

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR  
ANANTAPUR**

**Course Structure and Syllabi for Pre Ph.D  
MANAGEMENT (2017-18)**

**PART - I**

**Choose any one subject of the following**

<b>S.NO</b>	<b>PAPER</b>	<b>PAPER CODE</b>
<b>1</b>	<b>Management &amp; Organisational Behaviour</b>	<b>17PH55101</b>
<b>2</b>	<b>Strategic Management</b>	<b>17PH55102</b>
<b>3</b>	<b>Entrepreneurship &amp; Small Business Management</b>	<b>17PH55103</b>
<b>4</b>	<b>International Business</b>	<b>17PH55104</b>
<b>5</b>	<b>Business Ethics and Corporate Governance</b>	<b>17PH55105</b>

## **PART – II**

Choose any **one** subject of the following

<b>S.NO</b>	<b>PAPER</b>	<b>PAPER CODE</b>
<b>1.</b>	<b>Strategic Human Resource Management</b>	<b>17PH55201</b>
<b>2.</b>	<b>Industrial Relations</b>	<b>17PH55202</b>
<b>3.</b>	<b>Building Learning Organisations</b>	<b>17PH55203</b>
<b>4.</b>	<b>Financial Derivatives</b>	<b>17PH55204</b>
<b>5.</b>	<b>Investment and Portfolio Management</b>	<b>17PH55205</b>
<b>6.</b>	<b>Management of Financial Services</b>	<b>17PH55206</b>
<b>7.</b>	<b>Services Marketing</b>	<b>17PH55207</b>
<b>8.</b>	<b>Rural Marketing</b>	<b>17PH55208</b>
<b>9.</b>	<b>Supply Chain Management</b>	<b>17PH55209</b>
<b>10.</b>	<b>Product and Brand Management</b>	<b>17PH55210</b>
<b>11.</b>	<b>Operations Management</b>	<b>17PH55211</b>
<b>12.</b>	<b>e-Business</b>	<b>17PH55212</b>
<b>13.</b>	<b>Management Information Systems</b>	<b>17PH55213</b>

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55101) MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Objective of the course is to give a basic perspective of Management theories and Practices. This will form foundation to study other functional areas of management and to provide the students with the conceptual framework and the theories underlying Organisational Behaviour.

**1. Role of Management** – Concept – Significance – Functions – principles of Management - Patterns of Management: Scientific – Behavioural – Systems – Contingency.

**2. Decision Making & Controlling** – Process – Techniques. Planning – Process – Problems — Making It Effective. Controlling - System of Controlling – Controlling Techniques – Making Controlling Effective

**3. Individual Behaviour & Motivation** – Understanding Individual Behaviour – Perception – Learning – Personality Types – Johari window- Transactional Analysis- Motivation – Concept of Motivation - Motivational Theories of Maslow, Herzberg, David Mc Clelland, and Porter and Lawler

**4. Group Behavior & Leadership:** Benefits of Groups – Types of Groups – Group Formation and Development. Leadership and Organizational Culture and Climate: Leadership – Traits Theory – Managerial Grid – Transactional Vs Transformational Leadership – Qualities of good leader- Women Leadership in India.

**5. Organisational Behaviour**–Organizing Process – Departmentation Types – Making Organizing Effective – Organisational culture- Types of culture – Organisational Culture Vs Organisational climate - Change Management – Conflict management.

### References:

- Organisational Behaviour, Stephen P. Robbins, Pearson Education
- Management and Organisational Behaviour, Subbarao P, Himalaya Publishing House
- Principles of Management, Koontz, Weihrich and Aryasri, Tata McGraw Hill.
- Organisational Behaviour ,S.S.Khanka, S.Chand
- Organisational Behaviour , Mishra .M.N ,Vikas
- Management and Organisational behaviour, Pierce Gordner, Cengage.
- Behaviour in Organizations, Hiriyyappa .B.New Age Publications
- Organisational Behaviour, Sarma, Jaico Publications.
- Principles of Management ,Murugesan ,Laxmi Publications

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55102) STRATEGIC MANAGEMENT

**Objective :** The Objective of the course is to enable students have a grasp of various business strategies in general and functional management areas. It will provide a strategic orientation in conduct of the business

1. **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.
2. **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 Organisational Learning, and the Experience Curve.
3. **Strategy Formulation :** Formulation of strategy at corporate, business and functional levels. Strategy Alternatives:- Stability Strategy, Growth Strategy, Retrenchment Strategy, and Combination Strategy, .
4. **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.
5. **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.

