



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE

SEMESTER - III

S.No.	Course Code	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	21E00301	Strategic Management	CC	4	0	0	4
2.	21E00302	Green Business Management	CC	4	0	0	4
3.	21E00303a 21E00303b 21E00303c 21E00303d	Specialization Elective – I Cost and Management Accounting Product and Brand Management Human Resource Development Mobile Commerce	SE	4	0	0	4
4.	21E00304a 21E00304b 21E00304c 21E00304d	Specialization Elective – II Financial Institutions and Services Consumer Behavior Labor laws and Legislation Supply Chain Management	SE	4	0	0	4
5.	21E00305a 21E00305b 21E00305c 21E00305d	Specialization Elective - III Investment and Portfolio Management Rural Marketing Performance Management Enterprise Resource Planning	SE	4	0	0	4
6.	21E00306a 21E00306b 21E00306c 21E00306d	Specialization Elective –IV Auditing and Taxation Advertising and Sales Promotion Management Knowledge Management Data Visualisation & Analytics	SE	4	0	0	4
7.	21E00307a 21E00307b 21E00307c	General Elective – II (MOOCS) Entrepreneurship Development Project Management Business Ethics & Corporate Governance	GE	2	0	0	2
8.	21E00308	Business Simulation Lab	LC	0	0	2	1
9.	21E00309	Experiential Learning Project	PR	0	0	2	1
		TOTAL		28		4	28



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COMMON COURSE STRUCTURE & SYLLABI

SEMESTER - IV

S.No.	Course Code	Course Name	Category	Hours per			Credits
				L	T	P	
1.	21E00401a 21E00401b 21E00401c 21E00401d	Specialization Elective – V Financial Derivatives Services Marketing Organization Development Data Communication and Network Analysis	SE	4	0	0	4
2.	21E00402a 21E00402b 21E00402c 21E00402d	Specialization Elective – VI International Financial Management International Marketing Global Human Resource Management Corporate Information Management	SE	4	0	0	4
3.	21E00403	Project Work	PR	0	0	20	10
		TOTAL		8		20	18


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Course Code	Strategic Management	L	T	P	C
21E00301		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">• To describe and discuss the strategic management process.• To build skills to develop strategic vision, mission objectives.• To explain concepts of core competence, strategy for complete advantage.• To give an understanding about strategic analytical tools and techniques.• To provide knowledge on strategy formulation, types of strategies to implement.• To create awareness on various strategy evaluation and controlling approaches.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">• Know strategic management process• Obtain strategy implementation, analytical and evaluating skills about various strategies.• Understand on establishing strategic controls at national and international context					
UNIT - I		Lecture Hrs: 8			
Introduction- Concepts in Strategic Management , Strategic Management as a process – Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company’s strategy – Environmental Scanning -Concepts of Core Competence, Crafting a strategy for competitive advantage.					
UNIT - II		Lecture Hrs: 12			
Strategic Analysis and Choice: Tools and techniques- Porter's Five Force Model, BCG Matrix, GE Model, SWOT Analysis and TOWS Matrix,, Market Life Cycle Model - and Organizational Learning, and the Experience Curve.					
UNIT - III		Lecture Hrs:12			
Strategy Formulation : Formulation of strategy at corporate, business and functional levels. Strategy Alternatives:- Stability Strategy, Growth Strategy, Retrenchment Strategy, and Combination Strategy, .					
UNIT - IV		Lecture Hrs:12			
Strategy Implementation : Types of Strategies : Offensive strategy, Defensive strategy, vertical integration, horizontal strategy; Tailoring strategy to fit specific industry and company situations, Strategy and Leadership, Resource Allocation as a vital part of strategy – Planning systems for implementation					
UNIT - V		Lecture Hrs:12			
Strategy Evaluation and control – Establishing strategic controls - Role of the strategist - benchmarking to evaluate performance - strategic information systems – Guidelines for proper control- Strategic surveillance -strategic audit - Strategy and Corporate Evaluation and feedback in the Indian and international context.					
Textbooks:					
1. Strategic Management – J.S.Chandan & Nitish sen Gupta, Vikas					
Reference Books:					
<ul style="list-style-type: none">• Strategic Management Concepts and Cases ,Fred R.David, PHI.• Strategic Management,Hill, Ireand, manikutty, Cengage.• Concepts in Strategic Management and Business Policy,Wheelen & Hunger, Pearson Education.• Strategic Management – Text and Cases, V.S.P. Rao, Excel.					



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- Strategic Management, Ireland, Hoskinsson, Hitt, Cengage.
- Strategic Management – Theory and Application, Habergerg, Rieple, oxford .
- Strategic Management, P. SubbaRao, Himalaya.
- Business policy and strategic management, Sukul Lomash, P.K.Mishra, Vikas

Online Learning Resources:

<http://rizvihmct.com/wp-content/uploads/2017/02/Semester-VI-strategic-managment.pdf>
https://sgp1.digitaloceanspaces.com/cakart/5929/study_contents/Chapter_1__Introduction_to_Strategic_Management.pdf
<https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdf>
https://www.cimaglobal.com/Documents/ImportedDocuments/cid_tg_strategic_analysis_tools_nov07.pdf.pdf
<https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/09/Saylor.orgs-Strategy-Formulation.pdf>
https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/04/BUS300-2.3_Strategy-Formulation.pdf
https://static.careers360.mobi/media/uploads/froala_editor/files/Strategy-Implementation-and-Control.pdf


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**MASTER OF BUSINESS ADMINISTRATION
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COMMON COURSE STRUCTURE**

Course Code	Green Business Management	L	T	P	C
21E00302		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To impart students an understanding of green business, its advantages, issues and opportunitiesTo give awareness on organizational structure, environment and corporate environmental responsibility (CER).To provide knowledge over the strategies for building eco-business .					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">To understand concept of green business management.To know the environmental and sustainability issues for the production and CER.To describe and identify indicators of sustainability and bio-diversity at Indian perspective.To study green techniques and methods.To build eco-commerce models for green business projects and companies.					
UNIT - I				Lecture Hrs: 8	
Introduction of Green Management: The concept of Green Management; Evolution; nature, scope, importance and types; green management in India; Relevance in twenty first century					
UNIT - II				Lecture Hrs: 12	
Organizational Environment; Indian corporate structure and Environment; How to go green; spreading the concept in organization; Environmental and sustainability issues for the production of high-tech components and materials, Life Cycle Analysis of materials, sustainable production and its role in corporate environmental responsibility (CER).					
UNIT - III				Lecture Hrs:12	
Approaches from Ecological Economics; Indicators of sustainability; Eco- system services and their sustainable use; Bio-diversity; Indian perspective; Alternate theories					
UNIT - IV				Lecture Hrs:12	
Environmental Reporting and ISO 14001; Climate change business and ISO 14064; Green financing; Financial initiative by UNEP; Green energy management; Green product management					
UNIT - V				Lecture Hrs:12	
Green Techniques and Methods; Green tax incentives and rebates (to green projects and companies); Green project management in action; Business redesign; Eco-commerce models					
Textbooks:					
<ol style="list-style-type: none">Green Management and Green Technologies: Exploring the Causal Relationship by Jazmin Seijas Nogarida , ZEW Publications.The Green Energy Management Book by Leo A. Meyer, LAMA books					
Reference Books:					
<ul style="list-style-type: none">Green Marketing and Management: A global Perspective by John F. Whaik, Qbase Technologies.Green Project Management by Richard Maltzman And David Shiden, CRC Press Books.Green and World by Andrew S. Winston, Yale Press B					
Online Learning Resources:					



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https://www.researchgate.net/publication/330089504_Green_Management-Concept_and_Strategies/link/5c2cc525458515a4c70766a1/download

https://steadystate.org/wp-content/uploads/Gowdy_Erickson_EE_Approach.pdf

<https://asq.org/quality-resources/iso-14001#:~:text=ISO%2014001%20is%20the%20international,than%20establishing%20environmental%20performance%20requirements.>



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MASTER OF BUSINESS ADMINISTRATION MBA; MBA (General Management); MBA (Business Management) COMMON COURSE STRUCTURE

Course Code	Specialization Elective- I	L	T	P	C
21E00303a	Cost and Management Accounting	4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To describe the cost concepts, cost behaviors, and cost accounting techniques that are applied to manufacturing and service businesses.To provide an understanding on material purchase control methods.To explain management accounting concepts and branches of accounting.To discuss different analytical tools & techniques of financial statements.To impart analytical and interpretation skills on financial statements.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">To understand concepts, nature and scope of accounting, branches of accounting.To learn different controlling tools on material and labour cost.To distinguish branches of accounting and importance.Demonstrate analytical and interpretation skills on financial statements of any companies.					
UNIT - I		Lecture Hrs: 8			
Nature and scope of accounting: Cost analysis, concepts and classifications, Cost sheets, preparation of cost sheets, Tenders and Quotations.					
UNIT - II		Lecture Hrs: 12			
Material Purchase control: Levels, aspects, need and essentials of material control. Stores control-stores department, EOQ, Stores records, ABC analysis, VED analysis.					
UNIT - III		Lecture Hrs:12			
Labor cost: Computation and control, Time keeping-Methods of wage payment-Time rate and piece rate system-Payroll procedures-Idle time and overtime-Labor turnover.					
UNIT - IV		Lecture Hrs:12			
Management Accounting: Meaning, scope, importance and limitations – Management Accounting Vs Cost Accounting-management Accounting Vs Financial Accounting.					
UNIT - V		Lecture Hrs:12			
Analysis and Interpretation Of Financial Statements: Nature, Objectives, tools- Methods-Comparative Statements, Common size statements and Trend analysis					
Textbooks:					
1. A Text book of Cost and Management Accounting – Arora M. N, 11/e, Vikas					
Reference Books:					
<ul style="list-style-type: none">Cost Accounting :Theory and Practice - Bhabatosh Banerjee, 12/e, PHI.Financial Statement Analysis and Reporting - Mohana Rao P, PHI, 2011.Cost Management :A strategic Approach - Vaidya S. C, Suveera Gill Macmillan 2010.Cost Accounting- Jawaharlal, & Seema Srivastava, 4/e, TMH.Accounting & Costing for Management – Sinha P. K, Excel BOOKS, 2010.A Textbook of Cost Management- G.V Kesava Rao, D Gopinath, M.G. Krishnamurthy and Anita S. Yadav, Paramount Publishing House,					
Online Learning Resources:					
https://www.youtube.com/watch?v=5oSpcI3e4Dw					
https://youtu.be/tstp5293Xqs					



