

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: PERSPECTIVES OF MANAGEMENT
Semester: I

Management – Evolution of Management Thought -Principles of Management – Functions of Management - Social Responsibility of Management.

Planning – Nature, Purpose and Importance of Planning-Types of Plans-Steps in Planning-Planning Premises and Forecasting – process of Decision Making-Decision Tree Analysis.

Organization – Principles of Organization – Formal and informal Organization – types of Organization Structure – Line and Staff Relations – Delegation – Decentralization –Span of Control. Directing- Leadership Theories and Styles –Motivation –Theories: Maslow’s Theory and Herzberg’s Theory.

Control-Importance, Steps, Processes, Techniques-PERT/CPM-Total Quality Management.

Dantuluri Narayana Raju College (Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: ACCOUNTING FOR MANAGEMENT

Semester: I

Accounting for Management –Nature and Scope – Management Process and Accounting – Financial Accounting Vs Cost Accounting Vs Accounting for Management – Role of Account in Modern Organization.
Financial Accounting System – Generally Accepted Accounting Principles and Accounting Standards Governing Financial Statements – Contents of Profit and Loss Account Balance Sheet (Theory only)
Elements of Cost–Cost Sheet Preparation – Absorption Vs Marginal Costing –Cost – Volume – Profit Analysis – Cost Behaviour – Breakeven Analysis – Contribution Approach – Profit Planning. Cost Concepts for Decision making – Decision Making Process – Decision Situations- Sales Volume Decisions – Pricing and Special Order Pricing – Make / Buy Decisions.
Product Decisions- Addition, Deletion and Alteration of Mix – Plant Shutdown Decision. Budgeting – Types of Budgets – Financial Vs Operation Budgets – Short Term Vs Long Term Budgets – Preparation of Sales Budgets – Purchase Budgets- Expenditure Budgets for Material, Labour and Overheads – Construction of Cash Budget- Flexible Budget – Master Budget – Management Control and Budgeting – Performance Budgeting and Zero Based Budgeting.

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: BUSINESS ENVIRONMENT

Semester: I

Business Environment: Components and Significance – Economic Scope – Cultural, Political, Technological and External Factors Influencing Business Environment – Dimensions of International Business Environment – Challenges.
--

Structure of Indian Economy ; Economic systems- Economic planning with special reference to last three plans, public, private joint and cooperative sectors - Industrial Policy of the Government - Policy Resolutions of 1956, 1991 Industrial Policy and Economic Policy - Subsequent policy Statements

Indian Companies -Competitiveness, Changes and Challenges, Sustainable Development, Social Responsibilities, Ethics in Business- Competition Act 2002 - Emerging Trend in Indian Business Environment. International Trade Theories, Balance of Payments – Concepts, Disequilibrium in BOP: Methods of Correction - Trade Barriers and Trade Strategy - Free Trade vs. Protection

World Financial Environment: Foreign Exchange Market Mechanism Determination. Globalisation: International Economic Integration Foreign Market Entry Methods
--

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: MANAGERIAL ECONOMICS

Semester: I

Introduction: Nature and Scope of Managerial Economics; Objectives of the Firm-Traditional Theory, Sales and Revenue Maximizing Theories, Managerial Theories and Behavioral Theories; Profit Maximization. Vs. Wealth Maximization.
Demand Analysis : Demand-Meaning, Determinations Of Demand, Demand Function; Law of Demand; Elasticity of Demand –Price, Income, Cross and Promotional or Advertising Elasticity of demand, Managerial Uses of Elasticity of Demand; Demand Forecasting. Demand Forecasting Methods for Existing and New Products, Criteria for Good Forecasting Method.
Production Analysis: Production Function –Law of Variable Proportions, Isoquant and Isocost Curves, Least Cost Combination, and Returns to Scale; Economies of Large Scale; Cobb-Douglas Production Function and Constant Elasticity of Substitution - Production Function; Cost concepts and Cost Oriented Pricing Methods.
Market Analysis: Price and Output Determination under Perfect Competition; Profit-Meaning and Profit Theories-Profit Planning-Measurement. Economic Optimization: Economic Problems and Optimization Techniques – Unconstrained and Constrained Optimization; Unbounded Maxim – Optimization of Functions of One Variable and Optimization with Multivariate Function;

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: MANAGERIAL COMMUNICATION SKILLS

Semester: I

Role of Communication in Business, Objective of Communication, The Process of Human Communication, Media of Communication, Written Communication, Oral Communication, Visual Communication, Audio Visual Communication, Silence, Developing Listening Skills, Improving Non-verbal Communication skills, Understanding Cultural Effects of Communication.

Managing Organization Communication - formal and Informal Communication- Intra and Personal Communication – Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis. Managing Motivation to Influence Interpersonal Communication, Inter-Personal Perception.

Role of Emotion in Inter Personal Communication- Communication Styles – Barriers of Communication, Gateways to Effective Interpersonal Communication. Business Writing Skills, Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms.

Oral Presentations – Meetings, Telephone Communication – Use of Technology in Business Communication, E-mail Messages. Report Writing – Meaning and Significance; Structure of Reports; Negative, Persuasive and Special Reporting; Informal Report – Proposals; Formal Reports; Organization of Press Report.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: ORGANIZATIONAL BEHAVIOUR

Semester: I

Meaning and scope of OB-Challenges and opportunities – Foundations of Individual behaviour, values, attitude, job satisfaction, personality, perception and emotions.

Motivation-Theories, Group dynamics – Leaderships styles. Path - goal theory.

Organizational conflict-causes and consequences-conflict and Negotiation.

Organisational change, change process resistance to change and Organisational Development.
Organisational Culture-Creating an Ethical Organisation-Managing Stress-Organisational Effectiveness.

Dantuluri Narayana Raju College (Autonomous)

(A College with Potential for Excellence)

Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Semester: I

Functions, Types of functions, Matrices - Types of matrices. Integration, Differentiation, Cramer's rule, Applications of Integration & differentiation, Simultaneous equations. Permutations and Combinations.

Measures of central tendency - Mean, Median & Mode.

Measures of dispersion – Range, Standard deviation, Mean deviation, Quartile deviation. Correlation – Rank correlation & Karl Pearson's correlation coefficient, Regression analysis, Types of regression analysis. Multiple regression analysis.

Probability – Definitions, Types of probabilities, Conditional probability, Joint and Marginal probability, Baye's theorem, Probability distribution – Binomial distribution, Poisson distribution, Normal distribution, Exponential distribution.

Sampling and sampling distribution, Estimation – Point & Interval estimation, Testing for hypothesis, Procedure of testing hypothesis, Central limit theorem, Types of sampling, One sample test for testing mean, Proportion for small and large samples. Problems on sampling, Two samples test, Small and Large Samples – Chi-square Test of Independence and Goodness of Fitness- Analysis of Variance.

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: MARKETING MANAGEMENT

Semester: II

Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value - Industrial Marketing, Services Marketing, Global Marketing. Marketing Information System and Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and Targeting.

Development of Marketing Offerings Strategy – New Product Development– Product line and Decisions–Product-mix–Product Differentiation – Product Life Cycle Management - Brand Management - Packaging. Pricing Strategies and Programs; Setting the Price – Adapting the Price – Initiating Response to Price Changes - Delivering Value: Designing and Managing Value Networks – Channels of Distribution.
--

Communicating Value: Designing and Managing Marketing Communications – Advertising – Direct Marketing and Personal Selling – Sales Promotion – Events and Public Relations and Public Relations : Competitive Marketing Strategies- Emerging Trends in Marketing: Networking Marketing-Viral Marketing-Ambush/Guerilla Marketing-Green Marketing-Direct Marketing etc.
--

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: FINANCIAL MANAGEMENT
Semester: II

Nature , Scope and Objectives of Financial Management, Goals of FM-Profit Maximization Vs Wealth Maximization – Finance Functions – Financial Planning and Forecasting - Role of Financial Manager – Funds Flow Analysis – Cash Flow Analysis.- Ratio Analysis. Financing Decision: Financial Leverage – EPS-EBIT Analysis –Cost of Capital – Weighted Average Cost Capital – Capital Structure – Factors Affecting Capital Structure Theories of Capital Structure.

Investment Decision: Nature and Significance of Investment Decision- Estimation of Cash Flows – Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return. Dividend Decision: Meaning and Significance – Theories of Dividend – Determinants of Dividend – Dividend policy – Bonus Shares – Stock Splits.

Working Capital Decision: Meaning – Classification and Significance of Working Capital – Component of Working Capital - Cash Management Models – Cash Budgeting – Accounts Receivables – Credit Policies – Inventory Management.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: HUMAN RESOURCE MANAGEMENT
Semester: II

Introduction: Definition and Functions of HRM; Principles of HRM; Changing Environment of HRM; Challenges; Ethical Aspects of HRM. HR Planning; Concepts; Factors Influencing ; HR planning ; HR Planning Process; Job Analysis ; Recruitment and Selection; Tests and Interview Techniques

Training and Development – Need, Process, Methods and Techniques, Evaluation, Management Development; Evaluating Employee Performance; Career Development and Counselling. Compensation – Concepts and Principles; Influencing Factors; Current Trends in Compensation – Methods of Payment – Incentives and Rewards.

Managing Industrial Relations – Trade Unions – Employee Participation Schemes – Collective Bargaining – Marketing Knowledge Workers.
--

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: OPERATIONS MANAGEMENT
Semester: II

Significance of Business Laws—Indian Contract Act, 1872: Meaning and classification of contracts— Essential of a valid contract—Performance of a contract- Discharge of contract—Remedies for breach of contract. The Sale of Goods Act, 1930: Meaning and Essentials of contract of sale— Sale and Agreement to sell—Conditions and Warranties—Transfer of property- Performance of a contract of sale—Unpaid seller.

The Indian Partnership Act, 1932: Meaning and Essentials of partnership- Registration of partnership— Kinds of partners—Rights and Liabilities of Partners—Relations partners to third parties—Dissolution. The Consumer Protection Act, 1986: Meaning of Consumer, Service, Goods, Deficiency, Defect, Unfair Trade Practices—Rights of Consumers—Machinery for redressal of Grievances—Remedies available to injured consumers

The Companies Act, 1956: Nature and Registration—Kinds of Companies— Memorandum of Association—Article of Association—Kinds of Shares—Powers and duties of Directors—winding up.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013-2014

Department: MBA

Paper: CORPORATE LEGAL FRAME WORK

Semester: II

Significance of Business Laws—Indian Contract Act, 1872: Meaning and classification of contracts—Essential of a valid contract—Performance of a contract--Discharge of contract—Remedies for breach of contract. The Sale of Goods Act, 1930: Meaning and Essentials of contract of sale and Agreement to sell—Conditions and Warranties—Transfer of property

Performance of a contract of sale—Unpaid seller. The Indian Partnership Act, 1932: Meaning and Essentials of partnership--Registration of partnership—Kinds of partners—Rights and Liabilities of Partners—Relations partners to third parties—Dissolution. The Consumer Protection Act, 1986: Meaning of Consumer, Service, Goods, Deficiency, Defect, Unfair Trade Practices—Rights of Consumers—Machinery for Redressal of Grievances—Remedies available to injured consumers

The Companies Act, 1956: Nature and Registration—Kinds of Companies—Memorandum of Association—Article of Association—Kinds of Shares—Powers and duties of Directors—winding up.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: COMPUTER APPLICATIONS IN MANAGEMENT
Semester: II

Introduction to Computer Concepts, Elements of computer, Characteristics of a Computer, Classification of Computers, Basic Computer Architecture, Input-output Devices. Software Concepts: Types of software, Software: its nature and qualities, Windows Operating System Functions. MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels.

MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels. MS Power Point: Introduction, Toolbar, their Icons and Commands, Navigating in Power point, Creation of slides, animation, and templates, Designing Presentations, Slide show controls, Making notes on Pages and Handouts, Printing Presentations, Customizing Presentations, Auto content Wizard.

Computer Networks: Overview of a Network – Communication processors – Communications Media – Types of Network – Network Topologies- Network protocols – Network Architecture.

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: RESEARCH METHODOLOGY FOR MANAGEMENT
Semester: II

Meaning and Importance of Research – Research Process – Types of Research – Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis. Research Design – Exploratory Research – Descriptive Research – Casual Research – Sampling and Sampling Design – Sampling Methods – Simple Random Sampling – Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling, Non- Probability Sampling – Convenience Sampling – Judgement Sampling – Quota Sampling.

Data Collection – Primary and Secondary Data – Designing of Questionnaire – Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale. Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report.

Non Parametric Tests – Kolmogorov – Smirnov Test – Runs Test for Randomness – Sign Test – Median Test – Multivariate Analysis – Multiple Regression Analysis – Concepts and Application of Discriminate Analysis and Factor Analysis.

Dantuluri Narayana Raju College (Autonomous)

(A College with Potential for Excellence)

Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2013– 2014

Department: MBA

Paper: BUSINESS POLICY & STRATEGIC

MANAGEMENT

Semester: III

Overview of Strategic Management of Strategic Management – Business Policy and Strategic Management - Strategic Management Model – Business Ethics and Strategic Management.

Business Vision, Mission, Objectives – Characteristics of Mission Statement Types of Strategies – Integration strategies – Intensive strategies – Diversification strategies- Diversification strategies- Michael Porter Generic Strategies

Strategic formulation: Environmental Analysis – External and industry analysis – Internal analysis –Strategic analysis and choice – Input stage –Matching stage – decision stage – Cultural aspects of strategy choice.

Strategic Implementation: The nature of strategic implementation resource allocation – Strategy and structure – Creating – Supportive culture – Implementing strategies in functional areas.

Strategy Evaluation: The nature of strategy evaluation –Review and Control – Characteristics of effective evaluation systems – Criteria for strategy control –Mechanism for strategic control.

Dantuluri Narayana Raju College (Autonomous)

(A College with Potential for Excellence)

Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: OPERATIONS RESEARCH

Semester: III

Importance and Scope of Operations Research – Linear Programming – Graphic Method – Simplex Method – Big-M Method – Dual L.P. and Its Applications.

Transportation Problem – Assignment Problem – queuing Theory – M/M/I and M/M/C Models.

Dynamic Programming – Applications of D.P. (Capital Budgeting, Production Planning, Solving Linear Programming Problem) – Integer Programming – Branch and Bound Method.

Game Theory – Two Person Zero sum Games – Pure Strategies – Mixed Strategies – Dominance Principle – Graphic and Algebraic Method – Linear Programming Approach – Simulation – Simulation Inventory and Waiting Lines.

Project Management – PERT and CPM – Crash Time – Crash Cost Trade Off – Resource Leveling and Resource Allocation – Non-Linear Programming Model Formulation – Graphic Method of Solving Simple Problems.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: INTERNATIONAL BUSINESS
Semester: III

International Business: Significance, Free Trade Vs. Protection. Emerging Trends, Trade Barriers Trade Strategies.

Balance of Payments: Concept, Disequilibrium in BOP, Structural Cyclical and Monetary Disequilibrium, Methods of Correction; 1990 BOP Crisis.

Foreign Exchange Markets: Foreign Exchange Market Mechanism; Exchange Rate Determination, Convertibility of Rupee and its Implications.

Globalisation: Role of Multinational Corporations – Impact on India – Role of GDRs, FIIs – Export Promotion Zones – Special Economic Zones.

International Liquidity: Problems of Liquidity; Role of IMF and IBRD in Managing International Liquidity Problems.

Dantuluri Narayana Raju College (Autonomus)

(A College with Potential for Excellence)

Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: FINANCIAL MARKETS & SERVICES

Semester: III

Structure of Financial System – role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.

Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India.

Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal Aspects and Guidelines for Venture Capital, Leasing – types of Leases – Evaluation of Leasing Option Vs. Borrowing.

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;

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

Dantuluri Narayana Raju College (Autonomous)

(A College with Potential for Excellence)

Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: SECURITY ANALYSIS & PORTFOLIO

MANAGEMENT

Semester: III

Concept of Investment, Investment Vs Speculation, and Security Investment Vs Non security Forms of Investment-Investment Environment in India. Investment Process - Sources of Investment Information, Security Markets – Primary and Secondary – Types of securities in Indian Capital Market, Market Indices. Calculation of SENSEX and NIFTY
Return and Risk – Meaning and Measurement of Security Returns. Meaning and Types of Security Risks: Systematic Vs Non-systematic Risk. Measurement of Total Risk - Intrinsic Value Approach to Valuation of Bonds - Preference Shares and Equity Shares.
Fundamental Analysis – Economy, Industry and Company Analysis, Technical Analysis – Concept and Tools and Techniques Analysis – Technical Analysis Vs Fundamental Analysis - Efficient Market Hypothesis; Concept and Forms of Market Efficiency.
Elements of Portfolio Management, Portfolio Models – Markowitz Model, Efficient Frontier and Selection of Optimal Portfolio. Sharpe Single Index Model and Capital Asset Pricing Model, Arbitrage Pricing Theory.
Performance Evaluation of Portfolios; Sharpe Model – Jensen’s Model for PF Evaluation, Evaluation of Mutual Fund.

Dantuluri Narayana Raju College (Autonomous)

(A College with Potential for Excellence)

Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: CONSUMER BEHAVIOUR & CUSTOMER RELATIONSHIP
MANAGEMENT

Semester: III

Introduction to the study of Consumer Behaviour – Consumer and Marketing Strategy – Determinants of Consumer Behaviour – Profile of the Indian Consumer.
Perception – Nature – Perception and Marketing Strategy, Motivation – Motivation Theories and Marketing Strategy – Personality.
Attitude Measurement and Change – Self Concept and Life Style Marketing, Influence of Social and Cultural factors on Consumer Behaviour – Family, Reference groups, Cross Cultural Variations in Consumer Behaviour.
Consumer Decision Process – Problem Recognition – Information Search – Evaluation of alternatives and selection – Post Purchase Behaviour – Organizational buyer Behaviour – Diffusion of Innovation.
Customer Relationship Management : Facets and Elements of CRF – CRM Process – Importance of CRM – Planning and Managing CRM Programme – Concept of Customer Loyalty – Customer Value Assessment – Customer Retention Strategies – CRM in services.

Dantuluri Narayana Raju College (Autonomous)

(A College with Potential for Excellence)

Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: SALES & DISTRIBUTION MANAGEMENT

Semester: III

Modern Trends in Sales Management – Inter Departmental Relations – Organization of Sales Department – Different Types of Sales Organizations.
Analysis of Market Potential – Sales Potential – Sales Volume – Forecasting Sales –Different Techniques of Forecasting Sales – Sales Budgets – time and Territory Management – Sales Quotas.
Recruitment – Selection and Training of Salesmen – Salesmen’s Compensation Plans – Evaluation of Salesmen’s Performance – Sales Control Research.
Marketing Channels – Structure and Functions – Channel Design – Selecting Channel Members – Motivating Channel Members.
Channel Conflicts – Reasons – Managing Channel Conflicts Evaluating Channel Member Performance – Supply Chain Management – Managing Logistics.

Dantuluri Narayana Raju College (Autonomous)

(A College with Potential for Excellence)

Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: INDUSTRIAL RELATIONS

Semester: III

Industrial Relations: Scope and Significance – Causes and Consequences of Industrial Disputes – Recent Trends in Industrial Relations
Trade Unions: Trade Union Structure and Movement in India – Changing Role in the Context of Liberalization
Promotion of Harmonious Relations – Machinery for Prevention and Settlement of Industrial Disputes – Conciliation – Arbitration and Adjudication – Code of Discipline.
Grievances and Discipline: Grievances Redressal Machinery – Discipline in Industry – Measures for dealing with Indiscipline.
Collective Bargaining (CB) – CB Practices in India – Participative Management Forms and Levels – Schemes of Workers' Participation in Management in India.

Dantuluri Narayana Raju College (Autonomus)

(A College with Potential for Excellence)

Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: COMPENSATION & WELFARE

MANAGEMENT

Semester: III

Employee Compensation – Factors Influencing Compensation Plan and Policies – Principles of Wage and Salary Administration – Wage as a Motivator – Methods of Wage Fixation – Factors Influencing Wage and Salary Determination.

Job Evaluation – Methods – Performance and Reward Systems – Methods of Wage Payment – Incentive Plans – Wage Differentials – Minimum Wages Act, 1948.

Employee Welfare – Concept, Scope and Significance – Welfare Policy and Five Year Plans – Role of Employee Welfare Agencies – State, Employers, Trade Unions and Voluntary Agencies.

Employee Welfare Programmes – Statutory and Non-Statutory – Intra Moral, Extra Moral – Social Security – Social Assistance and Social Insurance.

