

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA SEMESTER - II
19MBA09: HUMAN RESOURCE MANAGEMENT

Course Objective: To understand various functions of HRM and to manage the human resources of any organization effectively.

Learning Outcome: Students will be able to understand a) HR concepts b) Process of recruitment and selection, c) Learning and development d) Performance Management and Compensation e) Employee retention strategies f) employee welfare and grievances.

Unit - I: Introduction of HRM: Introduction to HRM – Line Managers – HR Role and responsibilities – New Approaches to Organizing HR – Globalization & Competition Trends – Technological Trends – Trends in Nature of Work – Workforce and Demographic Trends – Economic Challenges – High Performance Work System's – Equal Employment Opportunity – HR Score Card developed. Human Resource Information System (HRIS) - e HRM.

Unit - II: Recruitment and Selection: Basics of Job Analysis and talent Management process – Methods for Collecting Job Analysis Information – Job Descriptions and specifications – Job Satisfaction – Job Enlargement, Job Enrichment, Job Rotation, HR Planning – Recruitment & Selection Process – Planning & Forecasting of human resources – Sources of Recruitment – Recruitment on Diverse Work Force - Employee Testing and Selection - Basic types of Interviews – Errors in Interviews.

Unit - III: Training and Developing and Performance Management – Importance of Training and Development – Training process - Analyzing Training needs & Designing the program – Implementation of training programmes – training methods – Management development process – Evaluation of training and development programmes.

Performance Management - Concept of Performance management and appraisal, The performance appraisal process, Techniques for Performance Appraisal – Career Management.

Unit - IV: Compensation and Employee Welfare – Basic factors in determining pay rates – Job evaluation methods - Establishing pay rates – Pricing Managerial and Professional Jobs – Performance based pay -Benefits – Insurance – Retirement Benefits – Employee Welfare facilities. Salient features of Workmen Compensation Act & Minimum Wages Act.

Unit - V: Employee Relations – Labor Movement – Collective Bargaining Process – Grievances – Grievances handling procedure – Employee Separation – Employee Safety and Health – Occupational Safety Law – Work Place Health Hazards Problems & Remedies – Work life Integration - Stress Management – Salient features of Industrial Disputes Acts 1947 – Factories Act.

Suggested Readings:

- Gary Dessler, Biju Varkkey, Human Resource Management, 4e, Pearson 2017.
- Robert L. Mathis, John H. Jackson, Manas Ranjan Tripathy, Human Resource Management, Cengage Learning 2016.
- Uday Kumar Haldar, Juthika Sarkar, Human Resource Management, Oxford University Press 2013.
- K. Aswathappa, Human Resource Management, Text and Cases, TMH, 2011.
- Sharon Pande and Swapnalekha Basak, Human Resource Management, Text and Cases, , Vikas Publishing , 2e, 2015.
- Biswajeet Pattanayak, Human Resource Management, 5e, 2018.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA SEMESTER - II
19MBA10: MARKETING MANAGEMENT

Course Objective: To understand the basic marketing concepts and its applications in markets.

Learning outcome: Students will be able to understand a) concepts of marketing management b) to analyze markets and design customer driven strategies c) to communicate the decisions towards business development with superior customer value.

Unit - I: Introduction to Marketing: Importance and scope of Marketing, Core Marketing Concepts, Market Place, Marketing in practice, Marketing Environment, Marketing Strategies and Plans, The New Marketing Realities.

Market Research - Marketing Research process, Marketing Information systems. Marketing Research and Ethics, International Marketing Research.

Unit - II Analyzing Marketing Opportunities, Customer Value and Marketing Mix: Consumer Decision Making, Building Customer Value, Analyzing Consumer Markets – Consumer Behavior – Cultural, Social & Personal Factors, developing products & brands – product levels; classifying products, product range, product line & product mix, Product Life Cycles, new product development., New Service Development, Stages of Product/ Service innovation development, The process of adoption, Branding.