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Course Code	Specialization Elective- I	L	T	P	C
21E00303b	Product And Brand Management	4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To provide detailed knowledge of concept of product, product decisions, product management.To explain concept of branding, branding decision, creating and managing brand equity.To make them to know new brand failures and the reasons to fail in the market.To discuss brands and branding in different sectors of the economy.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">To gain knowledge on conceptual knowledge on product, classification of products, strategies, planning and development.To choose and implement appropriate strategies for existing and new products.To know essentials of good brand name, types and brand loyalty.To apply different brand valuation methods and brand revitalization.To create, design new brand names, and brand building strategies for brand extension.To analyse the factors for new brand failures in the market.To examine branding in different sectors of the economy.					
UNIT - I		Lecture Hrs: 8			
Product Decisions : - Product Concepts – Product Classification – Consumer Goods and Industrial Goods Classification – Product Line and Product Mix – Product Characteristics – Responsibility of Product Manager – Types of Product Strategies					
UNIT - II		Lecture Hrs: 12			
Product Management : Product differentiation – Product Strategies – Stages in the New Product Development – Product Positioning Strategies – Packaging Management.					
UNIT - III		Lecture Hrs:12			
Branding Decisions : Essentials of Good Brand Name – Types of Brands – Advantages of branding – Brand Loyalty – Brand Valuation Methods – Brand Revitalization.					
UNIT - IV		Lecture Hrs:12			
Creating and Managing Brand Equity : Advantages of Brand Equity – Brand Building Strategies – Brand Extension – New Brand Failures.					
UNIT - V		Lecture Hrs:12			
Branding in Different Sectors: Branding in Industrial sector, Retail Sector, Service sector, Banking Sector and Insurance Sector.					
Textbooks:					
1. Marketing Management –Philip Kottler, Kevin Lane Keller ,15th Edition, Pearson.					
Reference Books:					
<ul style="list-style-type: none">Product & Brand Management – Text & Cases, Prof.K.Venugopal Rao, HimalayaProduct Management in India, Ramanuj Majumdar, PHIProduct Management ,C.Nandan, , TMH.Compendium of Brand Management,Chunawalla. S.A, HimalayaProduct & Brand Management,Mathur.U.C , ExcelBrand Positioning, Subroto Sengupta, TMH.Marketing and Branding, S.Ramesh Kumar, Pearson.What’s in a Brand? , John Philip Jones, TMH					



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COMMON COURSE STRUCTURE

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|---|
| <ul style="list-style-type: none">• Brand Management – Text & Cases , Harsh V Verma , Excel• Become the Brand of Choice, Jason Hartman, Jaico. |
|---|

Online Learning Resources:

https://www.youtube.com/watch?v=BRlzbDry6Ew&list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC



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Course Code	Specialization Elective- I Human Resource Development	L	T	P	C
21E00303c		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To provide an understanding of the human resources development framework andTo explain management best practices, tools and models to implement an effective HRD system.To impart knowledge on career management and issues in career development.To describe and discuss organizational culture, labour market changes and discrimination adapting to demographic changes.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand the concept of HRD, functions and challenges to HR manager.Design plan for HRD programmes, need to assessment of HRD programmes and impact of HRD Programme.Understand career development, process and issues in career developmentlearn and aware of HRD and its diversity in organizational culture and labour markets.					
UNIT – I	Lecture Hrs: 8				
Introduction to Human Resource Development: Meaning, significance and objectives of Human Resource Development, Human Resource Management and Human Resource development functions, Human Resource Development challenges					
UNIT – II	Lecture Hrs: 12				
HRD Need Assessment & Designing of HRD programs: Strategic/ Organizational Analysis- Task Analysis- Person Analysis- prioritizing HRD needs, defining the objectives of HRD Intervention - Selecting the trainer - Selecting the Training methods - Preparing training material Scheduling an HRD program					
UNIT - III	Lecture Hrs:12				
Implementation & Evaluation of HRD programs: Training methods - Classroom training Approaches - Computer based Training, Purpose of HRD Evaluation- Kirkpatrick’s evaluation frame work - Data collection for HRD Evaluation - Assessing the impact of HRD programs in Monetary Terms					
UNIT – IV	Lecture Hrs:12				
Career Management and Development: Introduction to Career management, meaning - Stages of life and Career Development - process of career Development - Issues in career development.					
UNIT – V	Lecture Hrs:12				
HRD & Diversity: Introduction - Organizational culture - Labor market changes and discrimination adapting to demographic changes					
Textbooks:					
1.Jon M Werner ,Randy L DeSimone : Human Resource development (Thomson/Cengage)					
2. Raymond A Noe : Employee Trainee Development (Tata McGraw Hill)					
Reference Books:					
<ul style="list-style-type: none">John P. Wilson Human Resource Development (Kogan Page Business Books)Tripathi P.C : Human Resource Development (Sultan Chand & Sons)Uday Kumar Halder : Human Resource Development (Oxford)					



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COMMON COURSE STRUCTURE

Online Learning Resources:
https://www.tutorialspoint.com/human-resource-management NPTEL :: Management - NOC:Principles of Human Resource Management



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- I Mobile Commerce	L	T	P	C
21E00303d		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To define and describe M-commerce concepts, systems, advanced technology devices in M-Commerce.To infuse knowledge on transactional data base accesses, techniques to facilitate information exchange and different mobile based approaches.To improve critical analytical skills with examples and cases of M-commerce systemsTo describe and discuss some of the applications in M-commerce.To explain mobile banking, strategies for assessment of quality of perception and services for mobile commerce.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand M-Commerce concept, systems and advanced technology devices.Gain knowledge on transactional data base accesses, techniques to facilitate.Analyse critically M-commerce system cases and applications.Learn configuring M-commerce portals, multimedia messaging peer mobile financial services.Apply and use mobile commerce technology with advanced systems in various areas.					
UNIT – I	Lecture Hrs: 8				
Current Status and Future Trends in Mobile Commerce, Technology Issues in Mobile Commerce, Mobile Commerce Systems, Mobile Ecommerce on Mobile Phones, Technologically advanced handheld devices, like Smart phones, PDAs, Laptops, Tablets and Portable gaming consoles etc					
UNIT – II	Lecture Hrs: 12				
Transactional Database Accesses for M-Commerce Clients, Techniques to facilitate Information Exchange in Mobile Commerce, Information System and Application Issues in Mobile Commerce, The emergence of Location based Mobile Commerce, The need for Mobile based Approaches					
UNIT - III	Lecture Hrs:12				
Managing the Interactions Between Handheld Devices Mobile Applications and Users, Mobile Commerce and Usability, a Landscape Analysis,					
UNIT – IV	Lecture Hrs:12				
: Mobile marketing, mobile ticketing, mobile computing, mobile payments and mobile banking are discussed vis-a-vis latest technologies, like wireless and mobile communication technology, digital cellular technology, mobile access technology and 4G and 5G systems					
UNIT – V	Lecture Hrs:12				
Configuring M-Commerce Portals for Business Success, Knowledge Management in a Mobile Computing Context, Multimedia Messaging Peer Mobile Financial Services, Mobile Banking – A Strategic Assessment, Service for Mobile Commerce Applications, Quality of Perception in M Commerce					
Textbooks:					
1. Advances in Mobile Commerce Technologies, EE-Peng Lim, Keng Siau, Idea Group of Publishing					
Reference Books:					
<ul style="list-style-type: none">Mobile Commerce Applications, Shi, Nansi, Idea Group of PublishingMobile Commerce, Karabi Bandyopadhyay, PHI					



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Online Learning Resources:

<https://www.hostinger.in/tutorials/mobile-commerce>

<https://edurev.in/studytube/Mobile-Commerce>

<https://www.studocu.com/.../mba/mobile-commerce-lecture-notes>



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Course Code	Specialization Elective- II Financial Institutions And Services	L	T	P	C
21E00304a		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To provide an overview of financial system and components of financial system in detail.To explain classification of institutions, markets and services in the financial system.To impart knowledge on interrelationship and functioning of each component of financial system.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Define and understand financial system in an economy and components of financial systemGain knowledge on classification of financial institutions, markets and type services of institutions.To compare and contrast the pros and cons of each type of services available in the financial market.To distinguish the various financial markets and institutions and their functioning mechanism.Acquire knowledge on entire banking system and types of banks and functioning of banks in the financial system.					
UNIT – I		Lecture Hrs: 8			
Introduction: The structure of financial system, Elements of financial system and economic development, Regulatory and Promotional Institutions - Function and Role of RBI, Monetary Policy and techniques of RBI.					
UNIT – II		Lecture Hrs: 12			
The Banking and Non-banking Institutions: The public and the private sectors – structure and comparative performance, Bank capital and Banking Innovations, Commercial and Co-operative banks. The Non-banking financial Institutions - Mutual Funds, Growth of Indian Mutual funds and its Regulation. The Role of AMFI, Insurance Companies- Role of IRDA.					
UNIT - III		Lecture Hrs:12			
Financial and securities Markets: Primary and Secondary Markets, Structure and functions of Money Market, -Call 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 of securities market, The role and functions of SEBI.					
UNIT – IV		Lecture Hrs:12			
Fund based services - Lease and hire purchase consumer credit and Factoring - Definition, Functions, Advantages, Evaluation, venture capital financing, Housing Finance.					
UNIT – V		Lecture Hrs:12			
Fee-based services - Stock broking, credit rating Merchant Banking ,portfolio services. Underwriting, Depository services, Challenges faced by investment bankers.					
Textbooks:					
<ol style="list-style-type: none">Financial Institutions and Markets, L. M. Bhole, 4/e Tata McGraw Hill.Financial services, Gorden & Natarajan, Himalaya publishers					
Reference Books:					
<ul style="list-style-type: none">Financial Services and markets, Dr.Punithavathy Pandian, VikasFinancial Markets and services, Appannaiah, Reddy and Sharma, HPHIndian Financial System, Ramachandra and others, HPHInvestment Institutions and Markets, Jeff Madura, Cengage, 1st Edition.Financial services, Thirpati, PHI.Financial Markets & Services, Vasanth desai, Himalaya.					



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|---|
| <ul style="list-style-type: none">• Financial Institutions and Markets, Gupta Agarwal, Kalyani publishers.• Management of Financial Services ,C.Rama Gopal ,Vikas. |
|---|

Online Learning Resources:

https://ebooks.lpude.in/management/mba/term_3/DMGT512_FINANCIAL_INSTITUTIONS_AND_SERVICES.pdf

NPTEL :: Management - NOC:Financial Institutions and Markets
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https://www.studocu.com/.../fims-lecture-notes-online



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Course Code	Specialization Elective- II Consumer Behaviour	L	T	P	C
21E00304b		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To explain concept of consumer behavior and different facets of consumer buying behaviorTo enable to understand the impact of social-economic-demographic, psychological and cultural environmental factors on buying behaviorTo educate in identifying types of market segments, strategies.To describe consumer decision making process and consumerism concept.To provide knowledge on consumer disputes redressal agencies and commission and consumer protection Act 1986.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand consumer behaviour and insights and dimensions of consumer behaviour.Analyse and interpret the consumer behaviour and its relationship with different environment factors.Gain knowledge on communication and consumer behaviour and various models of buyer behaviour.Understand and describe consumer decision process pre –purchase and post purchase as well as repeat purchase behaviour.Recognise the mechanism of consumer disputes redressal agencies and commissions, Consumer protection act, 1986.					
UNIT – I	Lecture Hrs: 8				
Introduction to consumer behavior: Understanding consumers and market segments. Consumer behavior and marketing strategy, Psychographic Dimensions-consumer motivation, Perception, personality, Information processing, Attitude formation and attitude change.					
UNIT – II	Lecture Hrs: 12				
Social and Cultural Environment : Economic, Demographic, Cross Cultural and socio- cultural influences, Social Stratification, Reference Groups and family influences, personal influence					
UNIT - III	Lecture Hrs:12				
Communication and consumer behavior: Process, designing persuasive communication and diffusion of Innovations. Models of Buyer behavior- Howard –Sheth Model, EKB Model, Webster and Wind Model.					
UNIT – IV	Lecture Hrs:12				
Consumer decision process : High and Low Involvement, Pre-purchase processes, Purchase ,post purchase process, Consumption and Evaluation, Brand Loyalty and Repeat Purchase Behavior.					
UNIT – V	Lecture Hrs:12				
Consumerism: The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism, and marketer responses to consumer issues. Consumer protection Act 1986, Consumer disputes Redressal agencies and Commission.					
Textbooks:					
<ul style="list-style-type: none">Schiff man , L.G and Kanuk L.L : Consumer Behavior, 8/e ,Pearson					



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COMMON COURSE STRUCTURE

Reference Books:

