Marketing the Indian context, 5<sup>th</sup> edition PHI, 2012.
  - M. Govindarajan, Marketing Management, concept, cases, challenges and trends, 2<sup>nd</sup> edition PHI, 2012.
  - Debases Pradhan, marketing management, a case book, Cengage Learning, 2012.
  - Marilyn A Stone & John Desmond, Fundamentals of Marketing, Routledge, 2011.

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**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA II-Sem****13MBA 14 BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**Course Aim:** The aim of this subject is to inculcate the need for business ethics to ensure sustained business stability.

**Learning outcome:** The learning outcome developing business ethics and professional ethics. They will also be able to understand ethical and psychological dimensions to contain cyber crimes and also will be able grasp the important issues related to corporate governance.

**Unit-I:**

Business Ethics : The Changing Environment: Business Ethics-why does it matter?; Levels of Business Ethics-Five Myths about Business Ethics- Can Business Ethics be Taught and Trained?; stages of Moral development, Kohlberg's study- Carol Gilligan's Theory-Principles of Ethics.

**Case:** The BHEL Disinvestment (CSV Murthy: page no.590).

**Unit-II:**

Professional Ethics. Introduction to Professional Ethics- Ethics in Production and Product Management-Ethics of Marketing Professionals-Ethics in HRM-Ethics of Finance and Accounting Professionals-Ethics of Advertisement-Ethics of Media Reporting-Ethics of Healthcare Services. Ethical Dilemma. Introduction, Dilemma and Ethical Dilemma-Mounting Scandals-Ethical Issues-Preparatory Ethics: Proactive steps-The software challenge.

Case 1: How unethical practices almost destroyed world com. (A.C.Fernando Page no.218)

Case 2: Ethical Dilemma (CSV Murthy page no: 594).

**Unit-III:**

Cyber crimes and cyber Terrorism-social,Political, ethical and psychological , dimensional , Intellectual property in the cyberspace,Ethical dimenstions of cyber crimes-the psychology, mindset & Skills of Hackers & Other cyber criminals, Sociology of cyber criminals, information Warfare.

**Unit-IV:**

Corporate Governance I: Does Good Governance Really matters to Corporations?-Importance of corporate Governance –Corporate Governance in India-Board Structures Processes and Evaluation-Director Independence –Board committees, Indian model of Corporate Governance.

**Unit-V:**

Corporate Governance-II: Information communication and Disclosure-Irani Committee Report-OECD Principles of Corporate Governance –Risk, Internal Control and Assurance-Banks and Corporate Governance.

Case: Infosys Technologies: The best Among India Corporate (A.C Fernando page no;33).

Case: TATA Steel: A Company that also makes Steel (A.C Fernando page no :69).

**TEXT BOOK**

- **SK Mandal: Ethics in Business and Corporate Governance, TMH, 2/e, 2012.**

**Journal of Human Values** : IIM Calcutta. SAGE.

**REFERENCES:**

- A.C.Fernando: Corporate Governance, Principles, Policies and Practices, Pearson, 2012.
- C.S.V.Murthy: Business Ethics, Himalaya Publishing House, 2012.
- Nina Godbole & Sunit Belapure “ Cyber Security” Wiley India 2012.

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  - Geethika,RK Mishra, Corporate Governance Theory and Practice,Excel,2011.
  - Dr.S.S.Khanka, Business Ethics and Corporate Governance, S.Chand, 2013.
  - Archie. B Carroll, Business Ethics-Brief Readings on Vital Topics, Routledge, 2013.
  - K.Praveen Parboteeach, Business Ethics, Routledge, 2013.
  - Praveen B Malla, Corporate Governance, Routledge 2010.
  - H.C.Mruthyunjaya, Business Ethics and Value Systems, PHI, 2013.
  - V Balachandram, V Chandrasekaran, Corporate Governance, Ethics and Social Responsibility, PHI, 2011.
  - Khanka, Business Ethics and Corporate Governance, S.Chand, 2013.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA II-Sem

## 13MBA15 PERSONAL EFFECTIVENESS (Seminar Presentation-50 Marks)

**Course Aim:**

The aim of this course is to enable students develop soft skills necessary for employability of MBA students.

**Learning Outcome: Students at the end of the course would be able to:**

- Loose fear of public speaking and feel confident about them-selves.
- Participate in group discussions.
- Face interviews.
- Gain communication skills and be able to convince their view point to the superiors, peers and subordinates.
- Time management skills to efficiently manage time in meeting deadlines in modern day organizations.
- Life style management skills to grow in modern day organization and succeed in their chosen careers.
- Help students to confidently face and succeed in the corporate selection processes.

**EXCERCISES :**

- Presentations
- Group Discussions
- Overcoming fear of facing Interviews
- Time Management
- Vocabulary skills for critical corporate communication and to give effective presentations to internal and external customers of an organization.

**REFERENCES**

1. **LAB:** Globarena E-Mentoring System, by Globarena Technologies Pvt. Ltd, Hyderabad. It can be provided in LAN and also can be accessed by registering in <http://gems.globarena.net>. OR ANY OTHER SOFTWARE.
1. Sherfeild:Developing Soft skills-Pearson Education-2013.
2. Murphy: Effective Business communication, 7/e, TMH, 2013.
3. Colin BEARD: Experiential Learning, Kogan Page, 2013.
4. Anandamurugan, Placement Interview Skills for Success, TMH, 1/e, 2012.

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**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II-Sem****13MBA16 ANNUAL REPORT ANALYSIS – (Seminar Presentation-50 Marks)**

**Approach: CMIE Prowess Database/ANNUAL REPORT OF COMPANIES & MS-Excel.**

**Course aim:** Aim is to show annual reports of different companies to students so that they use the knowledge gained in financial accounting and analysis and financial management for analysis of performance of the organizations on multiple dimensions.

**Learning Outcome:**

By the end of this mini project, students will be able to:

- Analyse balance sheet of an organization.
- Analyse profit and loss of an organization.
- Analyse investment portfolio of the organization.
- Analyse profitability ratios, asset turnover ratios, structural ratios and liquidity ratios.
- Forecast the future gaps in terms changing objectives of the organization.

**EXCERCISES**

1. Analysis of profitability ratios.
2. Analysis of structural ratios.
3. Analysis of asset turnover ratios.
4. Analysis of liquidity ratios.
5. Analyse Growth, Stability and Stock Performance.

**REFERENCE:**

**John Tennent, Guide to Financial Management, (The Economist), Viva, 2010.**

**Refer Books Under 13MBA03 - Financial Accounting and Analysis, 13MBA11-Financial Management.**

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA III-Sem

## 13MBA17 SUMMER INTERNSHIP (Seminar Presentation-50 Marks)

**Course Aim:** Aim of summer internship is to give an opportunity to the MBA students to have practical exposure related to the job they prefer to do after MBA. Summer internship is to acquire practical knowledge by working in any organization. Through working for one to two months in any organization of their choice, students should learn how to do routine work related to the functional area of their interest.

**Learning Outcome**

After summer learning internship students should be able to :

- Understand the product mix and strategies of the organization, structure of organization, reporting systems and general administration of the organization.
- Understand the organizational dynamics in terms of organizational behaviour, culture, competition, future strategies and change initiatives of the organization.
- Understand how to do the routine work related to job they prefer to do after MBA.

**Approach to decide Summer Internship:**

Students should take covering letter/s, addressed to the organization/professional, before second mid of first semester and approach the organizations. They can use their own contacts or seek assistance from the faculty and head of the MBA department of the college to pursue the process of getting the summer internship. College is also expected to constantly approach companies and professionals and try to explore opportunities of providing summer internship to their MBA students. Students are also expected to put their serious efforts to get the summer internship because there is huge competition for getting summer internships and organizations are also expressing their inability to provide summer internship to the large number of students pursuing MBA.

Students may work in any organization like banks, hospitals, hotels, insurance companies, charitable trusts, NGOs, Government departments etc., or work with any professional (like chartered accountants, doctor, lawyers, real estate, temples/ religious institutions etc.), small or big or any entrepreneur, manager of any business organization and understand how they are doing business. They can visit the shops, petrol bunks, dealers, distributors, retailers, companies or their branch offices in their near by cities, towns and villages to understand their business model.

**Report:** A brief report of explaining their understanding and analysis of the organization they work should be presented. There is no need to present information available in the websites. Students should give reference to the web link with a brief note on what the web site contains.

Presentation of their experiences through working and observation during the summer internship will enable them to enhance their creativity towards solutions for the issues and challenges of the business organizations or professionals with whom they are associated.



## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA III-Sem

## 13MBA18 PRODUCTION AND OPERATIONS MANAGEMENT

**Course Aim:** The course aims to introduce concepts of production and operations management in an organization and expose to analytical methods.

**Learning Outcome:** The students will be able to understand operations management, product & process design, analysis, plant location, layout, Scheduling and Material Management.

**Unit-I:**

**Introduction to Operations Management:** Functional Subsystems of Organization, Definition, Systems Concept of Production, Types of Production Systems – Flow Shop, Job Shop, Batch Manufacturing, The Project, Productivity, Strategic Management – Corporate Strategic, Generic competitive Strategies, Functional Strategies, Gross Domestic Product and its impact, World Class Manufacturing.

**Unit-II:**

**Product & Process Design and Analysis:** Product Design and Analysis (Definition), new product development-its concepts, Steps of Product Design, Process Planning and Design- Selection of Process, Process Selection Decision, Process Planning Design, Responsibilities of Process Planning Engineer, Steps in Process Planning. Process Design- Process Research, Pilot Development, Capacity Consideration, Commercial Plan Transfer, Enhanced Capacity Using Optimization. Value Analysis/Value Engineering – History of Value Analysis/Value Engineering, When to Apply Value Analysis, Function, Aims, Value Engineering Procedure, Advantages and Application Areas. Standardization: Standardization Procedure, Advantages of Standardization, Application of Standardization. Ergonomic Considerations in Product Design.

**Unit-III:**

**Plant Location & Plant Layout:** Factors Influencing Plant Location, Break-even Analysis. Single Facility Location Problem, Multi-facility Location Problems – Model for Multi-facility Location Problem, Method of Transformation, Model to Determine X- Coordinates of New Facilities, Model to Determine Y-Coordinate, **Plant Layout-** Plant layout introduction, Classification of Layout, Advantages and limitations of Product Layout, Advantages and limitations of Group Technology Layout, Layout Design Procedures.

**Unit-IV:**

**Scheduling:** Introduction, Johnson's Problem, Extension of Johnson's rule. Job Shop Scheduling: Introduction, Types of Schedules, Schedule Generation, heuristic Procedures, Priority Dispatching Rules. Two Jobs and Machines Scheduling.

**Unit-V:**

**Materials Management:** Integrated Materials Management, Components of Integrated Materials Management- Materials Planning, Inventory Control, Purchase Management, Stores Management. Inventory Control- Inventory Decisions, Costs Trade Off. Models of Inventory, Operation of Inventory Systems, Quantity Discount, Implementation of Purchase Inventory Model, Purchasing Management, Stores Management – Incoming Materials Control, Store Accounting, Obsolete Surplus and Scrap Management, ABC Analysis, XYZ Analysis, VED Analysis, FSN Analysis, SDE Analysis.

**TEXT BOOK:**

Panneerselvam " Production and Operations Management" PHI, 2012.

**Journal : Udyog Pragati : The Journal for Practising Managers, NITIE, Mumbai. SAGE.**

**REFERENCES:**

- H.Kaushal, Production / Operations Management, Case Study Solutions, MacMillan, 2012.
- Ajay K Garg, Production and Operations Management, TMH, 2012.
- B. Mahadevan, Operations Management: Theory and Practice, Second Edition, Pearson, 2010.
- Danny Samson "Operations Management: Integrated Approach" Cambridge, 2012.
- Kenneth K. Boyer, Rohit Verma, Operations Management: Cengage Learning, 2011.
- Dipak Kumar Bhattacharyya, Production and Operations Management, Universities Press, 2012.
- Prof. L.C. Jhamb: Production Operations Management, 18<sup>th</sup> edition, Everest Publishing House, 2013.
- J.K, Sharma: Operations Research, Macmillian, 2013.
- Richard B. Chase, Ravi Shankar, Operations and Supply Management 12<sup>th</sup> Edition, TMH, 2010.
- K.Ashwathappa, Sreedhar Bhat, Production and Operations Management, HPH, 2012.
- Scott, T. Young, Essentials of Operations Management, SAGE, 2009.
- Normen Gaither & Greg Frazier, Operations Management, Cengage, 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA III-Sem

## 13MBA19 STRATEGIC MANAGEMENT

**Course Aim:** The aim of this subject is to enable the students develop a holistic perspective about strategic management of an organization.

**Learning Outcome:** By reading the text and discussing the cases students should be able to understand how to scan internal and external environment of an organization, understand different types of strategies and structures, strategies of the competitors, turnaround strategies, global strategies and strategic control. With that knowledge they would be able to formulate strategies, change strategies if necessary and implement strategies. They will also be able to evaluate strategies and take corrective steps.