### References:

- Strategic Management – J.S.Chandan& Nitish sen Gupta, Vikas
- Strategic Management Concepts and Cases ,FredR.David, PHI.
- Strategic Management,Hill, Ireland, manikutty, Cengage.
- Concepts in Strategic Management and Business Policy,Wheelen& Hunger, Pearson Education.
- Strategic Management – Text and Cases, V.S.P. Rao, Excel.
- Strategic Management, Ireland, Hoskinsson, Hitt, Cengage.
- Strategic Management – Theory and Application, Habergerg, Rieple, oxford .
- Strategic Management, P. SubbaRao, Himalaya.
- Business policy and strategic management, SukulLomash, P.K.Mishra, Vikas

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55103) ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS ENTRPRISES

**Objective:** The objective of the course is to make students understand the nature, forms of entrepreneurship, Institutions supporting business enterprises, Project Planning, New Venture Creation and Women & Rural Entrepreneurship.

1. **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.
2. **Institutions supporting business enterprises:** Central level institutions - NBMSME, KVIC, The coir board, NSIC, NSTEDB, NPC, EDI, NRDCI, National entrepreneurship Development Institutes. State level Institutions - State Directorate of Industries & Commerce, DIC, SFC, SIDC, SIADB. Other institutions : NABARD, HUDCO, TCO, SIDBI, Business incubators
3. **Project Planning and Feasibility Studies:** The Concept of Project, Project Life Cycle - Project Planning, Feasibility – Project proposal & report preparation.
4. **MSMEs & New Venture Creation:** Concept of MSME, Role & Importance of MSMEs, Growth & development of MSMEs in India, Current schemes for MSMEs, Business opportunities in India, Contents of business plans, presenting a business plan.
5. **Women & 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

### References:

- The Dynamics of Entrepreneurial Development and Management, Vasanth Desai, Himalaya.
- Entrepreneurship Development & Small Business Enterprises – Second Edition, Poornima M.Charantimath , Pearson
- 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.

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55104) INTERNATIONAL BUSINESS

Objective: To make students understand the different dimensions of International Business, It helps to acquire conceptual frameworks, knowledge, and insight to operate business at International level. Further, enables to become an effective global leader in the international business arena.

1. **International Business Environment** Globalization – Forces, Meaning, dimensions and stages in Globalization – Theories of International trade - Mercantilism, theory of absolute advantage, theory of comparative advantage, Heckscher-Ohlin theory, product life cycle theory, Porter’s national competitive advantage – Trading Environment of International Trade. Country Risk Analysis – Political, Social and Economic – Cultural and Ethical practices – Hofstede model - Responsibilities of International Business.
2. **International financial framework**, brief over view of of Bretton woods Agreement, Balance of Trade and Balance of Payment (BOP) – Foreign Exchange market mechanism- Exchange Rates, Risk Management. Methods of payment in International Trade. Export Financing – International Liquidity, Role of IMF and IBRD in International Business.
3. **Trade blocks**: International Trade Regulatory Framework – Tariff and Non-tariff Barriers. Trade Agreements – General Agreement on Trade and Tariffs (GATT) and, World Trade Organization (WTO).
4. **Organising for International Business**, Strategies and issues in International Human Resource Management and Development, Staffing Policy, Managing the expatriates. Creation of Global Structure - Developing Global Competitiveness, International Marketing Strategies in different stages of Product Life Cycle.
5. **Economic Zones**, Objectives, Foreign Trade zones, Economic Processing Zones and Special Economic Zones. Highlights of current Indian EXIM Policy.