- Ramesh Kumar : Consumer Behaviour (pearson Education)
- LeonG.Scistman & Leslie Leaserkarmal :Consumer Behaviour, PHI
- Suja R.Nair : Consumer Behaviour in Indian Perspective, Himalaya
- Subash Mehta : Consumer Behaviour, Tata McGraw Hill
- Rajjev Kumra : Consumer Behaviour, Himalaya

Online Learning Resources:

<https://www.studocu.com/.../consumer-behavior-lecture-notes>
<https://freevideolectures.com/course/3497/consumer-behaviour>



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- II	L	T	P	C
21E00304c	Labour Laws and Legislations	4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To explain overview of legal framework, evolution, labour legislations and its relevance to HRM.To educate on various laws in India focusing on employment, working conditions, remunerations, industrial relations and social security.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Acquire knowledge on various labour related legislations.Enables to capture the significant elements of laws to run an industry.Investigate and draw valid points on labour related issues in an organisation.Face labour issues in the organizations relating to employment, wages, relations, social security.					
UNIT – I		Lecture Hrs: 8			
Legal frame work: evolution of labour laws in India – labour legislations – meaning, importance and relevance to HRM					
UNIT – II		Lecture Hrs: 12			
Legislations relating to employment and working conditions: Industrial employment (standing orders) Act,1946 – Factories Act 1948 - contract labour (Regulation and abolition) Act 1970					
UNIT - III		Lecture Hrs:12			
Laws relating to remuneration: Payment of wages Act, 1936, Minimum wages Act, 1948 – Payment of Bonus Act, 1965					
UNIT – IV		Lecture Hrs:12			
Laws relating to industrial Relations : Industrial Disputes Act ,1947 - preventive and settlement machinery – trade unions Act, 1926 – workers participation in management					
UNIT – V		Lecture Hrs:12			
Laws relating to social security : Work men’s compensation Act,1923 – ESI Act, 1948 Employees provident fund and miscellaneous provisions Act,1952 - Maternity benefits Act,- 1961 Payment of gratuity Act, 1972					
Textbooks:					
<ol style="list-style-type: none">Industrial Relations and labour laws - Tripathi. P.C- Sultan chand and sonsMercantile law – N.D. Kapoor - Sultan chand and sons					
Reference Books:					
<ul style="list-style-type: none">Industrial Relations and labour laws - Sri Vastva – vikas publishersIndustrial Relations and laws in India – Agarwal LLIndustrial Relations and labour laws - Sinha & sinha, Oxford IBHLegal aspects of business – Pillai.RSN& Bhagavathi (2011), Sultan chand and sonsIndustrial Law- P.L.Malik, eastern book company					
Online Learning Resources:					
https://www.instamojo.com/SudhirSachdeva/labour-laws https://www.bing.com/search?q=labour+laws+and+legislations+lecture+videos&q=n&form=QBRE&sp=-1&pq=labour+laws+and+legislations+lecture+videos&sc=1-43&sk=&cvid=F7903542C77744E1AE821FBDE885A330&ghsh=0&ghacc=0# https://www.bing.com/search?q=labour+laws+and+legislations+lecture+videos&q=n&form=QBRE&sp=-1&pq=labour+laws+and+legislations+lecture+videos&sc=1-					



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COMMON COURSE STRUCTURE

43&sk=&cvid=F7903542C77744E1AE821FBDE885A330&ghsh=0&ghacc=0#:~:text=https%3A//www.toppr.com/guides/legal%2Daptitude/labour%2Dlaws/labour%2Dlaws



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- II Supply Chain Management	L	T	P	C
21E00304d		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To introduce supply chain concept, fundamentals and role of supply chain management in the economy.To explain concept of distribution logistics system and supply chain management.To make to identifying sourcing strategy in supply chain management world wide.To educate on supply chain network, location models, optimization modelsTo impart knowledge on planning demand, inventory and supplyTo describe inventory managing approaches, pricing and revenue management.To provide knowledge on current trends in supply chain management.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">To define and describe basics of supply chain management, drivers of supply chain performanceTo identify sourcing strategy in selection and negotiation with world wide suppliers.To design a distribution logistics system and redesign location and optimization models and its impact on uncertainty on network design.To schedule demand, inventory and supply in uncertainty conditions.Determine the risk, pricing and revenue levels in different supply chain models.Acquire knowledge on current trends in supply chain management.					
UNIT – I		Lecture Hrs: 8			
Role of Distribution in Value discovery: Designing a distribution logistics system – Outsourcing of distribution logistics – Distinction between distribution logistics and supply chain management. Introduction - Supply Chain – Fundamentals –Evolution- Role in Economy -Importance - Decision Phases - Supplier-Manufacturer-Customer chain. - Enablers/Drivers of Supply Chain Performance.					
UNIT – II		Lecture Hrs: 12			
Strategic Sourcing : Outsourcing – Make Vs buy - Identifying core processes -Market Vs Hierarchy - Make Vs buy continuum -Sourcing strategy - Supplier Selection and Contract Negotiation. Creating a world class supply base- Supplier Development - World Wide Sourcing.					
UNIT - III		Lecture Hrs:12			
Supply Chain Network - Distribution Network Design – Role – Factors Influencing Options, Value Addition – Distribution Strategies - Models for Facility Location and Capacity allocation. Distribution Center Location Models. Supply Chain Network optimization models. Impact of uncertainty on Network Design – Network Design decisions using Decision trees.					
UNIT – IV		Lecture Hrs:12			
Planning Demand, Inventory And Supply - Managing supply chain cycle inventory. Uncertainty in the supply chain – Analyzing impact of supply chain redesign on the inventory - Risk Pooling - Managing inventory for short life – cycle products - multiple item -multiple location inventory management. Pricing and Revenue Management					
UNIT – V		Lecture Hrs:12			
Current Trends - Supply Chain Integration - Building partnership and trust in SC Value of Information: Bullwhip Effect - Effective forecasting - Coordinating the supply chain. . SC Restructuring - SC Mapping -SC process restructuring, Postpone the point of differentiation.					
Textbooks:					
<ol style="list-style-type: none">D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan 2003, 1st Edition.G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan.					



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COMMON COURSE STRUCTURE

Reference Books:

- Supply chain Logistics Management, Bowersox, Closs, Cooper, 2/e, TMH.
- Supply chain management concepts and cases, Rhaul V. Altekhar, PHI.
- Principles of Supply Chain Management – A balanced approach, Wisner, Leong, Tan, Cengage.
- Exploring Supply Chain – theory and practice, Upendra Kachru, excel.
- Supply Chain Management, R.P. Mohanty and S.G. Deshmukh, Jaico.

Online Learning Resources:

<https://www.bing.com/search?q=supply+chain+management++lecture+videos&qsn=&form=QBRE&sp=-1&pq=supply+chain+management+lecture+videos&sc=1-38&sk=&cvid=292D06330E7D445C822F887E8703978D&ghsh=0&ghacc=0#>
https://www.tutorialspoint.com/supply_chain_management
https://www.bing.com/search?q=supply+chain+management+swayam&qsn=&form=QBRE&sp=-1&pq=supply+chain+management+swayam&sc=1-30&sk=&cvid=435E6932DEC4418785D4B27B58FAE6B4&ghsh=0&ghacc=0#:~:text=Management%20%2D%20Swayam%20Prabha-,https%3A//swayamprabha.gov.in/asset/new_team/images/course_files/,-c%E2%80%A6C2%A0C2%B7%20PDF



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- III	L	T	P	C
21E00305a	Investment And Portfolio Management	4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To present and discuss an overview of stock markets.To explain concept of investment, process of investment.To discuss framework of fundamental and technical analysis under security analysisTo impart knowledge on estimation and measurement of risk and return.To explain process of valuation of different securities.To describe the process of portfolio management process, theories, models to measure the performance of portfolio.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand the overview of stock markets.Acquire knowledge on process of investment,Analyse the security under different types before investing in stocks.Ascertain risk and return value of different securities and portfolioLearn various portfolio theories, models to manage portfolio and maximise the portfolio returns.					
UNIT – I		Lecture Hrs: 8			
Investment: Introduction to stock markets - objectives, Process of Investment, Investment and speculation.					
UNIT – II		Lecture Hrs: 12			
Fundamental Analysis & Technical Analysis: Framework of Fundamental analysis- Economic analysis, Industry analysis-Industry Life cycle - Company analysis, Fundamental Analysis Vs Technical Analysis - Dow Theory.					
UNIT - III		Lecture Hrs:12			
Measurement of Risk and Return: Revenue Return and Capital appreciation, holding period – Calculation of expected return, Risk factors, risk classification – systematic risk – unsystematic risk – standard deviation – variance– Beta .					
UNIT – IV		Lecture Hrs:12			
Valuation of Securities: Types of Securities - Approaches of valuation – Bond valuation – Preference share Valuation – Common stock Valuation					
UNIT – V		Lecture Hrs:12			
Portfolio Management: Process of Portfolio Management, Modern Portfolio – Portfolio models – Markowitz model – Sharpe single index model, Capital Asset Pricing Models.					
Textbooks:					
<ol style="list-style-type: none">Investment Management,V.K.Balla, S.Chand Company LtdSecurity Analysis and Portfolio Management ,Punithavathy Pandian, Vikas					
Reference Books:					
<ul style="list-style-type: none">Investment Analysis and portfolio management, Chandra, Tata McGraw Hill .Secuerity Analysis Portfolio Management, Ranganatham & Madhumathi, Pearson Education.Security Analysis and Portfolio Management, Sudhindra Bhat, excel.Security analysis and portfolio management. Avadani, Himalaya publishers.					



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COMMON COURSE STRUCTURE

- | |
|--|
| <ul style="list-style-type: none">• Investment analysis portfolio management, Frank Reilly & Brown, Cengage.• Investment Management, Preethi Singh, Himalaya Publishing House, Mumbai..• Investment, Bodie, McGraw Hill Book Company.• Investment Management ,Hiriyappa ,New Age Publications |
|--|

Online Learning Resources:

https://www.bcci.bg/projects/latvia/pdf/8_IAPM_final.pdf

https://backup.pondiuni.edu.in/sites/default/files/investment%20portfolio-260214.pdf

https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7002.pdf

https://www.youtube.com/c/iit/search?query=securities%20and%20portfolio%20management



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- III	L	T	P	C
21E00305b	Rural Marketing	4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none"> To explain the structure of Rural markets in India & Government role in promoting Rural Marketing. To introduce rural marketing concepts focusing on rural consumer behavior. To list and explain various government agencies for the development of Agricultural marketing in India. To create awareness on agricultural credit and crop insurance information to rural marketing groups. To explain the role of IT in rural marketing with case studies. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> Understand the structure of Rural markets in India & Government role in promoting Rural Marketing. Learn rural marketing concepts focusing on rural consumer behavior. Identify various government agencies, their roles and responsibilities for the development of Agricultural marketing in India. Know the sources of agricultural credit and crop insurance information to rural marketing groups. Know the role of IT in rural marketing with case studies. 					
UNIT - I		Lecture Hrs: 8			
Introduction to Rural marketing: Meaning, scope, definition,& importance ,Rural versus Urban., mindsets, Growth of rural markets, Basic differences between rural, semi urban and urban markets. Classification of Rural Consumer based on economic status, profile of rural consumer, rural consumer behavior.					
UNIT - II		Lecture Hrs: 12			
Rural Marketing strategies: Product strategies ,pricing strategies, distribution strategies, production strategies, Methods of sale, Hatha system, Private Negotiations ,Quotations on samples, Dara Moghum sale Methods ,Open Auction Method. Prevalence of Beoparis and Arahatis Rural Mandi's, APMC's etc					
UNIT - III		Lecture Hrs:12			
Role of Government in the development of Agricultural Marketing : Government intervention in Marketing system, Role of agencies like ,Council of State Agricultural Marketing Boards, (COSAMB),State trading, Cooperative Marketing ,Types of Cooperative marketing societies, Cooperative Processing ,National Agricultural Cooperative marketing federation (NAFED), National Cooperative Development Corporation (NCDC), Public Distribution Systems (PDS), Food Corporation of India, Directors of Marketing and Inspection (DMI), National institute of Agricultural Marketing (NIAM), Self help Groups (SHG's)					
UNIT - IV		Lecture Hrs:12			
Agricultural Credit and Crop Insurance: Agricultural Credit Policy, Institutional Agreements for Agricultural Credit, Crop Insurance, Agricultural Insurance.					
UNIT - V		Lecture Hrs:12			
Role of IT in Rural Marketing: Infrastructure, Importance & scope ,Modern techniques for rural distribution ,Case study of ITC's “ e-choupal” Initiative					