Unit - III: Designing a Customer Driven Strategy: Market segmentation – Segmentation Targeting Positioning Process - segmentation of consumer market, business market, requirement for effective segmentation, market targeting – evaluating market segmentation, selecting target market segmentation, positioning – Positioning and repositioning positioning maps, product positioning strategies.

Unit - IV: Distribution Decisions, Promotion & Communication Strategies: Marketing Channels, Channel intermediates and functions, channel structure, channel for consumer products, business and industrial products, alternative channel, channel strategy decisions. The promotional mix, advertising, public relations, sales promotion, personal selling, Direct and online Marketing. Marketing communication - communication process, communication promotion mix, factors affecting the promotion mix.

Unit - V: Pricing Decisions & Personal Communication: Importance of price, cost determinant of price, markup pricing, profit maximization pricing, break even pricing, pricing strategies, ethics of pricing strategy, product line pricing, Word of Mouth, Rural marketing, Bottom of the Pyramid, relationship Marketing, Retail Marketing, Digital marketing, Social media and mobile marketing, market sustainability and ethics, Global marketing, green marketing.

Suggested Readings:

- Philip Kotler, Gray Armstrong, Prafulla Agnihotri, Principles of Marketing, 17e, Pearson Education, 2018.
- Lamb, Hair, Sharma, Mc Daniel, Principles of Marketing, A South Asian Perspective Cengage Learning, 2016.
- Paul Baines, Chris Fill, Kelly Page, Piyush Sinha, Marketing, Asian Edition, Oxford University Press, 2015.
- Arun Kumar & N. Meenakshi, Marketing Management, Vikas, 2012
- Rajan Saxena, Marketing Management, 3e, Tata Mc Graw Hill, 2012.
- Kenneth E Clow, Donald Baack, Cases in Marketing Management, Sage South Asia edition, 2012.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA SEMESTER - II
19MBA11: FINANCIAL MANAGEMENT

***The students need Discounting Table and Annuity tables for the examination.**

Course Objective: To understand the basic decisions taken by a finance manager in a Corporate. FM helps in understanding the use of resources efficiently, effectively and economically.

Learning Outcome: Students will be able to understand a) Goals of financial function b) Investment criteria and decision process c) Capital structure and Dividend Decisions d) Asset Liability management

Unit - I: The Finance Function: Nature and Scope; Evolution of finance function – Its new role in the contemporary scenario –Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare; the Agency relationship and costs; Risk-Return trade off; Concept of Time Value of Money – Future Value and Present value and the basic valuation model.

Unit - II: The Investment Decision: Investment decision process- Project generation, project evaluation, project selection and project Implementation. Developing Cash Flow; Data for New Projects; Capital Budgeting Techniques–Traditional and DCF methods. The NPV vs. IRR Debate; Approaches for reconciliation. Capital budgeting decision under conditions of risk and uncertainty. Cost Of Capital: Concept and measurement of cost of capital, Debt vs. Equity, cost of equity, preference shares, equity capital and retained earnings, weighted average cost of capital and marginal cost of capital. Importance of cost of capital in capital budgeting decisions.

Unit - III: Capital Structure and Dividend Decisions: Capital structure vs. financial structure - Capitalization, financial leverage, operating leverage and composite leverage. EBIT-EPS Analysis, Indifference Point/Break even analysis of financial leverage, Capital structure Theories –The Modigliani Miller Theory, NI, NOI Theory and Traditional Theory –A critical appraisal.

Dividend Decisions: Dividends and value of the firm - Relevance of dividends, the MM hypothesis, Factors determining Dividend Policy - dividends and valuation of the firm - the basic models – forms of dividend. Declaration and payment of dividends. Bonus shares, Rights issue, share-splits, Major forms of dividends – Cash and Bonus shares. Dividends and valuation; Major theories centered on the works of Gordon, Walter and Lintner. A brief discussion on dividend policies of Indian companies.

Unit - IV: Working Capital Management and Finance: Working Capital Management: Components of working capital, gross vs. net working capital, determinants of working capital needs, the operating cycle approach. Planning of working capital, Financing of working capital through Bank finance and Trade Credit, regulation of bank finance.