**References:**

- Charles W L Hill and Arun K Jain, (2000), International Business – Competing in the Global Market Place, New Delhi, TMH.
- Francis Cherunilam, (2010), International Business- Text and Cases, New Delhi, PHI.
- Michael Geringer, Michael Minor, and Jeanne McNett, (2012), International Business, New Delhi, TMH.
- Aswathappa K, (2010), International Business, New Delhi, TMH.
- P G Apte, (2013), International Financial Management, New Delhi, TMH.
- Daniels, John D, et al, (2010), International Business, New Delhi, Pearson Education.
- Shyam Shukla, (2008), International Business, New Delhi, Excel Books.
- Justin Paul, (2013), International Business, New Delhi, PHI.
- P Subba Rao, (2013), International Business: Text and Cases, New Delhi, HPH.
- Rakesh Mohan Joshi, (2009), International Business, New Delhi, OUP.
- V K Bhalla, International Business (2013), New Delhi, S Chand.

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55105) BUSINESS ETHICS AND CORPORATE GOVERNANCE

**Objective:** The objective of the course is to make students aware of ethical and moral issues concerning business both in Indian and International context and develop sensitivity of students for right ethical practices in conduct of business, to understand the principles of corporate governance, to know the social responsibility of the corporate.

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

### References:

- Business Ethics and Corporate Governance –A.C. Fernando, Pearson Education.
- “Perspectives in Business Ethics”, Laura P Hartman, Tata McGraw Hill.
- 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.

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55201) STRATEGIC HUMAN RESOURCE MANAGEMENT

**Objective:** The Objective of the course is to enable various business strategies in general and specific functional areas of Human resource management. It will provide a strategic orientation towards Planning and Implementing Strategic HR policies which helps to increase the business performance and gain competitive advantage.

1. Strategic role of HRM, Planning and Implementing Strategic HR policies, HR Strategies to increase firm performance, investments in Training and Development, investment Practices for improved Retention, Non traditional investment Approaches.
2. Managing Strategic Organizational renewal- Managing change and OD, instituting TQM Programmes, Creating Team based Organisations, HR and BPR, Flexible work arrangement.
3. Establishing Strategic pay plans, Determining periods, Establishing periods, Pricing Managerial and professional jobs, Compensation trends, Objectives of international Compensation, Approaches to international Compensation, Issues related to double taxation. Cases.
4. Managing Global Human Resources-HR and the internationalization of business, Improving international Assignments through selections, Training and maintaining international Employees, Developing international Staff and Multinational Teams.
5. Multinational, Global, and Transnational Strategies, Strategic Alliances, Sustainable Global Competitive Advantage, Globally Competent Managers, Location of Production Facilities.

### References

- Gary Dessler, Human Resource Management, PHI, New Delhi, 2008
- Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2009.
- Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy, Managing Human Resources, PHI, 2006.
- Peter J. Dowling, Denice E. Welch, Randall S. Schuler, International Human Resource Management, Thomson South-Western, 2009.

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55202) INDUSTRIAL RELATIONS

**OBJECTIVE:** The objective of this course is to provide an understanding of the Industrial relations framework and to capture the significant elements of Labour Laws legislation to run an industry. To create awareness of certain important and critical issues in Industrial Relations further focuses on concepts such as Industrial disputes, Collective bargaining and Workers participation in management and labour management.

1. Industrial Relations – Importance, Definition, Scope, Role and Impact on Labour Laws legislation, Execution, Employer, IT, trade and productivity.
2. Industrial dispute – nature & causes of industrial disputes Machinery for solving industrial disputes under Industrial Disputes Act, 1947 at national and state level Role of Judiciary & its impact on industrial relations
3. Collective bargaining – meaning, characteristics, need, importance, process, causes for failure of collective bargaining, Alternatives to collective bargaining, Importance of employee stock option plans.
4. Workers participation in management – concept, pre-requisites, forms & levels of participation, benefit of workers Participation in Management
5. Grievance handling procedure – labour management Co-operation\_role of functional manager including personnel & industrial relations manager in promoting & establishing peaceful industrial relations

### References

- Industrial Relations – ArunMonappa, TMH
- Industrial Relations and Labour Laws, S.C. Srivastava, Vikas Publishing House
- Dynamics of Industrial Relations, Mamoria, HPH
- Labour Management relations in India – K.M. Subramanian
- Collective Bargaining & Industrial – Kochan T. A. & Katz Henry
- Management of Industrial Relations – Pramod Verma

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55203) BUILDING LEARNING ORGANISATIONS

**Objective:** The objective of the course is to give a basic perspective of assesses rising social, political and economic forces as well as the new expectations of workers, customers and even communities. This will form foundation to study systems, Subsystem Models of learning organizations. It further helps in building the learning organization.