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COMMON COURSE STRUCTURE

Textbooks:
Reference Books:
<ul style="list-style-type: none"> ▪ Rural Marketing : Environment, Problems and strategies –T.P. Gopalaswamy, Vikas Publishing house. ▪ Rural Marketing in India – K.S.Habeb Rahman ,Himalaya Publishers. ▪ Rural Marketing in India – R.V.Bedi , Himalaya Publishers ▪ Rural Marketing- Focus on agricultural inputs, Sukhpal singh , Vikas Publishing house. ▪ Integrated rural development – R.C.Arora , S.Chand & company
Online Learning Resources:
https://www.bing.com/search?q=rural+marketing+lectures&qs=n&form=QBRE&sp=-1&ghc=1&pq=rural+marketing+lectures&sc=7-24&sk=&cvid=7C1410AA2B1944E796CACHED8ADC7A7D9&ghsh=0&ghacc=0# https://www.tutorialspoint.com/rural_marketing https://www.geektonight.com/rural-marketing



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- III Performance Management	L	T	P	C
21E00305c		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To introduce performance management concept and distinguish performance management and Human resource managementTo discuss the concept of mentoring , process, types and pitfallsTo explain coaching and counseling for performance improvement and steps involved in counseling process.To discuss the uses of appraisal system and methods of appraisalTo impart knowledge on Learning Organization, approaches, sources and rewards, and compensation management.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand performance management concept and distinguish performance management and Human resource managementLearn the concept of mentoring , process, types and pitfalls.Explain coaching and counseling for performance improvement and steps involved in counseling process.Design and apply different appraisal systems in an organization.prepare reward and compensation policydetermine factors influencing fringe benefits in the reward and compensation policy.					
UNIT - I		Lecture Hrs: 8			
Introduction to Performance management : Concept -Performance management vs. performance appraisal--Performance management vs. Human resource management- Purposes- Significance .					
UNIT - II		Lecture Hrs: 12			
Mentoring and Monitoring: Concept of mentoring - Benefits of mentoring - Characteristics of mentor-Mentoring process-Group mentoring -Benefits -Types of Group Mentoring – Pitfalls Monitoring performance.					
UNIT - III		Lecture Hrs:12			
Coaching and counseling : Coaching for performance improvement -. Concept - Tips for effective coaching Counseling -Functions of counseling- Steps in counseling process					
UNIT - IV		Lecture Hrs:12			
Annual Stock taking: Stock taking of performance -Uses –Appraisal system design : Process and approaches - Appraisal methods - MBO and Assessment centre -360 degree appraisal - Balanced score card. Stock taking of potential- Appraisal for reward - Appraisal for recognition					
UNIT - V		Lecture Hrs:12			
Learning organization : Concept of learning organization- Learning approaches- Learning sources - Importance of learning-. Characteristics of learning organization- Reward and compensation Management - Concept and types of compensation- Objectives - Competitive compensation design - Fringe benefits- Objectives -Factors influencing fringe benefits - Types of fringe benefits					
Textbooks:					
<ol style="list-style-type: none">1. Performance Management, A.S.Kohli, T.Deb,Oxford.2. Prem Chadha, Performance Management, McMillan.					



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COMMON COURSE STRUCTURE

Reference Books:
<ul style="list-style-type: none">▪ Performance Management, Bagchi, Cengage Learnings.▪ Performance Appraisal and Management, Sharma, Davinder, HPH▪ Performance Management, Herman, Aguinis, Pearson Education.▪ Performance Management and Appraisal Systems, T.V.Rao, Response.▪ Performance management, Kandula, PHI.▪ 360 Degree Feedback and Assessment and Development Centres, T.V.Rao, Excel.▪ Performance Management, Dinesh k.Srivatsava, Excel
Online Learning Resources: NPTEL :: Management - NOC:Performance and Reward Management https://www.tutorialspoint.com/performance_management



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- III Enterprise Resource Planning	L	T	P	C
21E00305d		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To provide the overview of Enterprise Resource Planning, ERP Implementation and Maintenance, business modeling, Business Process Re-engineering (BPR).To discuss the concept of business intelligence system mentoring , process, types and pitfalls .To explain ERP modules in various functional areas in an organization.To discuss the ERP implementation , its life cycle, process .To impart knowledge on ERP products and their impact on enterprise applications.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand overview of Enterprise Resource Planning, ERP Implementation and Maintenance, business modeling, Business Process Re-engineering (BPR).Learn the concept of business intelligence system mentoring , process, types and pitfalls .Explain ERP modules in various functional areas in an organization.Know the implementation of ERP, its life cycle, process, ERP project teams andGain knowledge on ERP products and their impact on enterprise applications.					
UNIT - I		Lecture Hrs: 8			
Introduction to ERP: Overview of ERP,MRPI, MRPII and Evolution of ERP, Business Modeling, ERP related technologies, Business PROCESS Re-engineering (BPR) – BPR Process, Myths regarding BPR, ERP Architecture.					
UNIT - II		Lecture Hrs: 12			
Business Intelligence Systems-Data Mining, Data Warehousing, On-line Analytical Processing (OLAP), On-line Transaction Processing (OLTP)					
UNIT - III		Lecture Hrs:12			
ERP Modules : Finance Controlling, Accounting System, Manufacturing and Production Systems. Sales and Distribution Systems, Human Resource Systems. Plant Maintenance System, Material Management System, Quality Management System,.					
UNIT - IV		Lecture Hrs:12			
ERP Implementation: ERP Implementation life cycle, ERP package selection, ERP Implementation process, ERP project teams, ERP operation and Maintenance					
UNIT - V		Lecture Hrs:12			
ERP Products: SAP, Oracle, Microsoft Dynamic, People Soft, Baan and their impact on enterprise applications					
Textbooks:					
<ol style="list-style-type: none">Enterprise Resource Planning, Singla, Cengage Learnings.Enterprise Resource Planning, Mahadeo Jaiswal & Ganesh Vanapalli, Macmillan					
Reference Books:					
<ul style="list-style-type: none">Enterprise Resource Planning, Alexis Leon, TMH.Enterprise Resource Systems,Motiwala,Pearson.ERP in practice, Jagan Nathan Vaman, Tata Mc.GrawHill.Enterprise Resource Planning and MIS,Venugopal Rao, Excel.ERP concepts & Practice,Vinod Kumar Kard arid NK Venkata Kristean, PHI.Concepts in ERP ,Monk,2/e Thomson.					



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COMMON COURSE STRUCTURE

- Managerial Issues of ERP, David L.Olson , TMH

Online Learning Resources:

<https://www.coursera.org/.../enterprise-resource-planning>

<https://www.bing.com/search?q=enterprise+resource+planning+lectures+epatasala&qs=n&form=QBRE&sp=-1&pq=enterprise+resource+planning+lectures+epatasala&sc=0-47&sk=&cvid=40E6DC39DB2E48D69A7B9979FB33D00A&ghsh=0&ghacc=0#>



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- IV Auditing And Taxation	L	T	P	C
21E00306a		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To explain basic concepts of Audit and Income Tax structure and computation of incomeTo impart knowledge on company audit and audit programmeTo teach qualifications, duties and rights of a company auditor and procedure to prepare an audit report.To provide introduction to Income tax in India and concepts of Income tax.To explain direct and indirect tax focusing basic concepts of GST Act and GST rates in India.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand meaning of audit, types and basic principles of Audit.Know the importance of company audit, audit programme and commencement of new audit.Acquire knowledge on qualifications to appoint auditor and rights and duties as a company auditor.Prepare company audit report.Differentiate direct and indirect taxes, basic concepts of income tax and computational procedure of Income tax.Understand meaning of GST, regulatory framework of GST, features and GST rates in India.Classify different goods and services falling under various tax slab rates.					
UNIT - I	Lecture Hrs: 8				
Introduction to Auditing : Definition, objective of Audit, Advantages and limitation of audit, Types of Audit - Basic Principles of governing audit. Vouching - Meaning and significance.					
UNIT - II	Lecture Hrs: 12				
Company Audit : Introduction to Company Audit - Audit programme- Audit note book - working papers - Commencement of new audit.					
UNIT - III	Lecture Hrs:12				
Auditors eligibility and audit report: Qualifications, disqualifications appointment and removal of company auditor. Duties and rights of a company auditor - Preparation of an audit report					
UNIT - IV	Lecture Hrs:12				
Direct and Indirect Taxes : Features and History of Income Tax in India – Definitions and Basic Concepts of Income Tax: Assesse- Assessment Year – Previous Year – Person – Residential Status : Meaning of Residential Status – Conditions applicable to an Individual Assesse –Problems on computation of Total Income of an Individual based on Residential Status.					
UNIT - V	Lecture Hrs:12				
Introduction to GST Act : Meaning and definition of GST -Objectives of GST- Regulatory framework of GST - Scope of GST- Key features and Benefits of GST- GST rates in India.					
Textbooks:					
1. A Hand book on Practical Auditing- B.N. Tondan, S Chand Publishers					



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COMMON COURSE STRUCTURE

Reference Books:

- Income Tax Law and Practice: V.P. Gaur & D.B Narang, Kalyani Publishers
- Income Tax: B.B. Lal, Pearson Education
- Taxation: R.G. Saha, Himalaya Publishing House Pvt. Ltd.
- Taxation Law and Practice: Balachandran & Thothadri, PHI Learning

Online Learning Resources:

<https://swayam.gov.in/auditing&taxation>
<https://onlinecourses.nptel.ac.in/auditing>
<https://revisioncube.com/lectures/taxation>



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- IV Advertising And Sales Promotion Management	L	T	P	C
21E00306b		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To explain basic concepts of advertising, types of advertisement,To describe objective, functions of advertisement agencies, their services and client –agency relationship.To infuse knowledge on advertising budgets and ways to make effective budgets.To introduce concept of Sales promotion, consumer promotion and impact of sales promotion and preparation of sales promotion budgets.To elucidate the importance of publicity and public relations, role and functions of Public relations officer (PRO) in an organization.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand concepts of advertising, types and department of advertisingOrganize advertisement with advertisement agencies , their functions, role and responsibilities.Prepare advertisement budget , decision models, measures the effectiveness of budgetsAcquire knowledge on sales promotion, consumer promotion and the impact o sales.Know the power of publicity and public relations in promoting sales, the process of public relations and roles and functions of PRO.					
UNIT - I		Lecture Hrs: 8			
Advertising: Meaning, Role of advertising, types of advertisement, industrial, institutional, retail, trade and professional, marketing mix, Advertising department and advertisement manager.					
UNIT - II		Lecture Hrs: 12			
Organizing for Advertising: Objectives and functions - Role and functions of advertisement agencies. Advertising agency and services, client agency relationship. Visual layout, art work, production traffic copy, effective use of words, devices to get greater readership interrelation.					
UNIT - III		Lecture Hrs:12			
Advertisement budgets and effectiveness: Types, optimal expenditure, decision models, sales response and decay, competitive share, Pre-testing, post testing, experimental designs.					
UNIT - IV		Lecture Hrs:12			
Sales Promotion: Importance and scope; Need and objectives of sales promotion; Consumer promotion; channel promotion; Timing of sales promotion; Measurement of impact of sales promotion; sales promotion budgeting.					
UNIT - V		Lecture Hrs:12			
Publicity and public relations: Scope and importance. Methods of publicity, Power of Publicity , advantages and disadvantages of Publicity, Process of Public relations- Marketing public relations functions; Public relations officer- role and functions.					
Textbooks:					
<ol style="list-style-type: none">Advertising & Promotion : George E.Belch, THMAdvertising and Promotion- An Integrated Marketing Communication approach, Shimp, Cengage					
Reference Books:					
<ul style="list-style-type: none">Integrated Advertising, Promotion and Marketing Communications, Clow, Baack, Pearson.					