Unit - V: Management of Current Assets: Management of cash – Basic strategies for cash management, cash planning, cash budget, cash management techniques/processes. Marketable securities: characteristics, selection criterion, Management of receivables- Credit policy, credit evaluation of individual accounts, monitoring receivables, factoring.

Management of inventory- Inventory management process, Inventory control systems, analysis of investment in inventory.

Corporate Restructuring: Corporate Mergers, Acquisitions and Takeovers: Types of Mergers, Economic rationale of Mergers, motives for Mergers, Financial evaluation of Mergers.

Suggested Readings:

- I M Pandey, Financial Management, 11 e, Vikas Publications, 2015.
- M.Y Khan, P K Jain, Financial Management-Text and Problems, 8e, Mc Graw Hill, 2019.

- Prasanna Chandra, Financial Management, 10e, Mc Graw Hill, 2019.
- James C Van Horne, Sanjay Dhamija, Financial Management and Policy, Pearson Education, New Delhi.
- Eugene F.Brigham Michael C. Ehrhardt, Financial Management, Cengage Learning, 12e, 2012.
- Arindam Banerjee, Financial Management, Oxford Publications, 2016.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA SEMESTER - II
19MBA12: QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

Course Objective: To provide the basic tools of Operations research in solving the management problems using mathematical approach for decision making.

Learning Outcome: Students will be able to understand a) The course covers origin and application of OR, b) Linear Programming Method, c) Decision Theory and queuing theory. These concepts help the student in taking decisions for business.

Unit - I: Introduction to Operations Research: Nature and scope of Operations research: Origins of OR, Applications of OR in different Managerial areas, Problem solving and decision making, Quantitative and qualitative analysis, Defining a model, types of model, Process for developing an operations research model, Practices, opportunities and short comings of using an OR model.

Unit - II: Linear Programming Method: Structure of LPP, Assumptions of LPP, Applications areas of LPP, Guidelines for formulation of LPP, Formulation of LPP for different areas, solving of LPP by Graphical Method: Extreme point method, simplex method, converting primal LPP to dual LPP, Limitations of LPP.

Unit - III: Assignment Model: Algorithm for solving assignment model, Hungarians Method for solving assignment problem, variations of assignment problem: Multiple Optimal Solutions, Maximization case in assignment problem, unbalanced assignment problem, travelling salesman problem, simplex method for solving assignment problem.

Transportation Problem: Mathematical Model of transportation problem, Methods for finding Initial feasible solution: Northwest corner Method, Least Cost Method, Vogels approximation Method, Test of optimality by Modi Method, unbalanced Supply and demand , Degeneracy and its resolution.

Unit - IV: Decision Theory: Introduction, ingredients of decision problems. Decision making – under uncertainty, cost of uncertainty, under risk, under perfect information, decision tree, construction of decision tree.

Network Analysis – Network Diagram, PERT, CPM, Critical Path determination, Project Completion Time, Project Crashing.

Unit - V: Queuing Theory: Queuing Structure and basic component of an Queuing Model, Distributions in Queuing Model, Different in Queuing Model with FCFS, Queue Discipline, Single and Multiple service station with finite and infinite population. Game theory, Saddle point, Value of the Game.

Suggested Readings:

- S.D. Sharma, Operations Research, Kedarnath Ramnath and Company.
- R. Pannerselvam, Operations Research, Prentice Hall International, 3e,2012
- J.K. Sharma, Operations Research: Theory and applications, 5e, Macmillian, 2013.
- Anderson, Sweeney, Williams, Camm, Martin, Quantitative Methods for Business, 12e, Cengage Learning, 2013.
- Hamdy A.Taha, Operations Research: An Introduction, 9 e, Pearson, 2013.
- Prem Kumar Gupta, D.S. Hira, Operations Research 5e, S. Chand , 2012.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA SEMESTER - II
19MBA13: ENTREPRENEURSHIP

Course Objective: To make students understand the Entrepreneurial process and also inspire them to be Entrepreneurs.

Learning Outcomes: Students will be able to understand a) mindset of the entrepreneurs, b) identify ventures for launching, c) develop an idea on the legal framework and d) strategic perspectives in entrepreneurship.