1. **The emerging need for Learning organisations:** Eight Most significant forces: Globalisation and the global economy, technology and the internet, Radical transformation of the work world, increased customer power, emergence of knowledge and learning as major organisational assets, changing roles and expectations of workers, work place diversity and mobility, radical escalating change and chaos.
2. **The systems Learning Organisation Model:** 5 Subsystems: Learning Subsystem, Organisation Subsystem, People Subsystem, Knowledge Subsystem and technology Subsystem.
3. **Building Learning Dynamics:** Principles of learning, levels of learning, types of learning, learning skills.
4. **Knowledge Management in Learning Organisations:** Types of Knowledge, systems model for managing knowledge, Technology for building the learning organisation.
5. **Becoming a learning Organisation:** Steps in building a learning organisation.

### References:

- Building the Learning Organisation: Achieving Strategic Advantage through a Commitment to Learning by Michael J Marquardt. Publishers: Nicholas Brealey.
- The Fifth Discipline field book: Strategies and tools for building a learning organisations by Peter M.Senge. Publishers: Crown Publishing group
- The Fifth Discipline field book: The Art and Practice of the Learning by Peter M.Senge. Publishers: Doubleday

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55204) FINANCIAL DERIVATIVES

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

**\* Standard discounting and statistical tables to be allowed in the examinations.**

1. **Introduction to Derivatives:** Development and Growth of Derivative Markets, Types of Derivatives, Uses of Derivatives, Financial and Derivative markets -Fundamental linkages between spot & Derivative Markets, The Role of Derivatives Market in India.
2. **Future and Forward Market:** structure of forward and Future Markets, Mechanics of future markets, Hedging Strategies, Using futures. Determination of forward and future prices - Interest rate futures, Currency futures and Forwards
3. **Options:** Distinguish between Options and Futures, Structure of Options Market, Principles of Option Pricing, Option Pricing Models: The Binomial Model, The Black Scholes Merton Model.
4. **Basic Option Strategies:** Advanced Option Strategies, Trading with Options, Hedging with Options, Currency Options.
5. **Swaps:** Concept and Nature of Swaps—Major Types of Financial Swaps –Interest Rate Swaps –Currency Swaps –Commodity Swaps – Credit Risk in Swaps

### References:

- Financial Derivatives, Gupta, 1st Edition, PHI.
- Fundamentals of futures and options market, John C Hull: Pearson Education.
- Financial Derivatives and Risk Management, OP Agarwal, HPH
- Commodities and Financial Derivatives, Kevin, PHI
- 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

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55205) INVESTMENT AND PORTFOLIO MANAGEMENT

**Objective:** The objective of the course is to provide students an understanding of working of capital markets and management of portfolios of stocks. The pre-requisite for the course is Financial Accounting and Analysis and Financial Management.

**\* Standard discounting and statistical tables to be allowed in the examinations.**

1. **Investment:** Introduction to stock markets -objectives, Process of Investment, Investment and speculation.
2. **Fundamental Analysis & Technical Analysis:** Framework of Fundamental analysis- Economic analysis, Industry analysis-Industry Life cycle - Company analysis, Fundamental Analysis Vs Technical Analysis - Dow Theory.
3. **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 .
4. **Valuation of Securities:** Types of Securities - Approaches of valuation – Bond valuation – Preference share Valuation – Common stock Valuation.
5. **Portfolio Management:** Process of Portfolio Management, Modern Portfolio – Portfolio models – Markowitz model – Sharpe single index model, Capital Asset Pricing Models.

### References:

- Investment Management, V.K.Balla, S.Chand Company Ltd
- Security Analysis and Portfolio Management ,Punithavathy Pandian, Vikas
- Investment Analysis and portfolio management, Chandra, Tata McGraw Hill .
- Security Analysis Portfolio Management, Ranganatham&Madhumathi, Pearson Education.
- Security Analysis and Portfolio Management, Sudhindra Bhat, excel.
- Security analysis and portfolio management, Avadani, Himalaya publishers.
- 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

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55206) MANAGEMENT OF FINANCIAL SERVICES

**Objective:** The Objective of this course is to gain the knowledge in the area of Management of financial Services. It focuses on the major important concepts like Financial Services, Merchant Banking, Depository System and Venture Capital Funds etc.