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COMMON COURSE STRUCTURE

- | |
|---|
| <ul style="list-style-type: none">▪ Integrated Advertising, Promotion and Marketing Communications, Kruti shah, Alon D'Souza, TMH.▪ Advertising & Sales Promotion, SHH Kazmi, Satish Batra, Excel.▪ Advertising Management with integrated Brand Promotion, O'Guinn, Allen, Semenik, Cengage.▪ Advertising Management, Jethwaney, Jain, Oxford.▪ Contemporary Advertising, Arens, TMH.▪ Advertising, Sales and Promotion Management, S.A.Chunawalla, Himalaya.▪ Sengupta, Subroto: Brand Positioning, Strategies for Competitive Advantages, Tata McGraw Hill |
|---|

Online Learning Resources:

https://www.udemy.com/course/advertising-and-sales-promotion

https://www.docsity.com/en/lecture-notes/management/advertising



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Course Code	Specialization Elective- IV Knowledge Management	L	T	P	C
21E00306c		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To explain basic concepts of Knowledge Management(KM).To give essentials of KM, organizational knowledge types.To discuss road blocks to successful implementation of KM and Information Architecture for KM.To infuse significance of Information Technology in Knowledge Management systems, and bench marking for KM.To introduce concept of Sales promotion, consumer promotion and impact of sales promotion and preparation of sales promotion budgets.To make clear future of KM in manufacturing and service industry.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand concepts of Knowledge Management, techniques of KM, relationship between Knowledge and Wisdom.Identify types of knowledge in any organization, knowledge life cycle, process and conversion of knowledge.Know road blocks to successful implementation of KM and Information Architecture for KM.Grasp the significance of information technology in KM, and bench marks in KM.Deduce the future of KM particularly in manufacturing and service sector.					
UNIT – I	Lecture Hrs: 8				
Introduction to KM: Definition, scope and significance of Knowledge Management, Principles of Knowledge Management, Techniques of Knowledge Management, Data- Information-knowledge-Wisdom relationship.					
UNIT – II	Lecture Hrs: 12				
Essentials of Knowledge Management: Basic types of Knowledge management, Organizational Knowledge Management - Organizational knowledge types- Knowledge Life cycle- Organizational knowledge sources- process, Knowledge Conversion					
UNIT – III	Lecture Hrs:12				
Implementation of Knowledge Management: Discussion on Roadblocks to success,10-step KM Road Map of Amrit Tiwana, Information Architecture: A three- way Balancing Act, KM,					
UNIT – IV	Lecture Hrs:12				
Knowledge Management and Information Technology: Role Information Technology in Knowledge Management Systems, E-commerce and Knowledge Management, Bench marking and Knowledge Management					
UNIT – V	Lecture Hrs:12				
Future of Knowledge Management and Industry perspective: Knowledge Management in Manufacturing and service industry, future of Knowledge Management.					
Textbooks:					
<ol style="list-style-type: none">Knowledge Management, Sudhir Warier: Vikas Publishing House.Web Warehousing & Knowledge Management,Mattison: Tata McGraw-Hill.					
Reference Books:					
<ul style="list-style-type: none">Knowledge management: An Evolutionary view, Becerra Fernandez: PHI.					



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COMMON COURSE STRUCTURE

- Knowledge Management, Fernando: Pearson.
- Knowledge Management, B.Rathan Reddy: Himalaya.
- Knowledge Management, Tapan K Panda: Excel.
- Knowledge Management systems, Barnes: Cengage.
- The Knowledge Management tool kit, Tiwana: 2/e, Pearson Education.
- Knowledge Management, Sislop: Oxford University Press,.
- Knowledge Management, Debowski: Wiley Student Edition, Wiley Ind
- Knowledge management, A Thothathri Raman, Excel books

Online Learning Resources:

[https://www.coursera.org/courses?query/knowledge management](https://www.coursera.org/courses?query/knowledge%20management)
[https://www.udemy.com/course/knowledge management](https://www.udemy.com/course/knowledge-management/)
<https://freevideolectures.com/course/4750/nptel-knowledge-management>
https://onlinecourses.nptel.ac.in/noc20_mg40/preview


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COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- IV Data Visualisation & Analytics	L	T	P	C
21E00306d		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To explain the significance of data, basic concepts of Data Visualization(DV).To give knowledge on dashboard designing, data discovery, exploration, bid data lake and pitfalls of data visualization.To familiar with DV techniques and procedure to create, add and edit features for effective visualization of data.To impart knowledge on Data Visualization Tools focusing on TABLUE, Power BI and Qlikviews.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand importance of data, analyzing, reasoning about data through visualizations.Study more insights of the data for effective decision making.List out properties of DV, goals, functions and framework of DV.Gain knowledge on dashboard designing, data discovery, exploration, bid data lake and pitfalls of data visualizationAcquire knowledge on DV tools TABLEAU, Power BI and Qlikviews to explore meaningful and insightful information in the data.Compare and contrast TABLEAU, Power BI and Qlikviews.					
UNIT – I	Lecture Hrs: 8				
Introduction: Data Visualization Definition, Graphics and Computing, History of Data Visualization, Analyzing Milestone Data, Goals of DV, Functions of Data Visualization, Framework of Data Visualization, Stages of Data Visualization, Properties of Data Visualization					
UNIT – II	Lecture Hrs: 12				
Dashboard: Design principles, Dashboards, SOC Dashboard, Data Discovery and Exploration, Data requirements for visualization, Big Data Lake, Pitfalls of Datavisualization.					
UNIT – III	Lecture Hrs:12				
Data Visualization Techniques & Visualization data: Creating a Scatterplot, Adding regression line to the scatter plot, plotting categories, Labelling the graph, Legend Layouts, creating a facet, theming, Creating bar charts, Violin plots, density plots, Basic Graphics, the grammar of Graphics & ggplot 2 package (using qplot (), using Geometrics, facets, scaling, Themes and other graphics Transformation), figures with multiple plots.					
UNIT – IV	Lecture Hrs:12				
Data Visualization Tool: Tableau, Getting started with Tableau, Creating basic charts, Creating common visualizations • Creating dashboard layouts, Using dashboard filters, Creating calculated fields and measures • Using Quick Tablecalculations.					
UNIT – V	Lecture Hrs:12				
Data Visualization Tools: Power BI & Qlikview: Getting started with Power Bi- Uploading data to Power BI-Introducing Quick Insights-Introduction to reports- Introducing Visual Interactions- Decorating the report -Saving the report-Pinning a report-Filtering a report – Introduction to Qlikview – difference between Olik. PowerBI & Tableau					



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Textbooks:
<ol style="list-style-type: none"> 1. Cole Nussbaumer Knaflitz, “Storytelling With Data: A Data Visualization Guide for Business Professionals”, Wiley publications 2. Kieran Healy, “Data Visualization - A Practical Introduction”, Princeton University Press. 3. Scott Berinato, “Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations”, 2016. 4. Claus O. Wilke, “Fundamentals of Data Visualization”, O'Reilly Media, Inc.
Reference Books:
<ul style="list-style-type: none"> • Anderson, Melissa. 2017. “Data Visualization and the 9 Fundamental Design Principle. • Alberto Ferrari & Marco Russo, “Introducing Microsoft Power BI”, Microsoft press, ISBN: 978-1-5093-0228-4
Online Learning Resources:
https://www.datavis.ca/papers/hbook.pdf https://cs.stanford.edu/degrees/phd/cs300/jeffrey-heer.pdf http://byrneslab.net/classes/biol607/readings/Friendly_2008_dataviz_history.pdf http://euclid.psych.yorku.ca/www/psy6135/lectures/History-2x2.pdf https://online.hbs.edu/blog/post/data-visualization-techniques http://www.ajtmr.com/papers/Vol11Issue1/Vol11Iss1_P4.pdf https://www.sas.com/content/dam/SAS/en_us/doc/whitepaper1/data-visualization-techniques-106006.pdf https://datos.gob.es/sites/default/files/doc/file/data_visualization_tool_report.pdf https://creconline.org/wp-content/uploads/2016/10/Data-Visualization-with-Tableau-Presentation.pdf https://wmich.edu/sites/default/files/attachments/u1158/2019/Tableau%20WMU_2.pdf https://ecampusontario.pressbooks.pub/app/uploads/sites/73/2019/02/Tableau-tutorial.pdf https://www.mukpublications.com/resources/sma%20v25-1-18-final.pdf https://cedar.princeton.edu/sites/g/files/toruqf1076/files/media/introduction_to_tableau_training_0.pdf https://smetricinsights.com/wp-content/uploads/2021/03/Tableau-VS-QlikView-VS-Power-BI-2019-Update.pdf



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	General Elective- II (MOOCS) Entrepreneurship Development	L	T	P	C
21E00307a		2	0	0	2
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To educate in preparation of business plan, contents and effective presentation of business plan.To explore and Generate new business opportunity,To explain and discuss strategies for Decisions under Uncertainty and environment instability, Risk Reduction strategies, Market scope strategy & Imitation strategiesTo educate on Women entrepreneurship focusing on Rural Entrepreneurship and Entrepreneurship Development Programmes (EDPs) to transform as entrepreneur.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Undertake new business ventures with new creative business plan models, contents and effective presentation of business plan.To apply various strategies for decisions under different scenarios to reduce risk.Analyse challenges faced by Women entrepreneurship focusing on Rural EntrepreneursKnow the need of Entrepreneurship Development Programmes (EDPs) to transform as entrepreneur with case studies.					
UNIT – I	Lecture Hrs: 4				
Nature and Forms of Entrepreneurship: Features - Entrepreneur’s competencies, attitude, qualities, functions. Entrepreneurial scenario in India and Abroad. Small Business, Importance in Indian Economy, Types of ownership, sole trading, partnership, Important features of various types of businesses - corporate entrepreneurship, Intrapreneurship - Role of Government in the promotion of Entrepreneur.					
UNIT – II	Lecture Hrs: 6				
Project Planning and Feasibility Studies: The Concept of Project, Project Life Cycle - Project Planning, Feasibility – Project proposal & preparation of DPR (detailed project report).					
UNIT – III	Lecture Hrs:6				
Aspects of the Entrepreneurship: Idea generation – opportunities - SWOT Analysis - patents and trademarks, Intellectual Property Rights. Source of Capital, Debt capital, seed capital, venture capital - Informal Agencies In financing entrepreneurs, Technology and business incubators.					
UNIT – IV	Lecture Hrs:6				
Entrepreneurial Strategy: Generation of new business opportunity, Decisions under Uncertainty, entry strategy, environmental instability - Risk Reduction strategies, Market scope strategy- Imitation strategies					
UNIT – V	Lecture Hrs:6				
Women and Rural Entrepreneurship and EDPs: Scope-Challenges faced by women entrepreneurs, Institutions supporting women entrepreneurs. Successful cases of women entrepreneurs.-Need, Rural Industrialization – Role of NGO’s – Organising EDPs – Need, Objectives, Evaluation of Entrepreneurship Development Programmes.					
Textbooks:					
1. The Dynamics of Entrepreneurial Development and Management, Vasanth Desai, Himalaya.					