**Unit-I:**

Strategic Inputs: Introduction to Strategic Management-Strategic Management and Competitiveness-Technology and Technology change-Vision, Mission and Objectives-Strategic Leaders-Strategic Management process- The External Environment: Opportunities, Threats, Competition and Competitor Analysis. External Environmental Analysis, Segments of the External Environment, Porters 5 Force Model, The internal Environment: Resource, Capabilities, Competencies and Competitive advantages. Analyzing internal organization -Building Core Competencies-Value Chain Analysis, Outsourcing.

Case: Bharti Airtel (Hitt & Ireland page no 4).

Case: ITC Limited (Hitt & Ireland page no 30).

**Unit-II:**

Formulation of Strategic Actions: Business level strategy-Effectively managing relationships with Customers-the purpose of Business strategy. Competitive Rivalry and Dynamics- A Model of Competitive Rivalry-Competitor Analysis-Drivers of Competitive actions and responses-Competitive rivalry and dynamics.

Case: Bajaj Auto limited (Hitt & Ireland Page no 80).

Case: Coca cola Vs Pepsi in India (Hitt & Ireland page. no108).

**Unit-III:**

Corporate level Strategy- Levels of Diversifications and reasons-Value creating diversifications. Strategic Acquisitions & Restructuring- Popularity of Mergers & Acquisitions strategies, problems in achieving Acquisition Success- Restructuring.

Case : Foster's Group Diversification into the Wine Business (Hitt & Ireland Page 130).

Case: Merger and Acquisition Activity during a Global Crisis: Global and in India (Hitt & Ireland page 154).

Focus : Troubles in the Godrej – P & G Alliance(Hitt & Ireland page. no 223).

**Unit-IV:**

Global Strategy-Identifying International Opportunities and international Strategies-Strategic competitive Outcomes and risk in an international Environment. Corporate Implications for strategy-Strategic Alliances-corporate level cooperative strategy, Competitive risk with Cooperative strategies.

Case: Entry into India & China by Foreign Firms and Indian/Chinese Firms Reaching for Global markets (Hitt & Ireland page. no 176).

Case: Using Cooperative Strategies at IBM (Hitt & Ireland page 206).

**Unit-V:**

Structure and Controls with Organizations-Organizational Structure and controls, Evolutionary Patterns of

strategy and organizational structure. Leadership Implications for Strategy- Entrepreneurial Implications for Strategy.

Case 1 CISCO's Evolution of Strategy and Structure. (Hitt & Ireland page. no 256).

Case 2 Selecting a new CEO (Hitt & Ireland page no 282).

Case 3 The Continuing innovation revolution at Amazon: The kindle and E-books(Hitt & Ireland page 304).

#### TEXT BOOK

- **Hitt & Ireland and Manikutty," Strategic Management: A South Asian Perspective": Cengage Learning, 9e, 2012. (For PPT, Case Solutions Faculty may visit : [login.cengage.com](http://login.cengage.com))**

**Journals** : Vikalpa, IIMA, IIMB Review, Decision, IIMC, Vision, MDI. Journal of Human Values : IIM Calcutta.

#### REFERENCES:

- Mital; Cases in Strategic Management; 3<sup>rd</sup> Edition, TMH, 2013.
- Mason A Carpenter et al."Strategic Management: A dynamic Perspective" Pearson, 2e, 2012.
- A Nag" Strategic Management: Analysis, Implementation & Control "Vikas Publishing house, 2012.
- Adrian & Alison" Strategic Management: Theory & Application" Oxford University Press, 2010.
- S K Sarangi "Modern Strategic Management" Everest Publishing, 2012.
- Wheelen, Hunger; Concepts in Strategic Management & Business Policy, 13<sup>th</sup> Edition, Pearson, 2013.
- Hill, Jones; Strategic Management, 9<sup>th</sup> Edition, Cengage, 2012.
- P. Subba Rao, Business Policy and Strategic Management, 2<sup>nd</sup> Edition, HPH, 2012.
- Barney, Hestrerly; Strategic Management & Competitive advantages; 4<sup>th</sup> Edition, PHI, 2013
- V.S.P. Rao, V. Hari Krishna; Strategic Management, 1<sup>st</sup> Edition, Excel Books, 2012.
- Azhar Khazmi, Strategic Management & Business Policy, 3/e, TMH, 2013.
- Upendra Kachru; Strategic Management, 1<sup>st</sup> Edition, Excel Books, 2012.
- Haberberg & Ricple; Strategic Management, 1<sup>st</sup> Edition, Oxford, 2010.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA III-Sem

## 13MBA20 ORGANISATIONAL BEHAVIOUR

**Course Aim:** To understand the dynamics of organizational behaviour.

**Learning outcome:** To understand how employees behave in organizations. Students should be able to correct their individual behaviour and group behaviour. They will also be able to motivate and lead employees towards achievement of organizational mission and objectives.

**Unit-I:**

**Nature and Importance of Organizational Behaviour**-Foundation of O.B.; Conceptual Model for O.B. – Organization System in Global Environment – Importance of Interpersonal Skills, Challenges & Opportunities for O.B., Developing O.B. Model – Approaches to O.B.

Case 1: Work Force Diversity

**Unit-II:**

**Individual Behaviour** – Diversity – Biographical Characteristics Ability – Implementing Diversity Management – Strategies – Attitudes & Job Satisfaction, Personality – Theories of Personality – Perception – Process of Perception – Perception & Individual Decision Making – Motivation from concepts to Applications.

**Unit-III:**

**Group Behaviour** – Foundations of Group Behaviour – Defining and Classifying Groups – Stages of Group Development – Group Properties – Roles – Norms – Status, Size and Cohesiveness – Group Decision Making – Understanding Work Teams – Types of Teams – Creating Effective Teams.

**Unit-IV:**

**Leadership and Motivation Theories:** Leadership Theories – Challenges to Leadership Construct – Finding and Creating Effective Leaders – Power & Politics. Maslow's Hierarchy of Needs, Two-factor theory of Motivation, Alderfer's ERG theory, McClelland's need based Motivational Model.

**Unit-V:**

**Foundation of Organizational Structure:** Conflicts & Negotiations – Organization Structure – Organization Change & Stress Management – Self Management – Managing Careers.

Case 1: Boundary less Organization (Stephen P. Robbins page no 529).

Case 2: The Stress of Caring (Stephen P. Robbins page no 595).

Case 3: Organizational Behaviour ABC.

Case 4: Understanding Market Research Company (Stephen P. Robbins).

Case 5: Team Management: The Leo Burnett Company Virtual Team Management (Gerard H.Seijts Page no 161)

**TEXT BOOK:**

**Stephen P. Robbins, Timothy: Organizational Behaviour, Pearson 14<sup>th</sup> Edition, 2012.**

**Journals :** Vikalpa, IIMA, IIMB Review, Decision, IIMC, Vision, MDI; Indian Journal of Industrial Relation; NHRD Journal of Career Management ; Management and Labour Studies; Personnel today; Leadership excellence; Indian Journal of Training & Development.

**REFERENCES FOR CASES**

- Mirza S Saiyadain, Cases in Organizational Behavior , TMH, 2011.
- Gerard H.Seijts, Cases in Organizational Behavior, Sage, 2008.

- Dr. Anjali Ghanekar, Organizational Behaviour Concepts & Cases, Everest, 19<sup>th</sup> Edition, 2013.
- Nelson, Quick and Khandelwala, ORGB, 2/e, Cengage, 2012.

**REFERENCES**

- P.G. Aquinas: Organizational Behaviour Concepts, Realities, Application & Challenges, 2<sup>nd</sup> Edition, Excel Books 2012.
- Laurie Mullins, "Management and Organizational Behaviour", Pearson, 2013.
- Fred Luthans, Organizational Behaviour, 12<sup>th</sup> Edition, TMH, 2013.
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- Chandra Sekhar Dash, "Organizational Behaviour" International Book House, 2013.
- Jennifer M George, Gareth R Jones "Understanding and Managing Organizational Behaviour" Pearson, 2009.
- Moorhead, Griffin "Managing Organizational Behaviour" Cengage, 2013.
- K Aswathappa, "Organizational Behaviour" HPH, 2012.
- Dash, Organizational Behaviour, IBH, 2012.
- Sushma Khanna "Udai Pareek's Understanding Organizational Behaviour" Oxford, 2012.
- Avinash K Chitale, Rajendra Prasad Mohanty, Nishith Rajaram Dubey, "Organizational Behaviour" PHI, 2013.
- Dr. Mousumi S Bhattacharya : Emotional Intelligence, Excel, 2013.
- Richard Pettinger, Organizational Behaviour – Performance management in practice, Routledge, 2011.
- Jai B.P.Sinha, Culture and Organizational Behaviour, Sage, 2008.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA III-Sem

## 13MBA21 BUSINESS BEST PRACTICES (Seminar Presentation 50 Marks)

**Aim:** To enable students to understand the best practices followed by the organizations.

**Learning outcome:** By understanding the best practices through internet and interaction with the company executives, the students should be able to understand the best practices. By going through the works of the other classmates, the all students should be able to understand many of the best practices and also will be able to suggest the next practices.

The students may choose any of the following corporate practices or any other practices and study with reference to any company:

1. Balanced Score Card.
2. Benchmarking.
3. Career Planning.
4. Competency Mapping.
5. Capability Maturity Model.
6. People Capability Maturity Model (Level 5).
7. Performance Management System.
8. Six Sigma.
9. Talent Management.
10. Any other functional systems, policies, practices may also be considered for studying.

**Report:** A report of the best practice must be prepared with the help of the information available in the open source (example websites, news papers, business magazines). Formal or informal interaction with the managers of the organization may also be attempted to have better clarity.

- **Journals :** Vikalpa, IIMA, IIMB Review, Decision, IIMC, Vision, MDI.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA IV-Sem

## 13MBA22 ENTREPRENEURSHIP

**Aim:** The aim of this subject is to inspire students to become entrepreneurs so that they will emerge as job providers rather than job seekers.

**Learning Outcome:** By the end of this course the students should be able to understand the mindset of the entrepreneurs, identify ventures for launching, develop an idea on the legal framework and also understand strategic perspectives in entrepreneurship.

**Unit-I:**

Understanding Entrepreneurial Mindset- The revolution impact of entrepreneurship- The evolution of entrepreneurship- Approaches to entrepreneurship- Process approach- Twenty first century trends in entrepreneurship.

Case1: Ready, Aim, Fire Fire (B. Janakiram, M.Rizwana, page 212).

Case2: Henry Ford, (B. Janakiram, M. Rizwana, page 214).

Case 3: From candle seller to CEO (Arya Kumar P.No. 48).

**Unit-II:**

The individual entrepreneurial mind-set and Personality- The entrepreneurial journey- Stress and the entrepreneur- the entrepreneurial ego- Entrepreneurial motivations. Corporate Entrepreneurial Mindset- the nature of corporate entrepreneur- conceptualization of corporate entrepreneurship Strategy-sustaining corporate entrepreneurship.

Case : Globalizing Local Talent, (B. Janakiram, M. Rizwana, page 228).

**Unit-III:**

Launching Entrepreneurial Ventures- opportunities identification- entrepreneurial Imagination and Creativity- the nature of the creativity process-Innovation and entrepreneurship. Methods to initiate Ventures- Creating new ventures-Acquiring an Established entrepreneurial venture- Franchising-hybrid- disadvantage of Franchising.

Case 1: Water, Water everywhere: but not a drop to drink, (Richard Blundel , Page 48).

Case 2: Critical Incident, Mark Robinson: Strategy Mapping Business (Richard Blundel, Page 48).

Case 3: Pets.com (Arya Kumar P.No. 88).

Case 4: creativity in start-ups (Arya Kumar P.No. 166).

Case 5: Opportunity – Earthmoving Industry (Arya Kumar P.No. 211).

**Unit-IV:**

Legal challenges of Entrepreneurship-Intellectual property protection-Patents, Copyrights-Trademarks and Trade secrets-Avoiding trademark pitfalls. Formulation of the entrepreneurial Plan- The challenges of new venture start-ups, Poor financial Understanding-Critical factors for new venture development-The Evaluation process-Feasibility criteria approach.

Case 1: Victoria, Tomlinson; Network. (Richard Blundel, Page 99).

Case 2: Tim Lockett, Knowing your Customers & Suppliers (Richard Blundel Page128).

Case 3: Google (Arya Kumar P.No. 248).

Case 4: Tata Motors – Nano (Arya Kumar P.No. 279).



**Unit-V:**

Strategic perspectives in entrepreneurship- Strategic planning-Strategic actions- strategic positioning- Business stabilization- Building the adaptive firms-Understanding the growth stage-Unique managerial concern of growing ventures.

Case 1: To Lease or Not: A Cash flow Question (David H.Holt, Page 452).

Case 2:- Public Sector - address seed capital (David H.Holt, Page 453).

**TEXT BOOK:**

D F Kuratko and T V Rao "Entrepreneurship- A South-Asian Perspective "Cengage Learning, 2012.