Unit - I: Understanding Entrepreneurial Mindset: The revolution impact of entrepreneurship- The evolution of entrepreneurship - Functions of Entrepreneurs – types of entrepreneurs -Approaches to entrepreneurship- Process approach- Role of entrepreneurship in economic development- Twenty first century trends in entrepreneurship.

Unit - II: The individual entrepreneurial mind-set and Personality: The entrepreneurial journey- Stress and the entrepreneur - the entrepreneurial ego - Entrepreneurial motivations- Motivational cycle – Entrepreneurial motivational behavior – Entrepreneurial competencies. Corporate Entrepreneurial Mindset, the nature of corporate entrepreneur- conceptualization of corporate entrepreneurship Strategy-sustaining corporate entrepreneurship.

Unit - III: Launching Entrepreneurial Ventures: Creativity and Business Idea, opportunities identification- Finding gaps in the market place – techniques for generating ideas- entrepreneurial Imagination and Creativity- the nature of the creativity process - Innovation and entrepreneurship. Methods to initiate Ventures- Creating new ventures-Acquiring an Established entrepreneurial venture- Franchising- advantage and disadvantages of Franchising.

Unit - IV: Legal challenges of Entrepreneurship: Intellectual property protection - Patents, Copyrights - Trademarks and Trade secrets - Avoiding trademark pitfalls. Feasibility Analysis - Industry and competitor analysis - Formulation of the entrepreneurial Plan- The challenges of new venture start-ups, developing an effective business model – Sources of finance - Critical factors for new venture development - The Evaluation process.

Unit - V: Strategic perspectives in entrepreneurship: Strategic planning - Strategic actions-strategic positioning- Business stabilization - Building the adaptive firms - Understanding the growth stage – Internal growth strategies and external growth strategies, Unique managerial concern of growing ventures. Initiatives by the Government of India to promote entrepreneurship, Social and women entrepreneurship.

Suggested Readings:

- D F Kuratko and T V Rao, Entrepreneurship- A South-Asian Perspective, Cengage Learning, 2012.
- Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Entrepreneurship, Mc Graw Hill, 2018.
- Bruce R. Barringer/ R.Duane Ireland, Entrepreneurship Successfully launching new ventures, 4e, Pearson, 2015.
- Stuart Read, Effectual Entrepreneurship, Routledge, 2013.
- Rajeev Roy, Entrepreneurship, 2e, Oxford publications, 2012.
- Nandan .H, Fundamentals of Entrepreneurship, PHI, 2013

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA SEMESTER - II
19MBA14: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Objective: To understand the importance of Supply chain management in present Business context.

Learning Outcome: Students will be able to understand a) growing importance of Logistics and Supply Chain Management b) LSCM Costs and Performance c) Benchmarking in SCM d) Sourcing and transportation e) Global aspects in SCM

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

UNIT – II: Measuring logistics costs and Performance: The concept of Total Cost analysis – Principles of logistics costing – Logistics and the bottom-line – Impact of Logistics on shareholder value - customer profitability analysis – direct product profitability – cost drivers and activity-based costing.

UNIT – III: Logistics and Supply chain relationships: Benchmarking the logistics process and SCM operations –Mapping the supply chain processes – Supplier and distributor benchmarking –setting benchmarking priorities – identifying logistics performance indicators –Channel structure – Economics of distribution –channel relationships –logistics service alliances.

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

UNIT – V: Managing Global Logistics and global Supply Chains: Logistics in a global economy – views of global logistics- global operating levels – interlinked global economy – The global supply chains -Global supply chain business processes – Global strategy – Global purchasing – Global logistics – Channels in Global logistics – Global alliances – Issues and Challenges in Global Supply Chain Management.

