JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, KAKINADA: KAKINADA
SCHOOL OF MANAGEMENT STUDIES

MBA (REGULAR – R16) IV SEMESTER SYLLABUS
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

UNIT 1
Logistics and Competitive strategy: Competitive advantage – Gaining Competitive advantage through logistics-Integrated supply chains– Competitive performance - Models in Logistics Management - Logistics to Supply Chain Management – Focus areas in Supply Chain Management.- Customer service and retention- Basic service capability Value added services

UNIT 2

UNIT 3

UNIT 4
Sourcing, Transporting and Pricing Products: sourcing decisions and transportation in supply chain – infrastructure suppliers of transport services – transportation economics and pricing – documentation - pricing and revenue management Lack of coordination and Bullwhip Effect - Impact of lack of coordination. - CRM –Internal supply chain management -.

UNIT 5

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References
5. Rahul V Altekar: Supply Chain Management, PHI Learning Ltd, New Delhi, 2009
ENTREPRENEURSHIP DEVELOPMENT

UNIT 1

UNIT 2
Training: Designing Appropriate Training Programme to inculcate Entrepreneurial Spirit - Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees. Creativity and Entrepreneurship: Sources and Methods of Ideas Planning and Development of Programmes

UNIT 3
Planning and Evaluation of Projects: Growth of Firm – Project identification and selection - Factors inducing growth- - Project Feasibility Study - Post Planning of Project-Project Planning and Control.

UNIT 4

UNIT 5
Institutional Support to Entrepreneur and MSMEs: Role of Government - Role of IDBI, NIESBUD, SISI, DIC - Financial Institutions-Commercial Banks, Entrepreneurial Development Institutes, Universities and other Educational Institutions offering Entrepreneurial Development Programme.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References
2. VSP Rao, Kuratko; “Entrepreneurship”, Cengage Learning, New Delhi,
HR ELECTIVE 5

ORGANIZATIONAL DEVELOPMENT & CHANGE MANAGEMENT

UNIT 1

UNIT 2
Mapping change: The role of diagramming in system investigation – A review of basic flow diagramming techniques – systems relationships – systems diagramming and mapping, influence charts, multiple cause diagrams- a multidisciplinary approach -Systems approach to change: systems autonomy and behavior – the intervention strategy model – total project management model (TPMM). Learning organization: The relevance of a learning organization - strategies to build a learning organization

UNIT 3
Organization Development (OD): Meaning, Nature and scope of OD - Dynamics of planned change – Person-focused and role-focused OD interventions –Planning OD Strategy – OD interventions in Indian Organizations – Challenges to OD Practioners

UNIT 4
Negotiated Change: Change in the labour - management relations in the post-liberalized India – collective bargaining strategy to the challenges of Globalization and the restructuring of enterprises in India - Changes in the legal frame work of collective bargaining - Negotiated flexibility, productivity bargaining, improved work relations, public sector bargaining and social security.

UNIT 5

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References
5. Radha R Sharma: Change Management, TMH, New Delhi, 2012
HR ELECTIVE 6

Global HRM

UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5
Global Strategic Advantages through HRD: Measures for creating global HRD Climate – Strategic Frame Work of HRD and Challenges - Globalization and Quality of Working Life and Productivity – Challenges in Creation of New Jobs through Globalization- New Corporate Culture

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

4. Aswathappa K, Sadhana Dash: “International Human Resource Management, TMH, New Delhi,
HR ELECTIVE 7

LABOR WELFARE & LEGISLATION

UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5
Labour welfare programmes: Statutory and non-statutory, extra mural and intra mural, Central Board of Workers’ Education; Workers’ Cooperatives; Welfare Centers, Welfare Officers’ Role, Status and Functions. Role of social work in industry.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:
HR ELECTIVE 8
MANAGEMENT OF INDUSTRIAL RELATIONS

UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References
FINANCE ELECTIVE 5

FINANCIAL MARKETS AND SERVICES

UNIT 1


UNIT 2


UNIT 3


UNIT 4

Credit Rating: Meaning, Functions – Debt Rating System of CRISIL, ICRA and CARE. Factoring, Forfeiting and Bill Discounting – Types of Factoring Arrangements – Factoring in the Indian Context;

UNIT 5

Mutual Funds: Concept and Objectives, Functions and Portfolio Classification, Organization and Mangement, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India. Debt Securitisation – Concept and Application – De-mat Services-need and Operations-role of NSDL and CSDL.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:
1. Bhole & Mahakud, Financial Institutions and Market, TMH, New Delhi
2. DK Murthy, and Venugopal, Indian Financial System, IK Int Pub House
3. Anthony Saunders and MM Cornett, Fin Markets & Institutions, TMH, ND
4 Edminister R.D., Financial Institution, Markets and Management:
5. Punithavathy Pandian, Financial Markets and Services, Vikas, New Delhi
FINANCE ELECTIVE 6