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2. Entrepreneurship Development & Small Business Enterprises – Second Edition, Poornima M.Charantimath , Pearson
Reference Books:
<ul style="list-style-type: none"> • Entrepreneurial Development, S. Chand and Company Limited, S.S. Khanka, . • Fundamentals of Entrepreneurship, H. Nandan, PHI. • Entrepreneurship, 6/e, Robert D Hisrich, Michael P Peters, Dean A Shepherd, TMH. • Entrepreneurship – New venture Creation, Holt, PHI. • Entrepreneurship- Successfully Launching New Ventures, Barringer, Ireland, Pearson. • Entrepreneurship, Roy, Oxford.
Online Learning Resources:
https://www.tutorialspoint.com/entrepreneurship_development https://swayam.gov.in ----Entrepreneurship Development https://leverageedu.com/blog/entrepreneurship-development



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	General Elective- II (MOOCS) PROJECT MANAGEMENT	L	T	P	C
21E00307b		2	0	0	2
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To explain communication conceptsTo develop the students' competence in communication at an advanced level.To demonstrate communication skills viz., listening, speaking, reading and writing with teaching aids.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand the communication concepts andImprove communication and competence skillsObtain and apply proficiency in business communication at the workplace and professional contexts.					
UNIT – I	Lecture Hrs: 4				
Project management: meaning of project, project management, nature of projects , project management system, project life cycle , project management process.					
UNIT – II	Lecture Hrs: 6				
Project analysis : types of analysis –technical analysis, economic analysis, financial analysis , sensitivity analysis, social analysis, institutional analysis					
UNIT – III	Lecture Hrs:6				
Organizing system and processor for project implementation: working of system, design of system, project work system design, work breakdown structure , project execution plan , project procedure manual					
UNIT – IV	Lecture Hrs:6				
Project risk management: Concept of risk , five stage process in risk management , types of risks , Project risk management – an integrated approach Project risk analysis and management (PRAM)					
UNIT – V	Lecture Hrs:6				
Monitoring and control: meaning of project monitoring , activities to monitor: project control, the essents of control, post evaluation approach: project benfit monitoring and evaluation-difference between monitoring and evaluation, project benfit monitoring methods :PBM methods-PBM reports-scheduling PBM activities-project completion-impact evaluation					
Textbooks:					
1. Project management: vasant desai,Himalaya publishing house,edition 2008.					
Reference Books:					
1. Project management: jack gido, penna state university,edition 2007.					
2. Project management : s. chowdary publishers,copyrights1998,by mcgraw hill education pvt ltd.					
3. Project management : jeffie k .pinto ,Indian edition ,published by dorling Kindersley india pvt ltd 2009.					
4. Project planning scheduling & control: james p .lewis, tata mcgraw hill education pvt ltd.Third edition 2009					
Online Learning Resources:					



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COMMON COURSE STRUCTURE

<https://archive.nptel.ac.in/project management>

<https://aims.education/project-management-lecture-notes>

<https://www.coursera.org/courses?query/project management>



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	General Elective- II (MOOCS) BUSINESS ETHICS AND CORPORATE GOVERNANCE	L	T	P	C
21E00307c		2	0	0	2
Semester		III			
Course Objectives:					
<ul style="list-style-type: none">To introduce concept of business ethics, corporate ethics, theories, models and approaches for decision making and ethics in competitive business.To Explain role of ethics in business competition.To make clear on ethical aspects in various functional areas in the organizations.To impart knowledge on Corporate Governance, structure, theories, philosophies and Corporate Social Responsibility (CSR).					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand concepts of business ethics, corporate ethics, theories, models and approaches for decision making and ethics in competitive business.Recognize the role of ethics in business competition.Learn and apply ethical aspects in various functional areas in the corporate business.Know Corporate Governance, structure, theories, philosophies and Corporate Social Responsibility (CSR).Classify the stakeholders in CSR and correlate CSR with ethical aspects of business.					
UNIT – I		Lecture Hrs: 4			
Business Ethics:- Ethics meaning, need, scope, nature, importance, functions, need and purpose of business ethics, approaches to business ethics, source of ethical knowledge for business. Evolution of business ethics, Ten popular myths about business ethics, ethical dilemmas ,code of conduct in business, some major unethical business practices.					
UNIT – II		Lecture Hrs: 6			
Theories of ethics :- Ethical approaches, modern decision making, ten amendments , Aristotle theory of Golden mean, theory of consequentialism, Right Albert Carr’s theory of business ethics, W.D Ross seven prima facie duties(rules); Concept of Justice – Types of justice ; Indian Ethos: Advaita vedanta (Shankara), Visishtadvaita Philosophy (Ramanuja), Gandhian Ethics, Ethics of Bhagavat githa, Moral standards in Indian Ethics.					
UNIT - III		Lecture Hrs:6			
Ethical aspects in Organization:- Ethics issues in marketing and advertisement, Ethical issues in finance and accounting, Ethical issues in HRM, Production and operations management, information technology, Combating frauds, Cyber crime, Whistle blowing., professional ethics and human values, Decision making and types of business companies, Josephson’s six Pillars of Character and Business Decision making,					
UNIT - IV		Lecture Hrs:6			
Corporate Governance:- Purpose- Theories and Philosophies of Corporate Governance, Nature, Characteristics and purpose of corporate governance, Theories of corporate governance, Principles, corporate governance codes and practices. Share holders- Rights and Protection, issues in corporate governance, The Emerging Trend in corporate governance.					
UNIT - V		Lecture Hrs:6			



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CSR(Corporate Social Responsibility):- Needs, types and nature of social responsibilities, history and evolution of corporate governance in India, Salient features, Structure and Standards of corporate governance in India, Models of corporate governance

Textbooks:

1. Business Ethics and Corporate Governance –A.C. Fernando, Pearson Education.

Reference Books:

- “Perspectives in Business Ethics”, Laura P Hartman, Tata McGrawHill.
- Ethics in management and Indian Ethos, Biswanath Ghosh, Vikas
- Bob Tricker, Corporate Governance, Oxford.
- Corporate Governance and Social responsibility, Balachandran, Chandrasekharan, PHI
- Business Ethics -Concepts and Cases, Weiss, Cengage.
- Business Ethics, Himalaya, C.S.V. Murthy.
- Ethical Management, Satish Modh, Mcmillan.

Online Learning Resources:

<https://ddceutkal.ac.in/Syllabus/BECG-MBA.pdf>
https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1503.pdf
<https://www.bimkadapa.in/materials/BECG%20-5-UNITS-PDF.pdf>
https://www.augstskola.lv/upload/CSR%20book_FINAL_01.2020.pdf
<https://www.himpub.com/documents/Chapter2975.pdf>
<https://www.icsi.edu/media/webmodules/publications/EGAS-Final.pdf>



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	Business Simulation Lab	L	T	P	C
21E00308		0	0	2	1
	Semester	III			
Course Objectives:					
<ul style="list-style-type: none">To expose the students to learn various online/ offline gathering of the dataTo understand various statistical tools including ExcelTo help the students to visualize using various tools including ExcelTo train them into their functional domains Marketing, Finance and HRTo understand the basic data base system of MS Access					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">To familiarize Students with basic to intermediate data gathering skills for using various toolsTo provide students hands on experience on various statistical UtilitiesTo gain proficiency in creating solutions for Data Management and Reporting					
UNIT – I		Lecture Hrs: 4			
Gathering the data (Using Online/Offline) Create questioner of Marketing/HR/revenant management stream – gathering primary data - Entering online survey data into excel – sorting and filtering the required shape – Colleting and entering the secondary data (Financial data/ balance sheets/stock data/ mutual fund data/Insurance Data)					
UNIT – II		Lecture Hrs: 6			
Statistical Analysis (Using Excel / SPSS / R-studio Open-Source Online tools) Formulation of Hypothesis - Statistical Calculation of Uni Variable - Bi Variable – Multi variable – interpretation of the result					
UNIT – III		Lecture Hrs:6			
Visualization of Data (Using Excel/Power Bi/ Tableau Public/Other Open Source Visualization tools) Introduction Charts –Rules for Creating Charts- Labels- Title of the chart- Axis of the chart- Quick Layout- switch to row to column -changing the data – different types charts					
UNIT – IV		Lecture Hrs:6			
Database Creation : Data base creation in HR,FINANCE & MARKETING , Creating Sales Database – filtering the data – Create models using marketing data – Creating HR Data base – create model for HR data - Calculations of NPV, IRR					
UNIT – V		Lecture Hrs:6			
Introduction to MS- Access & SPSS: Overview of MS Access – getting started – tables – primary key – over view ribbon – creating data base . Overview of SPSS- Data entry and analysis – main features of SPSS Packages					
Textbooks:					
1. Glyn Davis & Branko Pecar “Business Statistics Using Excel” Oxford University Press.					
Reference Books:					
<ul style="list-style-type: none">David Whigham “Business Data Analysis Using Excel” Oxford University Press.Winston “Excel 2010 Data Analysis and Business Modelling” PHI Learning Private Limited.Bajpai “Business Statistics” Pearson.D P Apte : Statistical Tools for Managers USING MS EXCEL, Excel Books.					



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COMMON COURSE STRUCTURE

Online Learning Resources:
https://www.coursera.org/courses?query=microsoftexcel https://onlinecourses.nptel.ac.in https://swayam.in/Advanced-excel https://swayam.in/spss-lectures



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COMMON COURSE STRUCTURE & SYLLABI

Course Code	Experimental Learning Project	L	T	P	C
21E00309		0	0	2	1
	Semester	III			
<p>Experiential learning project is a multifaceted assignment that serves as a group academic and intellectual experience. Students are required to take up a mini project work, in which the student or a team of maximum four students can choose any specific problem of Industry / Industry based project work / social problem that interests them. Student or team need to conduct research on the subject, maintain a portfolio of findings or results, create a final product demonstrating their learning acquisition or conclusions (as a paper, short film, or multimedia presentation), and give an oral presentation before the Project Review Committee consisting of Head of the Department, supervisor/mentor and two other senior faculty members of the department</p>					


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MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE

Course Code	Specialization Elective - V Financial Derivatives	L	T	P	C
21E00401a		4	0	0	4
Semester		IV			
Course Objectives:					
<ul style="list-style-type: none">To give an overview of Financial Derivatives, growth, types of derivatives.To Explain fundamental linkages between spot & derivative markets.To infuse knowledge on functioning and types of future and forward markets.To explain the concepts of Options, strategies, and its pricing models.To give an understanding on Swaps, types of Swaps and Credit Risk involved in Swaps.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand concepts of Derivative, and types of derivativesRecognize the inter relationship of Spot & derivative markets.Learn the functioning of utue and forward markets.Know the concepts of Options, strategies, and its pricing models.Aware of types of swaps in reducing risk.					
UNIT – I	Lecture Hrs: 8				
Introduction to Derivatives : Development and Growth of Derivative Markets, Functions of Derivative markets - Types of Derivatives – Participants in Derivatives Markets - Financial Vs Derivative markets - Fundamental linkages between spot & Derivative Markets, Role of Derivatives Market in India, uses and misuses of derivatives.					
UNIT – II	Lecture Hrs: 12				
Future and Forward Market: Meaning of Forwards and Futures, Mechanics of Buying & Selling Future: Order flows – setting a futures position – Initial Margins – types of orders; Hedging Strategies Using futures: Short – Long – Basis Risk – Hedge Ratio.					
UNIT - III	Lecture Hrs:12				
Options: Introduction to Options - Distinguish between Options and Futures – Participants in Options Market - Structure of Options Market, Types of Options, Principles of Option Pricing, Option Pricing Models: The Binomial Model, The Black Scholes Merton Model - Factors affecting Option prices – Maximum & Minimum Option Price.					
UNIT – IV	Lecture Hrs:12				
Options Hedging Strategies : Types of Option hedging strategies: Protective Puts & Calls, Converted Calls, Spreads, Combinations – Delta Hedging. - Advanced Option strategies: Stock Index options – Currency Options – Interest Rate Options(Theory only).					
UNIT – V	Lecture Hrs:12				
Swaps: Introduction - Types of Swaps –Interest Rate Swaps –Currency Swaps –Commodity Swaps – Credit Risk in Swaps (Theory only).					
Textbooks:					
<ol style="list-style-type: none">Risk Management Insurance and Derivatives, Dr. G. Kotreshwaar, HPH.Financial Derivatives, Gupta, 1st Edition, PHI.Fundamentals of futures and options market, John C Hull: Pearson Education.					
Reference Books:					
<ul style="list-style-type: none">Financial Derivatives and Risk Management, OP Agarwal, HPHCommodities and Financial Derivatives, Kevin, PHI					



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MASTER OF BUSINESS ADMINISTRATION
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COMMON COURSE STRUCTURE & SYLLABI

- Fundamentals of Financial Derivatives, Swain.P.K, HPH
- Financial Derivatives, Mishra: Excel.
- Risk Management & Derivatives, Stulz, Cengage.
- Derivatives and Risk Management, Jayanth Rama Varma: TMH.
- Risk Management Insurance and Derivatives, G. Koteswar: Himalaya

Online Learning Resources:

<https://www.udemy.com/course/financial-derivatives>
https://onlinecourses.nptel.ac.in/noc21_mg84/preview

<https://swayam.in/FinancialDerivatives>
<https://www.academia.edu>


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COMMON COURSE STRUCTURE

Course Code	Specialization Elective – V Services Marketing	L	T	P	C
21E00401b		4	0	0	4
Semester		IV			
Course Objectives:					
<ul style="list-style-type: none">To give an understanding on Service Marketing, features, classification of services.To make clear about customer expectations of service, types , factors influencing and issues in customer expectations of service.Explain pricing and promotion strategies for services.To describe and discuss service promotion strategies, implications and marketing communication mix in modern economy.To impart knowledge on marketing plans for services.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand service Marketing, features, classification of services.Learn the concept of customer expectations of service, types , factors influencing and identifies issues in customer expectations of service.Know and setup monetary pricing objectives, pricing strategies into practiceAcquire knowledge on service promotion, strategies, implications and marketing communication mix in modern economy.Formulate marketing plans, and understands planning process, allocation of resources and monitoring marketing planning.					
UNIT – I	Lecture Hrs: 8				
Understanding services marketing: Introduction, Characteristics of services marketing mix, services in the modern economy, Classification of services, marketing services Vs. Physical services					
UNIT – II	Lecture Hrs: 12				
Customer Expectations of service: Service expectations, types of expectations, factors that influence customer expectations of service. Issues in involving customers service expectations, Customer defined service standards					
UNIT - III	Lecture Hrs:12				
Pricing & Promotion strategies for services: Service pricing, establishing monetary pricing objectives, foundations of pricing, pricing and demand, putting service pricing strategies into practice.					
UNIT – IV	Lecture Hrs:12				
Service promotion: The role of marketing communication. Implication for communication strategies,, marketing communication mix.					
UNIT – V	Lecture Hrs:12				
Marketing plans for services: The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitory marketing planning and services.					
Textbooks:					
<ol style="list-style-type: none">Services Marketing – Text and Cases, Rajendra Nargundkar, TMH.Services Marketing—Integrating Customer Focus Across the Firm,Valarie A.Zeithaml & Mary Jo-Bitner: TMH.					
Reference Books:					
<ul style="list-style-type: none">Services Marketing People, Technology, Strategy,Christopher Lovelock, Wirtz, Chatterjee, Pearson.Services Marketting – Concepts planning and implementation, Bhattacharjee, excel,2009					



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COMMON COURSE STRUCTURE & SYLLABI

- Services Marketing, Srinivasan, PHI.
- Services – Marketing, Operations and Management, Jauhari, Dutta, Oxford.
- Marketing of Services, Hoffman, Bateson, Cengage.
- Service sector Management, C. Bhattacharjee, Jaico.

Online Learning Resources:

<https://www.swayam.gov.in/explorer?category= ServicesMarketing>
https://onlinecourses.nptel.ac.in/noc20_mg12/preview
<https://www.studocu.com/.../services-marketing>


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COMMON COURSE STRUCTURE

Course Code	Specialization Elective – V Organization Development	L	T	P	C
21E00401c		4	0	0	4
Semester		IV			
Course Objectives:					
<ul style="list-style-type: none">To introduce concept of Organization Development (OD), beliefs in OD and ethical issues in OD.To Explain foundations of OD.To make them clear on Action Research - OD.To impart knowledge on interventions, classification of interventions .To discuss power politics in OD and future of OD.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand concepts of Organization Development (OD).Know foundations of OD.Acquire knowledge on Action Research and OD.Classify interventions at intergroup, third party level, and also structural interventions and comprehensive interventions.Understand power politics in OD and the future of OD.					
UNIT – I					Lecture Hrs: 8
Organization Development –Definition – Characteristics - Contributory Stems, Values, Assumptions, Beliefs in OD - Ethical issues in OD.					
UNIT – II					Lecture Hrs: 12
Foundations of OD- Systems Outlook- Third Wave Management and Organization Transformati					
UNIT - III					Lecture Hrs:12
Diagnostic Process and Areas of Diagnosis –Action Research- As a Process and Approach- OD					
UNIT – IV					Lecture Hrs:12
Interventions classification – Team Interventions – Intergroup Interventions- Third party peace making intervention, Structural Interventions- Comprehensive Interventions and Training Experience, Other Interventions- T- Groups, Behavior Modelling, Life and Career Planning.					
UNIT – V					Lecture Hrs:12
Consultant Issues – System Ramifications – Power politics in OD – Future of OD.					
Textbooks:					
<ol style="list-style-type: none">1. Organisation Development and Transformation, French, Bell & Zawacki, TMH.2. Organization Development,French & Bell,Pearson					
Reference Books:					
<ul style="list-style-type: none">• Organisation Change and Development, Kavita Singh: Excel.• Organization Development, Daniel Robey & Steven Actman,Macmillan.• Organisation Development Change, Cummins & Worley, Thomson/Cengage.• Organisation Development Interventions& Strategics, S. Ramnarayan, T.v Rao & kuldeep singh, Response.					
Online Learning Resources:					



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<https://mooc.es/course/organization-development>
https://onlinecourses.nptel.ac.in/noc20_mg56/preview
<https://swayam.in/OrganizationalDevelopment>


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COMMON COURSE STRUCTURE

Course Code	Specialization Elective - V Data Communication And Network Analysis	L	T	P	C
21E00401d		4	0	0	4
Semester		IV			
Course Objectives:					
<ul style="list-style-type: none">To Impart knowledge on concepts of Data Communication and Network Analysis, network security, privacy and data encryption.To introduce concepts of Network, general structure of Networks , types of analysis , layers, digital transmission.To explain and analyze different layers in Network focusing on Transportation layer, Session layer, presentation layer and application layers in data communication and network.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand concepts of Data Communication and Network Analysis, network security, privacy and data encryption.Gain knowledge on general structure of Networks , types of analysis , layers, digital transmission.To explain and analyses different layers in Network focusing on Transportation layer, Session layer, presentation layer and application layers.					
UNIT – I		Lecture Hrs: 8			
Introduction – General structure of Networks – ISO, OSI Reference Model. Hierarchical Network, connectivity analysis – delay analysis – local access Network design. Physical layer: transmission and multiplexing – digital transmission – circuit switching packet switching – terminal handling – error correction and error correcting codes.					
UNIT – II		Lecture Hrs: 12			
Data – link layer: simple protocols. Unrestricted stop and wait sliding window protocols. Network layer: virtual circuits and data grams, centralize hierarchical and broadcasting algorithms.					
UNIT - III		Lecture Hrs:12			
Transportation layer and Session layer: transport service – addressing and connection establishment – flow control and buffering – synchronization – crash recovery gate way– internet work fragmentation – session layer.					
UNIT – IV		Lecture Hrs:12			
Presentation layer: network security and privacy – data encryption – key distribution authentication and digital signatures – virtual terminal protocols – file transfer protocols					
UNIT – V		Lecture Hrs:12			
Application layer – distribution systems ISDN – Service & History, TCP/IP and Net Working and Internet working Derives.					
Textbooks:					
<ol style="list-style-type: none">Understanding Data Communications & Networks, William A. Shay, Vikas.Data Communications and Net Working, Behrouz A. Forouzan, TMH					
Reference Books:					
<ul style="list-style-type: none">Data Communication and Computer Networks, Duck& Read, Person.Data Networks, Bertsekas & Gallages, PHIComputer Communications and Networking Technologies, Michael A. Gallo, Cengage					
Online Learning Resources:					



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<https://swayam.gov.in/DataCommunicationandNetwork>

https://www.tutorialspoint.com/data_communication

<https://onlinecourses.nptel.ac.in/DataCommunication>


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COMMON COURSE STRUCTURE

Course Code	Specialization Elective – VI International Financial Management	L	T	P	C
21E00402a		4	0	0	4
Semester		IV			
Course Objectives:					
<ul style="list-style-type: none">To present an overview of International Financial Management , nature , scope and importance.To impart knowledge on Foreign Exchange Market, functions and structure , transaction and settlement mechanism.To explain meaning of foreign exchange exposure , types of exposure and risk involved.To discuss cross-border investment decisions , project evaluation techniques and risk involved in cross-border investment decisions.To explicate financing decisions of MNCs and working capital management.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand an overview of International Financial Management , nature , scope and importance.Acquire knowledge on Foreign Exchange Market, functions and structure , transaction and settlement mechanism.Identify different types of foreign exchange exposure and risk involved.Evaluate cross-border investment decisions using various project evaluation techniques and risk involved in cross-border investment decisions.Know evaluation of financing decisions and factors influencing financing decisions.Take decision on effective utilization of components of working capital.					
UNIT – I	Lecture Hrs: 8				
Introduction to International Financial management: IFM meaning, Difference between FM & IFM, Nature, Scope, Importance.					
UNIT – II	Lecture Hrs: 12				
Foreign Exchange Market: Functions and Structure of the Forex markets, major participants, types of transactions and settlements, Foreign exchange quotations, .					
UNIT - III	Lecture Hrs:12				
Management of foreign exchange exposure and risk: Types of Exposure, Economic Exposure, Transaction Exposure, Operating Exposure.					
UNIT – IV	Lecture Hrs:12				
Cross-border Investment Decisions: Capital budgeting, Approaches to Project Evaluation, Risk in Cross-border Investment Decisions.					
UNIT – V	Lecture Hrs:12				
Financing Decisions of MNC`s & Working Capital Management: Introduction, the cost of capital, capital structure, Cash management, management of receivables, Inventory management					
Textbooks:					
<ol style="list-style-type: none">International Financial Management, V.K.Bhalla ,S.ChandInternational Financial Managemen, Ephriam Clark , Cengage.					
Reference Books:					
<ul style="list-style-type: none">International Finance , Prakash .G.Apte, TMHInternational Financial Management, T. Siddaiah: Pearson.International Financial Management ,M.K.RastogiInternational Financial Management. S. Eun Choel and Risnick Bruce: TMH.					