Suggested Readings:

- Donald J. Bowersox and David J.Closs: “Logistical Management” The Integrated Supply Chain Process, TMH, 2011.
- Edward J Bradi, John J Coyle: “A Logistics Approach to Supply Chain Management, Cengage Learning, New Delhi, 2012.
- Sunil Chopra and Peter Meindl: “Supply chain Management: Strategy, Planning and Operation”, Pearson Education, New Delhi 2013
- Rahul V Altekar: Supply Chain Management, PHI Learning Ltd, New Delhi, 2009
- Deepak P, Milind M.Oka: “Supply Chain Management” Everest Publishing House, New Delhi.
- Manish Bansal, Babita Singla: “Retail and Supply Chain Management “, Kalyani Publishers, New Delhi, 2012.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA SEMESTER - II

19MBA15A: TOTAL QUALITY MANAGEMENT (OPEN ELECTIVE- II)

Course Objective: To facilitate students understand the quality concepts and tools and techniques relating to total quality management.

Learning outcomes: Students will be able to understand a) importance of Quality b) Principles and Practices of TQM c) tools and techniques in Quality management.

UNIT - I: Principles and Practices - I: Introduction - Quality Gurus - Benefits of TQM – Quality Dimensions- Products and Services, Leadership and TQM, characteristics of Quality leaders. The Deming Philosophy - Quality councils - Strategic Planning - Customer Satisfaction-Customer perception of Quality - service Quality - Customer Retention - Employee Involvement - Employee survey – Empowerment -Gain sharing - Performance Appraisal.

UNIT - II Principles and Practices-II: Continuous process Improvement - the Juran trilogy- The PDCA Cycle – Kaizen - Reengineering. Supplier Partnership – Partnering – Sourcing -Supplier Selection - Supplier rating- Performance Measures - Basic concept – Strategy - Quality cost - Bench marking - reasons for bench marking – Process - Understanding current performance - Pitfalls and criticism of benchmarking.

Unit - III Tools and Techniques-I: Information Technology-Computers and the quality functions- Information quality Issues-Quality management System-Benefits of ISO registration-ISO 9000 series Standards-Internal Audits. Environmental Management System-ISO 14000 series-Benefits of EMS-Relation to Healthy and safety-Quality Function Deployment-The voice of the Customer- Building a House of Quality-QFD Process, Six Sigma.

UNIT - IV: Tools and Techniques-II: Quality by Design- Benefits-Communication Model-Failure Mode and Effective Analysis-Failure Rate, FMEA Documentation-The process of FMEA Documentation-Product liability-Proof and Expert Witness. Total Productive Maintenance- promoting the Philosophy and Training-Improvements and needs- Autonomous Work groups.

UNIT - V: Management Tools: Management Tools – Introduction - Forced field Analysis - Tree diagram - Process decision Program Chart - Statistical Process Control - Cause and Effect diagram - Histogram-state of control – Process Capability- Experimental Design-Hypothesis -Orthogonal Design -Two factors and Full factors-Quality Strategy for Indian Industries - Quality Management in India.

Suggested Readings:

- Joel E Ross : Total Quality Management, 3e,CRC press,2015.
- Dale H.Besterfeild, Carlon Besterfeild: Total Quality Management, Pearson Education, 2015
- Sridhara bhat: Total Quality Management Texts and Cases, Himalaya, 2015.
- Poornima M Charantimath Total Quality Management, Pearson Education, 2015
- Kanishka Bedi: Quality Management, Oxford, 2015.
- Dr.S.Kumar , Total Quality Management, University Science Press, 2015

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA SEMESTER - II
19MBA15B: MARKETING RESEARCH (OPEN ELECTIVE - II)

Course Objective: To facilitate students to understand the marketing research design and application of research methodology to Marketing issues.

Learning Outcome: Students will be able to understand a) importance of Marketing Research b) Research design c) Scaling and sampling methodology d) data presentation.

Unit - I: Introduction to Marketing Research: Definition of Marketing Research, Factors that influence Marketing Research, Scope of Marketing Research, Limitations of Marketing Research, Marketing Research Process, Role of Marketing Research in Marketing decision making, qualities of a Marketing Research Manager, Organising Marketing Research function, Evaluation and Control of Marketing Research, International Marketing Research, Marketing Research in Social Media, Mobile Marketing Research, Ethics in Marketing Research.