Labour Welfare Administration – Plant Level, State and Central Levels – Labour Welfare Officer – Role, Status and Functions.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA
MANAGEMENT

Paper: ENTREPRENEURSHIP & SMALL BUSINESS
Semester: IV

Entrepreneurship: Importance, Characteristics and Qualities of Entrepreneurship; Entrepreneurial; Role of Entrepreneurship, Ethics and Social Responsibilities.

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.

Training: Designing Appropriate Training Programme to Inculcate Entrepreneurial Spirit, Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees.

Women Entrepreneurship – Role & Importance, Profile Women Entrepreneur, Problems of Women Entrepreneurs, Women Entrepreneurship Development in India.

Creativity and Entrepreneurship Sources and Methods of Ideas Planning and Development of Programmes E-Business Ventures; New Venture Management.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: FINANCIAL DERIVATIVES

Semester: IV

Introduction to Financial Derivatives – Meaning and Need – Growth of Financial Derivatives in India – Derivative Markets – Participants – Functions – Types of Derivatives – Forwards – Futures – Options – Swaps – The Regulatory Framework of Derivatives Trading in India.

Features of Futures – Differences Between Forwards and Futures – Financial Futures – Trading – Currency Future – Interest Rate Futures – Pricing of Future Contracts – Value At Risk (VAR) – Hedging Strategies – Hedging with Stock Index Futures – Types of Members and Margining System in India – Futures Trading on BSE & NSE.

Options Market – Meaning & Need – Options Vs futures – Types of Options Contracts – Call Options – Put Options – Trading Strategies Involving Options – Basic Option Positions – Margins – Options on stock Indices – Option Markets in India on NSE and BSE.

Option Pricing – Intrinsic Value and Time Value - Pricing at Expiration – Factors Affecting Options pricing – Put-Call Parity Pricing Relationship – Pricing Models – Introduction to Binominal Option Pricing Model – Black Scholes Option Pricing Model.

Swaps – Meaning – Overview – The Structure of Swaps – Interest Rate Swaps – Currency Swaps – Commodity Swaps – Swap Variant – Swap Dealer Role – Equity Swaps – Economic Functions of Swap Transactions – FRAs and Swaps.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: STRATEGIC FINANCIAL MANAGEMENT
Semester: IV

Financial Goals and Strategy – Shareholder Value Creation (SCV): Market Value Added (MVA) – Market-to-Book Value (M/BV) – Economic Value Added (EVA) – Managerial Implications of Shareholder Value Creation.

Financial Strategy for Capital Structure: Leverage Effect and Shareholders' Risk – Capital Structure Planning and Policy – Financial Options and Value of the Firm – Dividend Policy and Value of the Firm.

Investment Strategy – Techniques of Investment Appraisal Under Risk and Uncertainty – Risk Adjusted Net Present Value – Risk Adjusted Internal Rate of Return – Capital Rationing – Decision Tree Approach for Investment Decisions – Evaluation of Lease Vs Borrowing Decision.
--

Merger Strategy – Theories of Mergers – Horizontal and Conglomerate Mergers – Merger Procedure – Valuation of Firm – Financial Impact of Merger – Merge and Dilution Effect on Earnings Per Share – Merger and Dilution Effect on Business Control.

Takeover Strategy – Types of Takeovers – Negotiated and Hostile Bids – Takeover Procedure – Takeover Defenses – Takeover Regulations of SEBI – Distress Restructuring Strategy – Sell offs – Spin Offs – Leveraged Buyouts.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: INTERNATIONAL FINANCIAL MANAGEMENT

Semester: IV

International Monetary and Financial System: Evolution; Breton Woods Conference and Other Exchange Rate Regimes; European Monetary System, South East Asia Crisis and Current Trends.
Foreign Exchange Risk: Transaction Exposure; Accounting Exposure and Operating Exposure – Management of Exposures – Internal Techniques, Management of Risk in Foreign Exchange Markets: Forex Derivatives – Swaps, futures and Options and Forward Contracts (Cases).
Features of Different International Markets: Euro Loans, CPs, Floating Rate Instruments, Loan Syndication, Euro Deposits, International Bonds, Euro Bonds and Process of Issue of GDRs and ADRs.
Foreign Investment Decisions : Corporate Strategy and Foreign Direct Investment; Multinational Capital Budgeting; International Acquisition and Valuation, Adjusting for Risk in Foreign Investment.
International Accounting and Reporting; Foreign Currency Transactions, Multinational Transfer Pricing and Performance Measurement; Consolidated Financial Reporting.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: SERVICES MARKETING MANAGEMENT
Semester: IV

Introduction to Services Marketing: Importance and characteristics of Services: Growth of Services Sector; Services in the Indian Economy; Services Strategy.
Consumer Behaviour in Services; Market Segmentation and Services Positioning; Service Demand Management Designing and Managing Service Product.
Service quality Management: Service Quality Audit – GAP Model of Service Quality – Total quality Services Marketing – Service Excellence, Pricing of Services – Pricing Strategies Linked to Value Perceptions.
Service Distribution – Managing Physical Evidence – Internal Marketing.
External Marketing: Word of Mouth Communication. Interactive Marketing: Management of Moments of Truth - Service Deficiencies - consumer Grievance Recovery Strategies.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: ADVERTISING & BRAND MANAGEMENT
Semester: IV

Role of Advertising in Promotional Mix – Introduction to Advertising – Advertising and Communication – Integrated Marketing (IMC) – Challenges and Opportunities in Advertising – Economic, Social and Ethical Aspects of Advertising.
Audience Analysis in Advertising – Media Planning – Media Mix Decisions – Developing Media Strategy – Creative Strategy and Copy Writing – Different Types of Appeals – Layout Design.
Advertising Budgets – Methods of Formulating Advertising Budgets – Evaluating of Advertising Effectiveness – Advertising Agencies.
Direct Response Advertising – Home Shopping – Direct Mail – Catalogs – Telemarketing – Internet Advertising – International Advertising – Impact of Culture – Customs – Law and Regulations.
Brand Management: Brand Building and Positioning – Measuring Brand Performance – Designing Brand Marketing Programmes – Evaluating Brand Performance – Branding in Retail Business – Role of Own Label – Emerging trends in Brand Management.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: GLOBAL MARKETING MANAGEMENT
Semester: IV

Globalization: Scope and Objectives – Major Decisions in Global Business - Environmental Factors Effecting global Business; Economic Environment – Cultural Environment – Political Environment – Legal Environment – Regional Integration and Global Trade Protectionism.

Perspective of Global Markets: Global Marketing Research and Information – Information Requirements of Global Markets – Organization for Global Market Research – Global Marketing Information System - Segmenting the Global Market – Segmentation Basis and Process – Global Markets and Criteria for Grouping Countries.

Global Marketing Decisions: Product Policy and Planning – Global Pricing Strategies – Global Channels of Distribution.

Global Advertising – Multinational Sales Management and Foreign Sales Promotion – Export Procedure & Documentation – Special Economic Zones.

Planning and Control of Global Marketing Operations: Organization and Control in global Marketing – Marketing Planning and Strategy for Global Business.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 – 2014

Department: MBA

Paper: PERFORMANCE MANAGEMENT & COUNSELING
Semester: IV

Introduction: Definition and Dimensions of Performance Management; Clarity of Roles and Functions; Performance Targets; Performance management process, Key performance areas, Key result areas, Performance management system, Performance management system cycle.
Performance Analysis; Objectives, Factors Influencing Performance Analysis; Methods of Appraisal Systems. Advantages and disadvantages of performance analysis. Merits and demerits of performance appraisal.
Performance Review Counselling (PRC); Objectives of performance review counseling; Process of performance review counseling; Conditions for Effective PRC. Performance review, Types of counseling, Methods of counseling.
HRM and Performance Management – Need Identification for Training and Development; Rewards and Recognition; Team Performance. Types of teams, Team building, Social loafing, Team building process, Difference between training and development, Methods of training.
Performance Management Practices; 360-Degree Appraisal; Assessment Centre; Potential Appraisal. Objectives of performance management practices, Advantages and disadvantages of 360 degree appraisal, Prerequisites for 360 degree appraisal, Assessment centre process and method.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013-2014

Department: MBA
MANAGEMENT

Paper: STRATEGIC HUMAN RESOURCE
Semester: IV

The Human Resource Environment – Technology and Organization Structure – Management of Diversity – HR Outsourcing – Global Competition – Global Sourcing of Labour.

Strategic Perspective of HRM – HR for Competitive Advantage – Business Strategy and HR Strategy – HR and Business Policy Linkages – Organizational Performance. Dealing with Unions for Working towards Harmonious Relations.

Strategic Responses of Organizations – Strategic Role of HR Planning – Selection of Employees – Career Paths for Technical Professionals – Strategically Oriented Performance Measurement Systems.

Compensation Systems –Strategic Requirements – High Performance Practices Rewarding Individual and Team Contribution and Organization Performance.

Approach to Industrial Relations – Social Dialogue, Negotiation Skills,

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2013 - 2014

Department: MBA
MANAGEMENT

Paper: INTERNATIONAL HUMAN RESOURCE
Semester: IV

Introduction to International HRM – Concept, HRM at International Perspective – Distinction between Domestic and International HRM – HR Challenges at International Level.
Cross Cultural Theories – International Recruitment and Selection Process, Culture and Values.
Expatriate Training – Developing Global Managers – Negotiations. Unions at International Level – Unions and International Industrial Relations
Compensation Management: International Compensation – Objectives, Components Approaches of Compensation in Global Assignments – Culture and Compensation.
Industrial Relations at Global Level: IR Scenario in Global Organizations – Trade .

Dantuluri Narayana Raju College (Autonomous)

(A College with Potential for Excellence)

Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2014-2015

Department: MBA

Semester: I

Paper: PERSPECTIVES OF MANAGEMENT

Management – Evolution of Management Thought -Principles of Management – Functions of Management - Social Responsibility of Management. Planning

Nature, Purpose and Importance of Planning-Types of Plans-Steps in Planning- Planning Premises and Forecasting – process of Decision Making-Decision Tree Analysis.Organization – Principles of Organization

Formal and informal Organization – types of organization Structure – Line and Staff Relations – Delegation – Decentralization –Span of Control. Directing- Leadership Theories and Styles

Motivation –Theories: Maslow’s Theory and Herzberg’s Theory. Control-Importance, Steps, Processes, Techniques-PERT/CPM-Total Quality Management.

Dantuluri Narayana Raju College (Autonomous)

(A College with Potential for Excellence)

Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2014-2015

Department: MBA

Paper: ACCOUNTING FOR MANAGEMENT

Semester: I

Accounting for Management –Nature and Scope – Management Process and Accounting – Financial Accounting Vs Cost Accounting Vs Accounting for Management – Role of Account in Modern Organization Financial Accounting System.

Generally Accepted Accounting Principles and Accounting Standards Governing Financial Statements – Contents of Profit and Loss Account ,Balance Sheet Elements of Cost–Cost Sheet Preparation, Absorption Vs Marginal Costing –Cost –Volume – Profit Analysis – Cost Behaviour – Breakeven Analysis – Contribution Approach –Profit Planning.

Cost Concepts for Decision making – Decision Making Process – Decision Situations-Sales Volume Decisions – Pricing and Special Order Pricing – Make / Buy Decisions – Product Decisions- Addition, Deletion and Alteration of Mix – Plant Shutdown Decision.

Budgeting – Types of Budgets – Financial Vs Operation Budgets – Short Term Vs Long Term Budgets – Preparation of Sales Budgets – Purchase Budgets- Expenditure Budgets for Material, Labour and Overheads – Construction of Cash Budget- Flexible Budget – Master Budget – Management Control and Budgeting – Performance Budgeting and Zero Based Budgeting.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014-2015

Department: MBA
Semester: I

Paper: BUSINESS ENVIRONMENT

Business Environment: Components and Significance – Economic Scope – Cultural, Political, Technological and External Factors Influencing Business Environment – Dimensions of International Business Environment – Challenges. Structure of Indian Economy
--

Economic systems- Economic planning with special reference to last three plans, public, private joint and cooperative sectors - Industrial Policy of the Government - Policy Resolutions of 1956, 1991 Industrial Policy and Economic Policy -Subsequent policy Statements
--

Indian Companies -Competitiveness, Changes and Challenges, Sustainable Development, Social Responsibilities, Ethics in Business- Competition Act 2002 – Emerging Trend in Indian Business Environment. International Trade Theories, Balance of Payments – Concepts, Disequilibrium in BOP: Methods of Correction - Trade Barriers and Trade Strategy - Free Trade vs. Protection -World Financial Environment:

Globalization: International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Methods, International Trading Blocks – Their Objectives; WTO Origin, Objectives, Organization Structure and Functioning – WTO and India. Foreign Exchange Market Mechanism, Exchange Rate Determination and Euro Currency.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014-2015

Department: MBA

Paper: MANAGERIAL ECONOMICS

Semester: I

Introduction: Nature and Scope of Managerial Economics; Objectives of the Firm-Traditional Theory, Sales and Revenue Maximizing Theories, Managerial Theories and Behavioral Theories

Profit Maximization. Vs. Wealth Maximization. Demand Analysis : Demand-Meaning, Determinations Of Demand, Demand Function; Law of Demand; Elasticity of Demand –Price, Income, Cross and Promotional or Advertising Elasticity of demand, Managerial Uses of Elasticity of Demand; Demand Forecasting. Demand Forecasting Methods for Existing and New Products, Criteria for Good Forecasting Method.
--

Production Analysis: Production Function –Law of Variable Proportions, Isoquant and Isocost Curves, Least Cost Combination, and Returns to Scale; Economies of Large Scale; Cobb-Douglas Production Function and Constant Elasticity of Substitution - Production Function; Cost concepts and Cost Oriented Pricing Methods. Market Analysis: Price and Output Determination under Perfect Competition; Profit-Meaning and Profit Theories-Profit Planning-Measurement.

Economic Optimization: Economic Problems and Optimization Techniques –Unconstrained and Constrained Optimization; Unbounded Maxim – Optimization of Functions of One Variable and Optimization with Multivariate Function

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 – 2015

Department: MBA

Paper: MANAGERIAL COMMUNICATION SKILLS
Semester: I

Role of Communication in Business, Objective of Communication, The Process of Human Communication, Media of Communication, Written Communication, Oral Communication, Visual Communication, Audio Visual Communication, Silence, Developing Listening Skills, Improving Non-verbal Communication skills, Understanding Cultural Effects of Communication.

Managing Organization Communication - formal and Informal Communication- Intra and Personal Communication – Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis. Managing Motivation to Influence Interpersonal Communication, Inter-Personal Perception.

Role of Emotion in Inter Personal Communication- Communication Styles – Barriers of Communication, Gateways to Effective Interpersonal Communication. Business Writing Skills, Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms.

Oral Presentations – Meetings, Telephone Communication – Use of Technology in Business Communication, E-mail Messages. Report Writing – Meaning and Significance; Structure of Reports; Negative, Persuasive and Special Reporting; Informal Report – Proposals; Formal Reports; Organization of Press Report.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014-2015

Department: MBA
Semester: I

Paper: ORGANIZATIONAL BEHAVIOR

Meaning and scope of OB-Challenges and opportunities – Foundations of Individual behaviour, values, attitude, job satisfaction, personality, perception and emotions.

Motivation-Theories, Group dynamics – Leaderships styles. Organizational conflict-causes and consequences-conflict and Negotiation. Personality, perception and emotions.

Organizational change, change process resistance to change and Organizational Development

Organisational Culture-Creating an Ethical Organization-Managing Stress-Organizational Effectiveness.

Dantuluri Narayana Raju College (Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 – 2015

Department: MBA

Paper: QUANTITATIVE TECHNIQUES FOR MANAGEMENT
Semester: I

Functions, Types of functions, Matrices - Types of matrices. Integration, Differentiation, Cramer's rule, Applications of Integration & differentiation, Simultaneous equations. Permutations and Combinations.

Measures of central tendency - Mean, Median & Mode.
Measures of dispersion – Range, Standard deviation, Mean deviation, Quartile deviation. Correlation – Rank correlation & Karl Pearson's correlation coefficient, Regression analysis, Types of regression analysis. Multiple regression analysis.

Probability – Definitions, Types of probabilities, Conditional probability, Joint and Marginal probability, Baye's theorem, Probability distribution – Binomial distribution, Poisson distribution, Normal distribution, Exponential distribution.

Sampling and sampling distribution, Estimation – Point & Interval estimation, Testing for hypothesis, Procedure of testing hypothesis, Central limit theorem, Types of sampling, One sample test for testing mean, Proportion for small and large samples. Problems on sampling, Two samples test, Small and Large Samples – Chi-square Test of Independence and Goodness of Fitness- Analysis of Variance.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014-2015

Department: MBA
Semester: II

Paper: MARKETING MANAGEMENT

Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value – Industrial Marketing, Services Marketing, Global Marketing Marketing Information System and Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation
Targeting. Development of Marketing Offerings Strategy – New Product Development–Product line and Decisions–Product-mix–Product Differentiation Product Life Cycle Pricing Strategies and Programs; Setting the Price – Adapting the Price – Initiating Response to Price Changes - Delivering Value: Designing and Managing Value Networks – Channels of Distribution
.Communicating Value: Designing and Managing Marketing Communications –Advertising – Direct Marketing and Personal Selling – Sales Promotion – Events and Public Relations and Public Relations : Competitive Marketing Strategies- Emerging Trends in Marketing: Networking Marketing-Viral Marketing-Ambush/Guerilla Marketing-Green Marketing-Direct Marketing

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014-2015

Department: MBA
Semester: II

Paper: FINANCIAL MANAGEMENT

Nature , Scope and Objectives of Financial Management, Goals of FM-Profit Maximization Vs Wealth Maximization – Finance Functions – Financial Planning and Forecasting - Role of Financial Manager – Funds Flow Analysis – Cash Flow Analysis.-Ratio Analysis. Financing Decision Financial Leverage – EPS-EBIT Analysis –Cost of Capital –Weighted Average Cost Capital – Capital Structure – Factors Affecting Capital Structure Theories of Capital Structure. Investment Decision: Nature and Significance of Investment Decision- Estimation of Cash Flows – Capital Budgeting Process

Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return. Dividend Decision: Meaning and Significance – Theories of Dividend –Determinants of Dividend – Dividend policy – Bonus Shares – Stock Splits

Working Capital Decision: Meaning – Classification and Significance of Working Capital – Component of Working Capital - Cash Management Models – Cash Budgeting –Accounts Receivables – Credit Policies – Inventory Management.

Dantuluri Narayana Raju College(Autonomous)

(A College with Potential for Excellence)

Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2014-2015

Department: MBA
MANAGEMENT

Paper: HUMAN RESOURCE
Semester: II

Introduction: Definition and Functions of HRM; Principles of HRM; Changing Environment of HRM; Challenges; Ethical Aspects of HRM. HR Planning; Concepts; Factors Influencing. HR planning ; HR Planning Process; Job Analysis ; Recruitment and Selection; Tests and Interview Techniques

Training and Development – Need, Process, Methods and Techniques, Evaluation, Management Development; Evaluating Employee Performance; Career Development and Counseling. Compensation – Concepts and Principles; Influencing Factors; Current Trends in Compensation – Methods of Payment – Incentives and Rewards

Managing Industrial Relations – Trade Unions – Employee Participation Schemes – Collective Bargaining – Marketing Knowledge Workers.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014-2015

Department: MBA

Paper: CORPORATE LEGAL

FRAMEWORK

Semester: II

Significance of Business Laws—Indian Contract Act, 1872: Meaning and classification of contracts—Essential of a valid contract—Performance of a contract--Discharge of contract—Remedies for breach of contract. The Sale of Goods Act, 1930: Meaning and Essentials of contract of sale and Agreement to sell—Conditions and Warranties—Transfer of property

Performance of a contract of sale—Unpaid seller. The Indian Partnership Act, 1932: Meaning and Essentials of partnership--Registration of partnership—Kinds of partners—Rights and Liabilities of Partners—Relations partners to third parties—Dissolution. The Consumer Protection Act, 1986: Meaning of Consumer, Service, Goods, Deficiency, Defect, Unfair Trade Practices—Rights of Consumers—Machinery for Redressal of Grievances—Remedies available to injured consumers

The Companies Act, 1956: Nature and Registration—Kinds of Companies—Memorandum of Association—Article of Association—Kinds of Shares—Powers and duties of Directors—winding up.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014-2015

Department: MBA

Paper: OPERATIONS MANAGEMENT

Semester: II

Introduction: Nature and Scope of Production and Operation Management-Historical Evolution – Types of Manufacturing Systems – Differences Between Manufacturing and Service Operations Role of Production and Operation Manager. Production Planning and Control: Stages in PPC – Gantt – PPC in Mass, Batch, and Job Order Manufacturing-Aggregate Planning – Maintenance Management – Industrial Safety.