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COMMON COURSE STRUCTURE & SYLLABI

- | |
|--|
| <ul style="list-style-type: none">• International Financial Management, Machi Raju, HPH.• international finance management, Jeff Madura, Cengage. |
| Online Learning Resources: |
| https://online-degree.swayam.gov.in/dyp20_d02_s3_fm04/preview |
| https://www.iimb.ac.in/InternationalFinacialManagement |
| https://nptel.ac.in/InternationalFinaincialManagement |


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COMMON COURSE STRUCTURE**

Course Code	Specialization Elective – VI International Marketing	L	T	P	C
21E00402b		4	0	0	4
Semester		IV			
Course Objectives:					
<ul style="list-style-type: none">To present an overview of International Marketing , nature , scope and importance.To discuss comparison of Domestic Vs International Marketing and the macro environmental factors of International Marketing.To impart knowledge different strategies to enter in International Market.To explain international product management with regard to new products, culture, brands at international levels.To discuss international marketing channels and physical distribution of goods and grey market goods.To explicate export policy decisions of a firm and EXIM policy of India, procedures involved in Exports and assistance and incentives from governments.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand an overview of International Marketing , nature , scope and importance.Differentiate Domestic and International Marketing and the international environmental factors for Marketing.Learn and know international product management with regard to new products, culture, brands at international market.Identify international marketing channels and physical distribution of goods and grey market goods.Know export policy decisions of a firm and EXIM policy of India, procedures involved in Exports and assistance and incentives from governments to enter in international market.					
UNIT – I	Lecture Hrs: 8				
International Marketing: Scope and Significance of International Marketing, The importance of international marketing, Differences between international and domestic marketing, legal environment and regulatory environment of international marketing.					
UNIT – II	Lecture Hrs: 12				
International Market Entry Strategies: Indirect Exporting, , Direct Exporting, Foreign Manufacturing Strategies with Direct Investment. Entry Strategies of Indian Firms.					
UNIT - III	Lecture Hrs:12				
International product management: International product positioning, Product saturation Levels in global Market, New products in International Market, Products and culture, brands in International Market.					
UNIT – IV	Lecture Hrs:12				
International Marketing Channels: Distribution Structures, Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing an international Distribution Strategy, Selecting Foreign Country Market intermediaries. The management of physical distribution of goods, Grey Market goods.					
UNIT – V	Lecture Hrs:12				
Export Marketing: Introduction to Export Marketing, Export Policy Decisions of a firm, EXIM policy of India. Export costing and pricing, Export procedures and export documentation. Export assistance and incentives in India.					
Textbooks:					



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COMMON COURSE STRUCTURE & SYLLABI

1. International Marketing, Michael R.Czinkota, Likka A Ronkainen, Cengage . 2. Global marketing Management , Keegan, Green, 4/e, Pearson
Reference Books:
<ul style="list-style-type: none"> • International Marketing Analysis and Strategy, Sak Onkvisit, John J. Shaw, PHI. • International Marketing, Philip R. Cateora, John L. Graham, Prasanth Salwan, TMH. • International Marketing, Vasudeva PK, excel. • Global Marketing, Management, Lee, Carter, Oxford. • International Marketing and Export management, Albaum , Pearson Education. • Global Marketing, Johansson, TMH. • Integrated Marketing Management – Text and Cases, Mathur, Sage.
Online Learning Resources:
https://onlinecourses.nptel.ac.in/noc22_mg50/preview https://www.iimb.ac.in/InternationalMarketing https://www.swayam.gov.in/InternationalMarketing


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COMMON COURSE STRUCTURE

Course Code	Specialization Elective – VI Global Human Resource Management	L	T	P	C
21E00402c		4	0	0	4
Semester		IV			
Course Objectives:					
<ul style="list-style-type: none">To explain concept of Global Human Resource Management (GHRM) and issues & Challenges involved in GHRM.To discuss comparison of HRM Vs GHRM and the global environmental factors of GHRM and cross cultural research methodologies.To impart knowledge on global staffing and compensation practices and differences in HCNs, PCNs and TCNs.To discuss appraisal, training & development at Global perspective level.To elucidate global industrial relations and people management globally.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand an overview of concept of Global Human Resource Management (GHRM) and issues & Challenges involved in GHRM.Differentiation on HRM Vs GHRM and the global environmental factors of GHRM and cross cultural research methodologies.Learn concept of global staffing and compensation practices and differences in HCNs, PCNs and TCNs.Know appraisal, training & development methods at Global perspective level.Gain knowledge on global industrial relations and people management globally.					
UNIT – I		Lecture Hrs: 8			
Global Human Resource Management concept , expanding role – Global issues and challenges, Differences between Domestic HRM and GHRM.					
UNIT – II		Lecture Hrs: 12			
Social and Cultural Variables in Global Organizations – Cross Cultural Differences – Cross Cultural Research Methodologies – Hofetede’s Hermes Study, Cultural Issues.					
UNIT - III		Lecture Hrs:12			
Global staffing and Compensation Practices – Nature, Sources, Policies – Human Resource Planning – Recruitment and Selection for global Assignment, Selection process- Expatriate and Repatriate. – Compensation- International Compensation structure, Differentiating HCNs, PCNs and TCNs.					
UNIT – IV		Lecture Hrs:12			
Appraisal and Training and development in the Global Perspective- Programs and Agencies– Performance management, Appraisal system – Training and development need, cross cultural training, Areas of international training and development.					
UNIT – V		Lecture Hrs:12			
Global Industrial Relations and People Management – Trade Unions, Collective bargaining, Disputes/Conflicts, Quality Circles and Participative Management.- USA – European Countries, Asian Countries and Middle East.					
Textbooks:					
<ol style="list-style-type: none">1. International Human Resource Management,Aswathappa,TMH.2. International Dimension of Human Resource Management, Dowling P.J, Thomson/Cengage					



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COMMON COURSE STRUCTURE & SYLLABI

Reference Books:
<ul style="list-style-type: none">▪ International Human Resource Management, Tony Edwards & Chris Rees, Pearson.▪ Internal Human Resource Management, Rao P.L, Excel.▪ International Human Resource Management, Subba Rao P, Himalaya.▪ International Dimensions of Organizational Behaviour, Adler N.J, Kent.
Online Learning Resources:
https://onlinecourses.nptel.ac.in/noc22_mg50/preview https://www.swayam.gov.in/HumanResourceDevelopment https://www.coursera.org/courses?query=human resource management https://www.tutorialspoint.com/human_resource_management


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COMMON COURSE STRUCTURE**

Course Code	Specialization Elective – VI	L	T	P	C
21E00402d	Corporate Information Management	4	0	0	4
Semester		IV			
Course Objectives:					
<ul style="list-style-type: none">To provide a broad outline of Information Technology and its application at corporate business units and to understand all the issues related to the IT management.To explain IT planning and strategy analytical tools applied in corporate companies.To impart knowledge on ways for extending the enterprise and designing hybrid governance models and business models .To elucidate the IT alignments for managing it services, components of internet working infrastructure with new service models.To discuss IT outsourcing in various dimensions and managing risk using outsourcing.To provide knowledge on project management, new technological developments, technology cycle and the role of R&D technology development in employee creativity.					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none">Understand broad outline of Information Technology and its application at corporate business units and the issues related to the IT management.Learn IT planning and strategy analytical tools applied in corporate companies.Identity the ways for extending the enterprise and designing hybrid governance models and business models .Gain knowledge on IT alignments for managing it services, components of internet working infrastructure with new service models.Know IT outsourcing in various dimensions and managing risk using outsourcing.Acquire knowledge on project management, new technological developments, technology cycle and the role of R&D technology development in employee creativity.					
UNIT – I		Lecture Hrs: 8			
IT planning and strategy tools: Strategy analysis – environment analysis- Conducting strategy audit- Assessing opportunities and risks- Company –technology analysis – Industry –technology analysis Trajectories of technology.					
UNIT – II		Lecture Hrs: 12			
Extending the enterprise: Organising for innovation –Collaboration- Understanding business networks: differentiation interdependence and ownership – Designing hybrid governance models- Building collaborative community- Emerging network business models.					
UNIT - III		Lecture Hrs:12			
IT Alignments : Building the case for IT- leveraging infrastructure and creating options- Components of internet working infrastructures –Rise of internet working – business implications, Managing IT services : Availability facilities- uninterruptible power – Delivery- climate control – security – New service models.					
UNIT – IV		Lecture Hrs:12			
IT outsourcing - Managing risk through incremental outsourcing- Outsourcing advantages and disadvantages- Outsourcing opportunities- Managing relationships with outsourcing agencies, Coordination and control of IT : Development stages of IT in organising- Nolans’ model- Distributed data processing - Centralisation vs decentralisation- drivers toward user dominance- Drivers towards centralised policy- Coordination and location IT policy.					
UNIT – V		Lecture Hrs:12			



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Project management: Project categories- Project management: stage in project – planning and controlling tools-Problems – Towards effective project management, Technology and innovation: Understanding technological developments- Technology cycles-. Creative idea generation- Employee creativity – R&D- Role in technology development.

Textbooks:

1. C,S,G,,Krishnamcharyulu and Lalitha R. *Management of Technology*, Himalaya
2. Lynda M.Applegate, Robert D.Ausitn and F. Warren McFarlan, *Corporate Information strategy and Management*, TMH

Reference Books:

- Sanjiva Shnkar Dubey, IT strategy and Management, PHI.
- Parag Kulkarni IT strategy for Business, Oxford.
- V.K.Narayan, Managing Technology and Innovation for competitive Advantage, Pearson.
- C.K. Prahlad, The New Age of Innovation. TMH.

Online Learning Resources:

<https://www.udemy.com/course/corporateInformationManagement>

<https://www.studocu.com/CorporateInformationManagement>

https://onlinecourses.nptel.ac.in/noc22_mg50/preview

https://www.academia.edu/12011522/Corporate_Information_Strategy_and_Management


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ANANTHAPURAMU – 515 002 (A.P) INDIA
MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE

Course Code	PROJECT WORK	L	T	P	C
21E00403		0	0	20	10
Semester IV					
Students are required to take up a project work, in which the student can choose any specific problem of Industry or Industry based project work. Alternatively it can be secondary source based or Field based project work. Before the commencement of the project work each student is required to submit a synopsis indicating the objectives, Methodology, Framework for analysis, Action plan with milestones in order to have clarity for the subsequent work. The project should have an internal faculty as guide. The student shall initiate project work immediately after II semester and evaluation shall take place in IV semester.					
Reference Books:					
<ul style="list-style-type: none">• Business Essentials: <i>Research Project</i>, Viva.• Paul Oliver: <i>Writing Your Thesis</i>, Sage.• M.K.Rampal & S.L.Gupta: <i>Project Report Writing</i>, Paragon International.• Michael Jay Polonsky: <i>David S Waller: Designing and Managing a Research Project</i>, Sage.• Surendra Kumar: <i>An Aid to Project Work</i>, Paragon International.					