1. **Financial Services:** Introduction, Significance and Scope, Financial services in India, types, and importance, online trading, dematerialization and re-materialization
2. **Merchant Banking:** Introduction, concept of merchant banking, financial system in India, development of merchant banks and regulations, Issue Management - pre-issue and post-issue management activities performed by merchant banks. Underwriting and Brokerage
3. **Evaluation of various types of depository receipts** -American Depository Receipts, Global Depository Receipts, Depository System in India - depository system, Depository participants. NSDL, CDSL and benefits of a depository system Mutual Funds and AMCs - mutual funds, types
4. **Lease** - leasing, benefits and limitations, types of leasing, Hire Purchase - important financial innovations— lease financing and hire-purchase financing, Credit Rating - Introduction of credit rating, processes, scope of credit rating agencies in India
5. **Venture Capital Funds** -Introduction of venture capital fund, features, emergence of venture capitalism in India. Factoring - process and features of factoring, types of factoring contracts, advantages and disadvantages of factoring, differences between factoring and bill discounting, process of factoring as it exists in India and explains the process of forfeiting.

### References:

- Financial Services, M Y Khan, Tata McGrawHill
- Financial Institutions & Markets, L M Bhole, Tata McGrawHill
- Management of financial Services, BS Bhatia, GS Batra, Deep and Deep Publications
- Management of Banking and Financial Services, Suresh and Paul, Pearson Publications
- Financial Markets & Services, E.Gordon& K. Natarajan. Himalaya
- Merchant banking & Financial Services, LalitK.Bansal,Unistar Books
- Financial services & system, S Gurusamy, Thomson
- Financial Instruments and services, Nalini P T ,PHI

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55207) SERVICES MARKETING

**Objective :**The objective of the course is to provide a deeper insight into the marketing management of companies offering services as product.

**1: Understanding services marketing:** Introduction, Characteristics of services marketing mix, services in the modern economy, Classification of services, marketing services Vs. Physical services.

**2: 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.

**3. Pricing & Promotion strategies for services:** Service pricing, establishing monetary pricing objectives, foundations of pricing, pricing and demand, putting service pricing strategies into practice.

**4. Service promotion:** The role of marketing communication. Implication for communication strategies,, marketing communication mix.

**5. Marketing plans for services:** The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitory marketing planning and services.

### References:

- Services Marketing – Text and Cases, Rajendra Nargundkar, TMH.
- Services Marketing—Integrating Customer Focus Across the Firm,ValarieA.Zeithaml& Mary Jo-Bitner: TMH.
- Services Marketing People, Technology, Strategy,Christopher Lovelock, Wirtz, Chatterjee, Pearson.
- Services Marketting – Concepts planning and implementation, Bhattacharjee, excel,2009
- Services Markeing,Srinivasan, PHI.
- Services – Marketing, Operations and Management, Jauhari, Dutta, Oxford.
- Marketing of Services, Hoffman, Bateson,Cengage.
- Service sector Management,C.Bhattacharjee, Jaico.

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55208) RURAL MARKETING

**Objective :** The objective of the course is to give an understanding about the structure of Rural markets in India & Government role in promoting Rural Marketing.

- 1. 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.
- 2. 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.
- 3. 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)
- 4. Agricultural Credit and Crop Insurance:** Agricultural Credit Policy, Institutional Agreements for Agricultural Credit, Crop Insurance, Agricultural Insurance.
- 5. Role of IT in Rural Marketing:** Infrastructure, Importance & scope, Modern techniques for rural distribution, Case study of ITC's " e-choupal" Initiative

### References:

- Rural Marketing: Environment, Problems and strategies –T.P.Gopaldaswamy, Vikas Publishing house.
- Rural Marketing in India – K.S.HabebRahman ,Himalaya Publishers.
- Rural Marketing in India – R.V.Bedi , Himalaya Publishers
- Rural Marketing- Focus on agricultural inputs, Sukhpalsingh ,Vikas Publishing house.
- Integrated rural development – R.C.Arora , S.Chand& company

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55209) SUPPLY CHAIN MANAGEMENT

**Objective:** The Objective of this course is to gain the knowledge of possibilities of efficient optimization and management of operation in integrated supply chains and also the ability to apply them in the enterprise reality. The course will also strengthen the holistic view on supply chain operations, management and strategy and some current research areas in supply chain management.