Plant Location: Facility Location and Layout Planning –Types of Layouts –Material Handling Equipments – Material Handling Principles – Models Used in Lay Out Designs. Productivity: Factors, Affecting Productivity – Job Design – Process Flow Charts –Methods Study – Work Measurement – Engineering and Behavioral Approaches. Material Management –Cost Associated with Inventory – Economic Order Quantity

ABC Analysis - Materials Requirement Planning – Just In – Time Production Total Quality Management – Acceptance Sampling – Control Charts – Quality Circle – Zero Defects Programmes – ISO 9000 – Application of Computer in Production and Operations.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 – 2015

Department: MBA

Paper: COMPUTER APPLICATIONS IN MANAGEMENT
Semester: II

Introduction to Computer Concepts, Elements of computer, Characteristics of a Computer, Classification of Computers, Basic Computer Architecture, Input-output Devices. Software Concepts: Types of software, Software: its nature and qualities, Windows Operating System Functions. MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels.

MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels. MS Power Point: Introduction, Toolbar, their Icons and Commands, Navigating in Power point, Creation of slides, animation, and templates, Designing Presentations, Slide show controls, Making notes on Pages and Handouts, Printing Presentations, Customizing Presentations, Auto content Wizard.

Computer Networks: Overview of a Network – Communication processors – Communications Media – Types of Network – Network Topologies- Network protocols – Network Architecture.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014-2015

Department: MBA
MANAGEMENT

Semester: II

Paper: RESEARCH METHODOLOGY FOR

Meaning and Importance of Research – Research Process – Types of Research –Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis. Research Design – Exploratory Research – Descriptive Research – Casual Research – Sampling and Sampling Design – Sampling Methods – Simple Random Sampling –Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling, Non-Probability Sampling – Convenience Sampling – Judgement Sampling – Quota Sampling.

and Data Collection – Primary and Secondary Data – Designing of Questionnaire Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale –Guttman Scale – Likert Scale – Schematic Differential Scale.Editing – Coding – Classification of Data – Tables and Graphic Presentation –Preparation and Presentation of Research Report.

Non Parametric Tests – Kolmogorov – Smirnov Test – Runs Test for Randomness – Sign Test – Median Test – Multivariate Analysis – Multiple Regression Analysis– Concepts Application of Discriminate Analysis and Factor Analysis.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 - 2015

Department: MBA
MANAGEMENT

Paper: BUSINESS POLICY & STRATEGIC
Semester: III

Overview of Strategic Management of Strategic Management – Business Policy and Strategic Management - Strategic Management Model – Business Ethics and Strategic Management.

Business Vision, Mission, Objectives – Characteristics of Mission Statement Types of Strategies – Integration strategies Intensive strategies – Diversification strategies - Diversification strategies- Michael Porter Generic Strategies

Strategic formulation: Environmental Analysis – External and industry analysis – Internal analysis – Strategic analysis and choice – Input stage –Matching stage – decision stage – Cultural aspects of strategy choice.

Strategic Implementation: The nature of strategic implementation resource allocation – Strategy and structure – Creating – Supportive culture – Implementing strategies in functional areas. Strategy Evaluation: The nature of strategy evaluation –Review and Control –Characteristics of effective evaluation systems

Criteria for strategy control –Mechanism for strategic control.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 - 2015

Department: MBA
Semester: III

Paper: OPERATIONS RESEARCH

Importance and Scope of Operations Research – Linear Programming – Graphic Method – Simplex Method – Big-M Method – Dual L.P. and Its Applications. Transportation Problem – Assignment Problem
queuing Theory – M/M/I and M/M/C Models. Dynamic Programming – Applications of D.P. (Capital Budgeting, Production Planning, Solving Linear Programming Problem) – Integer Programming – Branch and Bound Method.
Game Theory – Two Person Zero sum Games – Pure Strategies – Mixed Strategies – Dominance Principle – Graphic and Algebraic Method – Linear Programming Approach – Simulation – Simulation Inventory and Waiting Lines.
Project Management – PERT and CPM – Crash Time – Crash Cost Trade Off –Resource Leveling and Resource Allocation – Non-Linear Programming Model Formulation – .
Graphic Method of Solving Simple Problems

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 -2015

Department: MBA

Paper: INTERNATIONAL BUSINESS

Semester: III

International Business: Significance, Free Trade Vs. Protection. Emerging Trends, Trade Barriers Trade Strategies. Balance of Payments: Concept, Disequilibrium in BOP, Structural Cyclical and Monetary Disequilibrium, Methods of Correction; 1990 BOP Crisis.
--

Foreign Exchange Markets: Foreign Exchange Market Mechanism; Exchange Rate Determination, Convertibility of Rupee and its Implications. International Liquidity

Game Theory – Two Person Zero sum Games – Pure Strategies – Mixed Strategies –Dominance Principle – Graphic and Algebraic Method – Linear Programming Approach – Simulation – Simulation Inventory and Waiting Lines.

Globalization: Role of Multinational Corporations – Impact on India – Role of GDRs, FIIs – Export Promotion Zones – Special Economic Zones. Problems of Liquidity

Role of IMF and IBRD in Managing International Liquidity Problems.
--

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 - 2015

Department: MBA
SERVICES

Semester: III

Paper: FINANCIAL MARKETS AND

Structure of Financial System – role of Financial System in Economic Development –Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms. Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services
Growth of Financial Services in India – Merchant Banking– Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India. Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal Aspects and Guidelines for Venture Capital, Leasing
types of Leases –Evaluation of Leasing Option Vs. Borrowing 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; Mutual Funds – Concept and Objectives,
Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India. Debt Securitization.
Concept and Application – De-mat Services-need and Operations-role of NSDL and CSDL.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 - 2015

Department: MBA
MANAGEMENT

Paper: SECURITY ANALYSIS AND PORTFOLIO

Semester: III

Concept of Investment, Investment Vs Speculation, and Security Investment Vs Non security Forms of Investment-Investment Environment in India. Investment Process - Sources of Investment Information, Security Markets – Primary and Secondary – Types of securities Indian Capital Market, and Market Indices. Calculation of SENSEX and NIFTY

Return and Risk – Meaning and Measurement of Security Returns. Meaning and Types of Security Risks: Systematic Vs Non-systematic Risk. Measurement of Total Risk – Intrinsic Value Approach to Valuation of Bonds - Preference Shares and Equity Shares. Fundamental Analysis – Economy, Industry and Company Analysis, Technical Analysis – Concept and Tools and Techniques Analysis

Technical Analysis Vs Fundamental Analysis - Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Elements of Portfolio Management, Portfolio Models – Markowitz Model, Efficient Frontier and Selection of Optimal Portfolio.

Performance Evaluation of Portfolios; Sharpe Model – Jensen’s Model for PF Evaluation, Evaluation of Mutual Fund. Pricing Theory.

Evaluation of Mutual Fund. Sharpe Single Index Model and Capital Asset Pricing Model, Arbitrage

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 - 2015

Department: MBA
Semester: III

Paper: INDUSTRIAL RELATIONS

Industrial Relations: Scope and Significance – Causes and Consequences of Industrial Disputes – Recent Trends in Industrial Relations

Trade Unions: Trade Union Structure and Movement in India – Changing Role in the Context of Liberalization Promotion of Harmonious Relations

Machinery for Prevention and Settlement of Industrial Disputes – Conciliation – Arbitration and Adjudication – Code of Discipline. Grievances and Discipline: Grievances Redressal Machinery

Discipline in Industry _Measures for dealing with Indiscipline. Collective Bargaining (CB) – CB Practices in India – Participative Management Forms and Levels

Schemes of Workers' Participation in Management in India.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 - 2015

Department: MBA
MANAGEMENT

Paper: COMPENSATION AND WELFARE
Semester: III

Employee Compensation – Factors Influencing Compensation Plan and Policies – Principles of Wage and Salary Administration – Wage as a Motivator – Methods of Wage Fixation – Factors Influencing Wage and Salary Determination.
Job Evaluation – Methods – Performance and Reward Systems – Methods of Wage Payment – Incentive Plans – Wage Differentials – Minimum Wages Act, 1948. Employee Welfare –Concept, Scope and Significance
Welfare Policy and Five Year Plans – Role of Employee Welfare Agencies – State, Employers, Trade Unions and Voluntary Agencies.
Employee Welfare Programmes – Statutory and Non-Statutory – Intra Moral, Extra Moral – Social Security – Social Assistance and Social Insurance. Labour Welfare Administration – Plant Level, State and Central Levels – Labour Welfare Officer
Role, Status and Functions.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 - 2015

Department: MBA
MANAGEMENT

Paper: CONSUMER BEHAVIOR & CUSTOMER RELATIONSHIP
Semester: III

Introduction to the study of Consumer Behavior – Consumer and Marketing Strategy Determinants of Consumer Behavior – Profile of the Indian Consumer.
Perception – Nature – Perception and Marketing Strategy, Motivation – Motivation Theories and Marketing Strategy – Personality. Attitude Measurement and Change – Self Concept and Life Style Marketing, Influence of Social and Cultural factors on Consumer Behavior
Family, Reference groups, Cross Cultural Variations in Consumer Behavior. Consumer Decision Process – Problem Recognition – Information Search –Evaluation of alternatives and selection – Post Purchase Behavior –Organizational buyer behavior – Diffusion of Innovation.
Customer Relationship Management : Facets and Elements of CRF – CRM Process Importance of CRM – Planning and Managing CRM Programme – Concept of Customer Loyalty .
Customer Value Assessment – Customer Retention Strategies – CRM in services.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 - 2015

Department: MBA
MANAGEMENT

Semester: III

Paper: SALES AND DISTRIBUTION

Modern Trends in Sales Management – Inter Departmental Relations – Organization of Sales Department – Different Types of Sales Organizations.

Analysis of Market Potential – Sales Potential – Sales Volume – Forecasting Sales –Different Techniques of Forecasting Sales – Sales Budgets – time and Territory Management –Sales Quotas.

Recruitment – Selection and Training of Salesmen – Salesmen’s Compensation Plans –Evaluation of Salesmen’s Performance – Sales Control Research. Marketing Channels – Structure and Functions

Channel Design – Selecting Channel Members – Motivating Channel Members. Channel Conflicts – Reasons – Managing Channel Conflicts Evaluating Channel Member Performance – Supply Chain Management

Managing Logistics

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 - 2015

Department: MBA
MANAGEMENT

Paper: ENTREPRENEURSHIP & SMALL BUSINESS
Semester: IV

Entrepreneurship: Importance, Characteristics and Qualities of Entrepreneurship; Entrepreneurial; Role of Entrepreneurship, Ethics and Social Responsibilities.
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.
Training: Designing Appropriate Training Programme to Inculcate Entrepreneurial Spirit, Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees.
Women Entrepreneurship – Role & Importance, Profile Women Entrepreneur, Problems of Women Entrepreneurs, Women Entrepreneurship Development in India.
Creativity and Entrepreneurship Sources and Methods of Ideas Planning and Development of Programmes E-Business Ventures; New Venture Management.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 - 2015

Department: MBA

Paper: FINANCIAL DERIVATIVES

Semester: IV

Introduction to Financial Derivatives – Meaning and Need – Growth of Financial Derivatives in India – Derivative Markets – Participants – Functions – Types of Derivatives –Forwards – Futures – Options – Swaps – The Regulatory Framework of Derivatives Trading in India. Economic Functions of Swap Transactions – FRAs and Swaps
Features of Futures – Differences Between Forwards and Futures – Financial Futures – Trading – Currency Future – Interest Rate Futures – Pricing of Future Contracts – Value At Risk (VAR) – Hedging Strategies – Hedging with Stock Index Futures – Types of Members and Margining System in India – Futures Trading on BSE & NSE.
Options Market – Meaning & Need – Options Vs futures – Types of Options Contracts – Call Options – Put Options – Trading Strategies Involving Options – Basic Option Positions Margins – Options on stock Indices – Option Markets in India on NSE and BSE Commodity Swaps – Swap Variant – Swap Dealer Role – Equity Swaps
Option Pricing – Intrinsic Value and Time Value - Pricing at Expiration – Factors Affecting Options pricing – Put-Call Parity Pricing Relationship – Pricing Models – Introduction to Binominal Option Pricing Model – Black Scholes Option Pricing Model.
Swaps – Meaning – Overview – The Structure of Swaps – Interest Rate Swaps – Currency Swaps —

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 - 2015

Department: MBA
SEMESTER: IV

Paper: STRATEGIC FINANCIAL MANAGEMENT

Financial Goals and Strategy – Shareholder Value Creation (SCV): Market Value Added(MVA) – Market-to-Book Value (M/BV) – Economic Value Added (EVA) – Managerial Implications of Shareholder Value Creation

Financial Strategy for Capital Structure: Leverage Effect and Shareholders' Risk – Capital Structure Planning and Policy – Financial Options and Value of the Firm – Dividend Policy and Value of the Firm.

Investment Strategy – Techniques of Investment Appraisal Under Risk and Uncertainty – Risk Adjusted Net Present Value – Risk Adjusted Internal Rate of Return – Capital Rationing Decision Tree Approach for Investment Decisions – Evaluation of Lease Vs Borrowing Decision.

Merger Strategy – Theories of Mergers – Horizontal and Conglomerate Mergers –Merger Procedure – Valuation of Firm – Financial Impact of Merger – Merge and Dilution Effect on Earnings Per Share – Merger and Dilution Effect on Business Control.

Takeover Strategy – Types of Takeovers – Negotiated and Hostile Bids – Takeover Procedure – Takeover Defenses – Takeover Regulations of SEBI – Distress Restructuring Strategy – Sell offs – Spin Offs – Leveraged Buyouts

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 – 2015

Department: MBA
MANAGEMENT

Paper: INTERNATIONAL FINANCIAL
SEMESTER: IV

International Monetary and Financial System: Evolution; Breton Woods Conference and Other Exchange Rate Regimes; European Monetary System, South East Asia Crisis and Current Trends. Transfer Pricing and Performance Measurement;

Foreign Exchange Risk: Transaction Exposure; Accounting Exposure and Operating Exposure – Management of Exposures – Internal Techniques, Management of Risk in Foreign Exchange Markets: Forex Derivatives – Swaps, futures and Options and Forward Contracts

Features of Different International Markets: Euro Loans, CPs, Floating Rate Instruments, Loan Syndication, Euro Deposits, International Bonds, Euro Bonds and Process of Issue of GDRs and ADRs. Consolidated Financial Reporting.

Foreign Investment Decisions : Corporate Strategy and Foreign Direct Investment; Multinational Capital Budgeting; International Acquisition and Valuation, Adjusting for Risk in Foreign Investment.

International Accounting and Reporting; Foreign Currency Transactions, Multinational

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 – 2015

Department: MBA

Paper: SERVICES MARKETING MANAGEMENT
Semester: IV

Introduction to Services Marketing: Importance and characteristics of Services: Growth of Services Sector; Services in the Indian Economy; Services Strategy.
Consumer Behaviour in Services; Market Segmentation and Services Positioning; Service Demand Management Designing and Managing Service Product.
Service quality Management: Service Quality Audit – GAP Model of Service Quality – Total quality Services Marketing – Service Excellence, Pricing of Services – Pricing Strategies Linked to Value Perceptions.
Service Distribution – Managing Physical Evidence – Internal Marketing.
External Marketing: Word of Mouth Communication. Interactive Marketing: Management of Moments of Truth - Service Deficiencies - consumer Grievance Recovery Strategies.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 – 2015

Department: MBA

Paper: ADVERTISING & BRAND MANAGEMENT
Semester: IV

Role of Advertising in Promotional Mix – Introduction to Advertising – Advertising and Communication – Integrated Marketing (IMC) – Challenges and Opportunities in Advertising – Economic, Social and Ethical Aspects of Advertising.
Audience Analysis in Advertising – Media Planning – Media Mix Decisions – Developing Media Strategy – Creative Strategy and Copy Writing – Different Types of Appeals – Layout Design.
Advertising Budgets – Methods of Formulating Advertising Budgets – Evaluating of Advertising Effectiveness – Advertising Agencies.
Direct Response Advertising – Home Shopping – Direct Mail – Catalogs – Telemarketing – Internet Advertising – International Advertising – Impact of Culture – Customs – Law and Regulations.
Brand Management: Brand Building and Positioning – Measuring Brand Performance – Designing Brand Marketing Programmes – Evaluating Brand Performance – Branding in Retail Business – Role of Own Label – Emerging trends in Brand Management.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P

Syllabus for the Year: 2014 – 2015

Department: MBA

Paper: GLOBAL MARKETING MANAGEMENT
Semester: IV

Globalization: Scope and Objectives – Major Decisions in Global Business - Environmental Factors Effecting global Business; Economic Environment – Cultural Environment – Political Environment – Legal Environment – Regional Integration and Global Trade Protectionism.
Perspective of Global Markets: Global Marketing Research and Information – Information Requirements of Global Markets – Organization for Global Market Research – Global Marketing Information System - Segmenting the Global Market – Segmentation Basis and Process – Global Markets and Criteria for Grouping Countries.
Global Marketing Decisions: Product Policy and Planning – Global Pricing Strategies – Global Channels of Distribution.
Global Advertising – Multinational Sales Management and Foreign Sales Promotion – Export Procedure & Documentation – Special Economic Zones.
Planning and Control of Global Marketing Operations: Organization and Control in global Marketing – Marketing Planning and Strategy for Global Business.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 – 2015

Department: MBA

Paper: PERFORMANCE MANAGEMENT & COUNSELING
Semester: IV

Introduction: Definition and Dimensions of Performance Management; Clarity of Roles and Functions; Performance Targets; Performance management process, Key performance areas, Key result areas, Performance management system, Performance management system cycle.
Performance Analysis; Objectives, Factors Influencing Performance Analysis; Methods of Appraisal Systems. Advantages and disadvantages of performance analysis. Merits and demerits of performance appraisal.
Performance Review Counselling (PRC); Objectives of performance review counseling; Process of performance review counseling; Conditions for Effective PRC. Performance review, Types of counseling, Methods of counseling.
HRM and Performance Management – Need Identification for Training and Development; Rewards and Recognition; Team Performance. Types of teams, Team building, Social loafing, Team building process, Difference between training and development, Methods of training.
Performance Management Practices; 360-Degree Appraisal; Assessment Centre; Potential Appraisal. Objectives of performance management practices, Advantages and disadvantages of 360 degree appraisal, Prerequisites for 360 degree appraisal, Assessment centre process and method.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 – 2015

Department: MBA
MANAGEMENT

Paper: STRATEGIC HUMAN RESOURCE
Semester: IV

The Human Resource Environment – Technology and Organization Structure – Management of Diversity – HR Outsourcing – Global Competition – Global Sourcing of Labour.
Strategic Perspective of HRM – HR for Competitive Advantage – Business Strategy and HR Strategy – HR and Business Policy Linkages – Organizational Performance. Dealing with Unions for Working towards Harmonious Relations.
Strategic Responses of Organizations – Strategic Role of HR Planning – Selection of Employees – Career Paths for Technical Professionals – Strategically Oriented Performance Measurement Systems.
Compensation Systems –Strategic Requirements – High Performance Practices Rewarding Individual and Team Contribution and Organization Performance.
Approach to Industrial Relations – Social Dialogue, Negotiation Skills,

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2014 - 2015

Department: MBA
MANAGEMENT

Paper: INTERNATIONAL HUMAN RESOURCE
Semester: IV

Introduction to International HRM – Concept, HRM at International Perspective – Distinction between Domestic and International HRM – HR Challenges at International Level.
Cross Cultural Theories – International Recruitment and Selection Process, Culture and Values.
Expatriate Training – Developing Global Managers – Negotiations. Unions at International Level – Unions and International Industrial Relations
Compensation Management: International Compensation – Objectives, Components Approaches of Compensation in Global Assignments – Culture and Compensation.
Industrial Relations at Global Level: IR Scenario in Global Organizations – Trade

Dantuluri Narayana Raju College (Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: PERSPECTIVES OF MANAGEMENT
Semester: I

Management – Evolution of Management Thought -Principles of Management – Functions of Management - Social Responsibility of Management.

Planning – Nature, Purpose and Importance of Planning-Types of Plans-Steps in Planning-Planning Premises and Forecasting – process of Decision Making-Decision Tree Analysis.