GLOBAL FINANCIAL MANAGEMENT

UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:
FINANCE ELECTIVE 7

RISK MANAGEMENT

UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

FINANCE ELECTIVE 8

TAX MANAGEMENT

UNIT 1


UNIT 2


UNIT 3


UNIT 4


UNIT 5


Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.
References:


MARKETING ELECTIVE 5

SERVICES MARKETING

UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

4. C. Bhattacharjee: Services Marketing, Excel Books, New Delhi, 2010
MARKETING ELECTIVE 6

PROMOTIONAL AND DISTRIBUTION MANAGEMENT

UNIT 1

Introduction to Promotional Management: Sales Display and Sales Promotion- Sales Promotion Objectives- Types of Sales Displays- Factors Influencing Sales Promotion- Tools of Sales Promotion- Sales Promotion Strategies- Sales Promotion and Consumer Behavior- Consumers Price Perceptions- Perceived Risk and Attitudes- Types of Promotion.

UNIT 2


UNIT 3

Marketing Channels: Nature and Importance of Marketing Channels- Emergence of Marketing Channel Structures- Types of Marketing Channels- Direct Marketing Channels vs Indirect Marketing Channels- Problems in Distribution- Selection of Distribution Channels- Channel Decisions

UNIT 4

Channel Institutions and Designing Channel System: Wholesaling- Agent Wholesaling Middle Man- Patterns in Wholesaling- Wholesaler Marketing Decision- Changing Patterns- Channel Design Decisions- Channel Design Comparison Factors- Ideal Channel Structure- Types of Channels- Implementation and Integration of Channel Design.

UNIT 5


Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

2. Dr. Matin Khan: “Sales and Distribution Management”, Excel Books, New Delhi, 2005
MARKETING ELECTIVE 7
GLOBAL MARKETING MANAGEMENT

UNIT 1:

Introduction to Global Marketing: Scope and Significance of global Marketing, - Difference between global and domestic marketing – The growing attractiveness of developing country market – International orientations, Stages of internationalization, Driving and restraining forces of global markets, Participants in international marketing.

UNIT 2:


UNIT 3:


UNIT 4:


UNIT 5:


Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References
6. Kotabe, Peloso: International Marketing, Wiley India, New Delhi, 2020
MARKETING ELECTIVE 8
SUPPLY CHAIN MANAGEMENT

UNIT 1:

UNIT 2:

UNIT 3:
Customer Relationship Management: Introduction-Definition- Role of Supply Chain Management in CRM- Key Tools and components of CRM- Segmenting Customers- Predicting Customer Behavior- Personalizing Customer Communications- Customer Service Capabilities- Designing and Implementing Successful CRM.

UNIT 4:
Sustaining Competitive Advantage: Supply Chain Process Integration- Review and Establish Supply Chain Strategies- Developing Supply Chain Performance Measure and asses Internal Integration of Key Processes- Extend Process Integration to Second Tier Supply Chain Partners- Performance Measurement

UNIT 5:

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

SYSTEMS ELECTIVE 5
BUSINESS INTELLIGENCE

UNIT-1

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

UNIT-2

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

UNIT-3

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

UNIT-4


UNIT-5

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

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. Amit Johri “Business Intelligence” Himalaya, 2012
5. Jawadekar, MIS Text and Cases, TMH, 2012
SYSTEMS ELECTIVE 6

ENTERPRISE RESOURCE PLANNING

UNIT 1

UNIT 2

UNIT 3
Post ERP implementation: Change Management – post implementation review, support, maintenance and security of ERP. Different business modules of an ERP package. ERP market place and market place dynamics

UNIT 4

UNIT 5

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

SYSTEMS ELECTIVE 7

CYBER LAWS & SECURITY

UNIT 1


UNIT 2


UNIT 3

**Information security policies and procedures**: Corporate policies- Tier 1, Tier 2 and Tier3 policies - process management-planning and preparation-developing policies-asset classification policy-developing standards.

UNIT 4

**Information security**: fundamentals-Employee responsibilities- information classification Information handling- Tools of information security- Information processing-secure program administration.

UNIT 5


**Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.**

References:


UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5
Evidence Evaluation: Evaluating Asset Safeguarding and Data Integrity, Evaluating System Effectiveness, Evaluating System Efficiency. Information Systems Audit and Management: Managing the Information Systems Audit Function,

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References