**(For PPT, Case Solutions Faculty may visit : [login.cengage.com](http://login.cengage.com))**

**Cases:**

1. Arya Kumar "**Entrepreneurship- creating and leading an entrepreneurial organization**" **Pearson 2012.**
2. Richard Blundel" Exploring Entrepreneurship Practices and Perspectives, Oxford, 2011.
3. David H Holt" Entrepreneurship:New Venture Creation" PHI,2013.

**Journal: 1. The Journal of Entrepreneurship**, Entrepreneurship Development Institute of India, Ahmedabad,

2. **Journal of Human Values**: IIM Calcutta.

**REFERENCES:**

- Vasant Desai "Small Scale industries and entrepreneurship" Himalaya publishing 2012.
- Rajeev Roy "Entrepreneurship" 2e, Oxford, 2012.
- B.Janakiram and M.Rizwana" Entrepreneurship Development :Text & Cases, Excel Books,2011.
- Stuart Read, Effectual Entrepreneurship, Routledge, 2013.
- Robert Hisrich et al "Entrepreneurship" 6<sup>th</sup> e, TMH, 2012.
- Nandan H, Fundamentals of Entrepreneurship, PHI, 2013.
- Shejwalkar, Entrepreneurship Development, Everest, 2011.
- Khanka, Entrepreneurship Development, S.Chand, 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA IV-Sem

**13 MBA 23 SUCCESS STORY OF AN ENTREPRENEUR (Seminar Presentation 50 Marks)**

**Aim:** Aim of this mini project is to understand how entrepreneurs are becoming successful. This is to inspire students to become job providers rather than job seekers.

**Learning Outcome:** After doing field visit to any small or big organization and after interacting with the entrepreneur and others in the organization, the students should be able to understand:

1. How to start a company?
2. How to choose the product and estimate demand for the product.
3. The problems of procurement of raw materials.
4. The marketing, HR and finance problems of the entrepreneur.
5. Growth alternatives available to the entrepreneur.

**For details please read pedagogy given in the beginning of the syllabus.**

Report: A brief report of the understanding and observation should be submitted and presented in the class.

**REFERENCE:**

Raj Shankar, Entrepreneurship Theory and Practice, TMH First edition, 2012.

A G Krishnamurthy, Dhirubhaism, TMH, 2011.

**Journal: 1. The Journal of Entrepreneurship**, Entrepreneurship Development Institute of India, Ahmedabad.

**2. Journal of Human Values:** IIM Calcutta.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV-Sem

FINAL PROJECT GUIDELINES

THE FINAL PROJECT IS DIVIDED IN TO STAGE I ; STAGE II AND MAIN PROJECT REPORT AND VIVA.

**Aim:** Aim of multi stage evaluation is to enable students do original work on their own so that they can get the benefit in terms of gaining practical knowledge and possible employment.

**Learning Outcome:** After following the three stages mentioned below for doing project work students should be able to:

1. Develop research design for their topic of research.
2. Understand the data requirements and collect data relevant for their research.
3. Analyse data and interpret results.

**13MBA24 Stage I : RESEARCH METHODOLOGY** (Chapter I of the Main Report) - **50 Marks - Seminar Presentation.**

Students should be advised to do final MBA projects on topics close to the job they prefer to do after MBA. The faculty should guide them and focus on the methodology of doing a project so that the students can understand how to study the problems they come across while working. The following is the suggested check list for doing STAGE I of the project.

Topic: .....

.....

.....

Chapter I

Brief Introduction:

Review of literature:

Research Gaps:

Research Questions:

Objectives of the study:

Hypotheses:

Scope of the study:

Period of the study:

Sample:

Data Collection:

Primary Data:

Secondary Data:

**13MBA25 Stage II : STATISTICAL ANALYSIS -** (Chapter II of the main report) **50 Marks SEMINAR.**

**Approach:** Students should collect data for the main project from CMIE Prowess DATABASE or any other

source or from the field. Students are expected to use relevant statistical tools using either Excel, SPSS, MINI TAB, or R and make a **Seminar Presentation. This will be the** CHAPTER II : Data Analysis of the main report.

**13MBA26 Stage III MAIN PROJECT REPORT AND VIVA** (Chapter III of the Main Report).

In addition to the above two stages the students should write the third chapter on Data Interpretation, Conclusion & Suggestions and submit the final report by including the following.

**REFERENCES:**

Appendix i: Questionnaire (if any).

Appendix II: Definition of concepts, models, formulas used in the report.

**After the submission of the report by consolidating the work done in stage 1, 2 and 3, an external viva will be held by the University to give the grade as per the University guidelines.**

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA27 CONSUMER BEHAVIOR  
(MARKETING ELECTIVE)**

**Aim:** The aim of this course is to enable MBA students take marketing decisions keeping in mind the consumer behaviour. It will help them to design primary market research studies for the mutual benefit of consumers and organizations.

**Learning outcome:** After reading the text and discussing the cases the student should be able to understand the environmental influences on consumer behaviour, perception and attitude of consumers, consumer decision making and marketing ethics towards consumers.

**Unit-I**

**Understanding Consumer Behaviour:** Defining consumer behaviour, Why to study Consumer Behaviour? Understanding Consumer through research process, Consumer behaviour in a world of economic instability, Rural Consumer Behaviour, Consumer Segmentation, Targeting and Positioning, Segmentation & Branding, Rural Markets.

**Case:** Amazon.com, Consumer behaviour and marketing strategy (J. Paul Peter page no: 514-515).

**Unit-II**

**Environmental Influences on Consumer behaviour:** Influence of Culture, Sub Culture, Social Class, Social Group, Family and Personality, Cross-Cultural Consumer Behaviour.

**Case :** Fashion label- 'Gini & Jony' (Suja R.Nair ,page no 351-352).

**Case :** Cadbury Dairy Milk Chocolates (Ramanuj Majumdar, page no 293-297).

**Case :** Nescafe Instant Coffee (Ramanuj Majumdar page no 311-316).

**Unit-III**

**Consumer as an Individual:** Personality and Self-concept, Consumer Motivation, Consumer Perception, Consumer Attitudes and Changing Attitudes, Consumer Learning and Information Processing.

**Case :** Titan watches (Ramanuj Majumdar, page no 303-306).

**Case :** Handling of down-age syndrome (Suja R.Nair , page no 227-228).

**Unit-IV**

**Consumer Decision Making Processes:** Problem Recognition, Search and Evaluation, Purchasing processes, Post purchase behaviour, Models of Consumer decision making, Consumers and the diffusion of Innovations.

**Case :** Mac Vs. Pc (Michael R.Solomon page no 330-331).

**Case :** The story of Innovation of single car key to replace multiple car keys (Ramneek Kapoor page no 269)

**Unit-V**

**Consumerism and Ethics:** Roots of Consumerism, Consumer Safety, Consumer Information, Consumer Responsibilities, Marketer responses to consumer issues, Marketing Ethics towards Consumers.

**Case:** Active Consumerism taking care of the public interest in globalised India (Ramneek Kapoor, page no 400-401).

**TEXT BOOK**

- **David L. Loudon and Albert J.Della Bitta, Consumer Behaviour, TMH, Fourth Edition, 2011.**

**Journals :** Indian Journal of Marketing, MICA Communications Review.

**Business Game: Music2Go Marketing: (Marketing Management Simulation Game), TMH, 2013.**

Music2Go is a **Principles of Marketing/Marketing Management** simulation game, where the students are required to formulate and implement their own Sales and Marketing Campaign. This helps the students to have a hands – on business experience in the classroom – experiential learning at its best.

**REFERENCES**

- S. Ramesh kumar, cases in Consumer Behaviour, Pearson, 2011.
- Suja R Nair, Consumer Behaviour in Indian perspective, 2<sup>nd</sup> edition, HPH, 2013.
- Ramneek Kapoor, N.Namdi O Madichie, Consumer Behaviour, TMH, 2012.
- Michael R.Solomon Consumer Behaviour, Tenth Edition, PHI, 330-331.
- Leon G. Schiffman, Leslie Iazer Kanuk, S.Ramesh Kumar, Consumer Behaviour Pearson, Tenth edition, 2011.
- Satish Batra, SHH Kazmi, Consumer Behaviour-Text and Cases, Excel Books, Second Edition, 2011.
- Ramanuj Majumdar, Consumer Behaviour, PHI, 2011.
- Kardes, Cline, Cronley, Consumer Behaviour-Science and Practice, Cengage Learning, 2012.
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- S. Ramesh kumar, Consumer Behaviour and Branding, Pearson, 2013.
- Dr. Shri Prakaash, Consumer Behaviour, Vikas, 2010.
- S. A. Chunawalla, commentary on Consumer Behaviour, 3<sup>rd</sup> edition, HPH, 2012.
- S H H Kazmi, Consumer Behaviour and Marketing Communication, Excel, 2011.
- J.Paul Peter, Jerry.C. Olsan, Consumer Behaviour and Marketing Strategy, 7<sup>th</sup> edition, TMH, 2011.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA28 SALES AND DISTRIBUTION  
(MARKETING ELECTIVE)**

**Aim:** The aim of this course is to enable MBA students to understand Sales Management, Sales Process, role of distribution channels and manage channel partners. They can also emerge as good sales executives and support the organization's efforts towards business development.

**Learning outcome:** After reading the text and discussing the cases the student should be able to understand the importance of Sales Management, Sales Planning and Budgeting and characteristics of distribution channels and managing them.

**Unit-I**

**Introduction to Sales Management:** Evolution of Sales Management, importance of Sales Management, types of Selling, difference between Selling and Marketing, Modern Day Sales Activities, Selling Skills, Selling Strategies, Selling Process.

**Case:** Plastic Industries, Inc., The role of Personal Selling in creating Market. (Richard R.Still page no 104,105).

**Case:** United air flow manufacturer of household appliances sales persons job. (Richard R.Still page no 115 to 118).

**Unit-II**

**Sales Planning and Budgeting:** Sales planning process, sales forecasting methods, sales budgeting process, methods used for deciding sales budget, types of quotas and quota setting procedure, reasons for establishing or revising sales territories, routing and scheduling sales persons, market cost analysis.

**Case:** Augsburg Wiesel Ltd, manufacturer of table ware, establishment of sales territories (Richard R Still, Page no 603 to 605).

**Case:** Midland office engineering, establishment of sales budgeting program, (Richard R Still, page no 588 to 589).

**Unit-III**

**Sales Force Management:** Recruitment and selection of the sales force, training the sales force, sales force motivation, sales force compensation, sales force control and evaluation.

**Case: 1** Adjusting Compensation Plan to Motivate Sales Representatives ( K.Sridhara Batt, page no 576 to 577).

**Case: 2** Sales Force Strategy at Life Insurance Corporation (K.Sridhara Batt, page no 579).

**Unit-IV****Introduction to Distribution Management**

Definition of Distribution Management, need for Distribution Channels, Distribution Channels for Rural Markets, designing the Marketing Channels, Motivating and Evaluating Channel Members, Capturing the Customer requirements.

**Case: 1** Fed Ex's Value Chain Solutions, (K.Sridhara Batt page no 618 to 620).

**Case: 2** The National Handloom Development Corporation. (Tapan K. Panda, Sunil Sahadev page no. 504).

**Unit-V****Managing Channel Institutions**

Managing Channel Information Systems, Managing Retailers, Wholesalers, Franchisers, Designing Channel

Systems, reasons for Channel Conflicts, Managing Conflict, Managing International Channel of Distribution, Ethical issues in Sales and Distribution Management

**Case: 1** Kinetic Engineering Company, Handling Channel Conflict, (Krishna K Havaladar, Vasant page no 461).

**Case: 2** Indian Ayurveda Pharmacy Limited, (Tapan K. Panda, Sunil Sahad page no 719).

**Text Book :**

- **Krishna K Havaladar, Vasnt M Cavale, Sales and Distribution Management, 2<sup>nd</sup> edition, TMH, 2011.**

**Journals :** Indian Journal of Marketing, MICA Communications Review.

**Business Game : Music2Go Marketing: (Marketing Management Simulation Game), TMH, 2013.**

Music2Go is a **Principles of Marketing/Marketing Management** simulation game, where the students are required to formulate and implement their own Sales and Marketing Campaign. This helps the students to have a hands – on business experience in the classroom – experiential learning at its best.

**References :**

- Tapan K. Panda, Sunil Sahadev Sales and Distribution Management ,2<sup>nd</sup> edition Oxford.
- S.L. Gupta, M.K.Rampal , Cases in Sales and Distribution Management, HPH, 2009.
- K.Sridhara Bhat , Sales and Distribution Management, 1<sup>st</sup> , HPH, 2011.
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- Dinesh kumar, Marketing Channels ,Oxford ,2012.
- Richard R Still, Edward W Cundiff, Norman A P Govoni, Sales and Distribution Management, 5<sup>th</sup> edition, Pearson, 2011.
- Spiro Stanton, Rich, Management of Sales Force, 13<sup>th</sup> edition, TMH, 2010.
- Prof. M.V. Kulkarni, Sales and Distribution Management, Everest Publishing House, 2010.
- David Jobber, Geoffrey Lancaster, Selling and Sales Management,7<sup>th</sup> edition, 2011.
- Anne T Coughlan, Erin Anderson, Louis W Stern, Adel I Ei Ansary, R.C.Natarajan, Marketing Channels, 7<sup>th</sup> edition, Pearson, 2011.
- Mark W Johnston, Greg W Marshall, Sales Force Management, 9<sup>th</sup> edition, TMH, 2009.
- Dr.S.L.Guptha, Sales and Distribution Management, 2<sup>nd</sup> edition, Excel books, 2010.
- Pingali Venugopal, Sales and Distribution Management, Sage, 2012.



## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA29 INTEGRATED MARKETING COMMUNICATION  
(MARKETING ELECTIVE)**

**Aim:** The aim of this course is to enable MBA students to understand management of marketing communication, communication mix and ethical aspects of marketing communication.

**Learning outcome:** After reading the text and discussing the cases the students should be able to understand integrated marketing communication, budgeting, sales promotion, media planning and ethical aspects.

**Unit-I**

**Understanding Integrated Marketing Communication:** Understanding Marketing Communication, Integrated Marketing Communication, Integrated Marketing Communication as an Integral part of Marketing, Understanding Consumer Behaviour, Understanding the Communication process, Communication Mix.

**Case :** Cadbury Manages a Crisis with Integrated Marketing Communications (Kruti Shah page no 59).

**Unit-II**

**Budgeting, Objectives and Evaluation of IMC:** Setting Communication Objectives, DAGMAR Approach to setting objectives and measuring advertising effectiveness, allocating the Marketing Communication Budget, Conducting research to measure communication effectiveness, Post- Testing tools and techniques, Evaluating other promotional tools and IMC.

**Case :** The Premium Milk Food Private Ltd. (Kruti Shah page no 820).

**Case :** Archias, Advertizing (Jaishri Jethwaney, Shruthi Jain, Oxford, page no 195).

**Unit-III****Marketing Communication Mix I:**

Creative Execution in Advertising, Decision in Print, Execution on Radio, Execution on online and television, getting that 'Big Idea' of creativity.

**Case :** Tata Salt (Part I,II,III) (Kruti Shah page no 282,284,310-311,367-372).

**Unit-IV****Marketing Communication Mix II:**

Sales Promotion, Direct Marketing, Personal Public Relations, Publicity and Corporate Advertising, Unconventional Promotional Media: Sponsorships, Mobile Advertising, Word Of Mouth, Village Farmers, Out of Home Media, World Wide Web Communications.

**Case :** Amul taste of India (Kruti Shah page no 793).

**Case :** Rasha Prankees promotion (Kruti Shah page no 600).

**Unit-V****Regulation, Social and Ethical Aspects of Advertising and Promotion:-**

Federal Regulation of Advertising, regulations of Advertising and Promotion in India, regulation of other Promotional Areas, Social and Ethical Criticisms of Advertising, ethical aspects of Advertising – Truth in Advertising, Advertising to children, Advertising controversial products, Social Aspects of Advertising.

**Case :** Surrogate advertising (Jai shri Jethwaney page no 475-480).

**Case :** The Unilever experience (Jai shri Jethwaney page no 606).

**Text Book:**

- **Krutishah, Alan D'Souza, Advertising and promotions on IMC Perspective, TMH, 2012.**

**Journals:** Indian Journal of Marketing, MICA Communications Review.

**Businesss Game : AdSim Advertising: (Advertising & Promotion Simulation Game), TMH, 2013.**

AdSim is a simulation game for the **Advertising & Promotion** course, where the students are required to formulate and implement their own Advertising and Promotion campaign. This helps the students to have an hands – on business experience in the classroom – experiential learning at its best.

**References:**

- Jaishri Jethwaney, Shruthi Jain, Advertising Management, Oxford, Second edition, 2012.
- George E Belch, Michael A Belch , Keyoor puravi , Advertising and Promotions – An Integrated Marketing Communications perspective , TMH, 2013.
- Semenile , Allen, O Guinn , Kaufmann, Advetising and Promotions, An Integrated brand approach, Cengage, 6<sup>th</sup> edition , 2012.
- SHH Kazmi, Satish K.Batra, Advertising & Sales Promotions, 3<sup>rd</sup> edition , Excel Books, 2011.
- Terence A. Shimp, Integrated Marketing communication Advertising and Promotion, 8<sup>th</sup> edition Cengage Learning , 2012.
- S.A.Chunawalla, Advertising Sales and Promotion Management, 4<sup>th</sup> edition, HPH,2012.
- Ruche Gupta, Advertising Principles and Practice, 1<sup>st</sup> edition, S. Chand, 2012.
- Semenik, Allen, O Guinn, kanfmann, Advertising and Promotions an Intergrated Brand Approach, 6<sup>th</sup> edition, Cengage Learning, 2012.
- Dr. Niraj kumar, Integrated Marketing Communication, HPH, 2011.
- Dinesh Kumar, Marketing Channel, Oxford, 2012.
- PROF. Ritwik haldar, Advertising and Sales Promotion Management, HPH, 2011.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

## 13MBA30 RETAILING MANGEMENT

## (MARKETING ELECTIVE)

**Course Aim:** To facilitate the students about the concepts of Retailing through cases so that interested students can choose retailing as their career.

**Learning outcome:**

The students will learn the Modern Retailing Concepts and will able to link it to cases to understand the present Retailing Trends.

The students will be able to understand shopping environment, retail formats, functions, retail operation and promotion.

**Unit-I**

**Introduction to Retail Management** - Meaning of Retail & Retailing, History, types, functions, utilities, theories of retailing, e-tailing, structure of Indian retail industry, retailing in Asia, global retailing, retailing in Europe, service retailing, FDI retailing, Rural marketing, ethics in retailing.

**Case:** The Classic story.(Aditya page no 283).

**Case:** The Panwallah. (Aditya Prakash page no 287).

**Unit-II**

**Understanding Shoppers & Shopping** - Shopping Environment, shopping in a Socio Cultural Contest, shopping process shopping behaviour, demographics of Indian shoppers, psychographic profile of Indian shoppers, lifestyle of Indian shoppers, shopping patterns in India.

**Case:** Multinational Fast Food Chains in India. Retail Management (Suja Nair page no 474).

**Case:** Changing Indian Consumers. (Aditya page no 258).

**Case:** Tanishq. (Suja Nair page no 440).

**Unit-III**

**Delivering Value through Retail Functions** - Classification of formats, ownership-based, store based, non-store based, other retail formats, Value Based Model of store format choice, attribute based model of store format choice, the competitive market place, Marketing Structure, the demand side of retailing, non price decisions, types of competition, evolution of retail competition, future changes in retail competition.

**Case:** Nirula's. (Suja Nair Page no 448).

**Case:** Hot Breads. (Suja Nair page no 452).

**Case:** McDonalds India. (Suja Nair page no 459).

**Case:** Automobile and Niche Marketing ( Dr. Harjit Singh page no 417).

**Unit-IV**

**Pricing & Supply Chain Management** - Pricing Objectives & Policies, Interactive Pricing Decisions, different Pricing Strategies, Price Adjustment Strategies. SCM- introduction, drivers of SCM, SCM & competitive advantages, types of supply chain-supply chain length, width, control of supply chain, framework of Supply Chain Management-SCM network structure, Supply Chain Business Process, SCM components, Retail Inventory Management, Retail Logistics Management, EDI in SCM.

**Case:** Café Coffee Day. (Suja Nair page no 434).

**Case:** Shoppers stop. (Suja Nair page no 470).

**Unit-V**

**Retail Buying & Managing Retail Operations**-objectives of buying, organization buying, retailing buying behaviour, models of buying behaviour, buyer-responsibilities, merchandising & assortment plans-merchandise plan, merchandise plan for basic stocks retail buying groups, negotiations in retail, contract in retail, store layout & design, merchandise display-fixtures, positioning of merchandise, materials & finishes – floors, interior walls, ceilings, lightings, music, graphics-exterior signage, interior signage, layouts for e-tailers.

**Case:** Godrej and Boyee's. (Suja Nair page no 466).

**Text book**

- Piyush Kumar Sinha, Dwarika Prasad Uniyal, Managing Retailing, 2<sup>nd</sup> Edition, Oxford, 2012.

**Journals :** Indian Journal of Marketing, MICA Communications Review.

**References:**

- Lusch, Dunne, Carver, Introduction to Retailing, 7<sup>th</sup> Edition, Cengage Learning, 2013.
- **Suja Nair**, Retail Management, Himalaya Publication House, 2012.
- **Aditya Prakash** Tripathi, Noopur Agrawal, Fundamentals of Retailing (text and cases), Himalaya Publication House, First Edition, 2009.
- Swapna Pradhan, Retail Management-Text & Cases, TMH, 2013.
- Dr. Harjit Singh, Retail Management a global perspective text and cases, S.Chand, 2011.
- Michael Levy, Barton Weits, Ajay Pundit, Retailing Management, McGraw-Hill, 2011.
- Arif sheikh, Kaneez Fatima, Retail Management, Himalaya Publication House-2012.
- Chetan Bajaj, Rajnish tuli, Nidhi Varma ,Srivastava, Retail Management, 2<sup>nd</sup> edition, oxford, 2012.
- David Gilbert, Retail Marketing Management, 2<sup>nd</sup> edition, Pearson, 2013.
- Shridhar Bhat, Supply Chain Management, HPH, 2012.
- Amit Sinha, Supply Chain Management, TMH, 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA31 SERVICES MARKETING  
(MARKETING ELECTIVE)**

**Course Aim:** To facilitate the students about the concepts of Services Marketing through cases.

**Learning Objective:** The objective of the course is to provide a deeper insight into the Marketing Management of companies offering Services as product. The students will be able to understand the characteristics of services, understand consumer behaviour in services, align service design and standards, delivering service, managing services promises.

**Unit-I**

**Foundations of Service Marketing:** What are Services? Why Services Marketing? Role of Services in Modern Economy, Service and Technology, characteristics of services compared to goods, Services Marketing Mix, staying focusing on customer, Gaps model of Service Quality-Customer Gap, Provider Gap and Closing Gap.

**Case 1:** The United Indian Bank (Govind Apte Page no 55-56).

**Case 2:** Online air travel: Expedia, Orbitz and Travelocity lead the pack ( John E.G.Bateson Page no 82-83)

**Unit-II**

**Focus on the Consumer:** Consumer behaviour in services, Consumer expectations in service, consumer perceptions of service, Understanding Consumer Requirements-listening to customers through research, building customer relationships, service recovery.

**Case1:** The Crestwood Inn, (John E.G.Bateson Page no 320-321).

**Case 2:** Population growth and the urban poor (Vinnie Jauhari, Kirti Dutta Page no 106-108).

**Unit-III**

**Aligning Service Design and Standards:** Service innovation and design-challenges, types of service innovations, stages in service innovation and development, service blueprinting, high performance service innovations, new Service Development Processes, Customer defined service standards-factors, types, and development, Physical Evidence and the Services cape.

**Case 1:** Physical evidence a case of KF. (Vinnie Jauhari Page 236-238).

**Case 2:** IT Trainers Limited. (Govind Apte Page no 186).

**Unit-IV**

**Delivering and Performing Service:** Employee's roles in service delivery, customer's roles in service delivery, delivering service through intermediaries and electronic channels, managing demand and capacity.

**Case 1:** Relationship between Employee satisfaction, Customer satisfaction and market share: The case of Hewlett-Packard, (Vinnie Jauhari Page 336).

**Case 2:** Total Assurance Ltd. (Govind Apte Page 207-208).

**Unit-V**

**Managing Service Promises:** Integrated services marketing communications-need for coordination, five categories of strategies to match service promises with delivery, Pricing of Services-three key ways that service prices are different for customers, approaches to pricing services, pricing strategies that link to the four value definitions.

**Case 1:** Why Differential Pricing helps the poor? (Vinnie Jauhari et al Page 336).

**TEXT BOOK**

- **Valarie A. Zeithaml & Mary Jo-Bitner: Services Marketing – Integrating customer focus across the firm, TMH, Fifth edition, 2011.**

**Journals :** Indian Journal of Marketing, MICA Communications Review.

**REFERENCES**

- John E.G. Bateson, K. Douglas Hoffman : Services Marketing, Cengage Learning, Fourth Edition, 2012.
- R. Srinivasan, Services Marketing the Indian context, 3<sup>rd</sup> edition, PHI, 2012.
- Harsh V. Varma: Services Marketing text and cases, Pearson, Second edition, 2012.
- Ravi Shanker : Services Marketing - The Indian Perspective, Excel Books, 2011.
- Vinnie Jauhari, Kirti Dutta: Services- Marketing, Operations and Management, Oxford University Press, 2012.
- Govind Apte : Services Marketing, Oxford Press, 2011.
- Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Services Marketing, 7<sup>th</sup> edition Pearson 2013.
- K. Rama Mohan Rao, Services Marketing, 2<sup>nd</sup> edition Pearson, 2011.
- Dr. S. Shajahan, Services Marketing, 2<sup>nd</sup> edition, HPH, 2012.
- Ramneek Kapoor, Justin Paul, Biplab Halder, Services Marketing Concepts and Practices, TMH, 2011.
- Rajendra Nargundkar, Services Marketing, , 3<sup>rd</sup> edition, TMH, 2012.
- Dr. B. Balaji, Services Marketing and Management, S. Chand, 2012.
- Steve Baron, Kim Harris and Toni Hilton, Services Marketing text and cases, Macmillan, 2009.
- Nimit Chowdhary, Monika Chowdhary, text book of Marketing of Service the Indian Experience, Macmillan, 2013.
- Gupta, Services Marketing, Everest, 2007.