Organization – Principles of Organization – Formal and informal Organization – types of Organization Structure – Line and Staff Relations – Delegation – Decentralization –Span of Control.

Directing- Leadership Theories and Styles –Motivation –Theories: Maslow’s Theory and Herzberg’s Theory. Control-Importance, Steps, Processes, Techniques-PERT/CPM-Total Quality Management.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: ACCOUNTING FOR MANAGEMENT
Semester: I

Accounting for Management –Nature and Scope – Management Process and Accounting – Financial Accounting Vs Cost Accounting Vs Accounting for Management – Role of Account in Modern Organization.
Financial Accounting System – Generally Accepted Accounting Principles and Accounting Standards Governing Financial Statements – Contents of Profit and Loss Account Balance Sheet (Theory only). Elements of Cost–Cost Sheet Preparation – Absorption Vs Marginal Costing –Cost- Volume – Profit Analysis
Cost Behaviour – Breakeven Analysis – Contribution Approach Profit Planning. Cost Concepts for Decision making – Decision Making Process – Decision Situations- Sales Volume decisions – Pricing and Special Order Pricing – Make / Buy Decisions – Product Decisions - Addition, Deletion and Alteration of Mix – Plant Shutdown Decision.
Budgeting – Types of Budgets – Financial Vs Operation Budgets – Short Term Vs Long Term Budgets – Preparation of Sales Budgets – Purchase Budgets- Expenditure Budgets for Material, Labour and Overheads – Construction of Cash Budget- Flexible Budget – Master Budget – Management Control and Budgeting – Performance Budgeting and Zero Based Budgeting.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: BUSINESS ENIRONMENT
Semester: I

Business Environment: Components and Significance – Economic Scope – Cultural, Political, Technological and External Factors Influencing Business Environment – Dimensions Of International Business Environment – Challenges.
--

Structure of Indian Economy ; Economic systems- Economic planning with special reference to last three plans, public, private joint and cooperative sectors - Industrial Policy of the Government - Policy Resolutions of 1956, 1991 Industrial Policy and Economic Policy - Subsequent policy Statements

Indian Companies -Competitiveness, Changes and Challenges, Sustainable Development, Social Responsibilities, Ethics in Business- Competition Act 2002 – Emerging Trend in Indian Business Environment. International Trade Theories, Balance of Payments – Concepts, Disequilibrium in BOP: Methods of Correction - Trade Barriers and Trade Strategy - Free Trade vs. Protection

World Financial Environment: Foreign Exchange Market Mechanism, Exchange Rate Determination and Euro Currency. Globalisation: International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Methods, International Trading Blocks – Their Objectives; WTO Origin, Objectives, Organization Structure and Functioning – WTO and India.
--

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: MANAGERIAL ECONOMICS
Semester: I

Introduction: Nature and Scope of Managerial Economics; Objectives of the Firm-Traditional Theory, Sales and Revenue Maximizing Theories, Managerial Theories and Behavioral Theories; Profit Maximization. Vs. Wealth Maximization. Demand Analysis : Demand-Meaning, Determinations Of Demand, Demand Function; Law of Demand;
Elasticity of Demand –Price, Income, Cross and Promotional or Advertising Elasticity of demand, Managerial Uses of Elasticity of Demand; Demand Forecasting. Demand Forecasting Methods for Existing and New Products, Criteria for Good Forecasting Method. Production Analysis: Production Function –Law of Variable Proportions, Isoquant and Isocost Curves, Least Cost Combination, and Returns to Scale; Economies of Large Scale
Cobb- Douglas Production Function and Constant Elasticity of Substitution - Production Function; Cost concepts and Cost Oriented Pricing Methods. Market Analysis: Price and Output Determination under Perfect Competition; Profit- Meaning and Profit Theories-Profit Planning-Measurement.
Economic Optimization: Economic Problems and Optimization Techniques – Unconstrained and Constrained Optimization; Unbounded Maxim – Optimization of Functions of One Variable and Optimization with Multivariate Function

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: MANAGERIAL COMMUNICATION SKILLS
Semester: I

Role of Communication in Business, Objective of Communication, The Process of Human Communication, Media of Communication, Written Communication, Oral Communication, Visual Communication, Audio Visual Communication, Silence, Developing Listening Skills, Improving Non-verbal Communication skills, Understanding Cultural Effects of Communication.
Managing Organization Communication - formal and Informal Communication- Intra and Personal Communication – Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis. Managing Motivation to Influence Interpersonal Communication, Inter-Personal Perception.
Role of Emotion in Inter Personal Communication- Communication Styles – Barriers of Communication, Gateways to Effective Interpersonal Communication. Business Writing Skills, Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms.
Oral Presentations – Meetings, Telephone Communication – Use of Technology in Business Communication, E-mail Messages. Report Writing – Meaning and Significance; Structure of Reports; Negative, Persuasive and Special Reporting; Informal Report – Proposals; Formal Reports; Organization of Press Report.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: ORGANIZATIONAL BEHAVIOUR
Semester: I

Meaning and scope of OB-Challenges and opportunities – Foundations of Individual behaviour, values, attitude, job satisfaction, personality, perception and emotions.
Motivation-Theories, Group dynamics – Leaderships styles. Path - goal theory.
Organizational conflict-causes and consequences-conflict and Negotiation.
Organisational change, change process resistance to change and Organisational Development. Organisational Culture-Creating an Ethical Organisation-Managing Stress-Organizational Effectiveness.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: QUANTITATIVE TECHNIQUES FOR MANAGEMENT
Semester: I

Functions, Types of functions, Matrices - Types of matrices. Integration, Differentiation, Cramer's rule, Applications of Integration & differentiation, Simultaneous equations. Permutations and Combinations.

Measures of central tendency - Mean, Median & Mode.
Measures of dispersion – Range, Standard deviation, Mean deviation, Quartile deviation. Correlation – Rank correlation & Karl pearson's correlation coefficient, Regression analysis, Types of regression analysis. Multiple regression analysis.

Probability – Definitions, Types of probabilities, Conditional probability, Joint and Marginal probability, Baye's theorem, Probability distribution – Binomial distribution, Poisson distribution, Normal distribution, Exponential distribution.

Sampling and sampling distribution, Estimation – Point & Interval estimation, Testing for hypothesis, Procedure of testing hypothesis, Central limit theorem, Types of sampling, One sample test for testing mean, Proportion for small and large samples. Problems on sampling, Two samples test, Small and Large Samples – Chi-square Test of Independence and Goodness of Fitness- Analysis of Variance.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: MARKETING MANAGEMENT

Semester: II

Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value – Industrial Marketing, Services Marketing, Global Marketing.
Marketing Information System and Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and Targeting.
Development of Marketing Offerings Strategy – New Product Development– Product line and Decisions–Product-mix–Product Differentiation – Product Life Cycle Management - Brand Management - Packaging.
Pricing Strategies and Programs; Setting the Price – Adapting the Price – Initiating Response to Price Changes - Delivering Value: Designing and Managing Value Networks – Channels of Distribution.
Communicating Value: Designing and Managing Marketing Communications – Advertising – Direct Marketing and Personal Selling – Sales Promotion – Events and Public Relations and Public Relations : Competitive Marketing Strategies- Emerging Trends in Marketing: Networking Marketing-Viral Marketing-Ambush/Guerilla Marketing-Green Marketing-Direct Marketing etc.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: FINANCIAL MANAGEMENT

Semester: II

Topics to be covered
Nature , Scope and Objectives of Financial Management, Goals of FM-Profit Maximization Vs Wealth Maximization – Finance Functions – Financial Planning and Forecasting - Role of Financial Manager – Funds Flow Analysis – Cash Flow Analysis.- Ratio Analysis.
Financing Decision: Financial Leverage – EPS-EBIT Analysis –Cost of Capital – Weighted Average Cost Capital – Capital Structure – Factors Affecting Capital Structure Theories of Capital Structure.
Investment Decision: Nature and Significance of Investment Decision- Estimation of Cash Flows – Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return.
Dividend Decision: Meaning and Significance – Theories of Dividend – Determinants of Dividend – Dividend policy – Bonus Shares – Stock Splits.
Working Capital Decision: Meaning – Classification and Significance of Working Capital – Component of Working Capital - Cash Management Models – Cash Budgeting – Accounts Receivables – Credit Policies – Inventory Management.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: HUMAN RESOURCE MANAGEMENT
Semester: II

Introduction: Definition and Functions of HRM; Principles of HRM; Changing Environment of HRM; Challenges; Ethical Aspects of HRM.
HR Planning; Concepts; Factors Influencing ; HR planning ; HR Planning Process; Job Analysis; Recruitment and Selection; Tests and Interview Techniques.
Training and Development – Need, Process, Methods and Techniques, Evaluation, Management Development; Evaluating Employee Performance; Career Development and Counselling.
Compensation – Concepts and Principles; Influencing Factors; Current Trends in Compensation – Methods of Payment – Incentives and Rewards.
Managing Industrial Relations – Trade Unions – Employee Participation Schemes – Collective Bargaining – Marketing Knowledge Workers.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: CORPORATE LEGAL FRAMEWORK
Semester: II

Significance of Business Laws—Indian Contract Act, 1872: Meaning and classification of contracts—Essential of a valid contract—Performance of a contract-- Discharge of contract—Remedies for breach of contract.
The Sale of Goods Act, 1930: Meaning and Essentials of contract of sale— Sale and Agreement to sell— Conditions and Warranties—Transfer of property-- Performance of a contract of sale—Unpaid seller.
The Indian Partnership Act, 1932: Meaning and Essentials of partnership-- Registration of partnership—Kinds of partners—Rights and Liabilities of Partners—Relations partners to third parties—Dissolution.
The Consumer Protection Act, 1986: Meaning of Consumer, Service, Goods, Deficiency, Defect, Unfair Trade Practices—Rights of Consumers—Machinery for redressal of Grievances—Remedies available to injured consumers
The Companies Act, 1956: Nature and Registration—Kinds of Companies— Memorandum of Association— Article of Association—Kinds of Shares—Powers and duties of Directors—winding up.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: OPERATIONS MANAGEMENT
Semester: II

Introduction: Nature and Scope of Production and Operation Management- Historical Evolution – Types of Manufacturing Systems – Differences Between Manufacturing and Service Operations Role of Production and Operation Manager.
Production Planning and Control: Stages in PPC – Gantt – PPC in Mass, Batch, and Job Order Manufacturing-Aggregate Planning – Maintenance Management – Industrial Safety.
Plant Location: Facility Location and Layout Planning –Types of Layouts – Material Handling Equipments – Material Handling Principles – Models Used in Lay Out Designs.
Productivity: Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral Approaches.
Material Management –Cost Associated with Inventory – Economic Order Quantity – ABC Analysis - Materials Requirement Planning – Just In – Time Production Total Quality Management – Acceptance Sampling – Control Charts – Quality Circle – Zero Defects Programmes – ISO 9000 – Application of Computer in Production and Operations.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: E - BUSINESS

Semester: II

Introduction – Traditional Business Vs E-Business – E-Business, E-Commerce, E- Marketing and M-Commerce –Internet, WWW and Evolution of E-Business – Growth of E-Business in India.
Infrastructure for E-Business – Internet Protocols, Web-Based Clint/Server, Internet Security, Media Convergence, Multimedia –Architectural Framework for E- Business – WWW as the Architecture.
E-Business Models based on Relationship of Transaction Parties and based on Relationship of Transaction Types – E-Business for Service Industry – Travel and Tourism, Employment Placement, Real Estate, Stocks Trading, Publishing – Mobile Commerce through different Apps.
E-Payment Systems – Classification of Payment Systems – Risk and E-Payment Systems – E-Security– Privacy, Integrity, Authentication, Non Repudiation, Technical Attacks and Non Technical Attacks.
E- Advertisement – E-Business Strategies and Implementation – E-Supply Chain Management –Legal Ethical Issues of E-Business.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: RESEARCH METHODOLOGY FOR MANAGEMENT
Semester: II

Meaning and Importance of Research – Research Process – Types of Research – Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis.
Research Design – Exploratory Research – Descriptive Research – Casual Research – Sampling and Sampling Design – Sampling Methods – Simple Random Sampling. Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling, Non- Probability Sampling – Convenience Sampling – Judgement Sampling – Quota Sampling.
Data Collection – Primary and Secondary Data – Designing of Questionnaire – Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.
Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report.
Non Parametric Tests – Kolmogorov – Smirnov Test – Runs Test for Randomness – Sign Test – Median Test – Multivariate Analysis – Multiple Regression Analysis – Concepts and Application of Discriminate Analysis and Factor Analysis.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: BUSINESS POLICY & STRATEGIC MANAGEMENT
Semester: III

Overview of Strategic Management of Strategic Management – Business Policy and Strategic Management - Strategic Management Model – Business Ethics and Strategic Management.
Business Vision, Mission, Objectives – Characteristics of Mission Statement Types of Strategies – Integration strategies – Intensive strategies – Diversification strategies- Diversification strategies- Michael Porter Generic Strategies
Strategic formulation: Environmental Analysis – External and industry analysis – Internal analysis –Strategic analysis and choice – Input stage –Matching stage – decision stage – Cultural aspects of strategy choice.
Strategic Implementation: The nature of strategic implementation resource allocation – Strategy and structure – Creating – Supportive culture – Implementing strategies in functional areas.
Strategy Evaluation: The nature of strategy evaluation –Review and Control – Characteristics of effective evaluation systems – Criteria for strategy control –Mechanism for strategic control.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: OPERATIONS RESEARCH
Semester: III

Importance and Scope of Operations Research – Linear Programming – Graphic Method – Simplex Method – Big-M Method – Dual L.P. and Its Applications.

Transportation Problem – Assignment Problem – queuing Theory – M/M/I and M/M/C Models.

Dynamic Programming – Applications of D.P. (Capital Budgeting, Production Planning, Solving Linear Programming Problem) – Integer Programming – Branch and Bound Method.

Game Theory – Two Person Zero sum Games – Pure Strategies – Mixed Strategies – Dominance Principle – Graphic and Algebraic Method – Linear Programming Approach – Simulation – Simulation Inventory and Waiting Lines.

Project Management – PERT and CPM – Crash Time – Crash Cost Trade Off – Resource Leveling and Resource Allocation – Non-Linear Programming Model Formulation – Graphic Method of Solving Simple Problems.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: INTERNATIONAL BUSINESS
Semester: III

International Business: Significance, Free Trade Vs. Protection. Emerging Trends, Trade Barriers Trade Strategies.
Balance of Payments: Concept, Disequilibrium in BOP, Structural Cyclical and Monetary Disequilibrium, Methods of Correction; 1990 BOP Crisis.
Foreign Exchange Markets: Foreign Exchange Market Mechanism; Exchange Rate Determination, Convertibility of Rupee and its Implications.
Globalisation: Role of Multinational Corporations – Impact on India – Role of GDRs, FIIs – Export Promotion Zones – Special Economic Zones.
International Liquidity: Problems of Liquidity; Role of IMF and IBRD in Managing International Liquidity Problems.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: FINANCIAL MARKETS & SERVICES
Semester: III

Structure of Financial System – role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.
Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India.
Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal Aspects and Guidelines for Venture Capital, Leasing – types of Leases Evaluation of Leasing Option Vs. Borrowing.
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;
Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India. Debt Securitization – Concept and Application – De-mat Services-need and Operations-role of NSDL and CSDL.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT
Semester: III

Concept of Investment, Investment Vs Speculation, and Security Investment Vs Nonsecurity Forms of Investment-Investment Environment in India. Investment Process - Sources of Investment Information, Security Markets – Primary and Secondary – Types of securities in Indian Capital Market, Market Indices. Calculation of SENSEX and NIFTY
Return and Risk – Meaning and Measurement of Security Returns. Meaning and Types of Security Risks: Systematic Vs Non-systematic Risk. Measurement of Total Risk - Intrinsic Value Approach to Valuation of Bonds - Preference Shares and Equity Shares.
Fundamental Analysis – Economy, Industry and Company Analysis, Technical Analysis – Concept and Tools and Techniques Analysis – Technical Analysis Vs Fundamental Analysis - Efficient Market Hypothesis; Concept and Forms of Market Efficiency.
Elements of Portfolio Management, Portfolio Models – Markowitz Model, Efficient Frontier and Selection of Optimal Portfolio. Sharpe Single Index Model and Capital Asset Pricing Model, Arbitrage Pricing Theory.
Performance Evaluation of Portfolios; Sharpe Model – Jensen’s Model for PF Evaluation, Evaluation of Mutual Fund.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: CONSUMER BEHAVIOUR & CUSTOMER RELATIONSHIP
MANAGEMENT

Semester: III

Introduction to the study of Consumer Behaviour – Consumer and Marketing Strategy – Determinants of Consumer Behaviour – Profile of the Indian Consumer.

Perception – Nature – Perception and Marketing Strategy, Motivation – Motivation Theories and Marketing Strategy – Personality.

Attitude Measurement and Change – Self Concept and Life Style Marketing, Influence of Social and Cultural factors on Consumer Behaviour – Family, Reference groups, Cross Cultural Variations in Consumer Behaviour.

Consumer Decision Process – Problem Recognition – Information Search – Evaluation of alternatives and selection – Post Purchase Behaviour – Organizational buyer Behaviour – Diffusion of Innovation.

Customer Relationship Management : Facets and Elements of CRF – CRM Process – Importance of CRM – Planning and Managing CRM Programme – Concept of Customer Loyalty – Customer Value Assessment – Customer Retention Strategies – CRM in services.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: SALES & DISTRIBUTION MANAGEMENT
Semester: III

Modern Trends in Sales Management – Inter Departmental Relations – Organization of Sales Department – Different Types of Sales Organizations.
Analysis of Market Potential – Sales Potential – Sales Volume – Forecasting Sales –Different Techniques of Forecasting Sales – Sales Budgets – time and Territory Management – Sales Quotas.
Recruitment – Selection and Training of Salesmen – Salesmen’s Compensation Plans – Evaluation of Salesmen’s Performance – Sales Control Research.
Marketing Channels – Structure and Functions – Channel Design – Selecting Channel Members – Motivating Channel Members.
Channel Conflicts – Reasons – Managing Channel Conflicts Evaluating Channel Member Performance – Supply Chain Management – Managing Logistics.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: INDUSTRIAL RELATIONS
Semester: III

Industrial Relations: Scope and Significance – Causes and Consequences of Industrial Disputes – Recent Trends in Industrial Relations
Trade Unions: Trade Union Structure and Movement in India – Changing Role in the Context of Liberalization
Promotion of Harmonious Relations – Machinery for Prevention and Settlement of Industrial Disputes – Conciliation – Arbitration and Adjudication – Code of Discipline.
Grievances and Discipline: Grievances Redressal Machinery – Discipline in Industry – Measures for dealing with Indiscipline.
Collective Bargaining (CB) – CB Practices in India – Participative Management Forms and Levels – Schemes of Workers’ Participation in Management in India.

Dantuluri Narayana Raju College (Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA
MANAGEMENT

Paper: COMPENSATION & WELFARE
Semester: III

Employee Compensation – Factors Influencing Compensation Plan and Policies – Principles of Wage and Salary Administration – Wage as a Motivator – Methods of Wage Fixation – Factors Influencing Wage and Salary Determination.

Job Evaluation – Methods – Performance and Reward Systems – Methods of Wage Payment – Incentive Plans – Wage Differentials – Minimum Wages Act, 1948.

Employee Welfare – Concept, Scope and Significance – Welfare Policy and Five Year Plans – Role of Employee Welfare Agencies – State, Employers, Trade Unions and Voluntary Agencies.

Employee Welfare Programmes – Statutory and Non-Statutory – Intra Moral, Extra Moral – Social Security – Social Assistance and Social Insurance.

