JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, KAKINADA: KAKINADA

MBA II SEMESTER SYLLABUS (R16 REGULATIONS)

FINANCIAL MANAGEMENT

UNIT 1

UNIT 2

UNIT 3

UNIT-4

UNIT-5
Mergers and acquisitions: Merger vs. acquisition, types of mergers - mergers and acquisition trends in India. Tender offer and hostile takeover - Leveraged buy-outs - Financial management in Government companies - Scope of finance function in PSUs - Social responsibility of PSUs - Performance and zero base budgeting in PSUs.

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

HUMAN RESOURCE MANAGEMENT

UNIT 1
HRM: Significance - Definition and Functions – evolution of HRM- Principles - Ethical Aspects of HRM- - HR policies, Strategies to increase firm performance - Role and position of HR department –aligning HR strategy with organizational strategy - HRM at global perspective- challenges – cross-cultural problems – emerging trends in HRM.

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 MANAGEMENT

UNIT 1


UNIT 2


UNIT 3

Pricing Strategy: Objectives of Pricing - Methods of Pricing - Selecting the Final price - Adopting price - Initiating the price cuts - Imitating price increases - Responding to Competitor’s price changes.

UNIT 4


UNIT 5

Marketing Organization and Control: Evolution of Marketing Department - Organizing the Marketing Department - , Marketing Implementation - Control of Marketing Performance - Annual Plan Control - Profitability Control - Efficiency Control - Strategic Control.

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

References

1. Lamb, Hair, Sharma: “MKTG” Cengage Learning , New Delhi, 2013
PRODUCTION & OPERATIONS MANAGEMENT

UNIT 1

UNIT 2

UNIT 3

UNIT 4
Quality Improvement: Basic concepts of quality, dimensions of quality, Juran’s quality trilogy, Deming’s 14 principles, Quality improvement and cost reduction, ISO 9000-2000 clauses & coverage. Six Sigma, Productivity –factors affecting productivity, measurement & improvements in productivity - new product development and design - stages & techniques. Total Productive Maintenance (TPM).

UNIT 5
Stores Management: Objectives of Stores Management – Requirements for efficient. Management of Stores – safety stock Inventory Control - Different Systems of Inventory Control, Costs & Types of Inventory. – ABC, VED and FNSD analyses. Value Analysis–importance in cost reduction – concepts and procedures.

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

References
BUSINESS RESEARCH METHODS

UNIT 1
Introduction: Nature and Importance of research, The role of business research, aims of social research, research process, pure research vs. applied research, qualitative research vs. quantitative research, exploratory research, descriptive research and experimental research, ethical issues in business research. Research Process – Types of Research – Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis.

UNIT 2

UNIT 3
Survey Research and data analysis: media used to communicate with respondents, personal interviews, telephone interviews, self-administered questionnaires, selection of an appropriate survey research design, the nature of field work, principles of good interviews and field work management. Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report.

UNIT 4
Statistical Inference & quality control: Tests of Hypothesis, Introduction to Null hypothesis vs alternative hypothesis, parametric vs. non-parametric tests, procedure for testing of hypothesis, tests of significance for small samples, application, t-test, Chi Square test. Statistical Quality Control Upper quality charts p charts LCL UCL, BAR CHARTS. Attribute charts and industrial applications.

UNIT 5

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

References


ORGANIZATIONAL BEHAVIOR

1. Introduction - Nature and scope – linkages with other social sciences - Individual Roles and Organizational Goals - Perspectives of Human Behavior, Approach to Organizational behavior - models of organizational behavior.


5. Inter-Personal Communication: Listening, Feedback, Collaborative Processes in Work Groups, Team Building, Team Decision Making, Conflict Resolution in Groups and Problem Solving Techniques.


8. Case Study: Compulsory. Relevant cases have to be discussed in each unit.

References