Unit - II: Marketing Research Design: The process of defining the problem and developing an approach, Defining an Marketing Research Problem, Exploratory, Descriptive, Casual Research Design, Marketing Research Proposal.

Unit - III: Measurement and Scaling: Sources and Collection of data, Nature of Measurement, Measurement Scales, Characteristics of a good Measurement, Nature of Attitude Scale, Rating scale, Ranking scale, Questionnaire Design.

Unit - IV: Sampling: Sampling Design Process, Classification of Sampling Techniques, Probability and Non- Probability Sampling Techniques, Internet Sampling, Sampling distribution, Sample Size Determination, Non-Response Issues in Sampling.

Unit - V: Analysis and Presentation of Data: Data Preparation, Data Preparation Process, Statistically Adjusting Data, Frequency Distribution, Cross Tabulation, Hypothesis Testing, Bi Variate Analysis, Discriminant, Logit Analysis, Factor Analysis, Cluster Analysis, Multi- Variate Analysis, Report Writing, Report Preparation and Presentation.

Suggested Readings:

- Naresh Malhotra, Satyabhushan Dash, Marketing Research, 7e, Pearson, 2019.
- GC Beri, Marketing Research, 4e, 2018, Mc Graw Hill 2018.
- Donald R Cooper, Pamela S Schindler, Marketing Research Concepts and Cases, 2007
- David J Luck, Ronald S Rubin, Marketing Research, 7e, PHI, 2002.
- David A Aaker, V.Kumar, Georges, Marketing Research, 9e, Wiley India Pvt Ltd, 2009.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA SEMESTER - II
19MBA15C: INTERNATIONAL BUSINESS (OPEN ELECTIVE - II)

Course Objective: To understand the International Business theories and methods, Economic Environment, Strategic and Operational issues of IB.

Learning Outcome: Students will be able to understand a) Importance of International Business b) International Trade theories c) International Economic environment d) Strategic and operational issues of IB.

Unit - I: Introduction to International Business- Need for International Business- Drivers of Globalization- Distinction between Domestic and International Business- International Business Approaches - Modes of International Business - Impediments in international Business- Opportunities and Challenges of International Business - Multi National Corporation (MNCs) - International Business Environment- Cultural, Political and Technological Environment.

Unit - II: International Trade Theories: Mercantilism- Absolute Advantage Theory- Comparative Advantage Theory- Product Life cycle theory- New Trade Cycle theory- National Competitive advantage- India's Foreign Trade- Foreign Direct Investment in India- Balance of Payments.

Unit - III: International Business and Economic Integration: Levels of Economic Integration- Benefits and Challenges of Economic Integration- Free Trade Agreement (FTA)- The Customs Union, The Common market, The Economic Union. Arguments surrounding Economic Integration, Regional Economic Groups, European Union, NAFTA, ASEAN, SAARC. Multilateral Trade agreements- GAAT, WTO, TRIPS and TRIMS, UNCTAD. International Trade Policy of India.

Unit - IV: Strategy and Structure of International Business: Environmental Analysis, Value Chain Analysis, Types of Strategies, Strategy Implementation Process, Control and Evaluation, Strategic Alliances- Nature, Benefits, Pitfalls of Strategic Alliances, Scope of Strategic Alliance, Alliance development process, Economic Considerations for Strategic alliances. Organizational Design- Factors influencing organizational Structure – organizational Structures- Choosing a structure, issues in Global Organizational Design.

Unit - V: International Business Operations: Issues involving International Production- Sourcing and vertical Integration, - Major activities in International Marketing- Brand Decisions- Issues of International Financial management- Forex market, International Monetary System, International Financial Markets- Export Financing- Managing International HR Activities- HR Planning, Recruitment and selection, Expatriate Selection. Cross Cultural Issues in International Business.