Labour Welfare Administration – Plant Level, State and Central Levels – Labour Welfare Officer – Role, Status and Functions.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: FINANCIAL DERIVATIVES
Semester: IV

Introduction to Financial Derivatives – Meaning and Need – Growth of Financial Derivatives in India – Derivative Markets – Participants – Functions – Types of Derivatives – Forwards – Futures – Options – Swaps – The Regulatory Framework of Derivatives Trading in India.
Features of Futures – Differences Between Forwards and Futures – Financial Futures – Trading – Currency Future – Interest Rate Futures – Pricing of Future Contracts – Value At Risk (VAR) – Hedging Strategies – Hedging with Stock Index Futures – Types of Members and Margining System in India – Futures Trading on BSE & NSE.
Options Market – Meaning & Need – Options Vs futures – Types of Options Contracts – Call Options – Put Options – Trading Strategies Involving Options – Basic Option Positions – Margins – Options on stock Indices – Option Markets in India on NSE and BSE. Option Pricing – Intrinsic Value and Time Value - Pricing at Expiration – Factors Affecting Options pricing – Put-Call Parity Pricing Relationship
Swaps – Meaning – Overview – The Structure of Swaps – Interest Rate Swaps – Currency Swaps – Commodity Swaps – Swap Variant – Swap Dealer Role – Equity Swaps – Economic Functions of Swap Transactions – FRAs and Swaps.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: STRATEGIC FINANCIAL MANAGEMENT
Semester: IV

Financial Goals and Strategy – Shareholder Value Creation (SCV): Market Value Added (MVA) – Market-to-Book Value (M/BV) – Economic Value Added (EVA) – Managerial Implications of Shareholder Value Creation. Financial Strategy for Capital Structure: Leverage Effect and Shareholders’ Risk – Capital Structure Planning and Policy

Financial Options and Value of the Firm – Dividend Policy and Value of the Firm. Investment Strategy – Techniques of Investment Appraisal Under Risk and Uncertainty – Risk Adjusted Net Present Value – Risk Adjusted Internal Rate of Return – Capital Rationing

Decision Tree Approach for Investment Decisions – Evaluation of Lease Vs Borrowing Decision. Merger Strategy – Theories of Mergers – Horizontal and Conglomerate Mergers – Merger Procedure – Valuation of Firm – Financial Impact of Merger – Merge and Dilution Effect on Earnings Per Share

Merger and Dilution Effect on Business Control. Takeover Strategy – Types of Takeovers – Negotiated and Hostile Bids – Takeover Procedure – Takeover Defenses – Takeover Regulations of SEBI – Distress Restructuring Strategy – Sell offs – Spin Offs – Leveraged Buyouts.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: INTERNATIONAL FINANCIAL MANAGEMENT
Semester: IV

International Monetary and Financial System: Evolution; Breton Woods Conference and Other Exchange Rate Regimes; European Monetary System, South East Asia Crisis and Current Trends. Foreign Exchange Risk: Transaction Exposure; Accounting Exposure and Operating Exposure – Management of Exposures – Internal Techniques

Management of Risk in Foreign Exchange Markets: Forex Derivatives – Swaps, futures and Options and Forward Contracts (Cases). Features of Different International Markets: Euro Loans, CPs, Floating Rate Instruments, Loan Syndication.
--

Euro Deposits, International Bonds, Euro Bonds and Process of Issue of GDRs and ADRs. Foreign Investment Decisions: Corporate Strategy and Foreign Direct Investment; Multinational Capital Budgeting

International Accounting and Reporting; Foreign Currency Transactions, Multinational Transfer Pricing and Performance Measurement; Consolidated Financial Reporting.
--

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: SERVICES MARKETING MANAGEMENT
Semester: IV

Introduction to Services Marketing: Importance and characteristics of Services; Growth of Services Sector; Services in the Indian Economy; Services Strategy.

Consumer Behaviour in Services; Market Segmentation and Services Positioning; Service Demand Management Designing and Managing Service Product.

Service quality Management: Service Quality Audit – GAP Model of Service Quality – Total quality Services Marketing – Service Excellence, Pricing of Services – Pricing Strategies Linked to Value Perceptions
--

Service Distribution – Managing Physical Evidence – Internal Marketing. External Marketing: Word of Mouth Communication. Interactive Marketing: Management of Moments of Truth - Service Deficiencies - consumer Grievance Recovery Strategies.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: ADVERTISING & BRAND MANAGEMENT
Semester: IV

Role of Advertising in Promotional Mix – Introduction to Advertising – Advertising and Communication – Integrated Marketing (IMC) – Challenges and Opportunities in Advertising, Economic, Social and Ethical Aspects of Advertising.
Audience Analysis in Advertising – Media Planning – Media Mix Decisions – Developing Media Strategy – Creative Strategy and Copy Writing – Different Types of Appeals – Layout Design. Advertising Budgets – Methods of Formulating Advertising Budgets – Evaluating of Advertising Effectiveness – Advertising Agencies.
Direct Response Advertising – Home Shopping – Direct Mail – Catalogs – Telemarketing – Internet Advertising – International Advertising – Impact of Culture – Customs– Law and Regulations. Brand Management: Brand Building and Positioning – Measuring Brand Performance.
Designing Brand Marketing Programmes – Evaluating Brand Performance – Branding in Retail Business – Role of Own Label – Emerging trends in Brand Management.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: GLOBAL MARKETING MANAGEMENT
Semester: IV

Globalization: Scope and Objectives – Major Decisions in Global Business - Environmental Factors Effecting global Business; Economic Environment – Cultural Environment – Political Environment – Legal Environment – Regional Integration and Global Trade Protectionism.

Perspective of Global Markets: Global Marketing Research and Information – Information Requirements of Global Markets – Organization for Global Market Research – Global Marketing Information System - Segmenting the Global Market – Segmentation Basis and Process – Global Markets and Criteria for Grouping Countries.

Global Marketing Decisions: Product Policy and Planning – Global Pricing Strategies – Global Channels of Distribution. Global Advertising – Multinational Sales Management and Foreign Sales Promotion – Export Procedure & Documentation – Special Economic Zones.

Planning and Control of Global Marketing Operations: Organization and Control in global Marketing – Marketing Planning and Strategy for Global Business.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA

Paper: PERFORMANCE MANAGEMENT & COUNSELING
Semester: IV

Introduction: Definition and Dimensions of Performance Management; Clarity of Roles and Functions; Performance Targets; Performance management process, Key performance areas, Key result areas, Performance management system, Performance management system cycle.

Performance Analysis; Objectives, Factors Influencing Performance Analysis; Methods of Appraisal Systems. Performance Review Counselling (PRC); Objectives of performance review counseling; Process of performance review counseling; Conditions for Effective PRC

HRM and Performance Management – Need Identification for Training and Development; Rewards and Recognition; Team Performance. Types of teams, Team building, Social loafing, Team building process, Difference between training and development, Methods of training.

Performance Management Practices; 360-Degree Appraisal; Assessment Centre; Potential Appraisal. Objectives of performance management practices, Advantages and disadvantages of 360 degree appraisal, Prerequisites for 360 degree appraisal, Assessment centre process and method.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA
MANAGEMENT

Paper: STRATEGIC HUMAN RESOURCE
Semester: IV

The Human Resource Environment – Technology and Organization Structure – Management of Diversity – HR Outsourcing – Global Competition – Global Sourcing of Labour. Strategic Perspective of HRM – HR for Competitive Advantage – Business Strategy and HR Strategy – HR and Business Policy Linkages – Organizational Performance.
Dealing with Unions for Working towards Harmonious Relations. Strategic Responses of Organizations – Strategic Role of HR Planning – Selection of Employees – Career Paths for Technical Professionals
Strategically Oriented Performance Measurement Systems. Compensation Systems –Strategic Requirements – High Performance Practices Rewarding Individual.
Team Contribution and Organization Performance. Approach to Industrial relations – Social Dialogue, Negotiation skills.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2015 – 2016

Department: MBA
MANAGEMENT

Paper: INTERNATIONAL HUMAN RESOURCE
Semester: IV

Introduction to International HRM – Concept, HRM at International Perspective – Distinction between Domestic and International HRM – HR Challenges at International Level.
Cross Cultural Theories – International Recruitment and Selection Process, Culture and Values.
Expatriate Training – Developing Global Managers – Negotiations. Unions at International Level – Unions and International Industrial Relations. Compensation Management: International Compensation
Objectives, Components Approaches of Compensation in Global Assignments – Culture and Compensation. Industrial relations at global level: IR scenario in global organizations – trade.

Dantuluri Narayana Raju College (Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: PERSPECTIVES OF MANAGEMENT
Semester: I

Management – Evolution of Management Thought -Principles of Management – Functions of Management - Social Responsibility of Management.

Planning – Nature, Purpose and Importance of Planning-Types of Plans-Steps in Planning-Planning Premises and Forecasting – process of Decision Making-Decision Tree Analysis.

Organization – Principles of Organization – Formal and informal Organization – types of Organization Structure – Line and Staff Relations – Delegation – Decentralization –Span of Control.

Directing- Leadership Theories and Styles –Motivation –Theories: Maslow’s Theory and Herzberg’s Theory.

Directing- Leadership Theories and Styles –Motivation –Theories: Maslow’s Theory and

Herzberg’s Theory.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: ACCOUNTING FOR MANAGEMENT
Semester: I

Unit-I : Accounting for Management –Nature and Scope – Management Process and Accounting – Financial Accounting Vs Cost Accounting Vs Accounting for Management – Role of Account in Modern Organization
Financial Accounting System – Generally Accepted Accounting Principles and Accounting Standards Governing Financial Statements – Contents of Profit and Loss Account – Balance Sheet (Theory only) Elements of Cost – Cost Sheet Preparation – Absorption Vs Marginal Costing –Cost –Volume – Profit Analysis – Cost Behaviour – Breakeven Analysis – Contribution Approach –Profit Planning.
Cost Concepts for Decision making – Decision Making Process – Decision Situations- Sales Volume Decisions – Pricing and Special Order Pricing – Make / Buy Decisions – Product Decisions- Addition, Deletion and Alteration of Mix – Plant Shutdown Decision
Budgeting – Types of Budgets – Financial Vs Operation Budgets – Short Term Vs Long Term Budgets – Construction of Cash Budget- Flexible Budget – Master Budget – Management Control and Budgeting
Performance Budgeting and Zero Based Budgeting

Dantuluri Narayana Raju College (Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: BUSINESS ENVIRONMENT

Semester: I

Business Environment: Components and Significance – Economic Scope – Cultural, Political, Technological and External Factors Influencing Business Environment – Dimensions of International Business Environment – Challenges

Structure of Indian Economy ; Economic systems- Economic planning with special reference to last three plans, public, private joint and cooperative sectors - Industrial Policy of the Government - Policy Resolutions of 1956, 1991 Industrial Policy and Economic Policy - Subsequent policy Statements

Indian Companies - Competitiveness, Changes and Challenges, Sustainable Development, Social Responsibilities, Ethics in Business- Competition Act 2002 - Emerging Trend in Indian Business Environment.

International Trade Theories, Balance of Payments – Concepts, Disequilibrium in BOP: Methods of Correction - Trade Barriers and Trade Strategy - Free Trade vs. Protection -World Financial Environment: Foreign Exchange Market Mechanism, Exchange Rate Determination, and Euro Currency.

International business environment: Globalisation: International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Methods, International Trading Blocks – Their Objectives;

WTO Origin, Objectives, Organization Structure and Functioning – WTO and India.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: MANAGERIAL ECONOMICS

Semester: I

Introduction: Nature and Scope of Managerial Economics; Objectives of the Firm-Traditional Theory, Sales and Revenue Maximizing Theories, Managerial Theories and Behavioral Theories; Profit Maximization. Vs. Wealth Maximization.
Demand Analysis : Demand-Meaning, Determinations Of Demand, Demand Function; Law of Demand; Elasticity of Demand –Price, Income, Cross and Promotional or Advertising Elasticity of demand, Managerial Uses of Elasticity of Demand; Demand Forecasting. Demand Forecasting Methods for Existing and New Products, Criteria for Good Forecasting Method
Production Analysis: Production Function –Law of Variable Proportions, Isoquant and Isocost Curves, Least Cost Combination, and Returns to Scale; Economies of Large Scale; Cobb-Douglas Production Function - Cost concepts and Cost Oriented Pricing Methods.
Market Analysis: Price and Output Determination under Perfect Competition, monopoly, monopolistic competition, oligopoly. Introduction to Economic Optimization techniques- constrained and unconstrained techniques, National Income concepts, inflation –
Types and causes of inflation – measures to control inflation. Phases of business cycles

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: MANAGERIAL COMMUNICATION SKILLS
Semester: I

Role of Communication in Business – Objective of Communication – The Process of Human Communication – Media of Communication, Written Communication – Oral Communication – Visual Communication, Audio Visual Communication – Silence - Developing Listening Skills – Improving Non-verbal Communication skills – Understanding Cultural Effects of Communication.
Managing Organization Communication - formal and Informal Communication- Intra and Personal Communication – Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis
Managing Motivation to Influence Interpersonal Communication – Inter-Personal Perception – Role of Emotion in Inter Personal Communication- Communication Styles – Barriers of Communication – Gateways to Effective Interpersonal Communication
Business Writing Skills – Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms, Oral Presentations – Meetings, Telephone Communication – Use of Technology in Business Communication, E-mail Messages
Report Writing – Meaning and Significance; Structure of Reports; Negative, Persuasive and Special Reporting; Informal Report – Proposals; Formal Reports; Organization of Press Report.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: ORGANIZATION BEHAVIOR
Semester: I

Meaning and scope of OB-Challenges and opportunities – Foundations of Individual behaviour, values, attitude, job satisfaction, personality, perception and emotions
Motivation-Theories, Group dynamics – Leaderships styles. Organizational conflict-causes and consequences-conflict and Negotiation.
Organisational change, change process resistance to change and Organisational Development
Organisational Culture-Creating an Ethical Organisation-Managing Stress-Organisational Effectiveness..
Stress-Organisational Effectiveness.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: QUANTITATIVE TECHNIQUES FOR MANAGEMENT
Semester: I

Nature and scope of Quantitative techniques, importance of QT, Applications of quantitative techniques in business decision making, Advantages & disadvantages of QT. Methodology of QT. Measures of central tendency – Mean, Median & Mode. Merits and demerits of them. Problems using mean, median and mode.
Measures of dispersion – Range, Standard deviation, Mean deviation, Quartile deviation. Correlation – Rank correlation & Karl pearson’s correlation coefficient, Types of correlation, Problems on correlation analysis. Regression analysis – X on Y & Y on X, Types of regression analysis. Multiple regression analysis. Problems on multiple regression analysis.
Probability – Definitions, Types of probabilities, Conditional probability, Joint and Marginal probability, Baye’s theorem, Probability distribution – Binomial distribution, Poisson distribution, Normal distribution, Exponential distribution. Problems on probability distribution.
Sampling and sampling distribution, Estimation – Point & Interval estimation, Testing for hypothesis, Procedure of testing hypothesis, Central limit theorem, Types of sampling, One sample test for testing mean, Proportion for small and large samples. Problems on sampling, Two samples test, Tests of Difference between Mean and Proportions of Small and Large Samples – Chi-square Test of Independence and Goodness of Fitness- Analysis of Variance.
Problems on Small samples and large samples. Problems on Chi – square and Analysis of variance. Revision

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
Semester: II

Paper: MARKETING MANAGEMENT

Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value - Industrial Marketing, Services Marketing, Global Marketing. Marketing Information System and Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and Targeting.

Development of Marketing Offerings Strategy – New Product Development–Product line and Decisions–Product-mix. Product Differentiation – Product Life Cycle Management - Brand Management – Packaging. Pricing Strategies and Programs; Setting the Price – Adapting the Price – Initiating Response to Price Changes - Delivering Value: Designing and Managing Value Networks – Channels of Distribution.

Communicating Value: Designing and Managing Marketing Communications – Advertising – Direct Marketing and Personal Selling – Sales Promotion – Events and Public Relations and Public Relations : Competitive Marketing Strategies- Emerging Trends in Marketing: Networking Marketing-Viral Marketing-Ambush/Guerilla Marketing-Green Marketing-Direct Marketing.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
Semester: II

Paper: FINANCIAL MANAGEMENT

Nature , Scope and Objectives of Financial Management, Goals of FM-Profit Maximization Vs Wealth Maximization – Finance Functions – Financial Planning and Forecasting - Role of Financial Manager – Funds Flow Analysis – Cash Flow Analysis.-Ratio Analysis. Financing Decision: Financial Leverage – EPS-EBIT Analysis –Cost of Capital – Weighted Average Cost Capital – Capital Structure – Factors Affecting Capital Structure Theories of Capital Structure. Investment Decision: Nature and Significance of Investment Decision

Estimation of Cash Flows – Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money. DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return. Dividend Decision: Meaning and Significance – Theories of Dividend – Determinants of Dividend – Dividend policy – Bonus Shares – Stock Splits

Working Capital Decision: Meaning – Classification and Significance of Working Capital – Component of Working Capital - Cash Management Models – Cash Budgeting – Accounts Receivables – Credit Policies – Inventory Management.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016– 2017

Department: MBA
Semester: II

Paper: HUMAN RESOURCE MANAGEMENT

Introduction: Definition and Functions of HRM; Principles of HRM; Changing Environment of HRM; Challenges; Ethical Aspects of HRM. HR Planning; Concepts; Factors Influencing ; HR planning ; HR Planning Process; Job Analysis ; Recruitment and Selection; Tests and Interview Techniques. Training and Development – Need, Process, Methods and Techniques, Evaluation, Management Development;

Evaluating Employee Performance; Career Development and Counselling. Compensation – Concepts and Principles; Influencing Factors; Current Trends in Compensation – Methods of Payment – Incentives and Rewards.

Managing Industrial Relations – Trade Unions – Employee Participation Schemes – Collective Bargaining – Marketing Knowledge Workers.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016– 2017

Department: MBA
Semester: II

Paper: OPERATIONS MANAGEMENT

Introduction: Nature and Scope of Production and Operation Management- Historical Evolution – Types of Manufacturing Systems – Differences Between Manufacturing and Service Operations Role of Production and Operation Manager. Production Planning and Control: Stages in PPC – Gantt – PPC in Mass, Batch, and Job Order Manufacturing-Aggregate Planning

Maintenance Management – Industrial Safety. Plant Location: Facility Location and Layout Planning –Types of Layouts – Material Handling Equipments. Material Handling Principles – Models Used in Lay Out Designs.

Productivity: Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral Approaches. Material Management –Cost Associated with Inventory – Economic Order Quantity – ABC Analysis - Materials Requirement Planning – Just In – Time Production Total Quality Management – Acceptance Sampling – Control Charts – Quality Circle – Zero Defects Programmes – ISO 9000 – Application of Computer in Production and Operations.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: OPERATIONS RESEARCH
Semester: II

Introduction – Define Operations Research, Significance, Nature of OR, Characteristics, Scope of OR in Management. Types of Models in OR, Methodology of OR. Linear Programming – Definition, Assumptions in LP Models, Applications of LP, Limitations of LP models, Graphical Method – Canonical and Standard Forms of LPP, Simplex Method, Big-M Method, Two Phase Simplex Method, Duality – Dual Simplex Method. Transportation Models – Northwest Corner Method – Least Cost Method – Vogel’s Approximation Method. Test for Optimality using MODI method

Assignment Models, Hungarian Methods – Minimization, Maximization & Travelling Salesman Problem. Game Theory – Value of the Game, Saddle Point, Two Person Zero Sum Game, Pure Strategy, Mixed Strategy, Rule of Dominance, Graphical Methods – $2 \times n$, $m \times 2$. Method of Matrices approach – Method of LPP, Simulation – Event Type Simulation - Queuing Problem, Job Sequencing Problem. Decision Theory - Types of Decision Making Environments.

Maximax Criterion, Wald Criterion, Savage Criterion, Hurwicz Criterion, Baye’s Criterion and Expected Monetary Value Criterion. Expected Opportunity Loss Criterion, Expected Value of Perfect Information, Decision Tree Analysis (including problems) - Queuing Theory- M/M/1, M/M/c Models only. Dynamic Programming – Capital Budgeting Problem, Product Allocation Problem, Shortest Path Problem, Assignment Problem, Network Analysis, Critical Path Method, Project Evaluation and Review Technique – Crashing.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
Semester: II

Paper: COMPUTER APPLICATIONS IN MANAGEMENT

Introduction to Computer Concepts – Elements of computer – Characteristics of a Computer – Classification of Computers – Basic Computer Architecture – Input-output Devices. Software Concepts: Types of software – Software: its nature and qualities — Windows Operating System Functions.

MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels Applications of MS Excel: Graphs and Charts – Calculation of various financial functions - Ms Access: Tables and Queries. MS Power Point: Introduction – Toolbar, their Icons and Commands – Navigating in Power point - Creation of slides, animation, and templates.

Designing Presentations – Slide show controls – Making notes on Pages and Handouts – Printing Presentations – Customizing Presentations - Auto content Wizard. Computer Networks: Overview of a Network – Communication processors – Communications Media – Types of Network – Network Topologies- Network protocols – Network Architecture.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
MANAGEMENT

Paper: RESEARCH METHODOLOGY FOR
Semester: II

Meaning and Importance of Research – Research Process – Types of Research – Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis. Research Design – Exploratory Research – Descriptive Research – Casual Research – Sampling and Sampling Design – Sampling Methods – Simple Random Sampling – Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling.