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**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA**
**13MBA32 INTERNATIONAL MARKETING  
(MARKETING ELECTIVE)**

**Course Aim:** To enable the student understand the Global Markets, formulate of Global Marketing Strategies and Implement.

**Learning Objective:** The objective of the course is to provide a deeper insight into the global marketing management, environment of global markets, assessing global market opportunities, developing and implementing global marketing strategies.

**Unit-I**

**Introduction to International Marketing:** Definition, Scope, Features, Difference between Domestic and International Marketing, Why International? International Marketing Theories, Types of Economics & Markets. **Case:** 1 Starbucks –going Global fast. (Philip, John, Prashant Text).

**Unit-II**

**Environment of Global Markets:** Types: Political, Economical, Social, Legal and Technological Environments, EXIM Policy, International Trade and its barriers trade in Goods & Services.

Case: 1 IKEA Catalogue. (Svend & Madhurima -Pearson page no 242).

Case: 2 Mc. Donalds and obesity. (Philip John Prashant Text).

**Unit-III**

**Assessing Global Market Opportunities:** Global vision through Market Research: Market Selection, Role of Culture, Government Policies of Target Markets, SWOT Analysis of Target Markets, International Trade Agreements, World Market Stages.

Case:1 Reliance Entertainment(Svend & Madhurima, Pearson page no 312).

Case:2 Mahindra & Mahindra (Svend & Madhurima,Pearson page no 356).

Case:3. IMAX corporation (Svend & Madhurima, Pearson page no 412).

**Unit-IV**

**Developing Global Market strategies:** Segmentation product & services decisions for consumers and Business: Marketing channels and Distribution, Promotion Strategies, Pricing strategies.

Case:1 Harley-Davidson:-Price level (Svend & Madhurima,pearson page no 510).

Case:2 Mc Donalds Great Britain –the Turnaround (Text page no 793).

**Unit-V**

**Implementing Global marketing strategies:** Negotiation with customers and selection method, E-Marketing channels organization & controlling of the global marketing programme.

Case: 1 NTT DOCOMO (Svend & Madhurima,Pearson page no 709).

**Text Book**

- **Philip R. Cateora, John L graham, Prashant Salwan, International Marketing -13<sup>th</sup> edition – TMH-2011.**

**Journals :** Indian Journal of Marketing, MICA Communications Review.

**References**

- Svend Hollensen, Madhumita Benerjee-Global Marketing-4<sup>th</sup> Edition- Pearson-2010.
- *Rajagopal –International Marketing-2<sup>nd</sup> Edition –Vikas -2011.*

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- P.K.Vasudeva, International Marketing-4<sup>th</sup> edition-Excel Books-2012.
  - Dr.Gajender Sharma- International Marketing-1<sup>st</sup> edition-Excel Books-2010.
  - Justin Paul, International Marketing – Text and Cases, TMH, 2013.
  - Kiefer Lee, Steve Carter-Global Marketing Management-3<sup>rd</sup> edition-Oxford-2011.
  - Warner J.Keogan, Naval K.Bghargava-Global Management-7<sup>th</sup> Edition-Person-2011.
  - Francis Cherunilam- International Marketing-12<sup>th</sup> Edition-HPH-2012.
  - Rathor, Jani,Rathor- International Marketing-4<sup>th</sup> edition- HPH-2011.
  - Sreeramulu, Neelakantam Tatikonda, International Marketing, Paramount Publishing House,2013.



## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA33 COST AND MANAGEMENT ACCOUNTING  
(FINANCE ELECTIVE)**

**Course Aim:** To develop the students understanding of management and cost accounting principles and techniques and their application to various decision making situations. Emphasis is on developing the students analytical and critical abilities.

**Learning Outcome:** To distinguish between Management Accounting and Cost Accounting. To understand the detailed cost concepts, cost structure and elements of costs of manufacturing and service organizations which have been facing dramatic changes in their business environment. To identify and describe the elements involved in decision making, planning and control. To identify and describe the future of Management Accounting System.

**Unit-I**

Management accounting Vs. Cost accounting vs. financial accounting, role of accounting information in planning and control, cost concepts and managerial use of classification of costs. The management process and accounting - Cost analysis and control: Direct and Indirect expenses, allocation and apportionment of overheads, calculation of machine hour rate. An introduction to activity based costing and Life Cycle Costing.

**Unit-II**

Costing for specific industries: Unit costing, job costing, cost sheet and tender and process costing and their variants, treatment of normal losses and abnormal losses, inter-process profits, costing for by-products and equivalent production. Introduction, Application of Marginal costing in terms of cost control, profit planning, Closing down a plant, dropping a product line, charging general and specific fixed costs, fixation of selling price.

**Unit-III**

Make or buy decisions, key or limiting factor, selection of suitable product mix, desired level of profits, diversification of products, closing down or suspending activities, level of activity planning- Break-even-analysis: Application of BEP for various business problems. Inter-firm comparison: Need for inter-firm comparison, types of comparisons, advantages.

**Unit-IV**

Budgetary Control: Budget, budgetary control, steps in budgetary control, Flexible budget, different types of budgets: sales budget, Cash budget, Production budget, Master budget, Performance budgets, material Vs. purchase budgets, Zero Based Budgeting. An introduction to cost audit and management audit.

**Unit-V**

Standard Costing: Standard Cost and Standard Costing, standard costing vs. budgetary control, standard costing vs. estimated cost, standard costing and marginal costing analysis of variance, material variance, labour variance, Sales and Profit variance. Case Studies.

**Text Book:**

- **S.P.Jain and K.L.Narang: Cost and Management Accounting, Kalyani, 2012.**

**Journals :** Chartered Accountant; Finance India ; Human Capital; Management Accountant; Journal of Accounting & Finance .

**References:**

- Hansen Mowen, Cost and Management Accounting & Control, Thompson Publications 2012
- MN Arora: Cost Accounting, Vikas, 2012.
- Collin Drury: *Management and Cost Accounting*, Cengage, 2012.
- Ravi.M.Kishore: *Management and Cost Accounting*, Taxmann publications, 2012.
- M.E. Thukaram Rao, *Management and Cost Accounting*, New Age International Publishers”.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

## 13MBA34 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

**Course Aim:** To Understand the investment alternatives, process and portfolio management

**Learning Outcome:** The objective of this course is to provide the conceptual and Practical understanding of Stock markets Equity & Bond Valuation , Cash market and also Mutual funds.

**Unit-I**

a) Investment Environment in India, overview of Indian financial system securities trading in stock markets, investment alternatives, the investment management process.

b) Security Analysis: Fundamental Analysis, Technical Analysis, EMH (Efficient Market Hypothesis)

**Unit-II**

Portfolio Analysis: The returns and risks from investing- Markowitz portfolio Theory, Mean- variance approach, portfolio selection-efficient portfolios, The single index model-capital asset pricing model, arbitrage pricing theory.

**Unit-III**

Bond Analysis & Valuation & management: Types of bonds, Interest rates, Term Structure of interest rates, measuring bond yields, Yield to Maturity, Yield to Call, Yield to Maturity, Holding Period Return, Bond pricing theorems, bond duration, Active and Passive bond management Strategies, bond immunization, bond volatility, bond convexity.

**Unit-IV**

(a) Equity Valuation : Equity Analysis & Valuation, Balance sheet Analysis equity valuation models, intrinsic value & market price, The P/E Ratio & Earnings multiplier Approach, CAGR, Price/Book value, Price/Sales ratio, Economic Value Added (EVA) and MVA.

(b) Derivatives: Overview of derivatives Markets, Option Markets, Option Strategies and option valuation forward & future markets, Strategies. Stock index futures, interest rate futures, Swaps contracts.

**Unit-V**

Mutual Funds: Types of Mutual Funds Schemes, Structure, NAV(Net Asset Value),Risk and Return, Performance Evaluation Models- Sharpe Model, Treynor Model, Jensen Model, Fama's Decomposition. Trends in Indian Mutual Funds.

**Text Books:**

- **William. F.Sharpe, Gordon j Alexander & Jeffery V Bailey: Fundamentals of Investments, Prentice Hall,2012.**
- **Journals :** Chartered Accountant; Finance India ; Human Capital; Management Accountant; Journal of Accounting & Finance .
- **Business Game : Stock-Trak: (Finance Simulation Game), TMH, 2013.**
- Stock-Trak is the most comprehensive, Online investment simulation game for **Finance** students to trade on Stocks, bonds, mutual funds, options, futures, spots, future options and international stocks with virtual money. This game is created specifically for classroom use and students can play this game 24\*7 to give them hands-on experience on Investments.

**References:**

- Reilly, Brown: Analysis of Investment and Management of Portfolios, 10<sup>th</sup> Edition, Cengage, 2012.
- ZVI Bodie, Alex Kane, Alan J Marcus : Investments, TMH, 2012.
- Donald E Fischer, Ronald J Jordan: Security Analysis and Portfolio Management, 6<sup>th</sup> Edition, Pearson, 2012.
- Prasanna Chandra: Investment analysis and Portfolio Management" 4<sup>th</sup> Edition, TMH, 2012.
- Punithavathi Pandian : Security Analysis and Portfolio Management, Vikas. 2012.
- Jones: Invest Analysis and Management, Wiley.
- M. Ranganatham, R. Madhumathi: Security Analysis and Portfolio Management, 2<sup>nd</sup> Edition , Pearson, 2012.
- Edwin J Elton, Martin J Gruber, Stephen J Brown, William N. Goetzmann, Z Mann : Modern Portfolio Theory and Investment Analysis. 2013.
- Kevin, SAPM, PHI, 2011.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

## 13MBA35 FINANCIAL INSTITUTIONS, MARKETS AND SERVICES

## (FINANCE ELECTIVE)

**Aim:** To give an understanding about Indian Financial system with respect to markets, Institutions and Services.

**Learning Outcome:** The objective of the course is to provide to students an understanding of Financial Markets, the major institutions involved and the services offered within this framework.

**Unit-I**

**Introduction:** The structure of financial system; Equilibrium in financial markets; Indicators of Financial Development, Financial system and economic development ; Financial Sector reforms after 1991 - Regulatory and Promotional Institutions: Function and Role of RBI, Monetary Policy and techniques of monetary control of RBI. The role and functions of SEBI. An update on the performance on Non-statutory Financial organization like IFCI, IRBI, NABARD, SIDBI, and SFCs .

**Unit-II**

**The banking and Non Banking Institutions:** Commercial banks – the public and the private sectors – structure and comparative performance. The problems of competition; interest rates, spreads, and NPAs. Bank capital – adequacy norms and capital market support. Banking Innovations. Co-operative banks- role, Govt. initiatives to strengthen the co-operative banks.- The Non-banking financial Institutions: Structure and functioning of Unit Trust of India and Mutual Funds. Growth of Indian Mutual funds and its Regulation. The Role of AMFI. Insurance Companies – Structure and Investment Pattern of LIC, GIC and other insurance companies, Competition, innovation, Role of IRDA, Challenges of Insurance Sector.

**Unit-III**

**Financial and Securities Markets:** Structure and functions of Call Money Market, Government Securities Market – T-bills market, Commercial Bills market, Commercial paper and certificate of deposits- Securities markets – Organization and structure, Listing trading and settlement. SEBI and Regulation of Primary and Secondary Markets.

**Unit-IV**

**Asset/fund based Financial services – lease finance,** consumer credit and hire purchase finance, factoring definition, functions, advantages, evaluation and forfeiting, bills discounting, housing finance, venture capital financing. Fee-based / Advisory services: Stock broking, credit rating.

**Unit-V**

**Investment Banking:** Introduction, Functions and activities, underwriting, bankers to an issue, debenture trustees, portfolio managers. Challenges faced by investment bankers.

**Text Book:**

**L.M.Bhole: Financial Institutions and Markets, TMH, 2012.**

**Journals :** Chartered Accountant; Finance India ; Human Capital; Management Accountant; Journal of Accounting & Finance .

**References:**

- M.Y.Khan: Financial Services, TMH, 2012.
- Vasant Desai: Financial Markets and Financial Services, Himalaya,2012.
- Varanasi.Bhaskar Rao, Musings of the Barefoot Bankers, BS Publications, 2012.

- Pathak: Indian Financial Systems, Pearson, 2012.
- S. Gurusamy: Financial Services and System, Cengage, 2012.
- Justin Paul and Padmalatha Suresh: Management of Banking and Financial Services, Pearson, 2012.
- Gomez, Financial Markets, Institutions and Financial Services, PHI, 2012.
- Dr. S.C. Bihari, Indian Financial System, IBH, 2012.
- Frank.J. Fabozzi & Franco Modigliani: Foundations of Financial Markets and Institutions, Pearson, 2012.
- R M Srivatsava : Dynamics of Financial Markets and Institutions in India, Excel, 2013.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA36 STRATEGIC INVESTMENT AND FINANCING DECISIONS  
(FINANCE ELECTIVE)**

**Aim:** To develop an understanding of the role of financial strategy, in the investing, financing and resource allocation decisions within an organization. To develop an understanding of the various strategies that are in use to trade off risk and return.