- 1. 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.
- 2. 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.
- 3. 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.
- 4. Planning Demand, Inventory And Supply** - Managing supply chain cycle inventory. Uncertainty in the supply chain -- Analysing 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
- 5. 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.

### References:

- 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.
- Supply chain Logistics Management, Bowersox, Closs, Cooper, 2/e, TMH.
- Supply chain management concepts and cases, Rhaul V. Altekar, 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 .

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55210) PRODUCT AND BRAND MANAGEMENT

**Objective:** The objective of the course is to provide students with detailed knowledge of Classification of Products, Product Mix, Product Line, Product Strategies, Product Positioning Strategies, Product Planning and Development for existing products, New Product Development, Brands in New economy – Brand Hierarchy, Brand Personality, Brand Image, Brand Identity,

- 1. 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
- 2. Product Management :** Product differentiation – Product Strategies – Stages in the New Product Development – Product Positioning Strategies – Packaging Management
- 3. Branding Decisions :** Essentials of Good Brand Name – Types of Brands – Advantages of branding – Brand Loyalty – Brand Valuation Methods – Brand Revitalization
- 4. Creating and Managing Brand Equity :** Advantages of Brand Equity – Brand Building Strategies – Brand Extension – New Brand Failures -
- 5. Branding in Different Sectors:** Branding in Industrial sector, Retail Sector, Service sector, Banking Sector and Insurance Sector.

### References:

- Marketing Management –Philip Kotler, Kevin Lane Keller ,15th Edition, Pearson.
- Product & Brand Management – Text & Cases, Prof.K.Venugopal Rao,Himalaya
- Product Management in India, Ramanuj Majumdar, PHI
- Product Management ,C.Nandan, , TMH.
- Compendium of Brand Management,Chunawalla. S.A, Himalaya
- Product & Brand Management,Mathur.U.C , Excel
- Brand Positioning, Subroto Sengupta, TMH.
- Marketing and Branding, S.Ramesh Kumar, Pearson.
- What's in a Brand? , John Philip Jones, TMH
- Brand Management – Text & Cases , Harsh V Verma , Excel
- Become the Brand of Choice, Jason Hartman, Jaico.

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55211) OPERATIONS MANAGEMENT

**Objective:** The Objective of the course is to enable students to understand the production Planning and Controlling aspects of a typical production and operations organization. To study understand the concepts of work study and Quality management.

**1. Introduction:** Overview of Production and Operations Management (POM) Function,

Historical Development of POM, POM scenario Today. Product and Process Design - Product and Process Development, Manufacturing Process Technology, CAD/CAM analysis

**2. Facilities Management & Aggregate Planning:** Location of Facilities, Layout of Facilities, Optimization of Product/Process Layout, Flexible Manufacturing and Group Technology: Aggregate Planning - Preparation of Aggregate Demand Forecast, Specification of Organisational Policies For Smoothing, Capacity Utilization, Determination of feasible Production Alternatives

**3. Scheduling :** Scheduling In Job, Shop Type Production, Shop- Loading, Assignment and Sequencing, Scheduling In Mass, Line of Balance, Methods of Production Control ,World class production

**4. Work Study & Quality Management :** Method Study, Work measurement, Work Design, Job Design, Work Sampling, Industrial Engineering Techniques. Economics of Quality Assurance Inspection and Quality Control, Acceptance Sampling, Theory of control charts, control charts for variables and control charts for attributes

**5. Materials Management:** Introduction, Objectives, Importance of Materials Management- Issues in Materials Management – Functions – Activities –Selection of Materials-Advantages of Materials Management.