Non-Probability Sampling – Convenience Sampling – Judgement Sampling – Quota Sampling. Research Design – Exploratory Research – Descriptive Research – Casual Research – Sampling and Sampling Design – Sampling Methods – Simple Random Sampling – Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling. Data Collection – Primary and Secondary Data – Designing of Questionnaire – Measurement and Scaling – Nominal Scale – Ordinal Scale

Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale. Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report. Non Parametric Tests – Kolmogorov – Smirnov Test – Runs Test for Randomness – Sign Test – Median Test – Multivariate Analysis – Multiple Regression Analysis – Concepts and Application of Discriminate Analysis and Factor Analysis.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
Semester: III

Paper: ENTREPRENEURSHIP

Entrepreneurship: Importance, Characteristics and Qualities of Entrepreneurship; Entrepreneurial; Role of Entrepreneurship, Ethics and Social Responsibilities.
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. Training: Designing Appropriate Training Programme to Inculcate Entrepreneurial Spirit
Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees. Women Entrepreneurship – Role & Importance, Profile Women Entrepreneur, Problems of Women Entrepreneurs, Women Entrepreneurship Development in India.
Creativity and Entrepreneurship Sources and Methods of Ideas Planning and Development of Programmes E-Business Ventures; New Venture Management

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
Semester: III

Paper: VUCA MANAGEMENT

Introduction to Volatility, Uncertainty, Complexity, Ambiguity (VUCA) – Significance – Challenges in Business - digitalization, globalization, and social inclusion. Sensitive Analysis – Capital Expenditure decisions under risk & Uncertainty – Introduction to Financial Derivatives – Turnaround Strategies.

Merger Strategies, Acquisitions/Takeovers, Joint Ventures, Strategic Alliances (theory only) restructuring - challenge of business sustainability.

Crisis Management – Types, Strategies, Talent Management- triple bottom line approach. (People – social bottom line; Planet – ecological bottom line, Profit – economic bottom line)

Issues of VUCA in Product Management – Pricing, Promotion – Distribution, Strategic Leadership – Developing core competencies.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
Semester: III

Paper: CORPORATE LEGAL FRAMEWORK

Significance of Business Laws—Indian Contract Act, 1872: Meaning and classification of contracts—Essential of a valid contract—Performance of a contract--Discharge of contract—Remedies for breach of contract.

The Sale of Goods Act, 1930: Meaning and Essentials of contract of sale—
Sale and Agreement to sell—Conditions and Warranties—Transfer of property--
Performance of a contract of sale—Unpaid seller. The Indian Partnership Act, 1932: Meaning
and Essentials of partnership-- Registration of partnership

Kinds of partners—Rights and Liabilities of Partners—Relations partners to third parties—
Dissolution. The Consumer Protection Act, 1986: Meaning of Consumer, Service, Goods,
Deficiency, Defect, Unfair Trade Practices—Rights of Consumers—Machinery for redressal
of Grievances—Remedies available to injured consumers.

The Companies Act, 2013: Nature and Registration—Kinds of Companies—Memorandum
of Association—Article of Association—Kinds of Shares—Powers and duties of Directors—
winding up.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
Semester: III

Paper: FINANCIAL MARKETS AND SERVICES

Structure of Financial System – role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.
Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India. Leasing – types of Leases – Evaluation of Leasing Option Vs. Borrowing.
Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal Aspects and Guidelines for Venture Capital. Factoring, Forfeiting and Bill Discounting – Types of Factoring Arrangements – Factoring in the Indian Context. Credit Rating – Meaning, Functions – Debt Rating System of CRISIL, ICRA and CARE. Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds. Working of Public and Private Mutual Funds in India. Debt Securitization – Concept and Application – De-mat Services-need and Operations-role of NSDL and CSDL.
Over view of Microfinance, Indian Rural financial system, introduction to Microfinance, Microfinance concepts, products, (savings, credit, insurance, pension, equity, leasing, hire-purchase service, Microfinance in kind, Micro-remittances, Micro-Securitization. Microfinance models: Generic models viz. SHG, Grameen, and Co-operative, variants SHG NABARD model, SIDBI model, SGSY model, Grameen Bangladesh model, credit unions. Poverty and Need of Microfinance. Gender issues in Microfinance

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
Semester: III

Paper: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Concept of Investment, Investment Vs Speculation, and Security Investment Vs Non-security Forms of Investment-Investment Environment in India. Investment Process - Sources of Investment Information, Security Markets – Primary and Secondary – Types of securities in Indian Capital Market, Market Indices. Calculation of SENSEX and NIFTY. Return and Risk – Meaning and Measurement of Security Returns. Meaning and Types of Security Risks: Systematic Vs Non-systematic Risk

Measurement of Total Risk - Intrinsic Value Approach to Valuation of Bonds - Preference Shares and Equity Shares. Fundamental Analysis – Economy, Industry and Company Analysis, Technical Analysis – Concept and Tools and Techniques Analysis – Technical Analysis Vs Fundamental Analysis - Efficient Market Hypothesis; Concept and Forms of Market Efficiency

Elements of Portfolio Management, Portfolio Models – Markowitz Model, Efficient Frontier and Selection of Optimal Portfolio. Sharpe Single Index Model and Capital Asset Pricing Model, Arbitrage Pricing Theory

Performance Evaluation of Portfolios; Sharpe Model – Jensen’s Model for PF Evaluation, Evaluation of Mutual Fund.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
Semester: III

Paper: INDUSTRIAL RELATIONS

Industrial Relations: Scope and Significance – Causes and Consequences of Industrial Disputes – Recent Trends in Industrial Relations.
--

Trade Unions: Trade Union Structure and Movement in India – Changing Role in the Context of Liberalisation.

Promotion of Harmonious Relations – Machinery for Prevention and Settlement of Industrial Disputes – Conciliation – Arbitration and Adjudication – Code of Discipline.
--

Grievances and Discipline: Grievances Redressal Machinery – Discipline in Industry – Measures for dealing with Indiscipline.
--

Collective Bargaining (CB) – CB Practices in India – Participative Management Forms and Levels – Schemes of Workers' Participation in Management in India.
--

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
Semester: III

Paper: COMPENSATION AND WELFARE MANAGEMENT

Employee Compensation – Factors Influencing Compensation Plan and Policies – Principles of Wage and Salary Administration – Wage as a Motivator – Methods of Wage Fixation – Factors Influencing Wage and Salary Determination.

Job Evaluation – Methods – Performance and Reward Systems – Methods of Wage Payment – Incentive Plans – Wage Differentials – Minimum Wages Act, 1948. Employee Welfare – Concept, Scope and Significance – Welfare Policy and Five Year Plans – Role of Employee Welfare Agencies

Employee Welfare Programmes – Statutory and Non-Statutory – Intra Moral, Extra Moral – Social Security – Social Assistance and Social Insurance.

Labour Welfare Administration – Plant Level, State and Central Levels – Labour Welfare Officer – Role, Status and Functions.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: CONSUMER BEHAVIOUR & CRM
Semester: III

Introduction to the study of Consumer Behaviour – Consumer and Marketing Strategy – Determinants of Consumer Behaviour – Profile of the Indian Consumer.

Perception – Nature – Perception and Marketing Strategy, Motivation – Motivation Theories and Marketing Strategy – Personality. Attitude Measurement and Change – Self Concept and Life Style Marketing, Influence of Social and Cultural factors on Consumer Behaviour

Family, Reference groups, Cross Cultural Variations in Consumer Behaviour. Consumer Decision Process – Problem Recognition – Information Search – Evaluation of alternatives and selection – Post Purchase Behaviour – Organizational buyer Behaviour – Diffusion of Innovation

Customer Relationship Management : Facets and Elements of CRF – CRM Process – Importance of CRM – Planning and Managing CRM Programme – Concept of Customer Loyalty – Customer Value Assessment – Customer Retention Strategies – CRM in services

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: SERVICES MARKETING
Semester: III

Introduction to Services Marketing: Importance and characteristics of Services: Growth of Services Sector; Services in the Indian Economy; Services Strategy. 7 p's of service marketing, Types of service marketing. Consumer Behaviour in Services; Market Segmentation and Services Positioning; Service Demand Management Designing and Managing Service Product.

Service quality Management: Service Quality Audit – GAP Model of Service Quality – Total quality Services Marketing – Service Excellence, Pricing of Services – Pricing Strategies Linked to Value Perceptions. Flower of service.

Service Distribution – Managing Physical Evidence – Internal Marketing.
External Marketing: Word of Mouth Communication. Interactive Marketing: Management of Moments of Truth. Target marketing, Physical evidence, Types of physical evidence, Blue print.

Service Deficiencies - consumer Grievance Recovery Strategies. Types of service deficiencies, Zero deficiencies.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: STRATEGIC MANAGEMENT
Semester: IV

Overview of Strategic Management of Strategic Management – Business Policy and Strategic Management - Strategic Management Model – Business Ethics and Strategic Management.
Business Vision, Mission, Objectives – Characteristics of Mission Statement Types of Strategies – Integration strategies – Intensive strategies – Diversification strategies- Diversification strategies- Michael Porter Generic Strategies
Strategic formulation: Environmental Analysis – External and industry analysis – Internal analysis –Strategic analysis and choice – Input stage –Matching stage – decision stage – Cultural aspects of strategy choice.
Strategic Implementation: The nature of strategic implementation resource allocation – Strategy and structure – Creating – Supportive culture – Implementing strategies in functional areas.
Strategy Evaluation: The nature of strategy evaluation –Review and Control – Characteristics of effective evaluation systems – Criteria for strategy control –Mechanism for strategic control.

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: FINANCIAL DERIVATIVES
Semester: IV

Introduction to Financial Derivatives – Meaning and Need – Growth of Financial Derivatives in India – Derivative Markets – Participants – Functions – Types of Derivatives – Forwards – Futures – Options – Swaps – The Regulatory Framework of Derivatives Trading in India.

Features of Futures – Differences Between Forwards and Futures – Financial Futures – Trading – Currency Future – Interest Rate Futures – Pricing of Future Contracts – Value At Risk (VAR) – Hedging Strategies – Hedging with Stock Index Futures – Types of Members and Margining System in India – Futures Trading on BSE & NSE

Options Market – Meaning & Need – Options Vs futures – Types of Options Contracts – Call Options – Put Options – Trading Strategies Involving Options – Basic Option Positions – Margins – Options on stock Indices – Option Markets in India on NSE and BSE.

Option Pricing – Intrinsic Value and Time Value - Pricing at Expiration – Factors Affecting Options pricing – Put-Call Parity Pricing Relationship – Pricing Models – Introduction to Binominal Option Pricing Model – Black Scholes Option Pricing Model.

Swaps – Meaning – Overview – The Structure of Swaps – Interest Rate Swaps – Currency Swaps – Commodity Swaps – Swap Variant – Swap Dealer Role – Equity Swaps – Economic Functions of Swap Transactions – FRAs and Swaps

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: INTERNATIONAL FINANCIAL MANAGEMENT
Semester: IV

International Monetary and Financial System: Evolution; Breton Woods Conference and Other Exchange Rate Regimes; European Monetary System, South East Asia Crisis and Current Trends.

Foreign Exchange Risk: Transaction Exposure; Accounting Exposure and Operating Exposure – Management of Exposures – Internal Techniques, Management of Risk in Foreign Exchange Markets: Forex Derivatives – Swaps, futures and Options and Forward Contracts

Features of Different International Markets: Euro Loans, CPs, Floating Rate Instruments, Loan Syndication, Euro Deposits, International Bonds, Euro Bonds and Process of Issue of GDRs and ADRs.

Foreign Investment Decisions: Corporate Strategy and Foreign Direct Investment; Multinational Capital Budgeting; International Acquisition and Valuation, Adjusting for Risk in Foreign Investment.

International Accounting and Reporting; Foreign Currency Transactions, Multinational Transfer Pricing and Performance Measurement; Consolidated Financial Reporting.

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: PERFORMANCE MANAGEMENT & COUNSELING
Semester: IV

Introduction: Definition and Dimensions of Performance Management; Clarity of Roles and Functions; Performance Targets; Performance management process, Key performance areas, Key result areas, Performance management system, Performance management system cycle.
Performance Analysis; Objectives, Factors Influencing Performance Analysis; Methods of Appraisal Systems. Advantages and disadvantages of performance analysis. Merits and demerits of performance appraisal.
Performance Review Counselling (PRC); Objectives of performance review counseling; Process of performance review counseling; Conditions for Effective PRC. Performance review, Types of counseling, Methods of counseling.
HRM and Performance Management – Need Identification for Training and Development; Rewards and Recognition; Team Performance. Types of teams, Team building, Social loafing, Team building process, Difference between training and development, Methods of training.
Performance Management Practices; 360-Degree Appraisal; Assessment Centre; Potential Appraisal. Objectives of performance management practices, Advantages and disadvantages of 360 degree appraisal, Prerequisites for 360 degree appraisal, Assessment centre process and method.

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
Semester: IV

Paper: STRATEGIC HUMAN RESOURCE MANAGEMENT

The Human Resource Environment – Technology and Organization Structure – Management of Diversity – HR Outsourcing – Global Competition – Global Sourcing of Labour.

Strategic Perspective of HRM – HR for Competitive Advantage – Business Strategy and HR Strategy – HR and Business Policy Linkages – Organizational Performance.

Strategic Responses of Organizations – Strategic Role of HR Planning – Selection of Employees – Career Paths for Technical Professionals – Strategically Oriented Performance Measurement Systems

Compensation Systems – Strategic Requirements – High Performance Practices Rewarding Individual and Team Contribution and Organization Performance

Strategic Approach to Industrial Relations – Social Dialogue, Negotiation Skills, Dealing with Unions for Working towards Harmonious Relations.

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA
MANAGEMENT

Paper: INTERNATIONAL HUMAN RESOURCE
Semester: IV

Introduction to International HRM – Concept, HRM at International Perspective – Distinction between Domestic and International HRM – HR Challenges at International Level.

Cross Cultural Theories – International Recruitment and Selection Process, Culture and Values.

Expatriate Training – Developing Global Managers – Negotiations

Compensation Management: International Compensation – Objectives, Components – Approaches of Compensation in Global Assignments – Culture and Compensation.

Industrial Relations at Global Level: IR Scenario in Global Organizations – Trade Unions at International Level – Unions and International Industrial Relations.

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: SALES AND DISTRIBUTION MANAGEMENT
Semester: IV

Modern Trends in Sales Management – Inter Departmental Relations – Organization of Sales Department – Different Types of Sales Organizations.

Analysis of Market Potential – Sales Potential – Sales Volume – Forecasting Sales – Different Techniques of Forecasting Sales – Sales Budgets – time and Territory Management – Sales Quotas

Recruitment – Selection and Training of Salesmen – Salesmen’s Compensation Plans – Evaluation of Salesmen’s Performance – Sales Control Research.

Marketing Channels – Structure and Functions – Channel Design – Selecting Channel Members – Motivating Channel Members

Channel Conflicts – Reasons – Managing Channel Conflicts Evaluating Channel Member Performance – Supply Chain Management – Managing Logistics

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: ADVERTISING & BRAND MANAGEMENT
Semester: IV

Role of Advertising in Promotional Mix – Introduction to Advertising – Advertising and Communication – Integrated Marketing (IMC) – Challenges and Opportunities in Advertising – Economic, Social and Ethical Aspects of Advertising. Types of Advertising.
Audience Analysis in Advertising – Media Planning – Media Mix Decisions – Developing Media Strategy – Creative Strategy and Copy Writing – Different Types of Appeals – Layout Design. Methods in Layout, Steps in media planning.
Advertising Budgets – Methods of Formulating Advertising Budgets – Evaluating of Advertising Effectiveness – Advertising Agencies. Types of budgets, Types of advertising agencies. Structure and functions of advertising agencies.
Direct Response Advertising – Home Shopping – Direct Mail – Catalogs – Telemarketing – Internet Advertising – International Advertising – Impact of Culture – Customs – Law and Regulations. Different laws in advertising.
Brand Management: Brand Building and Positioning – Measuring Brand Performance – Designing Brand Marketing Programmes – Evaluating Brand Performance – Branding in Retail Business – Role of Own Label – Emerging trends in Brand Management.

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2016 – 2017

Department: MBA

Paper: RETAIL MARKETING
Semester: IV

Concept of retailing – retail development – types and functions of retailers – multi channel retailing – organized retailing in India – special characteristics of retailing services retailing Global retailing
Retail strategy: market strategy – retail formats and target market selection – building sustainable competitive advantage – growth strategies – strategic retail planning process-retail life cycle.
Retail location – types, location opportunities – selection of location and Site analysis - financial strategy – strategic profit model – setting and measuring performance objectives- retail service quality.
Store layout and design, store operations and inventory management merchandise planning and control, buying merchandise – developing assortment plan.
Retail pricing strategy, category management, customer services – retail branding- promotional strategies – advertising, sales promotion, and store atmosphere.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: PERSPECTIVES OF MANAGEMENT
Semester: I

Management – Evolution of Management Thought -Principles of Management – Functions of Management - Social Responsibility of Management.

Planning – Nature, Purpose and Importance of Planning-Types of Plans-Steps in Planning-Planning Premises and Forecasting – process of Decision Making-Decision Tree Analysis.

Organization – Principles of Organization – Formal and informal Organization – types of Organization Structure – Line and Staff Relations – Delegation – Decentralization –Span of Control.

Directing- Leadership Theories and Styles –Motivation –Theories: Maslow’s Theory and Herzberg’s Theory. Directing- Leadership Theories and Styles –Motivation –Theories: Maslow’s Theory and Herzberg’s theory

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: ACCOUNTING FOR MANAGEMENT
Semester: I

Accounting for Management –Nature and Scope – Management Process and Accounting – Financial Accounting Vs Cost Accounting Vs Accounting for Management – Role of Account in Modern Organization.

Financial Accounting System – Generally Accepted Accounting Principles and Accounting Standards Governing Financial Statements – Contents of Profit and Loss Account – Balance Sheet (Theory only). Elements of Cost – Cost Sheet Preparation – Absorption Vs Marginal Costing –Cost –Volume – Profit Analysis – Cost Behaviour – Breakeven Analysis – Contribution Approach –Profit Planning.

Cost Concepts for Decision making – Decision Making Process – Decision Situations- Sales Volume Decisions – Pricing and Special Order Pricing – Make / Buy Decisions – Product Decisions- Addition, Deletion and Alteration of Mix – Plant Shutdown Decision

Budgeting – Types of Budgets – Financial Vs Operation Budgets – Short Term Vs Long Term Budgets – Construction of Cash Budget- Flexible Budget – Master Budget – Management Control and Budgeting , Performance Budgeting and Zero Based Budgeting

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: BUSINESS ENVIRONMENT
Semester: I

Business Environment: Components and Significance – Economic Scope – Cultural, Political, Technological and External Factors Influencing Business Environment – Dimensions of International Business Environment – Challenges.
--

Structure of Indian Economy ; Economic systems- Economic planning with special reference to last three plans, public, private joint and cooperative sectors - Industrial Policy of the Government - Policy Resolutions of 1956, 1991 Industrial Policy and Economic Policy - Subsequent policy Statements.
--

Indian Companies - Competitiveness, Changes and Challenges, Sustainable Development, Social Responsibilities, Ethics in Business- Competition Act 2002 - Emerging Trend in Indian Business Environment.

International Trade Theories, Balance of Payments – Concepts, Disequilibrium in BOP: Methods of Correction - Trade Barriers and Trade Strategy - Free Trade vs. Protection - World Financial Environment: Foreign Exchange Market Mechanism, Exchange Rate Determination, and Euro Currency. International business environment: Globalisation: International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Methods, International Trading Blocks – Their Objectives; WTO Origin, Objectives, Organization Structure and Functioning – WTO and India.
--

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: MANAGERIAL ECONOMICS
Semester: I

Introduction: Nature and Scope of Managerial Economics; Objectives of the Firm-Traditional Theory, Sales and Revenue Maximizing Theories, Managerial Theories and Behavioral Theories; Profit Maximization. Vs. Wealth Maximization.
--

Demand Analysis : Demand-Meaning, Determinations Of Demand, Demand Function; Law of Demand; Elasticity of Demand –Price, Income, Cross and Promotional or Advertising Elasticity of demand, Managerial Uses of Elasticity of Demand; Demand Forecasting. Demand Forecasting Methods for Existing and New Products, Criteria for Good Forecasting Method

Production Analysis: Production Function –Law of Variable Proportions, Isoquant and Isocost Curves, Least Cost Combination, and Returns to Scale; Economies of Large Scale; Cobb-Douglas Production Function - Cost concepts and Cost Oriented Pricing Methods.