**Learning Outcome:** To explain the role and nature of investment and financial strategies and its relationship to maximization of wealth/shareholders value. To examine various risk models in capital budgeting. To evaluate the motives for financial implications of mergers and acquisitions and lease financing. To discuss the impact of general and specific inflation on financial and investment strategy decisions.

**Unit-I**

Investment decisions under conditions of Risk and uncertainty: Concepts of risk and uncertainty. Risk Analysis in Investment Decisions. Risk adjusted rate of return, certainty equivalents, probability distribution of cash flows, decision trees, sensitivity analysis and Monte Carlo Approach to Simulation. Investment Decisions under capital constraints: Capital Rationing Vs. Portfolio. Portfolio Risk and diversified projects.

**Unit-II**

Types of Investments and disinvestments: Project abandonment decisions, Evidence of IRR. Multiple IRR, Modified IRR, Pure, simple and mixed investments. Lorie Savage Paradox. Adjusted NPV and impact of inflation on capital budgeting decisions.

**Unit-III**

Critical analysis of appraisal techniques: Discounted pay back, post pay back, surplus life and surplus pay back, Bail-out pay back, Return on Investment, Equivalent Annual Cost, Terminal Value, single period constraints, multi-period capital constraint and an unresolved problem, NPV mean variance analysis, Hertz Simulation and Hillier approaches. Significance of information and data bank in project selections.

**Unit-IV**

Strategic Analysis of selected investment decisions: Lease Financing, Leasing Vs. Operating Risk, borrowing vs. procuring. Hire purchase and Instalment decisions. Lease Risk Management, Leasing as a Financing Decision, Advantages of Leasing, and Leasing Decision in practice.

**Unit-V**

Financing Decisions: Mergers and Acquisitions Basic Issues, Strategy, Diversification and Mergers and Acquisitions, Theories of Mergers, Types of Mergers, Cost of Mergers, Government guidelines for Takeover, Problems on Mergers & Acquisitions and cases.

**Text Books:**

- Ravi M Kishore “Strategic Financial Management, Taxman 2012.

**Journals :** Chartered Accountant; Finance India ; Human Capital; Management Accountant; Journal of Accounting & Finance .

**References:**

- Nikiforos T. Laopodis, Understanding Investments-Theories and Strategies, Routledge, 2013.
- Prasanna Chandra: Financial Management, 8/e, TMH, 2012.
- Prasanna Chandra: Projects: Planning, Analysis, Financing Implementation and Review, 6/e, TMH, 2012.

- I.M. Pandey: Financial Management, Vikas 2012.
- Brigham & Ehrhardt: Financial Management, Text and Cases, Cengage, 2012.
- G.V.Satya Sekhar, Strategic Financial Management , Himalaya Publishing House 2012.
- MY Khan and PK Jain: Financial Management: Text, Problems & Cases, TMH, 2012.



## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA37 INTERNATIONAL FINANCIAL MANAGEMENT  
(FINANCE ELECTIVE)**

**Course Aim:** To give an understanding about MNC Financial Management.

**Learning Outcome:** The objective of the course is to provide students with a broad view of International Monetary Systems and its understanding to enable a global manager to do business in a global setting. The prerequisite for the course is Financial Accounting and Analysis and Financial Management.

**Unit-I**

International Financial Management: An overview, Importance, nature and scope, International Business Methods, Recent changes and challenges in IFM.

**Unit-II**

International Flow of Funds: Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade flows, Agencies that facilitate International flows. Indian BoP Trends. International Monetary System: Evolution, Gold Standard, Bretton Woods's system, the flexible exchange rate regime, evaluation of floating rates, the current exchange rate arrangements, the Economic and Monetary Union (EMU).

**Unit-III**

Foreign Exchange Market: Function and Structure of the Forex markets, major participants, types of transactions and settlements dates, Foreign exchange quotations. Process of arbitrage, speculation in the forward market - Currency Futures and Options Markets, Overview of the other markets – Euro currency market, Euro credit market, Euro bond market, International Stock market.

**Unit-IV**

(a)Exchange Rates: Measuring exchange rate movements, Factors influencing exchange rates. Government influence on exchange rates – exchange rate systems. Managing Foreign exchange Risk. International arbitrage and interest rate parity.

(b)Relationship between inflation, interest rates and exchange rates – Purchasing Power Parity – International Fisher Effect – Fisher Effect.

**Unit-V**

Asset–liability Management: Foreign Direct Investment, International Capital Budgeting, International Capital structure and cost of capital. International Portfolio Management. International Financing: Equity, Bond financing, parallel loans - International Cash management, accounts receivable management, inventory management. Payment methods of international trade, trade finance methods, Export – Import bank of India, recent amendments in EXIM policy, regulations and guidelines.

**Text Books:**

- **Jeff Madura: International Corporate Management, Cengage, 2012. (For PPT, Case Solutions Faculty may visit : [login.cengage.com](http://login.cengage.com))**

**Journals :** Chartered Accountant; Finance India ; Human Capital; Management Accountant; Journal of Accounting & Finance .

**References:**

- Alan C.Shapiro: Multinational Financial Management, John Wiley, 2012.
- Sharan.V: International Financial Management 5Th Ed.PHI 2012.

- Madhu Vij: International Financial Management, Excel, 2012.
- Ephraim Clark: International Finance, , Second Edition, Thomson.
- P.G.Apte: International Financial Management, TMH 2012.
- S.Eun Choel and Risnick Bruce: International Financial Management, TMH, 2012.
- Reid. W.Click& Joshua D.Coval, PHI 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

## 13MBA38 FINANCIAL DERIVATIVES

## (FINANCE ELECTIVE)

**Aim:** To give an understanding about the derivatives in stock, commodity and Forex markets.

**Learning Outcome:** The objective of this course is to make students efficient in the area of Derivatives, giving them the knowledge of basics in Derivatives, Future Markets, Option Strategies, etc.

**Unit-I**

**Introduction to Derivatives** – Development and Growth of Derivative Markets, Types of Derivatives, Uses of Derivatives, Fundamental linkages between spot & Derivative Markets, The Role of Derivatives Market, Uses & Misuses of derivatives.

**Unit-II**

**Future and Forward Market** structure of forward and Future Markets, Mechanics of future markets, Hedging Strategies, Using futures, Determination of forward and future prices, Interest rate futures, Currency futures and Forwards.

**Unit-III**

**(a) Options** – Distinguish between Options and Futures, Structure of Options Market, Principles of Option Pricing, Option Pricing Models: The Binomial Model, The Black – Scholes Merton Model.

**(b) Basic Option Strategies**, Advanced Option Strategies, Trading with Options, Hedging with Options, Currency Options.

**Unit-IV**

**Commodity Market Derivatives-** Introduction, Types, Commodity Futures and Options, Swaps. Commodity Exchanges- MCX, NCDEX- Role, Functions & Trading. (Refer : M.Ranganatham & R.Madhumathi).

**Unit-V**

**Swaps** – Concept and Nature, Evolution of Swap Market, Features of Swaps, Major types of Swaps, Interest Rate Swaps, Currency Swaps, Commodity Swaps, Equity Index Swaps, Credit Risk in Swaps, Credit Swaps, using Swaps to Manage Risk, Pricing and Valuing Swaps.

**Text Books:**

- **John C Hull: Options, Futures and other derivatives, Pearson, 2012.**

**Journals :** Chartered Accountant; Finance India ; Human Capital; Management Accountant; Journal of Accounting & Finance.

**References:**

- M.Ranganatham & R.Madhumathi : Derivatives and Risk Management, Pearson, 2012.
- Robert A Strong: Derivatives – An Introduction, Thomson, 2012.
- Gupta: Financial Derivatives, PHI 2012.
- Dubofsky, Miller: Derivatives Valuations and Risk Management, Oxford. 2012.
- Don M. Chance, Robert Brooks: Derivatives and Risk Management Basic, Cengage. 2012.
- Sundaram Das, Derivatives – Principles and Practice, McGraw Hill, 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

## 13MBA39 PERFORMANCE MANAGEMENT

## (HR ELECTIVE)

**Course Aim:** To give an understanding about performance management and reward system linked with performance.

**Learning Outcome:** The students can understand the importance of performance Management, Performance Appraisals, Reward System, and other performance related concepts.

**Unit-I**

Performance Management and reward systems in context, Performance Management process, Performance Management strategic planning.

**Case:** Performance Management at Network Solutions, Inc (Herman Aguinis page no 26).

**Case:** Performance Management at the University of Ghana (Herman Aguinis page no 48).

**Unit-II**

Defining performance and choosing a Measurement Approach, Measuring Results and Behaviours. Gathering performance Information, Implementing a performance Management System.

**Case:** Accountabilities, Objectives and Standards (Herman Aguinis page no 113).

**Case:** Evaluating the appraisal form used by a Grocery Retailer ((Herman Aguinis page no 145).

**Unit-III**

Performance Management and employee development, Performance Management skills.

**Case:** Implementation of 360 degree feed back system at Ridge intellectual (Herman Aguinis page no 204)

**Case:** Was Robert Eaton A Good Coach (Herman Aguinis page no 233).

**Unit-IV**

Reward Systems and legal issues, Managing Team performance.

**Case:** Possible Illegal Discrimination at Tractors, Inc. (Herman Aguinis page no 265).

**Case:** Team Performance Management at Duke University Health systems. (Herman Aguinis no 283).

**Unit-V**

Relevant Performance related concepts: Bench marking, Six Sigma, Competency Mapping, Balance Score card, Coaching and Mentoring Pygmalion effect, Job Analysis.

**Case:** BHEL, EVA Incentive Schemes: (B D Singh page no 589).

**Case:** The TCS Approach and experience (B D Singh page no 601).

**Case:** NTPC Performance Management System (B D Singh page no 632).

**Case:** Performance Management system (PMS) at Bharti Telecom (B D Singh page no 663).

**Text Book**

- **Ram Kumar Balyan, Vikramender Singh & Suman “Performance management text and cases”, Himalaya Publications, 2011.**

**Journals :** Indian Journal of Industrial Relation; NHRD Journal of Career Management ; Management and Labour Studies; Personnel today; Leadership excellence; Indian Journal of Training & Development.

**Reference**

- Herman Aguinis, “ Performance Management” Pearson, 2012.

- 
- Anjali Ghanekar' Essentials of Performance Management' Everest Publishing House, 2010.
  - Lance A Berger & Dorothy R Berger " The Talent Management Hand Book" 2<sup>nd</sup> edition TMH, 2013.
  - B D Singh, " Performance Management System- a holistic approach" excel Books, 2010.
  - Prem Chadha "Performance management" Macmillan, 2012.
  - Srinivas K Kandula "Performance Management" PHI, 2010.
  - R K Sahu : Performance Management System, Excel, 2013.
  - A.M.Sharma, Performance Management Systems, HPH, 2011.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA40 TRAINING & DEVELOPMENT  
(HR ELECTIVE)**

**Course Aim:** To enable the students to understand the design of training, implementation and evaluation of training programs in the organization.

**Learning Outcome:** The student after completing the course will be familiar with how to do training need analysis, understand various training methods, design training programs, implement training programs and evaluate effectiveness of training programs.

**Unit-I**

**Training in organizations:** Trends in training, Career opportunities in training, important concepts and meanings, Integrating OD, strategy and training, understand motivation and performance, aligning training design with learning process.

Case : Taking Charge at Domtar : What it takes for a turnaround? (Nick Blanchard).

Case :LG Electronics ((Nick Blanchard).

Case : The wilderness training lab((Nick Blanchard).

**Unit-II**

**Need Analysis and Training design:** The Training Need Analysis (TNA) Model, TNA and Design, organizational constraints, developing objectives, Facilitation of learning and training transfer to the job, design theory.

Case : Developing a training package at westcan (Nick Blanchard).

Case : The Training program (Fabrics Inc.) (Nick Blanchard).

**Unit-III**

**Training methods:** Matching methods with outcomes, lectures and demonstrations, games and simulations, OJT, computer based training.(CBT).

**Case :** Training & Development at Godrej. (Nick Blanchard).

**Unit-IV**

**Implementation & Evaluation of Training:** Development of training, implementation, transfer of training, major players in training & development, rational for evaluation, resistance to training evaluation, types of evaluation.

Case : Jack goes to training. (Nick Blanchard).

Case : Training designed to change behavior and attitude. (Nick Blanchard).

**Unit-V**

**Areas of organizational Training:** Orientation training, diversity training, sexual harassment training, team training, cross functional teams, cross cultural training, training for talent management and competency mapping.

**Case :** The competent employee. (Nick Blanchard).

**Text Book:**

• **P.Nick Blanchard, James W. Thacker, A.Anand Ram, " Effective Training" 4e, Pearson, 2012.**

**Journals :** Indian Journal of Industrial Relation; NHRD Journal of Career Management ; Management and Labour Studies; Personnel today; Leadership excellence; Indian Journal of Training & Development.