### References:

- Production and Operation Management, Aswathappa K- Himalaya Publishing House
- "Production and Operations Management" - Dr. K. Sai Kumar, Kalyani Publishers
- Operations Management and control, Biswajit Banerjee-S.Chand.
- Production and Operations Management –Dr.K.C.Arora ,2<sup>nd</sup> Edition- University Science Press.
- Production and Operations Management, R. Panneerselvam: PHI Learning Private Ltd.
- Production Management , Martand T Telsang-S.Chand
- Modern Production/Operations Management, Elwood S.Buffa and Rakesh K.Sarin,Wiley
- Production and Operations Management, SN Chary, Tata McGraw Hill, New Delhi.
- Operations Management, Mahadevan, Pearson Education, New Delhi.
- Production and Operations Management-Text and Cases, Upendra Kachru, Excel Books.

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55212) E-BUSINESS

**Objective :** The course imparts undertaking of the concepts and various application issues of e-business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

1. **Introduction to e-business :** Electronic business, Electronic commerce, difference between e-business & e-commerce, electronic commerce models, types of electronic commerce, value chains in electronic commerce, E-commerce in India, internet, web based tools for electronic commerce. Electronic data, Interchange, components of electronic data interchange, electronic data interchange process.
2. **Security threats to e-business:** Security overview, Electronic commerce threats, Encryption, Cryptography, public key and private key Cryptography digital signatures, digital certificates, security protocols over public networks : HTTP, SSL, Firewall as security control, public key infrastructure (PKI) For Security.
3. **Electronic payment system :** Concept of money, electronic payment systems, types of electronic payment systems, smart cards and electronic payment systems, infrastructure issues in EPS, Electronic fund transfer.
4. **E-business applications and strategies :** Business models & revenue models over internet, emerging trends in e-business- governance, digital commerce, mobile commerce, strategies for business over web, internet based business models.
5. **E-business infrastructure and e-marketing :** Hardware system software infrastructure, ISP's, managing e-business applications infrastructure, what is e-marketing, e-marketing planning, tactics, strategies.

### References :

- Dave chaffey :e-business & e-commerce management- Pearson.
- e-commerce- e-business :Dr.C.S.Rayudu, Himalaya.
- Whitley, David (2000) ,e-commerce strategy,Technologies and applications.TMH.
- Schneider Gary P.and Perry, James T(1<sup>ST</sup> edition 2000) Electronic commerce, Thomson Learning.
- Bajaj, Kamlesh K and Nag, Debjani (1<sup>st</sup> edition 1999) ,e-commerce, The cutting edge of business,TMH Publishing company

# JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

## (17PH55213) MANAGEMENT INFORMATION SYSTEMS

**Objective:** The objective of the course is to provide the basic concepts of systems concepts and Management of Information System and utility of the systems for the managerial decisions.

1. **MIS An overview** - Introduction, Need for MIS and IT nature and scope of MIS, MIS characteristics, Structure of MIS, role of MIS in global business. Challenges of Managing MIS.
2. **Data resource management** - Data base concepts, The traditional approaches, the modern approaches (Data base management approaches) DBMS, Data models, Data ware housing and mining.
3. **Business application of IS** - Enterprise systems, ERP, CRM, SCM, DSS, Types of decisions, Decision support techniques, Decision making and Role of MIS, Business intelligence and Knowledge management systems.
4. **Management of IS** - Project planning, SDLC, System development models, Project management, system analysis, system design, Implementation process, Product based MIS evaluation, Cost /Benefit based evaluation, Process based calculation, System maintenance.
5. **Security, Ethical & Social Issues** : IS security threats, Protecting IS, IS Security Technologies, The disaster recovery plan, IS Ethical Issues, social issues.

### References:

- MIS –Managerial Perspective, D.P.Goyal,Vikas Publications.
- Management Information Systems, C Laudon and Jane P.Laudon, et al, Pearson Education.
- MIS, Hossein Bidgoli, Nilanjan Chattopadhyay, Cengage Learning
- Management Information Systems Text & Cases, W S Jawadekar, Tata McGraw-Hill.
- Introduction to Information Systems, Rainer, Turban, Potter, WILEY-India.
- Management Information Systems, James A. Obrein, Tata McGraw-Hill .
- Management Information Systems, Dharminder and Sangeetha, 1/e, Excel books.
- Cases in MIS, Mahapartra, PHI.
- Management Information Systems, Gordon B. Davis & Margrethe H.Olson, Tata McGraw-Hill .