Market Analysis: Price and Output Determination under Perfect Competition, monopoly, monopolistic competition, oligopoly. Introduction to Economic Optimization techniques-constrained and unconstrained techniques, National Income concepts, inflation –
--

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: MANAGERIAL COMMUNICATION SKILLS
Semester: I

Role of Communication in Business – Objective of Communication – The Process of Human Communication – Media of Communication, Written Communication – Oral Communication – Visual Communication, Audio Visual Communication – Silence - Developing Listening Skills – Improving Non-verbal Communication skills – Understanding Cultural Effects of Communication.

Managing Organization Communication - formal and Informal Communication- Intra and Personal Communication – Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis.

Managing Motivation to Influence Interpersonal Communication – Inter-Personal Perception – Role of Emotion in Inter Personal Communication- Communication Styles – Barriers of Communication – Gateways to Effective Interpersonal Communication.

Business Writing Skills – Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms, Oral Presentations – Meetings, Telephone Communication – Use of Technology in Business Communication, E-mail Messages, Report Writing – Meaning and Significance; Structure of Reports; Negative, Persuasive and Special Reporting; Informal Report – Proposals; Formal Reports; Organization of Press Report.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: ORGANIZATION BEHAVIOR
Semester: I

Meaning and scope of OB-Challenges and opportunities – Foundations of Individual behaviour, values, attitude, job satisfaction, personality, perception and emotions

Motivation-Theories, Group dynamics – Leaderships styles.

Organizational conflict-causes and consequences-conflict and Negotiation.

Organizational change, change process resistance to change and Organizational Development

Organizational Culture-Creating an Ethical Organization-Managing Stress-Organizational Effectiveness. Stress management

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: QUANTITATIVE TECHNIQUES FOR MANAGEMENT
Semester: I

Nature and scope of Quantitative techniques, importance of QT, Applications of quantitative techniques in business decision making, Advantages & disadvantages of QT. Methodology of QT. Measures of central tendency – Mean, Median & Mode. Merits and demerits of them. Problems using mean, median and mode.

Measures of dispersion – Range, Standard deviation, Mean deviation, Quartile deviation. Correlation – Rank correlation & Karl Pearson's correlation coefficient, Types of correlation, Problems on correlation analysis. Regression analysis – X on Y & Y on X, Types of regression analysis. Multiple regression analysis. Problems on multiple regression analysis.

Probability – Definitions, Types of probabilities, Conditional probability, Joint and Marginal probability, Baye's theorem, Probability distribution – Binomial distribution, Poisson distribution, Normal distribution, Exponential distribution. Problems on probability distribution.

Sampling and sampling distribution, Estimation – Point & Interval estimation, Testing for hypothesis, Procedure of testing hypothesis, Central limit theorem, Types of sampling, One sample test for testing mean, Proportion for small and large samples. Problems on sampling, Two samples test, Tests of Difference between Mean and Proportions of Small and Large Samples – Chi-square Test of Independence and Goodness of Fitness- Analysis of Variance.

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
Semester: II

Paper: MARKETING MANAGEMENT

Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value - Industrial Marketing, Services Marketing, Global Marketing
--

Marketing Information System and Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and Targeting. Development of Marketing Offerings Strategy – New Product Development–Product line and Decisions–Product-mix
--

Product Differentiation – Product Life Cycle Management - Brand Management – Packaging. Pricing Strategies and Programs; Setting the Price – Adapting the Price – Initiating Response to Price Changes - Delivering Value: Designing and Managing Value Networks – Channels of Distribution.
--

Communicating Value: Designing and Managing Marketing Communications – Advertising – Direct Marketing and Personal Selling – Sales Promotion – Events and Public Relations and Public Relations : Competitive Marketing Strategies- Emerging Trends in Marketing: Networking Marketing-Viral Marketing-Ambush/Guerilla Marketing-Green Marketing-Direct Marketing etc

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017– 2018

Department: MBA
Semester: II

Paper: FINANCIAL MANAGEMENT

Nature , Scope and Objectives of Financial Management, Goals of FM-Profit Maximization Vs Wealth Maximization – Finance Functions – Financial Planning and Forecasting - Role of Financial Manager – Funds Flow Analysis – Cash Flow Analysis.-Ratio Analysis.

Financing Decision: Financial Leverage – EPS-EBIT Analysis –Cost of Capital – Weighted Average Cost Capital – Capital Structure – Factors Affecting Capital Structure Theories of Capital Structure

Investment Decision: Nature and Significance of Investment Decision- Estimation of Cash Flows – Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money-

DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return.

Dividend Decision: Meaning and Significance – Theories of Dividend – Determinants of Dividend – Dividend policy – Bonus Shares – Stock Splits

Working Capital Decision: Meaning – Classification and Significance of Working Capital – Component of Working Capital - Cash Management Models – Cash Budgeting – Accounts Receivables – Credit Policies – Inventory Management

Dantuluri Narayana Raju College (Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017– 2018

Department: MBA
Semester: II

Paper: HUMAN RESOURCE MANAGEMENT

Introduction: Definition and Functions of HRM; Principles of HRM; Changing Environment of HRM; Challenges; Ethical Aspects of HRM.

HR Planning; Concepts; Factors Influencing ; HR planning ; HR Planning Process; Job Analysis ; Recruitment and Selection; Tests and Interview Techniques. Training and Development – Need, Process, Methods and Techniques, Evaluation, Management Development;

Evaluating Employee Performance; Career Development and Counselling. Compensation – Concepts and Principles; Influencing Factors; Current Trends in Compensation – Methods of Payment – Incentives and Rewards.

Managing Industrial Relations – Trade Unions – Employee Participation Schemes – Collective Bargaining – Marketing Knowledge Workers.

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017– 2018

Department: MBA
Semester: II

Paper: OPERATIONS MANAGEMENT

Introduction: Nature and Scope of Production and Operation Management- Historical Evolution – Types of Manufacturing Systems – Differences Between Manufacturing and Service Operations Role of Production and Operation Manager.
Production Planning and Control: Stages in PPC – Gantt – PPC in Mass, Batch, and Job Order Manufacturing-Aggregate Planning – Maintenance Management – Industrial Safety. Plant Location: Facility Location and Layout Planning –Types of Layouts – Material Handling Equipments.
Material Handling Principles – Models Used in Lay Out Designs. Productivity: Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral Approaches.
Material Management –Cost Associated with Inventory – Economic Order Quantity – ABC Analysis - Materials Requirement Planning – Just In – Time Production Total Quality Management – Acceptance Sampling – Control Charts – Quality Circle – Zero Defects Programmes – ISO 9000 – Application of Computer in Production and Operations.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: OPERATIONS RESEARCH
Semester: II

Introduction – Define Operations Research, Significance, Nature of OR, Characteristics, Scope of OR in Management. Types of Models in OR, Methodology of OR. Linear Programming – Definition, Assumptions in LP Models, Applications of LP, Limitations of LP models, Graphical Method – Canonical and Standard Forms of LPP, Simplex Method, Big-M Method, Two Phase Simplex Method, Duality – Dual Simplex Method. Transportation Models – Northwest Corner Method – Least Cost Method – Vogel’s Approximation Method

Test for Optimality using MODI method, Assignment Models, Hungarian Methods – Minimization, Maximization & Travelling Salesman Problem. Game Theory – Game, Value of the Game, Saddle Point, Two Person Zero Sum Game, Pure Strategy, Mixed Strategy, Rule of Dominance, Graphical Methods – $2 \times n$, $m \times 2$.

Method of Matrices approach – Method of LPP, Simulation – Event Type Simulation - Queuing Problem, Job Sequencing Problem. Decision Theory - Types of Decision Making Environments, Maximax Criterion, Wald Criterion, Savage Criterion, Hurwicz Criterion, Baye’s Criterion and Expected Monetary Value Criterion.

Expected Opportunity Loss Criterion, Expected Value of Perfect Information, Decision Tree Analysis (including problems) - Queuing Theory- M/M/1, M/M/c Models only. Dynamic Programming – Capital Budgeting Problem, Product Allocation Problem, Shortest Path Problem, Assignment Problem, Network Analysis, Critical Path Method, Project Evaluation and Review Technique – Crashing.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
Semester: II

Paper: COMPUTER APPLICATIONS FOR MANAGEMENT

Introduction to Computer Concepts – Elements of computer – Characteristics of a Computer – Classification of Computers – Basic Computer Architecture – Input-output Devices

Software Concepts: Types of software – Software: its nature and qualities — Windows Operating System Functions. MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels. Applications of MS Excel: Graphs and Charts – Calculation of various financial functions - Ms Access: Tables and Queries

MS Power Point: Introduction – Toolbar, their Icons and Commands – Navigating in Power point - Creation of slides, animation, and templates - Designing Presentations – Slide show controls – Making notes on Pages and Handouts – Printing Presentations – Customizing Presentations - Auto content Wizard

Computer Networks: Overview of a Network – Communication processors – Communications Media – Types of Network – Network Topologies- Network protocols – Network Architecture.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: RESEARCH METHODOLOGY FOR MANAGEMENT
Semester: II

Meaning and Importance of Research – Research Process – Types of Research – Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis.
Research Design – Exploratory Research – Descriptive Research – Casual Research – Sampling and Sampling Design – Sampling Methods – Simple Random Sampling – Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling, Non-Probability Sampling – Convenience Sampling – Judgment Sampling – Quota Sampling. Data Collection – Primary and Secondary Data – Designing of Questionnaire – Measurement and Scaling – Nominal Scale – Ordinal Scale
Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale. Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report.
Non Parametric Tests – Kolmogorov – Smirnov Test – Runs Test for Randomness – Sign Test – Median Test – Multivariate Analysis – Multiple Regression Analysis – Concepts and Application of Discriminate Analysis and Factor Analysis.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
Semester: III

Paper: ENTREPRENEURSHIP

Entrepreneurship: Importance, Characteristics and Qualities of Entrepreneurship; Entrepreneurial; Role of Entrepreneurship, Ethics and Social Responsibilities.

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. Training: Designing Appropriate Training Programme to Inculcate Entrepreneurial Spirit
--

Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees. Women Entrepreneurship – Role & Importance, Profile Women Entrepreneur, Problems of Women Entrepreneurs, Women Entrepreneurship Development in India.
--

Creativity and Entrepreneurship Sources and Methods of Ideas Planning and Development of Programmes E-Business Ventures; New Venture Management

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
Semester: III

Paper: VUCA MANAGEMENT

Introduction to Volatility, Uncertainty, Complexity, Ambiguity (VUCA) – Significance – Challenges in Business - digitalization, globalization, and social inclusion. Sensitive Analysis – Capital Expenditure decisions under risk & Uncertainty – Introduction to Financial Derivatives – Turnaround Strategies

Merger Strategies, Acquisitions/Takeovers, Joint Ventures, Strategic Alliances (theory only) restructuring - challenge of business sustainability.

Crisis Management – Types, Strategies, Talent Management- triple bottom line approach. (People – social bottom line; Planet – ecological bottom line, Profit – economic bottom line)

Issues of VUCA in Product Management – Pricing, Promotion – Distribution, Strategic Leadership – Developing core competencies.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
Semester: III

Paper: CORPORATE LEGAL FRAMEWORK

Significance of Business Laws—Indian Contract Act, 1872: Meaning and Classification of contracts—Essential of a valid contract—Performance of a contract--Discharge of contract—Remedies for breach of contract.

The Sale of Goods Act, 1930: Meaning and Essentials of contract of sale: Sale and Agreement to sell—Conditions and Warranties—Transfer of property-- Performance of a contract of sale—Unpaid seller. The Indian Partnership Act, 1932: Meaning and Essentials of partnership--Registration of partnership

Kinds of partners—Rights and Liabilities of Partners—Relations partners to third parties—Dissolution. The Consumer Protection Act, 1986: Meaning of Consumer, Service, Goods, Deficiency, Defect, Unfair Trade Practices—Rights of Consumers—Machinery for redressal of Grievances—Remedies available to injured consumers

The Companies Act, 2013: Nature and Registration—Kinds of Companies—Memorandum of Association—Article of Association—Kinds of Shares—Powers and duties of Directors—winding up.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
Semester: III

Paper: INDUSTRIAL RELATIONS

Industrial Relations: Scope and Significance – Causes and Consequences of Industrial Disputes – Recent Trends in Industrial Relations.
Trade Unions: Trade Union Structure and Movement in India – Changing Role in the Context of Liberalization. Promotion of Harmonious Relations – Machinery for Prevention and Settlement of Industrial Disputes – Conciliation – Arbitration and Adjudication – Code of Discipline.
Grievances and Discipline: Grievances Redressal Machinery – Discipline in Industry – Measures for dealing with Indiscipline.
Collective Bargaining (CB) – CB Practices in India – Participative Management Forms and Levels – Schemes of Workers’ Participation in Management in India.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
Semester: III

Paper: COMPENSATION AND WELFARE MANAGEMENT

Employee Compensation – Factors Influencing Compensation Plan and Policies – Principles of Wage and Salary Administration – Wage as a Motivator – Methods of Wage Fixation – Factors Influencing Wage and Salary Determination.

Job Evaluation – Methods – Performance and Reward Systems – Methods of Wage Payment – Incentive Plans – Wage Differentials – Minimum Wages Act, 1948. Employee Welfare – Concept, Scope and Significance – Welfare Policy and Five Year Plans – Role of Employee Welfare Agencies

Employee Welfare Programmes – Statutory and Non-Statutory – Intra Moral, Extra Moral – Social Security – Social Assistance and Social Insurance

Labour Welfare Administration – Plant Level, State and Central Levels – Labour Welfare Officer – Role, Status and Functions.
--

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: CONSUMER BEHAVIOUR & CRM
Semester: III

Introduction to the study of Consumer Behaviour – Consumer and Marketing Strategy – Determinants of Consumer Behaviour – Profile of the Indian Consumer.
--

Perception – Nature – Perception and Marketing Strategy, Motivation – Motivation Theories and Marketing Strategy – Personality. Attitude Measurement and Change – Self Concept and Life Style Marketing, Influence of Social and Cultural factors on Consumer Behaviour

Family, Reference groups, Cross Cultural Variations in Consumer Behaviour. Consumer Decision Process – Problem Recognition – Information Search – Evaluation of alternatives and selection – Post Purchase Behaviour – Organizational buyer Behaviour – Diffusion of Innovation

Customer Relationship Management : Facets and Elements of CRF – CRM Process – Importance of CRM – Planning and Managing CRM Programme – Concept of Customer Loyalty – Customer Value Assessment – Customer Retention Strategies – CRM in services

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: SERVICES MARKETING
Semester: III

Introduction to Services Marketing: Importance and characteristics of Services: Growth of Services Sector; Services in the Indian Economy; Services Strategy. 7 p's of service marketing, Types of service marketing. Consumer Behaviour in Services; Market Segmentation and Services Positioning; Service Demand Management Designing and Managing Service Product.
Service quality Management: Service Quality Audit – GAP Model of Service Quality – Total quality Services Marketing – Service Excellence, Pricing of Services – Pricing Strategies Linked to Value Perceptions. Flower of service.
Service Distribution – Managing Physical Evidence – Internal Marketing. External Marketing: Word of Mouth Communication. Interactive Marketing: Management of Moments of Truth. Target marketing, Physical evidence, Types of physical evidence, Blue print.
Service Deficiencies - consumer Grievance Recovery Strategies. Types of service deficiencies, Zero deficiencies.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
Semester: III

Paper: FINANCIAL MARKETS AND SERVICES

Structure of Financial System – role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.
Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India. Leasing – types of Leases – Evaluation of Leasing Option Vs. Borrowing
Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal Aspects and Guidelines for Venture Capital. Factoring, Forfeiting and Bill Discounting – Types of Factoring Arrangements – Factoring in the Indian Context. Credit Rating – Meaning, Functions – Debt Rating System of CRISIL, ICRA and CARE. Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds. Working of Public and Private Mutual Funds in India. Debt Securitization – Concept and Application – De-mat Services-need and Operations-role of NSDL and CSDL.
Over view of Microfinance, Indian Rural financial system, introduction to Microfinance, Microfinance concepts, products, (savings, credit, insurance, pension, equity, leasing, hire-purchase service, Microfinance in kind, Micro-remittances, Micro-Securitization. Microfinance models: Generic models viz. SHG, Grameen, and Co-operative, variants SHG NABARD model, SIDBI model, SGSY model, Grameen Bangladesh model, credit unions. Poverty and Need of Microfinance. Gender issues in Microfinance

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
Semester: III

Paper: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Concept of Investment, Investment Vs Speculation, and Security Investment Vs Non-security Forms of Investment-Investment Environment in India. Investment Process - Sources of Investment Information, Security Markets – Primary and Secondary – Types of securities in Indian Capital Market, Market Indices. Calculation of SENSEX and NIFTY. Return and Risk – Meaning and Measurement of Security Returns. Meaning and Types of Security Risks: Systematic Vs Non-systematic Risk

Measurement of Total Risk - Intrinsic Value Approach to Valuation of Bonds - Preference Shares and Equity Shares. Fundamental Analysis – Economy, Industry and Company Analysis, Technical Analysis – Concept and Tools and Techniques Analysis – Technical Analysis Vs Fundamental Analysis - Efficient Market Hypothesis; Concept and Forms of Market Efficiency

Elements of Portfolio Management, Portfolio Models – Markowitz Model, Efficient Frontier and Selection of Optimal Portfolio. Sharpe Single Index Model and Capital Asset Pricing Model

Arbitrage Pricing Theory, Performance Evaluation of Portfolios; Sharpe Model – Jensen's Model for PF Evaluation, Evaluation of Mutual Fund.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: STRATEGIC MANAGEMENT
Semester: IV

Overview of Strategic Management of Strategic Management – Business Policy and Strategic Management - Strategic Management Model – Business Ethics and Strategic Management.
--

Business Vision, Mission, Objectives – Characteristics of Mission Statement Types of Strategies – Integration strategies – Intensive strategies – Diversification strategies- Diversification strategies- Michael Porter Generic Strategies

Strategic formulation: Environmental Analysis – External and industry analysis – Internal analysis – Strategic analysis and choice – Input stage – Matching stage – decision stage – Cultural aspects of strategy choice.

Strategic Implementation: The nature of strategic implementation resource allocation – Strategy and structure – Creating – Supportive culture – Implementing strategies in functional areas.
--

Strategy Evaluation: The nature of strategy evaluation – Review and Control – Characteristics of effective evaluation systems – Criteria for strategy control – Mechanism for strategic control.
--

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: FINANCIAL DERIVATIVES

Semester: IV

Introduction to Financial Derivatives – Meaning and Need – Growth of Financial Derivatives in India – Derivative Markets – Participants – Functions – Types of Derivatives – Forwards – Futures – Options – Swaps – The Regulatory Framework of Derivatives Trading in India.
Features of Futures – Differences Between Forwards and Futures – Financial Futures – Trading – Currency Future – Interest Rate Futures – Pricing of Future Contracts – Value At Risk (VAR) – Hedging Strategies – Hedging with Stock Index Futures – Types of Members and Margining System in India – Futures Trading on BSE & NSE
Options Market – Meaning & Need – Options Vs futures – Types of Options Contracts – Call Options – Put Options – Trading Strategies Involving Options – Basic Option Positions – Margins – Options on stock Indices – Option Markets in India on NSE and BSE.
Option Pricing – Intrinsic Value and Time Value - Pricing at Expiration – Factors Affecting Options pricing – Put-Call Parity Pricing Relationship – Pricing Models – Introduction to Binominal Option Pricing Model – Black Scholes Option Pricing Model.
Swaps – Meaning – Overview – The Structure of Swaps – Interest Rate Swaps – Currency Swaps – Commodity Swaps – Swap Variant – Swap Dealer Role – Equity Swaps – Economic Functions of Swap Transactions – FRAs and Swaps

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
Semester: IV

Paper: BEHAVIORIAL FINANCE

Introduction to Behavioral finance – Nature, scope, objectives and application; Investment Decision Cycle: Judgment under Uncertainty: Cognitive information perception, Peculiarities (biases) of quantitative and numerical information perception, Weber law, Subjective probability, Representativeness, Anchoring, Asymmetric perception of gains and losses framing and other behavioral effects, Exponential discounting, Human economic behavior, Discount factors for short and long horizons, Experimental measurement of the discount factor, Hyperbolic discounting.