**References:**

- Anjali Ghansekar "Training & Development" Everest, 2013.
- Raymond A Noe, Amitabh Deo Kodwani, "Employee Training and Development" McGraw Hill, 2012.
- B,Rathan Reddy " Effective Human Resource Training & Developing Strategy " Himalaya, 2012 .
- Rolf Lynton, Uday Pareek "Training for Development" Sage, 2012.
- G Pandu Naik "Training & Development "Excel Books, 2012.
- R K Sahu "Training for Development" Excel Books, 2012.
- P L Rao : HRD Trainer's Handbook of Management Games, Excel, 2013.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

## 13MBA41 MANAGEMENT OF INDUSTRIAL RELATIONS

## (HR ELECTIVE)

**Course Aim:** The aim of the course is to enable HR elective students develop awareness towards labour laws. The students will understand how to deal with legal problems emanating from employer and employee relations in organizations.

**Learning Outcome:** The student understands the industrial relations, its importance in HR and various Labour Laws like Factories Act, Wage and Bonus Act and Dispute Preventive and Corrective Mechanisms. They will also understand the role of Trade Unions, Settlement of disputes, Collective Bargaining, Wage Policy.

**Unit-I**

Industrial Relations: Introduction, Dunlop's Industrial Relations Systems, Characteristics of Indian IR System; Trade Unions: Union Purpose. Trade Union, Functions, Methods, Politics, Types of Unions, Trade Unions in India: Union Structure and characteristics. Recognition of Unions: States provisions for Recognition. Rights of recognized Unions, Unfair Labour Practices:

Case 1. Let us get back to work (p.no. 720, C.B.Mamoria).

Case 2. A case of complicated multi-union manoeuvres (J.A. Kulkarni).

**Unit-II**

Settlement of Disputes: Role of state Dispute Settlement Machinery and its instruments, Legislation: Causes of disputes, Right to Strike, Major Strikers, Tripartite and Bipartite Bodies, Standing orders and Grievance Procedure.

Case 1. Stop the shouting game please (p.no. 760, C.B.Mamoria).

Case 2. The dish ends ltd. (p.no.07, J.A. Kulkarni).

**Unit-III**

Collective Bargaining, Conciliation, Arbitration, Adjudication, The Industrial Dispute Act 1947, Labour Welfare work, Labour Welfare officer, Worker's Participation.

Case 1.who is to be blammed (p.no. 685, C.B.Mamoria).

**Unit-IV**

Wage Policy and Wage Regulation Machinery, Wage Legislation, Payment of Wages Act 1936, The Payment of Bonus Act,1965.

Case 1. Rules and regulations still guide actions at UPS (p.no. 37, C.B.Mamoria).

**Unit-V**

The Factories Act 1948, Mines Act 1952, Industrial Relations and Technological Change.

Case 1. Organizations and unions working as partners (p.no. 738, C.B.Mamoria).

**Text Book:**

- **Mamoria, Mamoria, Gankar "Dynamics of Industrial Relations" Himalaya Publishing House. 2012.**

**Journals :** Indian Journal of Industrial Relation; NHRD Journal of Career Management ; Management and Labour Studies; Personnel today; Leadership excellence; Indian Journal of Training & Development.



**Cases:**

- **C.B.Mamoria, VSP Rao “personnel management- text & cases”, Himalaya Publishers 13<sup>th</sup> edition, 2012.**
- **J.A.Kulkarni, Asha Pachpande, Sandeep Pachpande, “ case studies in amangement”, pearson, 2011.**

**References:**

- Dr K S Anandram “Cases in Personnel Management Industrial Relations and Trade Relations” Everest, 2012.
- Arun Monappa, Ranjeet Nambudiri, Selvaraj “ Industrial Relations and Labour Laws”, TMH, 2012.
- A.M.Sharma “Industrial Relations and Labour Laws”, Himalaya Publishing House, 2013.
- Ratna Sen “Industrial Relations-Text and cases “Macmillan Publishers, 2011.
- Kubendran.V, Kodeeswari.K “Industrial Relations and Labour Laws “Himalaya Publishing House, 2011.
- Puneekar S.D, Deodhar S.B, Saras wathi Sankaren”Labour Welfare, Trade Unionism and Industrial Relations, “Himalaya Publishing House, 2012.
- B.D.Singh “Industrial Relations”Excel Books 2008.
- S C Srivastava “Industrial Relations and Labor Laws” Vikas, 2012.
- Padhi “ Labour and Industrial Relations” PHI, 2012.
- Venkata Ratnam “Industrial Relations” Oxford, 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

## 13MBA42 COMPENSATION &amp; REWARD MANAGEMENT

## (HR ELECTIVE)

**Course Aim:** It enables the student understand the concepts issues and challenges of compensation and reward management.

**Learning Outcome:** The student understands how to design the compensation for various levels of jobs in the organization, designing the compensation for special groups. Government and legal issues in compensation design.

**Unit-I**

The Pay Model Strategy: The Totality of Decisions, Defining Internal Alignment, Job Analysis, Evaluating Work, Job Evaluation, person-based Structures.

Case: So you want to lead an orchestra (George T Milkovich page no 72).

Case: Job Evaluation at whole foods (George T Milkovich page no 125).

**Unit-II**

Defining Competitiveness, Designing pay levels, Mix and pay structures, pay for performance. The Evidence pay for performance plans.

Case: Burger Boy(George T Milkovich page no 249).

Case: Incentives in the club House(George T Milkovich page no 279).

**Unit-III**

Performance Appraisals, Benefits Determination Process, statutory Benefits including Health care, Employee welfare and Retirement Benefits.

Case: Merit pay: Making policies and practices that work (George T Milkovich page no 319).

**Unit-IV**

Compensation of Special Groups, Union role in wage and Salary administration. International pay systems.

Case: Compensation of special groups (George T Milkovich page no 443).

Case: Coke and IBM(George T Milkovich page no 491).

**Unit-V**

Government and legal issues in compensation Public sector pay Management: Making it work.

Case: Communicating by copier(George T Milkovich page no 575).

**Text Book:**

**George T Milkovich, Jerry M Newman, C S Venkata Ratnam” TMH,2013.**

**Journals :** Indian Journal of Industrial Relation; NHRD Journal of Career Management ; Management and Labour Studies; Personnel today; Leadership excellence; Indian Journal of Training & Development.

**References:**

- B D Singh “Compensation and Reward Management” Excel books, 2012.
- Joseph J.Martocchio “Strategic Compensation” Pearson, 2012.
- Kanchan Bhatia “Compensation Management” Himalaya, 2012.
- Henderson “Compensation Management in a Knowledge Based World” 3e, Pearson, 2012.
- Luis R.FGomez- Mejia “Compensation and Organizational Performance” Yesdee Publishing, 2012.
- Michale Armstrong” Employee Reward” University Press, 2012.
- Barry Gerhart, “Compensation” Sage, 2012.

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**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA****13MBA43 MANAGEMENT OF CHANGE****(HR ELECTIVE)**

**Course Aim:** The course enables the student to understand the concept change management. This will help them to emerge as leaders in the organizations.

**Learning Outcome:** The student understands the need to bring change, how to design change in the organizations, role of leadership in change management, change communication and resistance to change and the role of HR in change management.

**Unit-I**

Managing Change Conundrums, Organizational change classifications, History and organizational change. The role of paradigms and perspectives. External and Internal change contexts.

Case: Changing times at Factory Bank (Mark Hughes page no 70).

**Unit-II**

Organizational design and change, strategic level change, Group and team level change, and Individual level change. Organizational Structure. Organizational Culture and Management of Change.

**Case:** Restructuring at Flexco (Adrian page no 57).

**Case:** Cultural change at Dupont Nylone (Adrian page no 65).

**Unit-III**

The leadership of Change, Change communication, resistance to change, Organizational learning, power, politics and Organizational change. Ethics and Managing Change, Change Agents and Agency.

**Case:** Funding crisis at Musicians in the community (Mark Hughes page no 221).

**Unit-IV**

HR and Managing Change: Recruitment & Selection & The Management of Change, Performance Management & Management of Change, Reward Managements & The Management of Change, Technological Change.

**Case:** Recruitment and Selection at Unicol (Adrian page no 117).

**Case:** Reward Management at Midland Main Line - Strategic Reward Management (Adrian page no 191).

**Unit-V**

Employee Relations, Involvement Strategies, Management of Change, Downsizing and the Management of Change, Evaluating and Promoting change.

**Case:** Downsizing at Energy Co (Adrian page no 268).

**Case:** Evaluating a possible change to training methods at telesales Incorporated (Adrian page no 300).

**Text Book:**

- **Mark Hughes, “ Managing Change – a critical perspective”, Universities Press, 2011.**

**Journals :** Indian Journal of Industrial Relation; NHRD Journal of Career Management ; Management and Labour Studies; Personnel today; Leadership excellence; Indian Journal of Training & Development.

**References:**

- Adrian Thornhill, Phil Lewis, Mike Millmore. Mark N K Saunders “Managing change”, Pearson, 2011.
- John Hayes “ The Theory and Practice of Change Management”, Palgrave, 2012.

- 
- Robert A Paton "Change Management" 3e , Sage Publications ,2012.
  - Palmer Dunford 'Managing Organizational Change" TMH,2012.
  - Radha R Sharma "Change Management and Organizational Transformation" Mc Grawhill, 2012.
  - Dipak Kumar " Organizational Change and Development" Oxford,2012.
  - Niloanjan Sengupta " Managing Change in Organizations" PHI ,2012.
  - Nic Beech " Managing Change" Cambridge Press" 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA 44 LEADERSHIP  
(HR ELECTIVE)**

**Aim:** The aim of this subject is to empower the students with the concepts, theories and approaches to lead organizations. The knowledge gained will help the students to feel confident to add value to the organizations.

**Learning Outcome:** The students will be able to understand in definitions, concepts and process of leadership. They will also understand the approaches and theories of leadership, leadership styles, leadership types like transactional leadership, transformational leadership, team leadership.

**Unit-I**

**Introduction :** Leadership definition and components, ways of conceptualizing leadership, Trait versus process leadership, leadership and management. Trait Approach: Description, Five-factor personality model and leadership, emotional intelligence, how does the trait approach work? Strengths, criticisms, applications.

Case 1. Developing a leadership pipeline at Infosys (p.no. 27 P.C.Reddy).

Case 2. Fostering young leaders (p.no. 48, Uday kumar).

**Unit-II**

**Skills Approach:** Description, three-skill approach, skills models, how does the skills approach work? Strengths, criticisms, applications. Style Approach: Description, The Ohio State Studies, The University of Michigan Studies, Blake and Mouton's Managerial (leadership) Grid, paternalism/Materialism Opportunism. Situational Approach: Description Leadership Styles, Development Levels, How does the Situational Approach Work? Strengths, criticisms, applications.

Case 3. Train dogs, develop leaders (p.no. 99 W. Glennrowe).

**Unit-III**

**Contingency Theory:** Description, leadership Styles, Situational Variables, How does Contingency Theory Work? Strengths, Criticisms, applications. Path-Goal Theory: Description, leader Behaviours, Subordinate characteristics, how does Path-Goal Theory Work? Strengths, criticisms, applications. Leader-Member Exchange theory: Description, Early studies, Later Studies, Leadership Making.

Case 4. Charismatic leadership & motivation in ABC Ltd. (p.no. 31 P.C.Reddy).

**Unit-IV**

**Transformational Leadership:** Description, Transformational leadership definition, Transformational leadership and charisma, A model of transformational leadership, How does the Transformational Leadership Work? Strengths, criticisms, applications, Servant Leadership: Description, Servant Leadership Defined, Historical basis of servant leadership, Ten characteristics of a servant leader, Building a theory of servant leadership.

Case 5. Douglas fine foods (p.no. 222 W. Glennrowe).

Case 6. Servant leaders are the best leaders during times of change (p.no. 292 W. Glennrowe).

**Unit-V**

**Team Leadership :** Description-Team Leadership model-How does team leader work- Women and Leadership-Gender, Leadership Styles-Culture and Leadership- Dimension of Culture-Leadership Behaviour- Leadership Ethics-Ethical Theories-Heifetz's Perspective on Ethical Leadership.

Case 7. X-Teams: new ways of leading in a new world (p.no. 361 W. Glennrowe).

Case 8. Tata: leadership with trust (p.no. 444 W. Glennrowe)

Case 9. Turning individuals into team players: Apollo engineering works (p.no. 359, Uday kumar)

**Text Book:**

- **Peter G. Northouse “Leadership: Theory & Practices” Sage Publications, 2012.**

**Journals :** Indian Journal of Industrial Relation; NHRD Journal of Career Management ; Management and Labour Studies; Personnel today; Leadership excellence; Indian Journal of Training & Development.