Suggested Readings:

- Michael R. Czinkota, Iika A. Ronkainen, Michael H. Moffett, International Business, 7e, Cengage Learning, 2008.
- K Ashwatappa, International Business, 6e, Mc Graw Hill, 2015.
- Sanjay Misra, P.K. Yadav, International Business, PHI, 2009.
- Charles W. L Hill, G. Thomas M Hult, Rohit Mehtani, International Business, 11e, Mc Graw Hill, 2019.
- Rakesh Mohan Josh, International Business, Oxford University Press, 2009
- Subba Rao, International Business, Himalaya Publications, 2007

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA SEMESTER - II
19MBA015D: RURAL MARKETING (OPEN ELECTIVE – II)

Course Objective: To understand the importance of Rural Marketing, Rural Environment, Problems in Rural Marketing in India and Strategies to be adopted by the corporate.

Learning Outcome: Students will be able to understand: (a) Rural Marketing opportunities (b) Rural Economy and Environment c) Social and cultural aspects in rural India d) innovations in rural marketing.

Unit – I: Introduction: Meaning - Evolution – Nature and Characteristics of Rural Market – Understanding the Indian Rural Economy –Rural Marketing Models – Rural Marketing Vs Urban Marketing – Parameters differentiating Urban & Rural Market - Differences in consumer behavior in Rural and Urban market.

Unit – II: Rural Market Research: Sources of Information- Factors influencing rural consumers during purchase of products – Rural consumer Life style –Approaches and Tools of Marketing Research - Rural Business Research- Evolution of Rural Marketing Research – Sources and methods of data collection , data collection approaches in rural areas, data collection tools for rural market. Limitation and challenges in rural marketing research, role of rural marketing consulting agencies.

Unit – III: Rural Marketing Mix: Rural Marketing Mix – Additional Ps in Rural Marketing – 4As of Rural Marketing Mix – New Product Development for Rural Market – Rural Market Product Life Cycle – Objectives behind new product launch – New Product development process.

Unit – IV: Rural Market Brand & Channel Management: Brand Loyalty in Rural Market – Regional Brands Vs National Brands – Channel Management – Indian Rural Retail Market – Rural Retail Channel Management – Strategies of Rural Retail Channel Management.

Unit – V: Applications and Innovations: Marketing of Consumer products, services, social marketing, agricultural marketing, rural industry products- Innovation for Rural Market – Marketing Strategies – e-Rural Marketing – Agricultural Co – operative Marketing – Rural Market Mapping – Corporate Social Responsibility – Organized Rural Marketing – IT for Rural Development – e-Governance for Rural India.

Suggested Readings:

- C. S. G. Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing: Text and Cases, Pearson Education, 2009.
- Pradeep Kashyap, Rural Marketing, 3e Perason Education, 2016.
- Balram Dogra & Karminder Ghuman, Rural Marketing, TMH, 2009.
- Sanal Kumar Velayudhan, Rural Marketing, 2e Sage publications, 2012.
- T P Gopaldaswamy, Rural Marketing, Environment, problems and strategies, 3e Vikas Publications, 2016.

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY
HYDERABADMBA SEMESTER - II
SUMMER INTERNSHIP**

Course Objective: To acquire practical knowledge by working in any organization. Students should learn application of conceptual learning to practical business problems and also develop interpersonal relations, working in teams and understanding dynamics in an organisation.

Learning Outcome: Students will be able to understand a) Management functions and Organizational structure b) organizational dynamics in terms of organizational behaviour, culture, climate c) Functional domain knowledge d) Processes and systems d) External and Internal environment impact on the organization.

Approach to Summer Internship:

Students should take covering letter/s from the college, addressed to the organization/professional institutions during the beginning of the second semester coursework. The students in consultation with Supervisor / Mentor and head of the department should choose any area / topic of Business Management as per the Syllabus prescribed by the University.

The students can approach any Business organizations / Corporate of Public and Private sectors, Government Departments, Research organizations, J-Hub, T-Hub etc. for the summer internship. The students should do the internship during the summer break.

Summer internship report has to be submitted to the department after approval by the concerned Supervisor/Mentor and the Head of the department for the Power point (PPT) presentation for evaluation.

Summer internship report is evaluated for 25 marks internal Exam and 75 marks External Exam. The report has to be evaluated by the Head, Supervisor/ mentor and the senior faculty of the department.

The External Exam should be evaluated by the External Examiner.