Utility/ Preference Functions: Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty, Expected utility as a basis for decision-making, Theories based on Expected Utility Concept, Decision making in historical prospective, Allais and Elsbeg's Paradoxes - Rationality from an economics and evolutionary prospective, Herbert Simon and bounded rationality, Investor rationality and market efficiency, Empirical data that questions market efficiency.

Behavioral Factors and Financial Markets: The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency -Market Predictability –The Concept of limits of Arbitrage Model - Asset management and behavioral factors - Active Portfolio Management: return statistics and sources of systematic underperformance. - Fundamental information and technical analysis – the case for psychological influence.

Behavioral Corporate Finance: Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy - Capital Structure dependence on Market Timing - Mergers and Acquisitions. Systematic approach to using behavioral factors in corporate decision making. External Factors and Investor Behavior: Mechanisms of the External Factor influence on risk perception and attitudes - Connection to human psychophysiology and emotional regulation Active portfolio management – the source of the systematic underperformance.

Emotions and Decision – Making: Experimental measurement of risk-related - Measuring Risk - Emotional mechanisms in modulating risk-taking attitude - Neurophysiology of risk taking. Personality traits and risk attitudes in different domains.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: INTERNATIONAL FINANCIAL MANAGEMENT
Semester: IV

International Monetary and Financial System: Evolution; Breton Woods Conference and Other Exchange Rate Regimes; European Monetary System, South East Asia Crisis and Current Trends.

Foreign Exchange Risk: Transaction Exposure; Accounting Exposure and Operating Exposure – Management of Exposures – Internal Techniques, Management of Risk in Foreign Exchange Markets: Forex Derivatives – Swaps, futures and Options and Forward Contracts

Features of Different International Markets: Euro Loans, CPs, Floating Rate Instruments, Loan Syndication, Euro Deposits, International Bonds, Euro Bonds and Process of Issue of GDRs and ADRs.
--

Foreign Investment Decisions: Corporate Strategy and Foreign Direct Investment; Multinational Capital Budgeting; International Acquisition and Valuation, Adjusting for Risk in Foreign Investment.

International Accounting and Reporting; Foreign Currency Transactions, Multinational Transfer Pricing and Performance Measurement; Consolidated Financial Reporting.
--

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
COUNSELING

Paper: PERFORMANCE MANAGEMENT AND
Semester: IV

Introduction: Definition and Dimensions of Performance Management; Clarity of Roles and Functions; Performance Targets;
Performance Analysis; Objectives, Factors Influencing Performance Analysis; Methods of Appraisal Systems.
Performance Review Counselling (PRC); Objectives; Process; Conditions for Effective PRC
HRM and Performance Management – Need Identification for Training and Development; Rewards and Recognition; Team Performance
Performance Management Practices; 360-Degree Appraisal; Assessment Centre; Potential Appraisal.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
MANAGEMENT

Paper: STRATEGIC HUMAN RESOURCE
Semester: IV

The Human Resource Environment – Technology and Organization Structure – Management of Diversity – HR Outsourcing – Global Competition – Global Sourcing of Labour.
Strategic Perspective of HRM – HR for Competitive Advantage – Business Strategy and HR Strategy – HR and Business Policy Linkages – Organizational Performance.
Strategic Responses of Organizations – Strategic Role of HR Planning – Selection of Employees – Career Paths for Technical Professionals – Strategically Oriented Performance Measurement Systems
Compensation Systems – Strategic Requirements – High Performance Practices Rewarding Individual and Team Contribution and Organization Performance
Strategic Approach to Industrial Relations – Social Dialogue, Negotiation Skills, Dealing with Unions for Working towards Harmonious Relations.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA
MANAGEMENT

Paper: INTERNATIONAL HUMAN RESOURCE
Semester: IV

Introduction to International HRM – Concept, HRM at International Perspective – Distinction between Domestic and International HRM – HR Challenges at International Level.
--

Cross Cultural Theories – International Recruitment and Selection Process, Culture and Values.
--

Expatriate Training – Developing Global Managers – Negotiations

Compensation Management: International Compensation – Objectives, Components – Approaches of Compensation in Global Assignments – Culture and Compensation.

Industrial Relations at Global Level: IR Scenario in Global Organizations – Trade Unions at International Level – Unions and International Industrial Relations.
--

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: SALES AND DISTRIBUTION MANAGEMENT
Semester: IV

Modern Trends in Sales Management – Inter Departmental Relations – Organization of Sales Department – Different Types of Sales Organizations.
Analysis of Market Potential – Sales Potential – Sales Volume – Forecasting Sales – Different Techniques of Forecasting Sales – Sales Budgets – time and Territory Management – Sales Quotas
Recruitment – Selection and Training of Salesmen – Salesmen’s Compensation Plans – Evaluation of Salesmen’s Performance – Sales Control Research.
Marketing Channels – Structure and Functions – Channel Design – Selecting Channel Members – Motivating Channel Members
Channel Conflicts – Reasons – Managing Channel Conflicts Evaluating Channel Member Performance – Supply Chain Management – Managing Logistics

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: ADVERTISING & BRAND MANAGEMENT
Semester: IV

Role of Advertising in Promotional Mix – Introduction to Advertising – Advertising and Communication – Integrated Marketing (IMC) – Challenges and Opportunities in Advertising – Economic, Social and Ethical Aspects of Advertising. Types of Advertising.

Audience Analysis in Advertising – Media Planning – Media Mix Decisions – Developing Media Strategy – Creative Strategy and Copy Writing – Different Types of Appeals – Layout Design. Methods in Layout, Steps in media planning.

Advertising Budgets – Methods of Formulating Advertising Budgets – Evaluating of Advertising Effectiveness – Advertising Agencies. Types of budgets, Types of advertising agencies. Structure and functions of advertising agencies.

Direct Response Advertising – Home Shopping – Direct Mail – Catalogs – Telemarketing – Internet Advertising – International Advertising – Impact of Culture – Customs – Law and Regulations. Different laws in advertising.

Brand Management: Brand Building and Positioning – Measuring Brand Performance – Designing Brand Marketing Programmes – Evaluating Brand Performance – Branding in Retail Business – Role of Own Label – Emerging trends in Brand Management.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2017 – 2018

Department: MBA

Paper: RETAIL MANAGEMENT
Semester: IV

Concept of retailing – retail development – types and functions of retailers – multi channel retailing – organized retailing in India – special characteristics of retailing services retailing Global retailing
Retail strategy: market strategy – retail formats and target market selection – building sustainable competitive advantage – growth strategies – strategic retail planning process-retail life cycle.
Retail location – types, location opportunities – selection of location and Site analysis - financial strategy – strategic profit model – setting and measuring performance objectives- retail service quality.
Store layout and design, store operations and inventory management merchandise planning and control, buying merchandise – developing assortment plan.
Retail pricing strategy, category management, customer services – retail branding- promotional strategies – advertising, sales promotion, and store atmosphere.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA
MANAGEMENT

Paper: PERSPECTIVES OF
Semester: I

Management – Evolution of Management Thought -Principles of Management – Functions of Management - Social Responsibility of Management.
Planning – Nature, Purpose and Importance of Planning-Types of Plans-Steps in Planning-Planning Premises and Forecasting – process of Decision Making-Decision Tree Analysis.
Organization – Principles of Organization – Formal and informal Organization – types of Organization Structure – Line and Staff Relations – Delegation – Decentralization –Span of Control.
Directing- Leadership Theories and Styles –Motivation –Theories: Maslow’s Theory and Herzberg’s Theory. Directing- Leadership Theories and Styles –Motivation –Theories: Maslow’s Theory and Herzberg’s theory

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA
MANAGEMENT

Paper: ACCOUNTING FOR
Semester: I

Unit-I : Accounting for Management –Nature and Scope – Management Process and Accounting – Financial Accounting Vs Cost Accounting Vs Accounting for Management – Role of Account in Modern Organization.

Financial Accounting System – Generally Accepted Accounting Principles and Accounting Standards Governing Financial Statements – Contents of Profit and Loss Account – Balance Sheet (Theory only). Elements of Cost – Cost Sheet Preparation – Absorption Vs Marginal Costing –Cost –Volume – Profit Analysis – Cost Behaviour – Breakeven Analysis – Contribution Approach –Profit Planning.

Cost Concepts for Decision making – Decision Making Process – Decision Situations- Sales Volume Decisions – Pricing and Special Order Pricing – Make / Buy Decisions – Product Decisions- Addition, Deletion and Alteration of Mix – Plant Shutdown Decision.

Budgeting – Types of Budgets – Financial Vs Operation Budgets – Short Term Vs Long Term Budgets – Construction of Cash Budget- Flexible Budget – Master Budget – Management Control and Budgeting , Performance Budgeting and Zero Based Budgeting.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA

Paper: BUSINESS ENVIRONMENT

Semester: I

Business Environment: Components and Significance – Economic Scope – Cultural, Political, Technological and External Factors Influencing Business Environment – Dimensions of International Business Environment – Challenges.
Structure of Indian Economy ; Economic systems- Economic planning with special reference to last three plans, public, private joint and cooperative sectors - Industrial Policy of the Government - Policy Resolutions of 1956, 1991 Industrial Policy and Economic Policy - Subsequent policy Statements
Indian Companies - Competitiveness, Changes and Challenges, Sustainable Development, Social Responsibilities, Ethics in Business- Competition Act 2002 - Emerging Trend in Indian Business Environment.
International Trade Theories, Balance of Payments – Concepts, Disequilibrium in BOP: Methods of Correction - Trade Barriers and Trade Strategy - Free Trade vs. Protection -World Financial Environment: Foreign Exchange Market Mechanism, Exchange Rate Determination, and Euro Currency. International business environment: Globalization: International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Methods, International Trading Blocks – Their Objectives; WTO Origin, Objectives, Organization Structure and Functioning – WTO and India.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA
ECONOMICS

Paper: MANAGERIAL
Semester: I

Introduction: Nature and Scope of Managerial Economics; Objectives of the Firm-Traditional Theory, Sales and Revenue Maximizing Theories, Managerial Theories and Behavioral Theories; Profit Maximization. Vs. Wealth Maximization.

Demand Analysis : Demand-Meaning, Determinations Of Demand, Demand Function; Law of Demand; Elasticity of Demand –Price, Income, Cross and Promotional or Advertising Elasticity of demand, Managerial Uses of Elasticity of Demand; Demand Forecasting. Demand Forecasting Methods for Existing and New Products, Criteria for Good Forecasting Method

Production Analysis: Production Function –Law of Variable Proportions, Isoquant and Isocost Curves, Least Cost Combination, and Returns to Scale; Economies of Large Scale; Cobb-Douglas Production Function - Cost concepts and Cost Oriented Pricing Methods.

Market Analysis: Price and Output Determination under Perfect Competition, monopoly, monopolistic competition, oligopoly. Introduction to Economic Optimization techniques- constrained and unconstrained techniques, National Income concepts, inflation.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA
SKILLS

Paper: MANAGERIAL COMMUNICATION
Semester: I

Role of Communication in Business, Objective of Communication, The Process of Human Communication, Media of Communication, Written Communication, Oral Communication, Visual Communication, Audio Visual Communication, Silence, Developing Listening Skills, Improving Non-verbal Communication skills, Understanding Cultural Effects of Communication.
Managing Organization Communication - formal and Informal Communication- Intra and Personal Communication – Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis. Managing Motivation to Influence Interpersonal Communication, Inter-Personal Perception.
Role of Emotion in Inter Personal Communication- Communication Styles – Barriers of Communication, Gateways to Effective Interpersonal Communication. Business Writing Skills, Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms.
Oral Presentations – Meetings, Telephone Communication – Use of Technology in Business Communication, E-mail Messages. Report Writing – Meaning and Significance; Structure of Reports; Negative, Persuasive and Special Reporting; Informal Report – Proposals; Formal Reports; Organization of Press Report.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA

Paper: ORGANIZATIONAL BEHAVIOUR
Semester: I

Meaning and scope of OB-Challenges and opportunities – Foundations of Individual behaviour, values, attitude, job satisfaction, personality, perception and emotions.
Motivation-Theories, Group dynamics – Leaderships styles. Path - goal theory.
Organizational conflict-causes and consequences-conflict and Negotiation.
Organisational change, change process resistance to change and Organisational Development. Organisational Culture-Creating an Ethical Organisation-Managing Stress-Organisational Effectiveness.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA
MANAGEMENT

Paper: QUANTITATIVE TECHNIQUES FOR
Semester: I

Nature and scope of Quantitative techniques, importance of QT, Applications of quantitative techniques in business decision making, Advantages & disadvantages of QT. Methodology of QT. Measures of central tendency – Mean, Median & Mode. Merits and demerits of them. Problems using mean, median and mode.
Measures of dispersion – Range, Standard deviation, Mean deviation, Quartile deviation. Correlation – Rank correlation & Karl pearson’s correlation coefficient, Types of correlation, Problems on correlation analysis. Regression analysis – X on Y & Y on X, Types of regression analysis. Multiple regression analysis. Problems on multiple regression analysis.
Probability – Definitions, Types of probabilities, Conditional probability, Joint and Marginal probability, Baye’s theorem, Probability distribution – Binomial distribution, Poisson distribution, Normal distribution, Exponential distribution. Problems on probability distribution.
Sampling and sampling distribution, Estimation – Point & Interval estimation, Testing for hypothesis, Procedure of testing hypothesis, Central limit theorem, Types of sampling, One sample test for testing mean, Proportion for small and large samples. Problems on sampling

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA
Semester: II

Paper: MARKETING MANAGEMENT

Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value - Industrial Marketing, Services Marketing, Global Marketing
Marketing Information System and Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and Targeting. Development of Marketing Offerings Strategy – New Product Development–Product line and Decisions–Product-mix
Product Differentiation – Product Life Cycle Management - Brand Management – Packaging. Pricing Strategies and Programs; Setting the Price – Adapting the Price – Initiating Response to Price Changes - Delivering Value: Designing and Managing Value Networks – Channels of Distribution.
Communicating Value: Designing and Managing Marketing Communications – Advertising – Direct Marketing and Personal Selling – Sales Promotion – Events and Public Relations and Public Relations : Competitive Marketing Strategies- Emerging Trends in Marketing: Networking Marketing-Viral Marketing-Ambush/Guerilla Marketing-Green Marketing-Direct Marketing etc

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018– 2019

Department: MBA
Semester: II

Paper: FINANCIAL MANAGEMENT

Nature , Scope and Objectives of Financial Management, Goals of FM-Profit Maximization Vs Wealth Maximization – Finance Functions – Financial Planning and Forecasting - Role of Financial Manager – Funds Flow Analysis – Cash Flow Analysis.-Ratio Analysis.
Financing Decision: Financial Leverage – EPS-EBIT Analysis –Cost of Capital – Weighted Average Cost Capital – Capital Structure – Factors Affecting Capital Structure Theories of Capital Structure Investment Decision: Nature and Significance of Investment Decision- Estimation of Cash Flows – Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money-
DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return.
Dividend Decision: Meaning and Significance – Theories of Dividend – Determinants of Dividend – Dividend policy – Bonus Shares – Stock Splits
Working Capital Decision: Meaning – Classification and Significance of Working Capital – Component of Working Capital - Cash Management Models – Cash Budgeting – Accounts Receivables – Credit Policies – Inventory Management

Dantuluri Narayana Raju College (Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA
Semester: II

Paper: HUMAN RESOURCE MANAGEMENT

Introduction: Definition and Functions of HRM; Principles of HRM; Changing Environment of HRM; Challenges; Ethical Aspects of HRM.
HR Planning; Concepts; Factors Influencing ; HR planning ; HR Planning Process; Job Analysis ; Recruitment and Selection; Tests and Interview Techniques. Training and Development – Need, Process, Methods and Techniques, Evaluation, Management Development;
Evaluating Employee Performance; Career Development and Counselling. Compensation – Concepts and Principles; Influencing Factors; Current Trends in Compensation – Methods of Payment – Incentives and Rewards.
Managing Industrial Relations – Trade Unions – Employee Participation Schemes – Collective Bargaining – Marketing Knowledge Workers.

Dantuluri Narayana Raju College(Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA
Semester: II

Paper: OPERATIONS MANAGEMENT

Introduction: Nature and Scope of Production and Operation Management- Historical Evolution – Types of Manufacturing Systems – Differences Between Manufacturing and Service Operations Role of Production and Operation Manager.
Production Planning and Control: Stages in PPC – Gantt – PPC in Mass, Batch, and Job Order Manufacturing-Aggregate Planning – Maintenance Management – Industrial Safety. Plant Location: Facility Location and Layout Planning –Types of Layouts – Material Handling Equipments.
Material Handling Principles – Models Used in Lay Out Designs. Productivity: Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral Approaches.
Material Management –Cost Associated with Inventory – Economic Order Quantity – ABC Analysis - Materials Requirement Planning – Just In – Time Production Total Quality Management – Acceptance Sampling – Control Charts – Quality Circle – Zero Defects Programmes – ISO 9000 – Application of Computer in Production and Operations.

Dantuluri Narayana Raju College (Autonomus)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA

Paper: OPERATIONS RESEARCH

Semester: II

Introduction – Define Operations Research, Significance, Nature of OR, Characteristics, Scope of OR in Management. Types of Models in OR, Methodology of OR. Linear Programming – Definition, Assumptions in LP Models, Applications of LP, Limitations of LP models, Graphical Method – Canonical and Standard Forms of LPP, Simplex Method, Big-M Method, Two Phase Simplex Method, Duality – Dual Simplex Method. Transportation Models – Northwest Corner Method – Least Cost Method – Vogel’s Approximation Method
Test for Optimality using MODI method, Assignment Models, Hungarian Methods – Minimization, Maximization & Travelling Salesman Problem. Game Theory – Game, Value of the Game, Saddle Point, Two Person Zero Sum Game, Pure Strategy, Mixed Strategy, Rule of Dominance, Graphical Methods – $2 \times n$, $m \times 2$.
Method of Matrices approach – Method of LPP, Simulation – Event Type Simulation - Queuing Problem, Job Sequencing Problem. Decision Theory - Types of Decision Making Environments, Maximax Criterion, Wald Criterion, Savage Criterion, Hurwicz Criterion, Baye’s Criterion and Expected Monetary Value Criterion.
Expected Opportunity Loss Criterion, Expected Value of Perfect Information, Decision Tree Analysis (including problems) - Queuing Theory- M/M/1, M/M/c Models only. Dynamic Programming – Capital Budgeting Problem, Product Allocation Problem, Shortest Path Problem, Assignment Problem, Network Analysis, Critical Path Method, Project Evaluation and Review Technique – Crashing.

Dantuluri Narayana Raju College (Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA
MANAGEMENT

Paper: COMPUTER APPLICATIONS IN
Semester: II

Introduction to Computer Concepts – Elements of computer – Characteristics of a Computer – Classification of Computers – Basic Computer Architecture – Input-output Devices

Software Concepts: Types of software – Software: its nature and qualities — Windows Operating System Functions. MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels. Applications of MS Excel: Graphs and Charts – Calculation of various financial functions - Ms Access: Tables and Queries
--

MS Power Point: Introduction – Toolbar, their Icons and Commands – Navigating in Power point - Creation of slides, animation, and templates - Designing Presentations – Slide show controls – Making notes on Pages and Handouts – Printing Presentations – Customizing Presentations - Auto content Wizard

Computer Networks: Overview of a Network – Communication processors – Communications Media – Types of Network – Network Topologies- Network protocols – Network Architecture.

Dantuluri Narayana Raju College(Autonomous)
(A College with Potential for Excellence)
Bhimavaram, W.G DIST. A.P
Syllabus for the Year: 2018 – 2019

Department: MBA

Paper: RESEARCH METHODOLOGY FOR MANAGEMENT
Semester: II

Meaning and Importance of Research – Research Process – Types of Research – Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis.
Research Design – Exploratory Research – Descriptive Research – Casual Research – Sampling and Sampling Design – Sampling Methods – Simple Random Sampling – Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling, Non-Probability Sampling – Convenience Sampling – Judgment Sampling – Quota Sampling. Data Collection – Primary and Secondary Data – Designing of Questionnaire – Measurement and Scaling – Nominal Scale – Ordinal Scale
Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale. Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report.
Non Parametric Tests – Kolmogorov – Smirnov Test – Runs Test for Randomness – Sign Test – Median Test – Multivariate Analysis – Multiple Regression Analysis – Concepts and Application of Discriminate Analysis and Factor Analysis.