**Reference:**

- W.Glenn Rowe, Laura Guerrero, “Cases in Leadership”, 3<sup>rd</sup> edition, Sage, 2013.
- Kain Dalton, “ leadership & management development”, Pearson, 2013.
- Dr.P.C.Reddy, Mr. C S Sai prasad Reddy, case studies in business management, paramount publishers, 2012.
- Uday kumar Haldar, “leadership & team building”, Oxford, 2011.
- Hughes, Ginnett, Curphy “Leadership” 7e Indian edition, TMH, 2013.
- Gary Yukl “Leadership in Organizations” Pearson, 2012.
- Kavin Dalton, Leadership and Management Development, Pearson, 2013.
- Roger Gill, “ Theory and Practice of Leadership” Sage, 2011.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA45 BUSINESS INTELLIGENCE  
(SYSTEMS ELECTIVE)**

**Course Aim:** It enables the student understand the concepts of Business Intelligence

**Learning Outcome:** The student understands Data Ware Housing, Data Mining for Business Intelligence, Business Rules and Business Intelligence Implementation.

**Unit-I**

Introduction to Business Intelligence-the Business pressure-Responses and support model-Definition of BI- Architecture of BI- Styles of BI-vent-Driven alerts-A cyclic process of Intelligence Creation. The value of Business intelligence-Value driven and Information use-Performance metrics and key performance indicators-horizontal use cases for BI.

Case Study: 1 (Efraim Turban Pg no 26 & 107).

**Unit-II**

Data Ware Housing-Definitions and concepts-DW process an Innovation-Data Warehousing Implementation-Data warehousing Administration-Security Issues and future trends. Business Performance Management-Overview Strategic plan, monitor, performance measurement, BPM methodologies-BPM Techniques-Performance dashboard and scorecards.

Case Studies: 2 (Efraim Turban.Pg no 125).

**Unit-III**

Data mining for Business Intelligence-Data mining concepts and definitions-Data mining applications-Artificial neural Networks for data mining. Text and web mining-Natural language processing-Text mining applications-Text mining process-tools-Web mining overview-Web content overview-Web structure mining-Web usage mining.

Case Studies :3 (Efraim Turban.Pg no 228).

**Unit-IV**

Business Rules-the value proposition of business rules-Business rules approach-Business rule system-sources of business rules and management approach.

**Unit-V**

Business intelligence implementation-Business Intelligence and integration implementation-connecting in BI systems- Issues of legality- Privacy and ethics- Social networking and BI.

**Text Book**

- **Efraim Turban et al. "Business Intelligence" 2e, Pearson Education, 2012.**

**References:**

- David Loshin "Business Intelligence" 2e, Elsevier, 2012.
- Amit Johri "Business Intelligence" Himalaya, 2012.
- Rajiv Sabherwal "Business Intelligence" Wiley Publications, 2012.
- Carlo Verzellis "Business Intelligence" Wiley Publications, 2012.
- Philo Janus, Stacia Misner, Building Integrated Business Intelligence Solutions with SQL Server, 2008 R2 & Office 2010, TMH, 2011.
- Nina Godbole & Sunit Belapure " Cyber Security" Wiley india 2012.
- Jawadekar, MIS Text and Cases, TMH, 2012.
- Dr Milind M Oka "Cases in Management Information system 'Everest, 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA46 ENTERPRISE RESOURCE PLANNING  
(SYSTEMS ELECTIVE)**

**Course Aim:** It enables the student to understand the foundations of Enterprise planning and ERP System Options.

**Learning Outcome:** The student understands the challenges in implementation of ERP system, ERP System Implementation options, and functional modules of ERP.

**Unit-I**

Introduction to ERP- Foundation for Understanding ERP systems-Business benefits of ERP-The challenges of implementing ERP system-ERP modules and Historical Development.

Case: Response top RFP for ban ERP system (Mary Sumner).

**Unit-II**

ERP system options & Selection methods-Measurement of project Impact- information Technology Selection-ERP proposal evaluation-Project Evaluation Technique.(David L.olson).

Case: Atlantic Manufacturing (Mary Sumner).

**Unit-III**

ERP system Installation Options- IS/IT Management results-Risk Identification analysis-System Projects-Demonstration of the system-Failure method-system Architecture & ERP (David L.Olson).

Case: Dissolutions & Technology Knowledge (Mary Sumner).

**Unit-IV**

ERP - sales and Marketing- Management control process in sales and marking-ERP customer relationship Management-ERP systems- Accounting & Finance control processes. Financial modules in ERP systems.

Case: Atlantic manufacturing (Mary Sumner).

**Unit-V**

ERP – Production and Material Management-Control process on production and manufacturing-Production module in ERP- supply chain Management & e-market place-e-businesses & ERP-e supply chain & ERP- Future directions for ERP.

Case: HR in Atlantic manufacturing. (Mary Sumner).

**Text Book:**

- **Mary Sumner “Enterprise Resource Planning” Pearson, 2012.**

**Referencs:**

- David L.Olson “ Managerial Issues in ERP systems” TMH 2012.
- Ellen Monk “Enterprice Resource Planning” Cengage, 2012.
- Alexis Leon “Enterprice Resource Planning” 2e, TMH ,2012
- Goyal “Enterprice Resource Planning” TMH, 2012.
- Jagan Nathan Vaman “ERP Stratgies for Steering Orgnizational competence and competitive Advantage” TMH, 2012.
- Rajesh Ray “Enterprice Resource Planning” TMH, 2012.
- Jyotindra Zaveri, Enterprise Resource Planning, HPH, 2012.



## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA47 DECISION SUPPORT SYSTEM  
(SYSTEMS ELECTIVE)**

**Course Aim:** It enables the student understand how to build and implement Decision Support system.

**Learning Outcome:** The student understands Decision Support System benefits, types, building and implementation, DSS Software tools, Group Decision Supportive System, and Data Warehousing.

**Unit-I**

Introduction to Decision Support System (DSS)- How DSS evolved- DSS Benefits-Systems, Information Quality and Models-Dataflow diagram Information quality- Types of DSS- DSS hierarchy- Generalizing DSS categories.

Cases.

**Unit-II**

Building and implementing DSS- DSS on the center corporate systems- Internet and client/ Server computing in DSS- DSS on stand alone system-Choosing a DSS Hardware environment.

Cases.

**Unit-III**

DSS software tools- Standard Package-specialized tools and Generators-Programming language for DSS- Building DSS- DSS development process-Project development participants-Overcoming Resistance of Change- Models in DSS.

Cases.

**Unit-IV**

Group Decision Support System- Why group DSS? –Group Vs Individual activities-Media richness and Task Types-Types of Group DSS-Group DSS in use today-Group ware products.

Cases.

**Unit-V**

Data Warehousing- What is DW-DW concepts- The DW database-Database structure-Getting the data into the data warehouse- Metadata.

Cases.

**Text Book:**

- **Efrem G.Mallach” Decision Support and Data Warehouse Systems” TMH,2012**

**References:**

- Efraim Turban “Decision Support and Business Intelligence Systems” Pearson , 2012.
- Dhiraj Sharma: Foundations of I T, Excel, 2013.
- Nina Godbole & Sunit Belapure “ Cyber Security” Wiley india 2012.
- Jawadekar, MIS Text and Cases, TMH, 2012.
- Dr Milind M Oka “Cases in Management Information system ‘Everest, 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA48 E-BUSINESS  
(SYSTEMS ELECTIVE)**

**Course Aim:** It enables the student understand the concepts of Electronic Business.

**Learning Outcome:** The student understands E-Business, its Models, E-Business plans, E-Business Application and Securing E- Business.

**Unit-I**

Electronic Business- Understanding new Internet Economy and Business-E-business an e-commerce- Features of E-Business- Advantages of E-Business- Business Environment-Establishing E-Business.

Case : Barnes & Noble and Amazon. Com (Ref 1- Kulkarni).

**Unit-II**

E-Business Models- E-Business Structure- E-Business models- E-Business model Design-IT infrastructure requirement of E-business models.

Case: B2C model at Aradhana Tours. ( Ref 1 Kulkarni).

**Unit-III**

Creating E-Business plans- software programs to create a business- Phases /Aspects of E-Business- e-Marketing and sales Strategies-website and portal management.

Case" FLOP (ref 1 :Kulkarni).

**Unit-IV**

E-Business Applications- Charactersttics o E-Business applications-Project palming approach for E-Business applications- Application Integration- application in various domains.

Case Nokia ( Ref 1 Kulkarni).

**Unit-V**

Securing your e-business- risk Management- business continuity planning-Network and web site security- web sire Defacement-Security audit and Penetration Testing.

Case: Asmi Agencies-e-market ( Ref 1 Kulkarni).

**Text Book:**

- **Kulkarni et al. "E-Business" Oxford, 2012.**

**Reference**

- Dave chaffey, e-business & e- commerece management- strategy, implementation and practice, 5th edition, pearson, 2013.
- Napier et al " Creating A Winning E-Business" Cengage, 2012.
- Parad Diwan, Sunil Sharma: e-commerce A Manager's Guide to e-business, Excel, 2013.
- Elias M Awad, Electronic Commerce, PHI,2012
- Jawadekar, MIS Text and Cases, TMH, 2012.
- Dr Milind M Oka "Cases in Management Information system 'Everest, 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

## 13MBA49 CYBER SECURITY

## (SYSTEMS ELECTIVE)

**Course Aim:** It enables the student to understand Cyber crime, Tools and methods used in cyber crime and Cyber Security.

**Learning Outcome:** *The student understands the cyber crimes. Computer forensic system, and Cyber Security.*

**Unit-I**

Cyber crime: Mobile and Wireless devices-Trend mobility-authentication service security-Attacks on mobile phones-mobile phone security Implications for organizations-Organizational measurement for Handling mobile-Security policies and measures in mobile computing era.

Cases.

**Unit-II**

Tools and methods used in cyber crime-Proxy servers and Anonymizers- Phishing- Password cracking-Key loggers and Spy wares-Virus and worms-Trojan Horse and Backdoors-Steganography-SQL Injection-Buffer overflow-Attacks on wireless network.

Cases.

**Unit-III**

Understanding computer forensic-Historical background of cyber forensic-Forensic analysis of e-mail-Digital forensic life cycle-Network forensic-Setting up a computer forensic Laboratory-Relevance of the OSI 7 Layer model to computer Forensic-Computer forensic from compliance perspectives.

Cases.

**Unit-IV**

Forensic of Hand –Held Devices-Understanding cell phone working characteristics-Hand-Held devices and digital forensic- Toolkits for Hand-Held device-Forensic of i-pod and digital music devices-Techno legal Challenges with evidence from hand-held Devices.

Cases.

**Unit-V**

Cyber Security –Organizational implications-cost of cybercrimes and IPR issues-Web threats for organizations: the evils and Perils-Social media marketing-Security and privacy Implications-Protecting people privacy in the organizations-Forensic best practices for organizations.

Cases.

**Text Book:**

- **Nina Godbole & Sunit Belapure “Cyber Security”, Wiley India, 2012.**

**Reference:**

- Harish Chander, “cyber laws & IT protection”, PHI learning pvt.ltd, 2012.
- Dhiren R Patel, “Information security theory & practice”, PHI learning pvt ltd,2010.
- MS.M.K.Geetha & Ms.Swapne Raman”Cyber Crimes and Fraud Management, ”MACMILLAN, 2012.
- Pankaj Agarwal : Information Security & Cyber Laws (Acme Learning), Excel, 2013.
- Vivek Sood, Cyber Law Simplified, TMH, 2012.

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

## MBA

**13MBA50 INFORMATION SYSTEM CONTROL AND AUDIT  
(SYSTEMS ELECTIVE)**

**Course Aim:** It enables the student understand the concepts of Information System and Control.

**Learning Outcome:** *The student understands the audit standards, Audit Process, Computer assistance Audit tools, Managing Audit tools and Strategy and Standards for Auditing.*

**Unit-I**

Audit and review the role of Information Technology-Audit standards-Importance of audit standard independence- AICPA proannouncmenet- The need for IT audit function- role of the IT auditor-Legal implications. Cases.

**Unit-II**

Audit process in a information Technology Environment-Risk Assessment-Audit budget- Objectives and context-preliminary review-Field-work and implementating audit Methodology-Documenting results. Cases.

**Unit-III**

Computer Assistance Audit tools- Auditor productivity tools-Flowcharting Techniques-Flowcharting an Analytical tool- Defining critical data-Flowcharting technique-Generalizing audit software-Computer forensic. Cases.

**Unit-IV**

Managing IT audits- Establish a career development and planning-Evaluating IT audit quality- criteria for IT audit quality-IT auditing in new millennium-code of ethics and professional standards-Private industry- Management consultancy. Cases.

**Unit-V**

Strategy and standards for Auditing- Strategic planning- communication- demand management- Architecture and standards- Business architecture- application and information architecture-Architecture functions. Cases.

**Text Book:**

- **Sandra Senft & Fredrick “Information Technology Control and Audit “ CRC Press, 2012.**

**Reference:**

- D P Dube, V P Gulati, Information System Audit and Assurance – Includes case studies and chelists from the banking industry, TMH, 2008.
- Nina Godbole & Sunit Belapure “ Cyber Security” Wiley india 2012.
- Jawadekar, MIS Text and Cases, TMH, 2012.
- Dr Milind M Oka “Cases in Management Information system ‘Everest, 2012.